



ROSE BAY PLACE PLAN
2023–2028



Council endorsed on
26 June 2023

Acknowledgement of Country

Woollahra Council acknowledges the Gadigal and Birrabirragal people who are the traditional custodians of the land and pay respect to Elders past, present and emerging.





Developing a shared vision for the future of Rose Bay

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

The Place Plan is a strategic document that establishes a shared vision for the future of Rose Bay. This vision is shaped by the needs and aspirations voiced by the community and local businesses during the early stages of developing the Place Plan.

The objectives and place directions contained in this plan aim to support local businesses, improve connectivity to the harbour, activate our retail centres, and create vibrant and healthy gathering spaces.

Delivering this Place Plan will take a collective effort from Woollahra Council, local businesses, and the community.

The identification of new resourcing and funding options will be crucial for the implementation of the plan. Opportunities for ongoing investment in Rose Bay will be considered during the preparation of Council's Operation Plan and Budget, along with applications for grant funding as they become available.

We look forward to working together to help the Rose Bay community achieve its vision for the future.

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

Councillor Susan Wynne

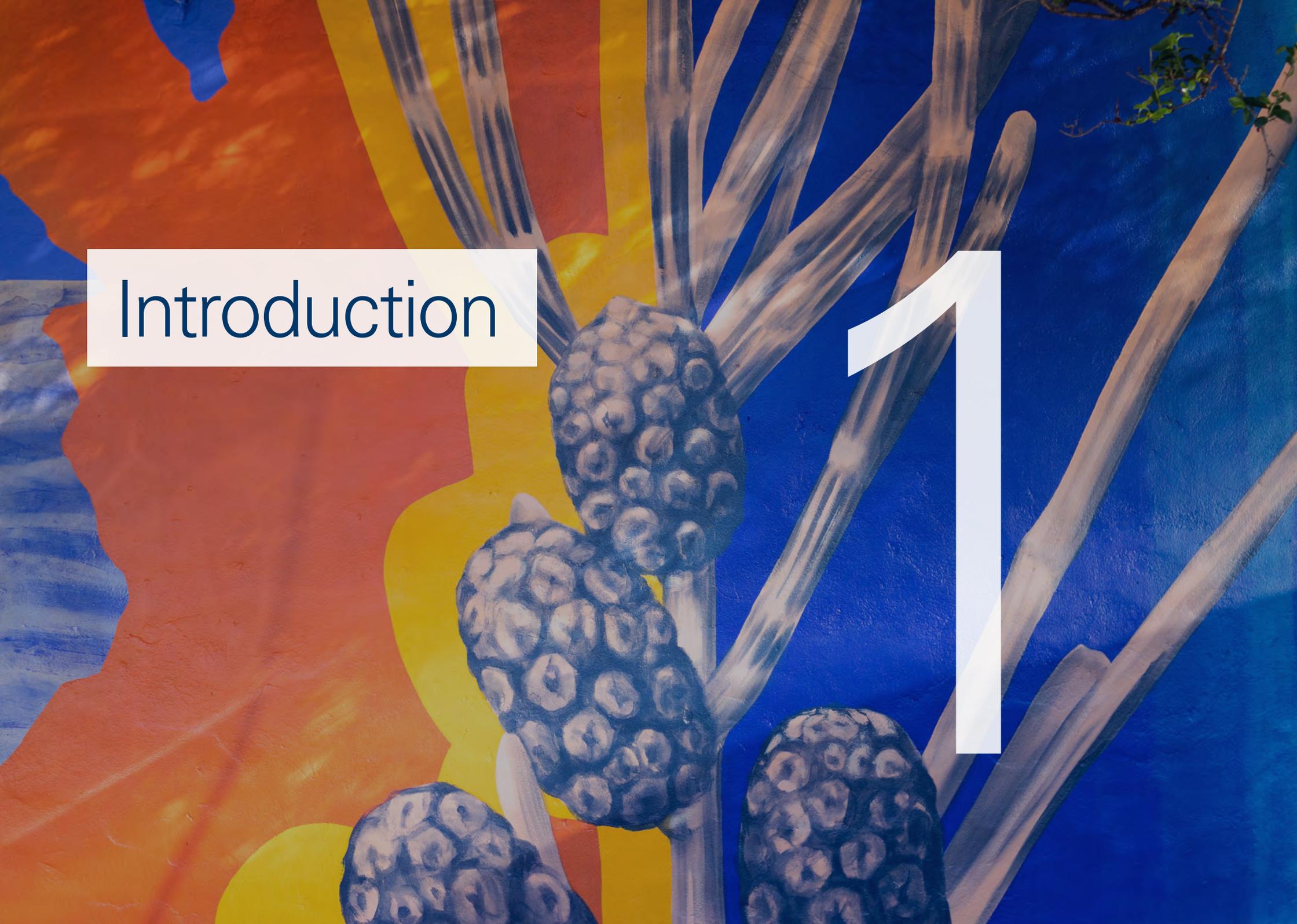
Mayor of Woollahra

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



Introduction

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Introduction

The Rose Bay Place Plan is the strategic guide to place activation and economic development in Rose Bay. It covers the Rose Bay Centre, Local Centres of Rose Bay West, Rose Bay North and Rose Bay South, as well as our public realm, recreation and community spaces. Ownership of the plan and its delivery is shared by Council, local businesses, and the community.

The Rose Bay Place Plan represents a new way of thinking about the much-loved shopping areas of Rose Bay, its unique natural environmental and open space assets, and cultural heritage.

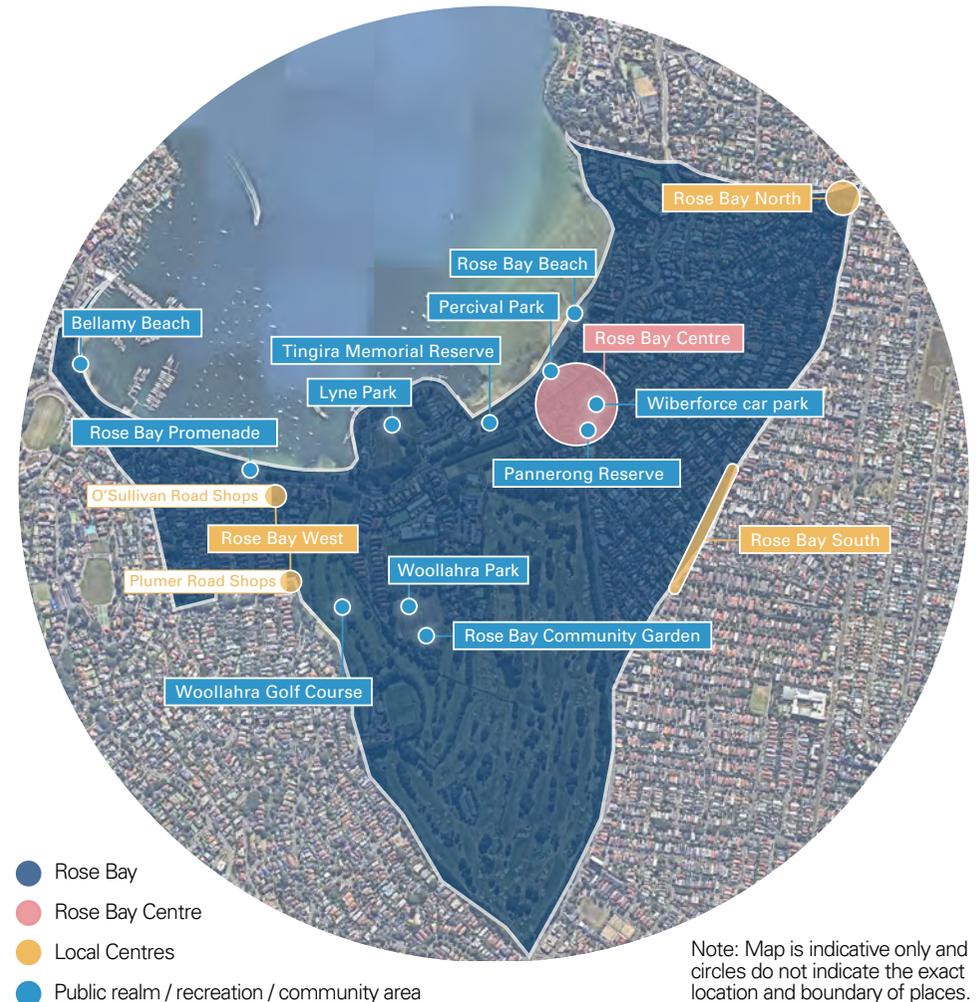
Placemaking is the transformation of public spaces and the strengthening of connections between people and these places. Council's approach to placemaking is to empower the community to have a central role in shaping the future of their neighbourhoods through an agreed place vision and supporting initiatives to deliver that vision. It is a collaborative approach that needs many voices and many hands to be successful.

The purpose of this Place Plan is to provide directions to guide stakeholder investment towards this shared vision for the future of Rose Bay. It also acknowledges that there are diverse teams across Council working on projects that contribute to 'place' and a wider framework for investment planning, particularly in land use and hard infrastructure.

The adoption of placemaking at Council demonstrates our commitment to prioritising people and local knowledge in the planning, design and development of our suburbs, places and precincts. The active participation of the community in developing this Place Plan reflects their enthusiasm for participating in making Rose Bay into a place that reflects their needs and aspirations for the future.

The Rose Bay suburb

The Rose Bay Place Plan covers the wider Rose Bay suburb with specific emphasis on the Rose Bay Centre, Local Centres, public realm, recreation and community spaces, noted on the map below.



About Rose Bay

Rose Bay's Unique Place Character

Emerging from a long and rich Aboriginal history and framed by iconic harbourside views is Rose Bay, a place where outstanding natural amenity, mature tree-lined streets, beautiful manicured gardens and heritage features combine to create the unique waterside village character that locals love. This is an active and social community that values its strong connection to local places.

Unique art deco strips such as the Plumer Road Shopping Centre are destinations for boutique shopping experiences. An emerging laneway culture has seen streets slowly transformed with plants, engaging displays, and interesting businesses. Places including Balfour Road, Beresford Estate, Rose Bay Gardens Estate and Kent Road feature examples of historically significant architecture.

Abundant green spaces and water access provide opportunities for recreation, movement and connection to the environment, supporting the health and wellbeing of the community. Sporting facilities and open spaces such as Lyne Park are enjoyed by all ages as are Rose Bay's water activities like sailing, rowing, kayaking and paddleboarding.

Current Council-led Projects in Rose Bay

Woollahra Council is currently undertaking a number of improvement projects in Rose Bay. The redevelopment of the **Wilberforce Avenue Car Park** will see the introduction of the Rose Bay Community Centre and additional parking to address the existing parking shortage. The Community Centre will provide space for more community activities, public toilets and retail offerings.

The **Plumer Road Streetscape Upgrades** will add additional car and bicycle parking, as well as footpath widening, improved outdoor dining, landscaping, and new pedestrian crossings. The 2.4km **Rose Bay Cycleway** addresses a previously-missing link in Sydney's cycling network. It ensures the iconic Rose Bay Promenade is accessible and safe for all to enjoy, incorporating separate spaces for pedestrians, cyclists and vehicles.

Other **investment in active transport** includes investigating lower traffic speed in key locations and expanding the cycling network. **New seating** has been installed on New South Head Road to enhance outdoor amenity and create a buffer that provides a safer pedestrian environment.

Future plans include a **playground upgrade** in Lyne Park and **public domain upgrades** in the Rose Bay Centre.

Opportunities

These projects are focused on improving Rose Bay's public realm and intend to address existing challenges, such as lack of parking and public amenities, poor connectivity and linkages, and useability of public space. There are further opportunities for public domain improvements such as facilitating different uses in our open spaces, enhancing connections to and from the water, and improving the pedestrian experience. These are opportunities that Council and the community can work on collectively to activate Rose Bay and reinforce its village charm.

About Rose Bay

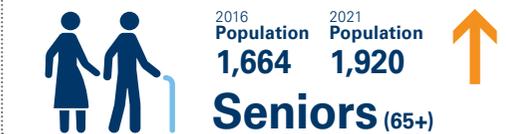
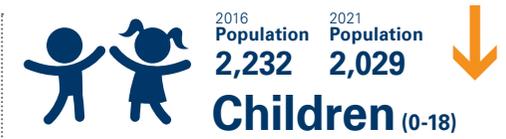
Our Community is Changing

Change is a natural part of a place; the Rose Bay community is experiencing demographic and lifestyle shifts that will impact the way the place is used and interacted with. According to the last Census, between 2016 and 2021, the **population of Rose Bay experienced a slight decline**, from 10,053 to 9,911.

The **population of Rose Bay is also getting older**. The over 65 age group increased from 1,664 in 2016 to 1,920 in 2021. Meanwhile, the working age population (19-64 years) has decreased from 6,141 to 5,986 and the number of children under 18 years have decreased from 2,232 to 2,029. An older population will require an even more accessible neighbourhood, incorporating easy transport options.

Households are also gradually getting smaller, from 2.4 in 2016 to 2.3 in 2021. There has been growth in one person and couples households. In 2021, 30% of households in Rose Bay contained only one person, compared with 23.2% in Greater Sydney. This trend is likely linked to high housing prices: as adult children moving out of family homes, they may not be financially able to settle in the same suburbs. Alongside this, the trend towards smaller households will increase demand for attractive and safe public spaces, shops and activities to encourage people to socialise and interact.

Finally, residents of Rose Bay have an average of 1.5 cars per house, a slight increase over the last 10 years (1.4 in 2011). Improving movement corridors and opportunities for active transport is therefore important.



*ABS 2020 estimated population From 2011 to 2016, Rose Bay's population decreased by 142 people (1.0%).

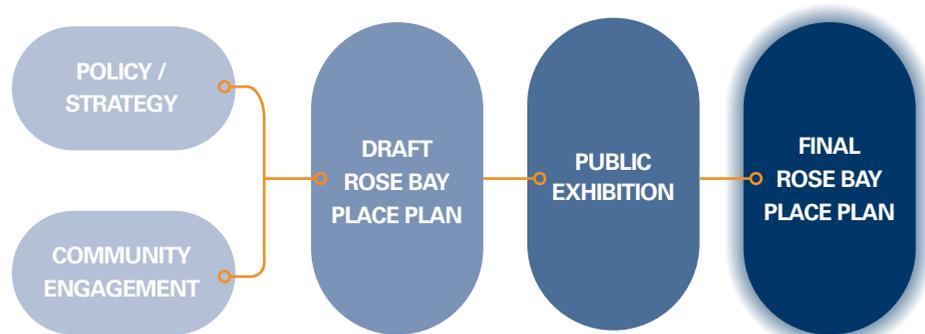


*2021 data for some areas of interest will not be released by ABS until October 2022. In these cases, 2016 data is referenced.

Developing the Place Plan

The development of the Place Plan has been an iterative process involving a review of current plans and policies and engagement with the community and local stakeholders. Following public exhibition, the final Plan has incorporated feedback into a concise document to support place activation and economic development across Rose Bay.

The following diagram captures the process:



Engagement activities included meeting with businesses and the local community.



Local resident in ideation session reimagining spaces within Rose Bay Centre.

Strategic Plans and Policies

The delivery of the Rose Bay Place Plan is governed by the following strategic and policy documents which have informed its development. Many of these documents contain Council's overarching strategic direction for the area and may contain specific projects that aim to improve Rose Bay.

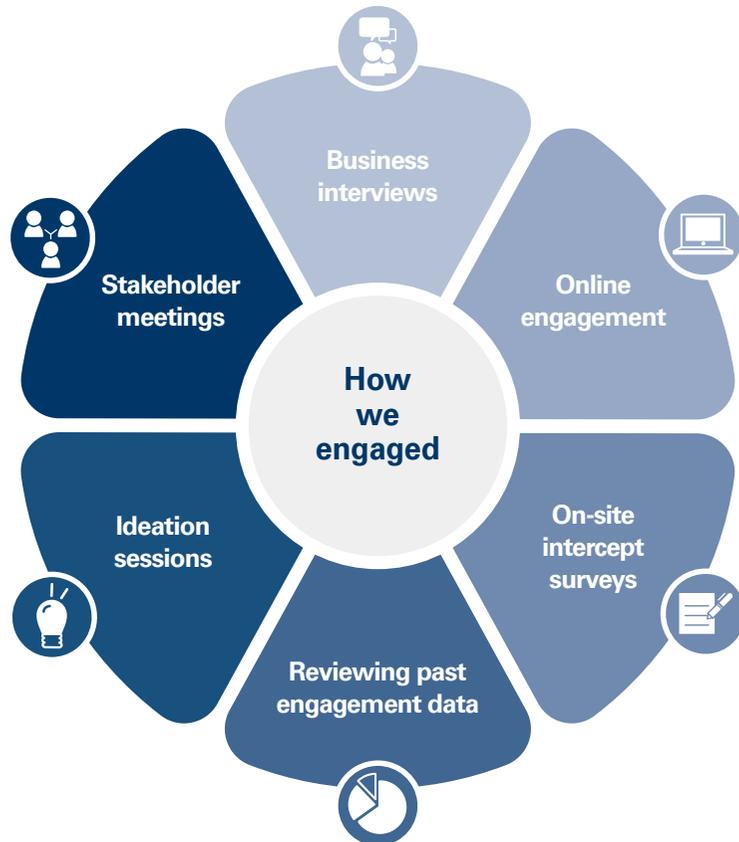
Woollahra 2032	A Community Strategic Plan that establishes the long term vision for Woollahra.
Woollahra Local Strategic Planning Statement 2020	A legislative document with a 20-year vision that plans for future land use and community values.
Woollahra Local Environmental Plan 2014	Council's main legal document controlling development and guiding their planning decisions.
Woollahra Development Control Plan 2015	Detailed planning and building design guidelines for all developments within the Woollahra LGA.
Draft Integrated Transport Strategy	This strategy looks at a more accessible municipality with active, sustainable and efficient transport modes.
Draft Woollahra Active Transport Plan	This plan outlines visions for infrastructure for walking and cycling and where the investment will be prioritised.
Aboriginal Heritage Study 2021	This study allows Council to better understand and manage the Aboriginal history and heritage of Woollahra.
Woollahra Social & Cultural Plan 2018-2030	This plan provides goals, strategies and priorities for Council to meet its social and cultural goals.
Draft Woollahra Play: Play space Strategy for Woollahra Council	This strategy provides strategic direction for Council over the next 10 years about play provision across the LGA.
Community Facilities Study 2019	This study provides options and recommendations for the strategic provision of community facilities in the LGA.
Draft Generic Plan of Management for Crown Land Reserves	A plan of management for the majority of the Crown land reserves in the Woollahra LGA.
Draft Recreation Strategy	An up-to-date understanding of community needs, existing opportunities and relevant trends impacting recreation services or facility provision.

Community engagement

“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.”

- Project for Public Spaces

Our place visioning was a collaborative process that brought together community stakeholders with Council to co-design and articulate a shared future vision and guiding principles for Rose Bay.



What we heard

Retail diversity:

Add a greater retail mix with dine-in and take-away options.

Outdoor dining:

Increased outdoor dining and alfresco style seating within Rose Bay’s local and neighbourhood centres.

Connectivity:

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

Open space + amenities:

More and better open space within Rose Bay area for a wider range of uses for the local community.

Events +

programming:

Optimise open space usage for diverse recurring community events and markets.

Community facilities:

Increasing need for community facilities, including a community centre and public toilets.

Traffic and congestion:

Manage traffic, alleviate congestion and improve overall pedestrian safety throughout Rose Bay.

Public transport:

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

Lack of parking:

Additional car parking for residents, commuters, shoppers and businesses, particularly in Rose Bay Centre.

Waste management:

Implement better and more efficient waste management strategies generally and at Rose Bay’s beaches.

Over-development:

Limit the amount of high rise development.

Active transport:

Requests for Council to look at areas for greater pedestrianisation and introduction of bike paths.

The Rose Bay Place Plan

2



Rose Bay Place Plan Summary

Purpose and Implementation of the Place Plan

The Place Plan is intended to act as a guiding strategic document that enables both Council and the community to collaboratively develop a shared vision for the future of Rose Bay. This vision will be achieved through five Place Objectives that include various Place Directions and examples of strategies and actions that can be delivered by Council, local businesses, and the community. Each Place Objective is relevant to all key areas of focus, which range from the entire Rose Bay suburb area to specific local places.

Implementation of the Place Plan is the joint responsibility of Council and community to ensure shared ownership over Rose Bay, and will be supported through access to grants and support from Council.

Ultimately the Rose Bay Place Plan represents a new way of thinking about the much loved commercial shopping areas of Rose Bay, unique natural environmental and open space assets and cultural heritage. With potential projects and initiatives being identified in this Place Plan, it is capable of helping Rose Bay to continue to evolve as a community-led and loved place.

It is important to acknowledge Rose Bay, like all places, is ever-changing and evolving, therefore this document should be considered as a living document which is dynamic; revised and improved over time. Rose Bay can never be considered completed or finished.

The Place Plan structure

Vision

Our shared aspirations for the future of the area

Place Objectives

What we hope to achieve together to realise our vision

Place Directions

The strategies and actions that apply to the different areas in Rose Bay

Implementation and Funding

Opportunities to achieve change together



Our Vision for Rose Bay is
an intimate, connected and thriving place
that supports the needs of our community
and businesses.

Places are easy to move between and a strong connection to the water is embedded in its identity. Its public realm showcases a vibrant street life and rich history, evident in social interactions, public gatherings and community events. It is clean and green, and its highly valued natural assets are protected and enhanced.

Place Objective 1

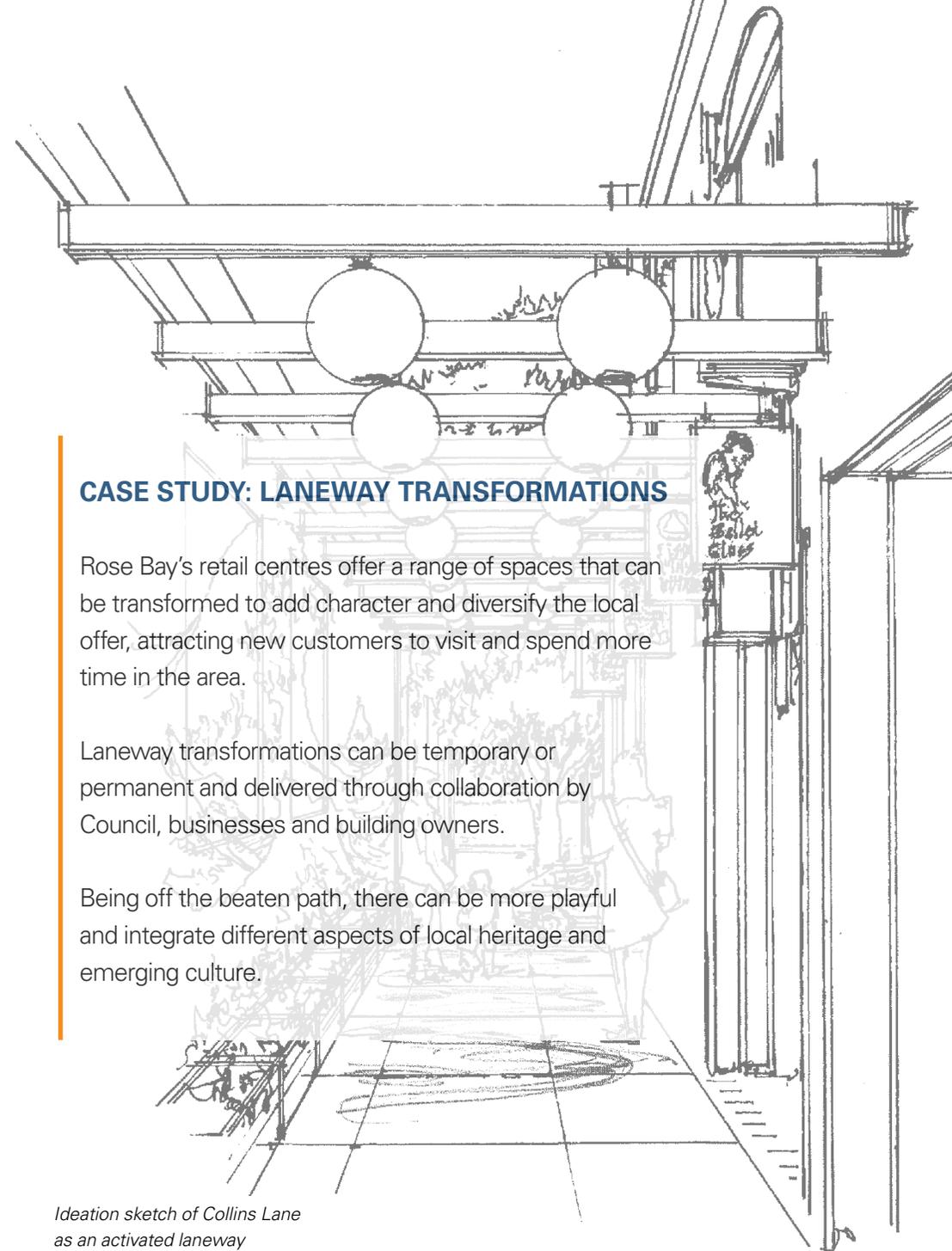
Rose Bay places respect their history and celebrate their unique local character

This Place Objective aims to ensure that projects delivered in Rose Bay continue to respect and enhance local narratives to maintain a unique point of difference from other areas.

The Woollahra LGA has a long and rich Aboriginal history which continues to be valued by Aboriginal and non-Aboriginal people today. Traces of this history can be found throughout Rose Bay, and there is significant opportunity to acknowledge and enhance community knowledge and respect for the First Nations people of our area and their unique understanding of Country e.g. Rose Bay was a traditional ceremonial punishment ground which was used into the nineteenth century, and the area was also an Aboriginal settlement (*Aboriginal Heritage Study 2021*).

Rose Bay has a unique aviation history. Lyne Park played a short but important role as Sydney's first international airport, a history which dates back to May 1914. A flying boat base was unveiled 20 years later, playing host to Qantas Empire Airways and Imperial Airways London to Sydney. Today, Sydney Seaplanes continue this legacy, offering aerial tours of Sydney. Rose Bay should have spaces that facilitate both active uses and relaxation.

In Rose Bay, there are four established heritage conservation areas being Balfour Road, Beresford Estate, Rose Bay Gardens Estate and Kent Road. Rose Bay's heritage areas, unique art deco shopping strips like Plumer Road, and diverse residential architecture are highly valued by the community.



CASE STUDY: LANEWAY TRANSFORMATIONS

Rose Bay's retail centres offer a range of spaces that can be transformed to add character and diversify the local offer, attracting new customers to visit and spend more time in the area.

Laneway transformations can be temporary or permanent and delivered through collaboration by Council, businesses and building owners.

Being off the beaten path, there can be more playful and integrate different aspects of local heritage and emerging culture.

*Ideation sketch of Collins Lane
as an activated laneway*

Place Objective 2

It is a pleasure to move around - for everyone

This Place Objective is focused on improving accessibility and connectivity for everyone in Rose Bay.

Connectivity and accessibility are paramount in Rose Bay. Being destination-rich and a place of hubs and villages, our streets, laneways and open spaces should be easy to navigate with clear connections and vistas.

Connection to water is arguably one of the most important characteristics of Rose Bay. This is why there is a focus on improving pedestrian links to the beach and activating the waterfront.

With Rose Bay Centre being the heart, it is easy to know where you're going and how to get there. A major priority in this Place Plan is to improve pedestrian connectivity between Rose Bay Centre and around the rest of the suburb.

Investment in signage and wayfinding is essential to improving accessibility between key destinations, to connect places as well as people. The new separated cycleway and pedestrian path along the Rose Bay Promenade encourages cycling and walking for residents and visitors alike. Council's upgrade of Plumer Road will result in additional car and bicycle parking, increased footpath width, improved outdoor dining, landscaping and incorporate new pedestrian crossings.

CASE STUDY: PROMENADE CYCLEWAY

In an effort to make Rose Bay more connected for all, increasing and enhancing the number of shared paths and cycleways can improve the ease of travelling across the area with a stronger sense of safety and enjoyment.

Along with the development of physical linkages among local centres and other hubs of public spaces, Council and designers can also collaborate to deliver a sophisticated and easy-to-follow wayfinding system. Well-designed pictograms, maps, graphics and language can help both residents and visitors to find their way.

Improved accessibility and connectivity throughout the Rose Bay area will bring more on-street users and contribute to the area's lively atmosphere.

Ideation sketch showing a more lively and walkable waterfront edge of Lyne Park

Place Objective 3

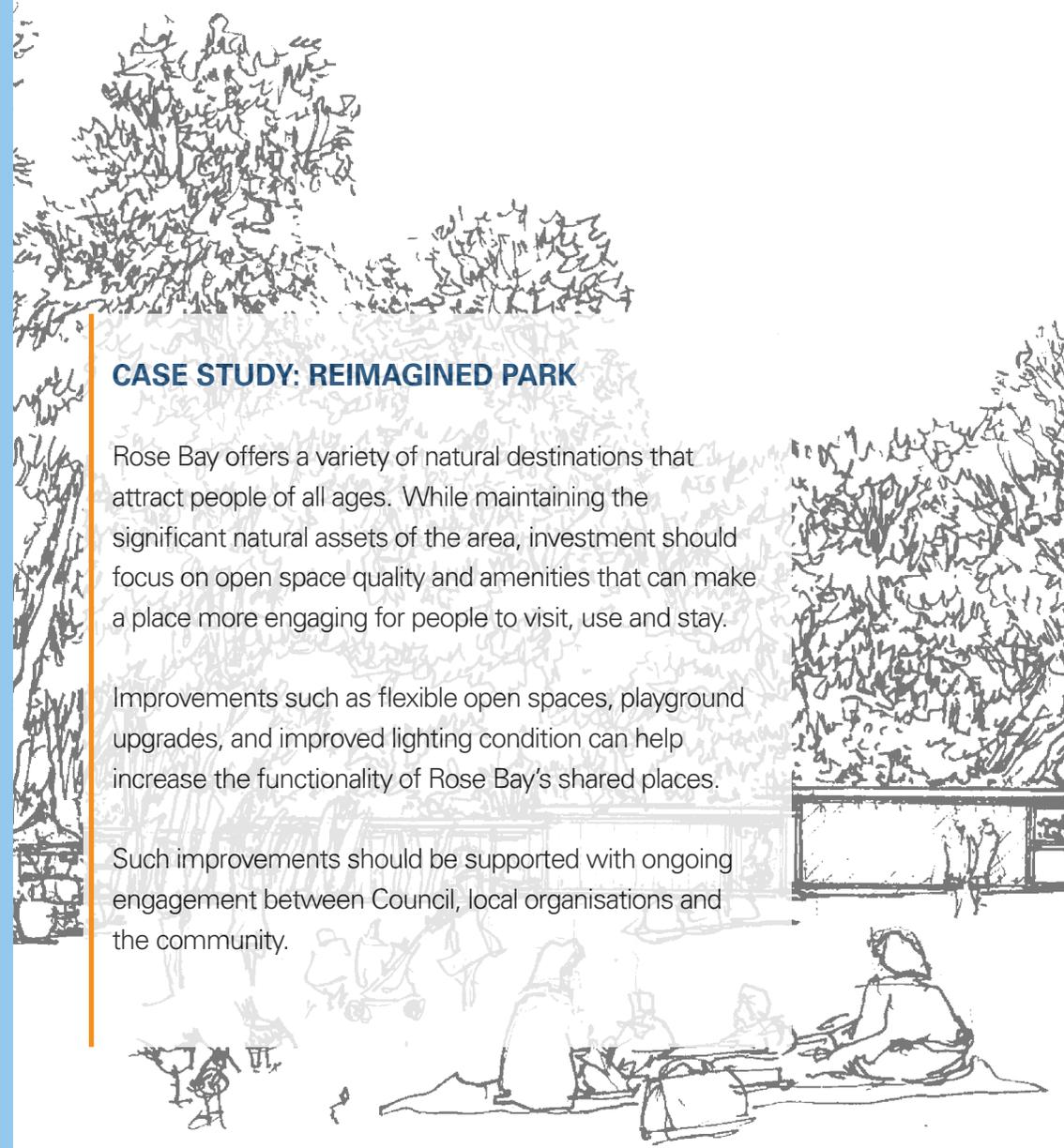
Our shared spaces are green, comfortable and welcoming

This Place Objective aims to ensure that public spaces in Rose Bay have a high level of amenity and comfort to ensure ongoing useability and accessibility for everyone.

Rose Bay is underpinned by its sense of community. Shared public spaces are where the community comes together to celebrate, socialise and participate in public life. These spaces include not only streets and plazas, but also Rose Bay's natural amenities such as beaches and green spaces.

With such inherent richness in natural amenity, the maintenance and preservation of Rose Bay's natural environment is a top priority. Green space, trees and natural landscapes are highly valued in Rose Bay and efforts ensure that these places are protected and enhanced not only for today, but for future generations.

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



CASE STUDY: REIMAGINED PARK

Rose Bay offers a variety of natural destinations that attract people of all ages. While maintaining the significant natural assets of the area, investment should focus on open space quality and amenities that can make a place more engaging for people to visit, use and stay.

Improvements such as flexible open spaces, playground upgrades, and improved lighting condition can help increase the functionality of Rose Bay's shared places.

Such improvements should be supported with ongoing engagement between Council, local organisations and the community.

Ideation sketch of reimagined Tingira Memorial Reserve with improved lighting, footpaths and amenities

Place Objective 4

Rose Bay is a great place to socialise and shop - day and night

This Place Objective is focused on ensuring Rose Bay has diverse and vibrant options for shopping, social activities and the evening economy.

Streetscape character, diverse cafés and restaurants, laneways and the people that meet in them are what bring vibrancy to the villages of Rose Bay. The consistent scale of buildings and the distinctive landscape quality evoke an appealing urban village character which is valued by local residents and users of the centre.

Rose Bay Centre contains a variety of local businesses. Percival and Collins Lanes are slowly being transformed through plants, engaging displays, and interesting businesses. There is a significant opportunity to support the growth of evening economy in Rose Bay through facilitating evening trading hours or on-street alfresco dining.

Rose Bay offers a diverse range of passive and active recreational opportunities for locals and visitors to enjoy. Lyne Park provides a vibrant, and flexible space for sporting groups, family and friends to meet and play. The Rose Bay Beach attracts water lovers with its range of activities and dog-friendly beach front. These unique places create enjoyable spaces for people to connect.

CASE STUDY: INTERIM PLACE ACTIVATION

Lightweight temporary activation can be used to bring the community on the journey in the transformation of underutilised open spaces into multifunctional community-focused facilities.

Temporary activation can be used to transform spaces and give the community a taste of what the place could be in the future. Activations like temporary open air cinemas and twilight markets can provide people with a diverse food and entertainment offering, and create stronger community connection.

Ideation sketch of Wilberforce Carpark temporarily transformed to a community event space

Place Objective 5

Our community works, plays and celebrates together

This Place Objective aims to support and facilitate social connections, community wellbeing and capacity building via parks, playgrounds, community gardens, markets, events and festivals.

There are lots of opportunities to activate Rose Bay. Activation starts with temporary initiatives, place management, and engaging programming with different stakeholders.

Major assets such as the Promenade, Lyne Park, Pannerong Reserve, and Rose Bay Beach offer flexibility in ways the community can meet, socialise, connect and play. Smaller assets, such as the Rose Bay Community Garden, are also valued outdoor community spaces where locals can socialise and learn.

There are great opportunities to improve the function of the built landscape to encourage local events and activations. It is easy for Rose Bay's creative and established businesses to produce local events that bring vibrancy to the area. This can be leveraged further through Council support and promotion of the grants program.

CASE STUDY: FLEXIBLE STREET EVENT SITE

Creating more vibrancy and activity should be a key consideration of streetscape upgrades and future planning for the Rose Bay Centre and other Local Centres.

Having more event-ready spaces that are flexible, appropriate for pedestrian use, and in close proximity to public transport can support the local community to thrive. This will provide great opportunities for Council, local business owners, and local community to come together and shape a unique local story for Rose Bay.

Ideation sketch of how Plumer Road could be temporarily activated and enjoyed



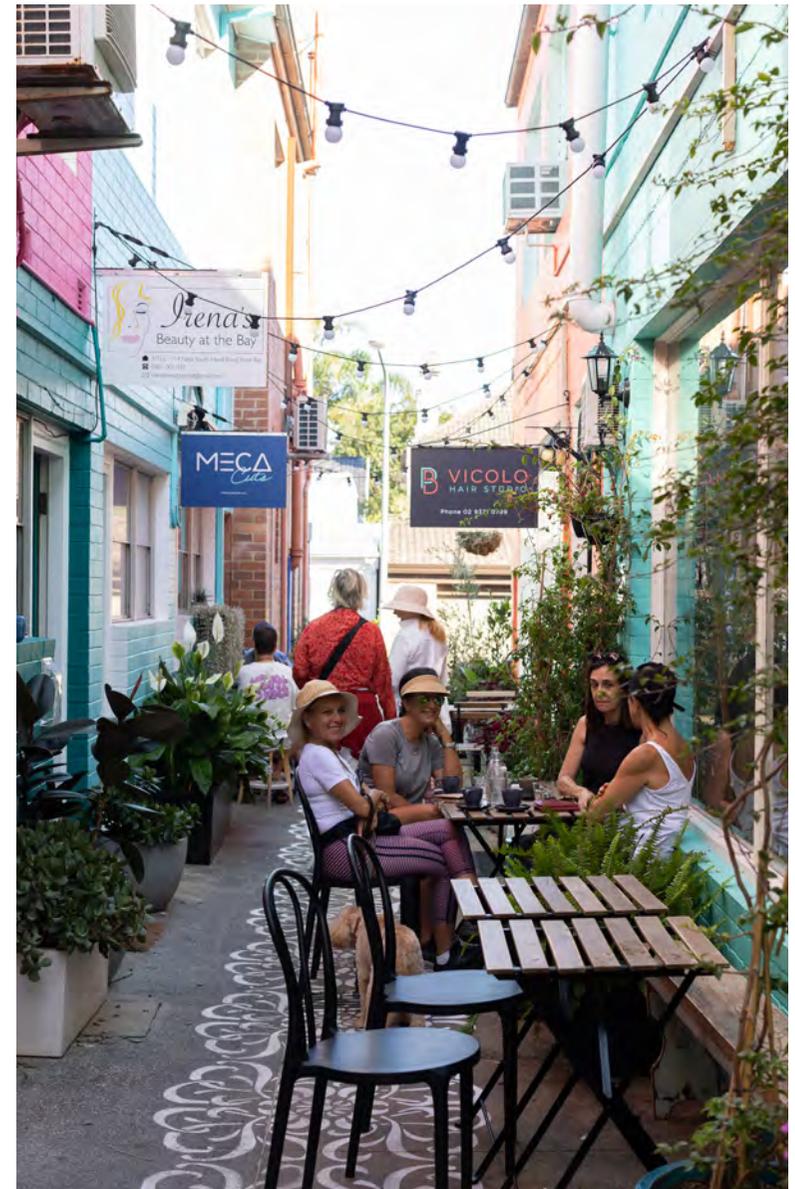
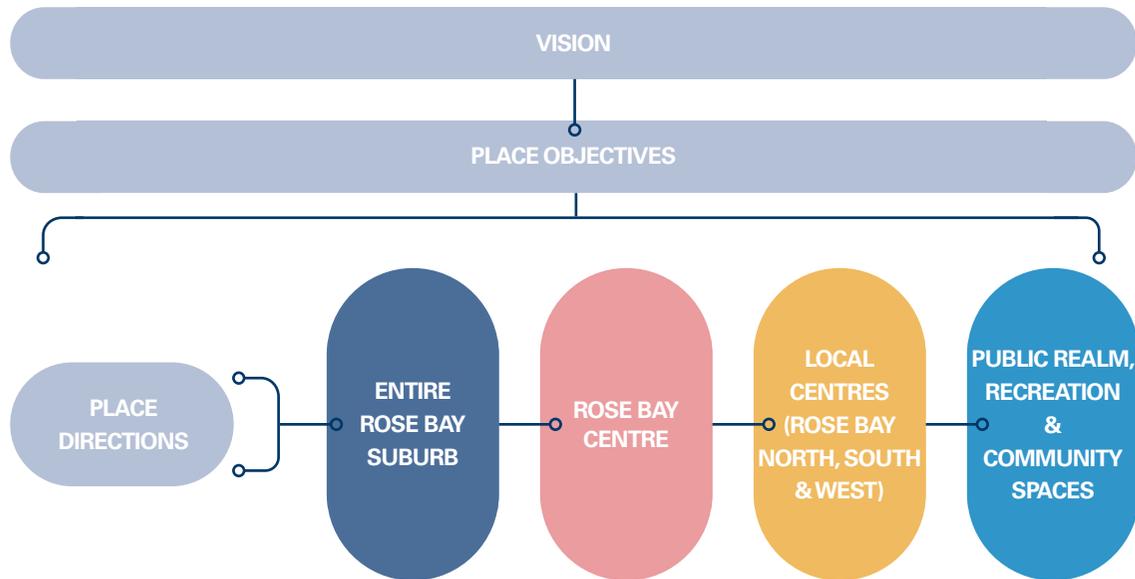
Place Directions



Place Directions for Rose Bay

Each of the different areas across the Rose Bay suburb have a role to play in achieving the vision and five objectives of this Place Plan.

The Place Directions set out strategies and actions that apply to each of the different areas in Rose Bay.



Rose Bay Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Rose Bay. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Rose Bay places respect their history and celebrate their unique local character	Celebrate and promote Rose Bay's Aboriginal, aviation and architectural heritage.	<ul style="list-style-type: none"> Introduce heritage interpretation signage, murals and sculptures to Rose Bay's streets and parks. Work with La Perouse Local Aboriginal Land Council (LALC) to incorporate traditional Aboriginal names into key destination signage. Investigate opportunities for walking tours to showcase local businesses, places, and people. 	<ul style="list-style-type: none"> Council Community La Perouse LALC Local businesses
	Integrate art, history and greening into streetscape upgrades.	<ul style="list-style-type: none"> Develop and implement a public domain strategy for Rose Bay Centre to achieve uniform and consistent public realm treatments throughout the suburb. Embellish construction hoardings with artworks by local artists, greenery or heritage interpretation. Integrate rain gardens into streetscape upgrades, where feasible, to capture rain water runoff. 	<ul style="list-style-type: none"> Council Local businesses
It is a pleasure to move around - for everyone	Improve overall movement experience across Rose Bay by building a more connected transport network and improving active transport options.	<ul style="list-style-type: none"> Ensure that best-practice placemaking is incorporated into the implementation of future walking and cycling projects. Investigate opportunities for grant funding to improve movement and accessibility. Involve Council's Inclusion Advisory Committee in the planning of future walking, cycling and streetscape projects to create places that are accessible to all. Advocate for increased ferry and bus services. 	<ul style="list-style-type: none"> Council State agencies
	Improve pedestrian navigation and walkability.	<ul style="list-style-type: none"> Investigate options for an easy-to-follow and inclusive wayfinding system that links key locations, for example formal signage, painted and Braille symbols, or directional signage integrated into public art. Explore opportunities for footpath beautification along New South Head Road. 	<ul style="list-style-type: none"> Council
	Enhance physical and visual connections between places.	<ul style="list-style-type: none"> Enhance visual and physical connections to the water from New South Head Road. Explore opportunities to simplify visual clutter (including the removal of excessive cyclone fencing), and prepare consistent public domain palettes. Investigate opportunities to rationalise excessive street signs e.g. Newcastle Street. 	<ul style="list-style-type: none"> Council Landowners

Rose Bay Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Rose Bay. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Our shared spaces are green, comfortable and welcoming	Create a more sustainable and clean community environment for all.	<ul style="list-style-type: none"> Promote and encourage sustainability initiatives for local businesses and residents such as Council's 'Our Environment Our Business' program. Promote and encourage sustainability initiatives driven by Rose Bay residents, businesses and visitors. 	<ul style="list-style-type: none"> Council Community Local businesses
	Enhance urban greening and its integration into new development.	<ul style="list-style-type: none"> Progress changes to planning provisions that facilitate increased tree canopy cover in residential areas. Investigate opportunities to enhance greening to separate road users on New South Head Road. Further investigate greening provisions for our business centres and new development. 	<ul style="list-style-type: none"> Council Local businesses State agencies
Rose Bay is a great place to socialise and shop - day and night	Support diversity and vitality of local businesses through temporary activations.	<ul style="list-style-type: none"> Explore opportunities to make opening a new business or growing an existing business easier. Monitor retail vacancy rates and act on opportunities to activate vacant shop fronts. Further enhance the laneways to make them more attractive to locals and visitors. 	<ul style="list-style-type: none"> Council Local businesses
	Offer support, information and knowledge sharing for local businesses.	<ul style="list-style-type: none"> Facilitate business information sessions to enable networking opportunities for local businesses. Provide guidance, information, and connections to networks and relevant government agencies to support new businesses and help existing businesses grow. 	<ul style="list-style-type: none"> Council Local businesses State agencies
Our community works, plays and celebrates together	Optimise underutilised spaces through temporary place activations.	<ul style="list-style-type: none"> Prepare a Local Approvals Policy to streamline approvals for temporary activation on footpaths and Council owned or managed land. Actively support community-initiated events by preparing a tool kit that details the process for relevant Council applications and approvals Promote opportunities for residents and community groups to undertake temporary activations in underutilised spaces. 	<ul style="list-style-type: none"> Council Community Local businesses
	Improve the usability of existing parks and open spaces to create informal and flexible gathering spaces.	<ul style="list-style-type: none"> Investigate available public space activation grants to continually enhance spaces so they become destinations for community connection. Engage with the community in future master planning projects to provide upgrades that meet the aspirations of people who live, work, and visit Rose Bay. 	<ul style="list-style-type: none"> Council Community

Rose Bay Centre Place Directions

Rose Bay Centre is a key local centre focused around New South Head Road and is the largest centre in Rose Bay. It 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 valued by local residents and users of the centre. It currently suffers from parking shortages, and there is an opportunity for more diverse food and beverage options and to improve and activate the public realm.

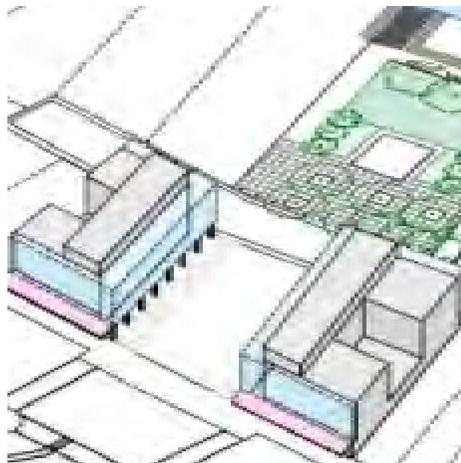
The directions related to Rose Bay Centre focus on improving accessibility and pedestrian experience, public domain improvements, introducing more food and beverage and retail variety, and introducing more outdoor dining and activation, to deliver a more attractive and appealing experience.

Project examples

The Rose Bay Community Centre project aims to provide more parking, community spaces, public toilets and an improved pedestrian experience.

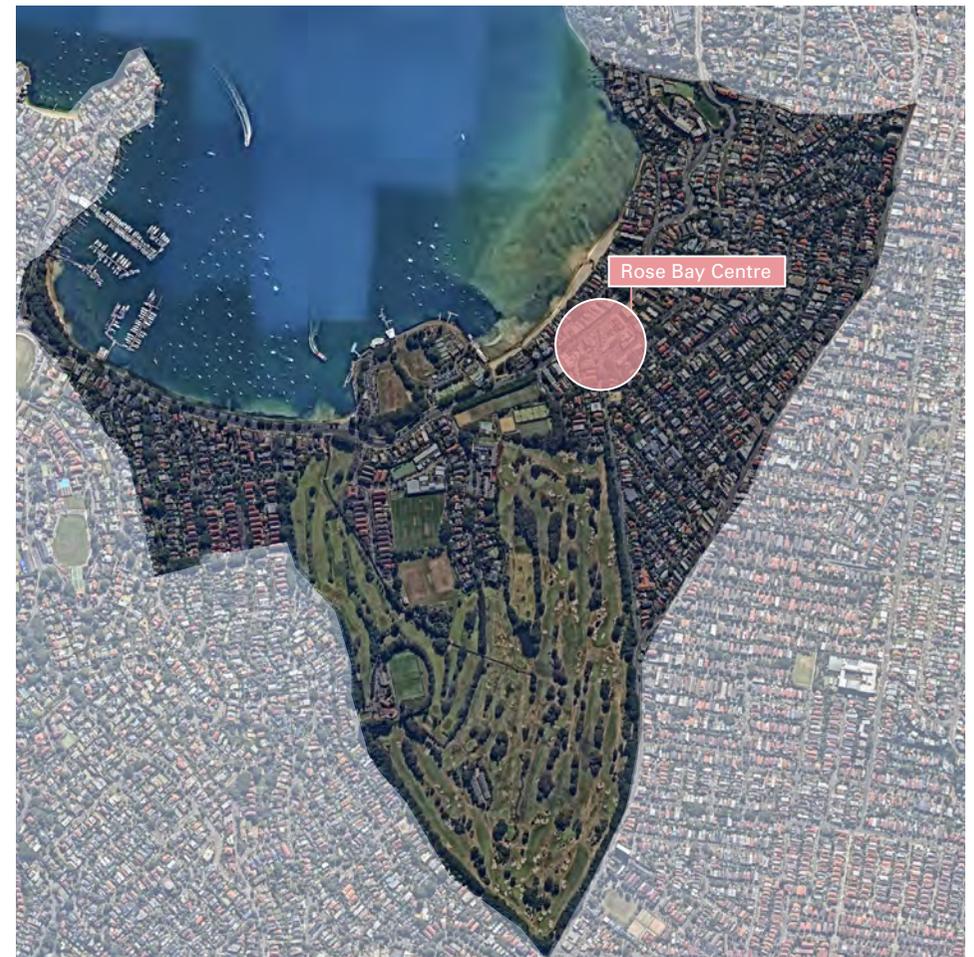


The Rose Bay Centre Square concept seeks to provide more public gathering space and improve the connection between New South Head Road and the foreshore.



Rose Bay Centre

Rose Bay Centre refers to the main commercial centre of Rose Bay, focused along New South Head Road and supported by Newcastle Street, Wilberforce Avenue and Dover Road.



Rose Bay Centre Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Rose Bay Centre. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Rose Bay places respect their history and celebrate their unique local character	Embrace opportunities that improve people's daily experiences in Rose Bay Centre.	<ul style="list-style-type: none"> Improve access and encourage visitation to Rose Bay Beach. Introduce artworks, festoon lighting, outdoor seating and modular planting. Work with the community to embellish the streetscape of Caledonia Road. This may include modular herb gardens, street library, lighting in mature tree plantings, or a food truck. 	<ul style="list-style-type: none"> Council Community Local businesses
It is a pleasure to move around - for everyone	Make Rose Bay Centre a destination of choice for cyclists and pedestrians.	<ul style="list-style-type: none"> Investigate improvements and upgrades to cycling amenities such as secure bike storage, bike racks, basic repair stations, e-bike recharge stations and cycle route signage. Investigate the viability of shared zones to encourage pedestrian access throughout the commercial core. 	<ul style="list-style-type: none"> Council Local businesses State agencies
	Enhance the functionality of existing and future car parks.	<ul style="list-style-type: none"> Explore opportunities for increased electric vehicle charging stations/bays and e-wheelchair recharge stations. Investigate implementing signage to indicate car park availability. 	<ul style="list-style-type: none"> Council
Our shared spaces are green, comfortable and welcoming	Maintain Rose Bay Centre and surrounds as a clean and attractive place for residents, visitors and workers.	<ul style="list-style-type: none"> Investigate opportunities to improve the cleanliness of Rose Bay Beach through the continuation of Council-led events such as Clean up Australia Day and environmental programs for waste management and water quality. Investigate opportunities to improve existing or create additional programs to help maintain the amenity of Rose Bay's beach and parks. Expand opportunities for tree planting, planter boxes, green walls, and hedging in existing and new development. 	<ul style="list-style-type: none"> Council State agencies

Rose Bay Centre Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Rose Bay Centre. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Our shared spaces are green, comfortable and welcoming	Provide diverse and attractive shared spaces to strengthen Rose Bay Centre's vibrancy and vitality.	<ul style="list-style-type: none"> Investigate the potential for new public spaces between New South Head Road and Collins Avenue (opposite Percival Park), and as part of the Wilberforce car park redevelopment. Enhance the pedestrian experience in existing and future laneways by introducing public art, greening, and seating options. Investigate opportunities for consistent planting along New South Head Road. 	<ul style="list-style-type: none"> Council Local businesses
Rose Bay is a great place to socialise and shop - day and night	Support the development of a safe and sophisticated day and night experience in Rose Bay Centre.	<ul style="list-style-type: none"> Promote Pannerong Reserve as a safe and attractive night time destination by introducing lighting and encouraging small-scale community events. Attract a diverse range of tenants to increase the vibrancy of the Wilberforce car park redevelopment and encourage outdoor dining. 	<ul style="list-style-type: none"> Council Community Local businesses
Our community works, plays and celebrates together	Investigate and support community led place management models within the Rose Bay Centre.	<ul style="list-style-type: none"> Encourage the establishment of a 'Town Team' for Rose Bay Centre, to be led by local businesses, landowners, community groups and residents. Actively promote Council's grants program. 	<ul style="list-style-type: none"> Council Landowners Community
	Provide inclusive public gathering spaces that embrace diverse community activities and needs.	<ul style="list-style-type: none"> Engage the local community to progress the development of the Rose Bay Community Centre to provide essential community spaces for learning, education and other activities. Support the delivery of a new safe and inclusive public gathering space as part of the Wilberforce car park redevelopment. 	<ul style="list-style-type: none"> Council Local businesses

Local Centres Place Directions

Local Centres in Rose Bay include smaller commercial centres that support Rose Bay Centre, located in the north, south-east and west of the area. These centres provide residents with access to everyday retail and services, such as groceries, dry cleaners and pharmacies, as well as food and beverage operators. Streetscape character, high quality cafés and restaurants, and laneways are what brings vibrancy to the villages of Rose Bay. However, these centres experience challenges regarding connectivity and linkages and a lack of retail variety.

Directions for Local Centres include supporting diversification of retail offerings, activating streets through public domain upgrades, and providing opportunities for more outdoor dining and events.

Project examples

Temporary upgrades to Collins Laneway include wayfinding signage, lighting, a footpath mural, and planting to improve amenity and activate retail spaces.



Streetscape upgrades along Plumer Road provides additional parking and pedestrian crossings, increased footpath width and improved outdoor dining.



Rose Bay's Local Centres

These directions apply to all Local Centres within Rose Bay. This includes Rose Bay North, Rose Bay South, and Rose Bay West, which includes both the O'Sullivan Road and Plumer Road neighbourhood centres.



Local Centres Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Local Centres. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Rose Bay places respect their history and celebrate their unique local character	Preserve and celebrate historical and unique architecture to reinforce the village character of local and neighbourhood centres.	<ul style="list-style-type: none"> Investigate temporary decorative lighting to enhance heritage façades and build upon the visual aesthetic of iconic buildings. Explore opportunities to activate the entry experience to create a unique sense of place in each centre, for example public art or distinctive signage. Encourage fine grain active uses on the ground floor of new development. 	<ul style="list-style-type: none"> Council Community Local businesses
It is a pleasure to move around - for everyone	Create walkable local village environments.	<ul style="list-style-type: none"> Continue to explore opportunities to improve footpaths and introduce additional seating to enhance pedestrian amenity. Investigate areas where accessibility improvements could be made to encourage walking. 	<ul style="list-style-type: none"> Council
	Support uptake of electric vehicles and bicycles.	<ul style="list-style-type: none"> Investigate suitable locations in local and neighbourhood centres for the implementation of Electric Vehicle (EV) charging stations, bike racks, and charging facilities for e-bikes. Consistent with Council's policies and strategies, explore opportunities to enhance cycle links around Rose Bay e.g. O'Sullivan Road bike path. 	<ul style="list-style-type: none"> Council
Our shared spaces are green, comfortable and welcoming	Enhance the leafy character of streets in local and neighbourhood centres to improve pedestrian amenity and the attractiveness of retail areas.	<ul style="list-style-type: none"> Investigate opportunities for increased tree planting, planter boxes and green walls in existing and new development. Encourage planting in public and private developments to enhance biodiversity. Maintain existing street trees to preserve the shade and sense of place they contribute to local and neighbourhood centres. Investigate opportunities to implement a consistent palette of planting along Old South Head Road (having regard to the Woollahra Street Tree Master Plan 2014). 	<ul style="list-style-type: none"> Council Local businesses
Rose Bay is a great place to socialise and shop - day and night	Support the growth and development of a small-scale night time economy in local and neighbourhood centres.	<ul style="list-style-type: none"> Encourage and support businesses to extend opening hours and introduce footpath dining, consistent with existing Council guidelines. Encourage and support businesses to host in-store events and activation for example cooking classes, book readings, social events, or festivals on key streets such as Plumer Road. 	<ul style="list-style-type: none"> Council Local businesses

Local Centres Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Local Centres. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Rose Bay is a great place to socialise and shop - day and night	Create opportunities for diverse, vibrant and resilient economies in local and neighbourhood centres.	<ul style="list-style-type: none"> Encourage temporary uses in vacant shop fronts. Retain land zoned for business and commercial use to protect employment uses that provide opportunities for a diverse range of shops and businesses that serve the local community. 	<ul style="list-style-type: none"> Council Local businesses
Our community works, plays and celebrates together	Strengthen the sense of community by increasing the number of community events, activities and spaces in local and neighbourhood centres.	<ul style="list-style-type: none"> Investigate opportunities to support local businesses to establish and self-manage markets and street festivals in local centres, for example a yearly market along Plumer Road. 	<ul style="list-style-type: none"> Council Community Local businesses
	Increase opportunities for people to gather and relax to reinforce the role of local and neighbourhood centres as the focal point of civic life.	<ul style="list-style-type: none"> Investigate temporary activation initiatives to promote activated street frontages along Old South Head Road. Identify areas to introduce temporary or modular landscape and outdoor furniture elements to increase the flexibility of public spaces. Encourage the provision of public seating, including covered seating, in new development. 	<ul style="list-style-type: none"> Council Local businesses
	Work with other stakeholders to achieve the Place Plan vision and objectives.	<ul style="list-style-type: none"> Advocate to Transport for NSW to improve the frequency of service and cleanliness of the Rose Bay ferry wharf. 	<ul style="list-style-type: none"> Council Landowners State agencies

Public Realm, Recreation & Community Spaces Place Directions

The public spaces, recreational areas and community spaces in Rose Bay are important places where the community can come together to meet, connect, interact and play. These spaces provide facilities that support a healthy lifestyle. In Rose Bay there is a need for more community facilities, better linkages and spaces that are safer for cyclists and pedestrians, and more infrastructure that supports temporary events and activations that encourage people to visit and stay for longer in these places.

Directions for these places include improving safety and accessibility in parks, increasing connectivity between key destinations, supporting community-led activations, community engagement and environmental improvements.

Project examples

The preparation of the Lyne Park Masterplan will include planning for the space to ensure it is future-proofed and well suited to community use.



The Rose Bay cycleway will make cycling and walking in Rose Bay safer and improve connectivity along the foreshore.



Rose Bay's public, recreation and community spaces

These directions apply to all streets, public spaces, beaches, foreshore, green spaces, sporting fields and facilities, walking and cycling paths, community centres and community gardens, in Rose Bay.



Public Realm, Recreation & Community Spaces Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Rose Bay. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Rose Bay places respect their history and celebrate their unique local character	Strengthen the role of Rose Bay's natural amenities by encouraging diverse uses that reinforce their unique character.	<ul style="list-style-type: none"> Leverage natural amenities such as Bellamy Beach, Lyne Park, Tingira Memorial Reserve, and Rose Bay Beach to create a continuous 'Art Walk' event. Work with the La Perouse LALC and Council's public art panel to identify locations within Lyne Park that may be suitable for public artworks. 	<ul style="list-style-type: none"> Council Community La Perouse LALC
It is a pleasure to move around - for everyone	Enhance connectivity and accessibility of Lyne Park and Tingira Memorial Reserve to other parts of Rose Bay.	<ul style="list-style-type: none"> Identify strategies to increase the visibility of walking and cycling routes from Bellamy Beach, along the Rose Bay Promenade and through Lyne Park. Install bike racks in Tingira Memorial Reserve to promote cycling as a mode of transport to and from the park. Identify suitable upgrade options for the bike shed at the ferry wharf to increase storage capacity, functionality and possible ancillary uses such as a bike maintenance facility. 	<ul style="list-style-type: none"> Council
	Support uptake of electric vehicles and bicycles.	<ul style="list-style-type: none"> Investigate suitable locations in Lyne Park for the implementation of Electric Vehicle (EV) charging stations and charging facilities for e-bikes and e-wheelchairs. 	<ul style="list-style-type: none"> Council
	Enhance accessibility and connections to the water.	<ul style="list-style-type: none"> Identify and enhance opportunities for people to enjoy the view of the harbour and the relaxation opportunities it provides. Identify opportunities to rationalise Council infrastructure where they negatively impact on views and vistas to the harbour. 	<ul style="list-style-type: none"> Council
Our shared spaces are green, comfortable and welcoming	Build place awareness and opportunities for community connection.	<ul style="list-style-type: none"> Investigate suitable locations for a temporary open-air cinema in Lyne Park. Encourage and support community groups and local businesses to lead small-scale activations and events. Consider key places and trees in Lyne Park that could be enhanced by ambient lighting. 	<ul style="list-style-type: none"> Council Community Local businesses
	Create a sense of welcome and safety in parks and open spaces.	<ul style="list-style-type: none"> Incorporate a variety of seating, infrastructure, facilities and play elements that cater to a diverse range of users. 	<ul style="list-style-type: none"> Council

Public Realm, Recreation & Community Spaces Place Directions

In this table each of the five Place Objectives have been converted into Place Directions that apply to all projects and places across Rose Bay. When developing an initiative, idea or event, consider how you can respond to these directions.

Objective	Place Directions	Activation Example	Ownership
Our shared spaces are green, comfortable and welcoming	Improve the quality of Rose Bay's natural and built environment to create spaces the community loves and use frequently.	<ul style="list-style-type: none"> Investigate opportunities to empower park users to avoid contributing to waste, for example clear and engaging signage, auditing waste bins to identify if there is an undersupply, or educational programs on minimising fishing waste. Identify opportunities for additional picnic tables and chairs near playgrounds, to facilitate opportunities for people to meet, gather and celebrate. Continue to support and enhance Rose Bay Community Garden as a place for people to meet, learn and celebrate. 	<ul style="list-style-type: none"> Council Community
Rose Bay is a great place to socialise and shop - day and night	Encourage unique commercial activities in existing open spaces to enhance daily encounters.	<ul style="list-style-type: none"> Encourage and support pop-up uses such as food markets run by local businesses in places like Lyne Park or Pannerong Reserve. Work with existing businesses in Lyne Park to explore outdoor dining opportunities and ways to introduce more diverse offerings to the park, for example markets or music events. Develop an event tool kit detailing permit and approval processes to empower the community to host small-scale events in parks and public spaces. 	<ul style="list-style-type: none"> Council Community Local businesses
Our community works, plays and celebrates together	Improve the usability of existing and future public spaces through active engagement with community.	<ul style="list-style-type: none"> Consider strategies to obtain ongoing feedback about the function of public spaces, for example through QR codes on benches or waste bins that link to a short feedback form or promoting the Woollahra Council App. 	<ul style="list-style-type: none"> Council Community
	Reinforce the role of Rose Bay's public spaces as destinations for local community and visitor interactions.	<ul style="list-style-type: none"> Investigate temporary initiatives that could promote increased activation in parks and open spaces. Explore opportunities to introduce directional signage in busy pedestrian areas to remind people of nearby public spaces. 	<ul style="list-style-type: none"> Council Community



Implementation and Funding

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Implementation Opportunities

Woollahra Council aims to assist and support our community to undertake activities that align with this Place Plan and provide a positive community outcome. A range of Council grants are available each financial year to support projects and events that build strong community connections and demonstrate our commitment to improving the environment for future generations.

There are three main categories for Council grants which include placemaking, community and cultural, and environmental grants. Placemaking grants provide supports for projects like community markets and public art to enhance the experience of visitors to local shopping and commercial areas and contribute to them being vital public destinations. Grants for community and cultural projects such as community information and education programs, mental health programs and cultural performance will support Rose Bay to become a more connected, liveable, vibrant and creative community that foster inclusion. In addition, environmental grants for programs such as water and energy saving initiatives and waster management will support local schools and community organisations to implement sustainability projects.

Opportunities to deliver upgrades and investment in Rose Bay will be considered during the development of Council's budget and Delivery Program and Operational Plan. Council will continue to apply for relevant grant funding, as it becomes available, to deliver the directions in this plan.

If you would like more information on grants and permits, or assistance on how to undertake community activities in Rose Bay, please contact our Placemaking team on 9391 7000 or placemaking@woollahra.nsw.gov.au



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