



# Romsey Structure Plan

## Previous information:

- The town centre straddles the eastern and western sides of Melbourne-Lancefield Road.
- Most business and community activities are located along Melbourne-Lancefield Road between Murphy and Barry Streets.
- Commercial land varies between 1,000 sqm and 8,000 sqm.
- There are a number of vacant and under-utilised commercial properties in the town.
- There is a supermarket in town along with a range of local retail, service and community offerings.
- A majority of shopping and entertainment needs are undertaken in other centres.
- There are three industrial areas in the town providing for additional employment uses with a variety of businesses including mechanics, auto repairs and gyms.
- The industrial and commercial land on the corner of Greens Lane has not been occupied to date.
- Tourism is important in Macedon Ranges, however the Romsey area attracts the lowest number of visitors; lack of accommodation and conference facilities may be contributing to this.
- Romsey's housing market is attractive to purchasers also looking at the Melbourne fringe with opportunities to buy a larger and cheaper lot in commuting distance of Melbourne.

## What we have previously heard:

Consultation to date identified that the town centre has been identified as requiring support to re-invigorate its attraction as a vibrant town centre. There was a need for town centre to reinvent itself to assist with supporting the existing community's needs.

## New information and evidence:

- The key driver of change for housing and much of the commercial sector is the rate of population growth in the town and its local catchment. It is anticipated that household size will decline from the existing 2.75 persons per household to 2.62 persons per household by 2041 (VIF2019).
- It was estimated that Romsey had a residential land supply of 488 housing lots in 2019 with around 200 lots consumed per year.
- Romsey acts as a small neighbourhood centre, providing a limited range of day to day goods and services to a local catchment with a small visitor services sector, total retail floorspace of 5,122 sqm and a vacancy rate of around 13%.
- Current under-provision of retail floorspace and services; if a market share of 30% spending can be achieved it can support around 1,600 sqm more retail floorspace.
- Support for a full-line supermarket of around 3,000 sqm with reorganisation of existing space and activity in the town centre.
- An additional 1.5 - 2 hectares of land for development required to meet long term commercial demand which can be provided by several vacant sites.
- Romsey is largely a commuter settlement and relies on jobs in Melbourne and nearby towns. There are almost 2.5 resident workers for every local job in Romsey.
- Net additional industrial floorspace demand by 2041 varies across the three scenarios between 4,000 sqm and 5,300 sqm for an industrial precinct in the range of 10 to 17 hectares.

## Activities and Land Use

- Opportunity exists in the buffer of the wastewater treatment facility where a preferred buffer area of up to 1000m is required from the treatment ponds to residential areas.
- Romsey requires further product development to support more tourists to the area and there is currently a lack of accommodation in the town which hampers tourist visitation.
- There is a growing need for overnight recreational vehicle accommodation and a dump point at the Lions Park toilet block given Romsey's key location on major travelling routes through the region.
- There are three population growth scenarios which illustrate the consequences of different rates of population growth for housing and commercial activity shown below.

SCENARIOS		Scenario 1	Scenario 2	Scenario 3
Population	Residents in 2021	4431	4723	4723
	Residents in 2041	5830	7247	8174
Housing	Dwellings in 2021	1602	1711	1711
	Dwellings in 2041	2233	2794	3151
Medium Density	Medium Density dwellings in 2021	184	196	196
	Medium Density Dwellings in 2041	335	419	473
Greenfield Lots	Total lots available in 2021	380	380	380
	Total lots required between 2021-2041	556	972	1302
Broadhectare Land	Additional 850 sqm lots 2021-2041	21 ha	72 ha	112 ha
	Additional 1500 sqm lots 2021-2041	38 ha	127 ha	197 ha

## How the Structure Plan could respond:

### Settlement Principles

In determining the settlement boundary, the following principles should guide the decision:

- Reinforcing the town centre as the commercial and civic heart of the town.
- Providing additional employment areas to meet the needs of the population.
- Using the buffer area of the RRWP to limit the town's eastward and southward expansion.

### Potential Responses

- Note there is enough appropriately zoned land for increased commercial activity in the town centre to cater for anticipated population growth.
- Improve the distribution, quality, and energy

performance of lighting within Main Street, including pedestrian areas.

- Consider increased municipal rates for vacant and underutilised commercial land in the town centre.
- Promote art in shop fronts, especially vacant premises.
- Identify locations for a full line supermarket and facilitate its development.
- Facilitate a range of housing types in the township particularly within walking distance of the town centre to enable people to age in place and provide for more affordable housing options.
- Identify appropriate locations for additional industrial land to support additional employment in the town.
- Ensuring that the buffer area protects the operations of the RRWP and that compatible land uses/developments are allowed within this area.

## Have your say

*What are your thoughts on the Potential Responses?*

*Where should new housing be focused?*

*Where should new industrial areas be located?*