



## 3.2 Town centres & employment

### 3.2.1 Rockbank Major Town Centre

Rockbank Major Town Centre is located at Rockbank Railway Station and centred on Leakes Road. Rockbank Major Town Centre is part of a network of town centres within the City of Melton that will support the Toolern Principal Town Centre. It will also be supported by local town centres and local convenience centres in the surrounding area.

The town centre will be a vibrant mixed use centre with the retail core supported by a range of commercial, civic, educational, community, entertainment and recreational uses that generate business investment and provide residents with local employment opportunities and easy access to a range of services. A network of urban parks, plazas and town squares will promote social interaction amongst high quality public realm. Importantly, medium and higher density residential development within and surrounding the town centre will generate a critical mass of residents and street activation during the day, at night and on the weekends.

The town centre will be connected to the surrounding residential neighbourhoods and wider area by a range of transport modes including rail, bus and a comprehensive network of pedestrian and cycling routes. The Rockbank Railway Station precinct will include a bus interchange and is located in the core of the town centre, connecting directly to the pedestrian-focused high street via a station plaza in the heart of the centre. The public and active transport network is supported by a road network that includes the Western Freeway, Rockbank Road and Greigs Road, allowing direct access to the wider community.

The town centre will support both physical and economic growth as it evolves. Early delivery of essential services within this centre balanced with a deliberate land bank to allow for long-term, higher order uses is fundamental to creating an authentic, sustainable and liveable town centre for the Rockbank and surrounding communities.

An urban design framework will be prepared to guide the development of Rockbank Major Town Centre. The UDF will expand on the urban design principles illustrated in Figure 2 and outlined in Appendix D of the PSP.

Figure 3 Rockbank Major Town Centre organising elements

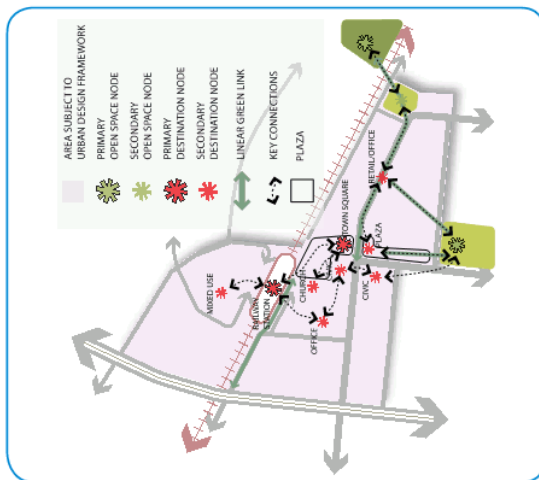


Figure 3a Open space & placemaking

- Develop a hierarchy of public open space that allows for a range of activities throughout the town centre from small passive urban spaces to large plazas which can accommodate a range of community events
- Integrate local parks into the hierarchy to provide an alternative to the urban landscaped spaces
- Design the public realm to reflect and respect the environmental and cultural heritage of the area including its location in the Western Volcanic Plains and proximity to Mount Cottrell
- Create strong pedestrian and cycle links both within the town centre and to the surrounding residential areas that incorporate landscape elements to create green and shaded streetscapes that encourage people to walk and cycle to the centre
- Ensure scale, massing and design of built form in the town centre reflects its long term role as a key destination in a metropolitan growth area.

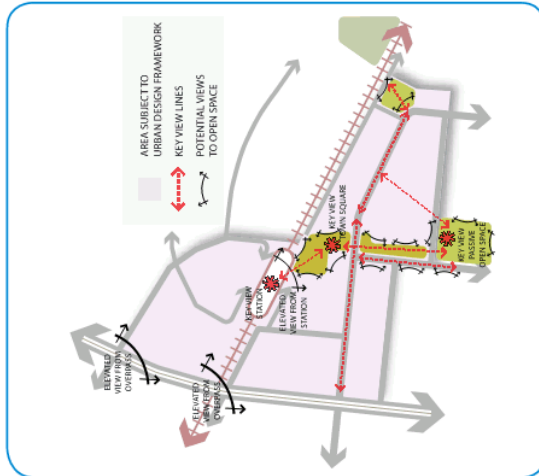


Figure 3b Views & vistas

- Create view lines that terminate on public open space or significant built form
- Capture immediate and long distance views to Mount Cottrell and other landscape features
- Ensure that the scale and mass of the built form is appropriate to the width of the street or public space to create comfortable spaces and streetscapes that have a sense of enclosure.

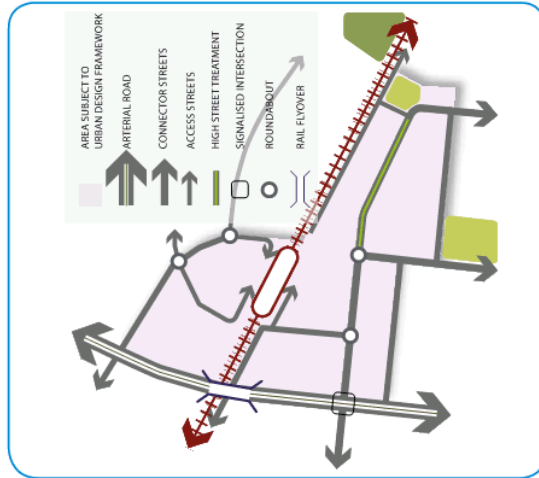


Figure 3c Road network

- Establish a road network that provides good access to the town centre without compromising the quality of the pedestrian-focused streets and spaces
- Design a bus interchange at Rockbank Railway Station that is accessible but keeps buses out of the plaza
- Divert heavy vehicles from high street

Figure 3f Staging

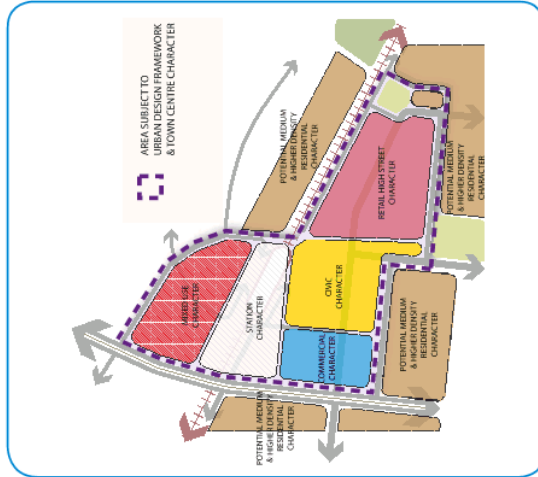
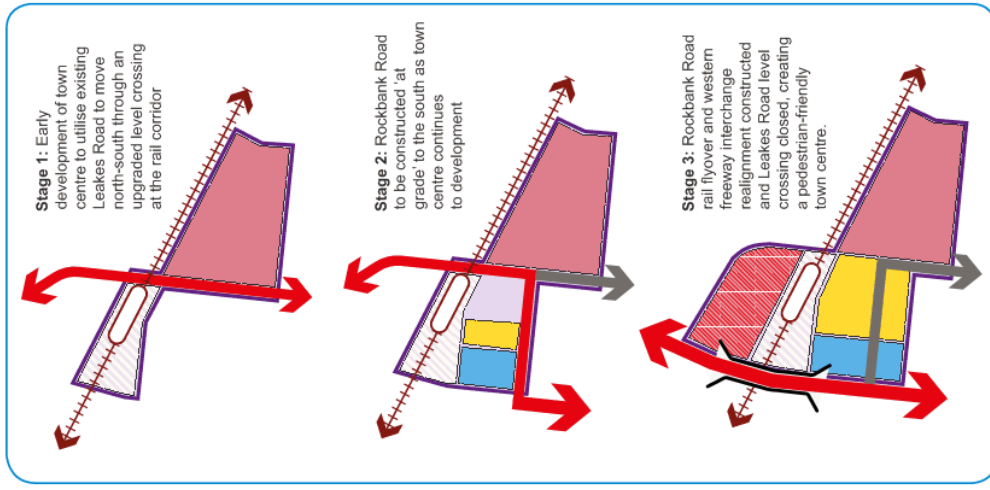


Figure 3e Character precincts

- Create a diverse and vibrant town centre that accommodates a variety of uses
- Recognise the different focus of each character precinct through the built form response whilst creating a strong town centre identity across all the precincts
- Ensure that the interfaces between character areas are sensitively designed to create a coherent built form outcome that contributes to local identity and creates a sense of place.

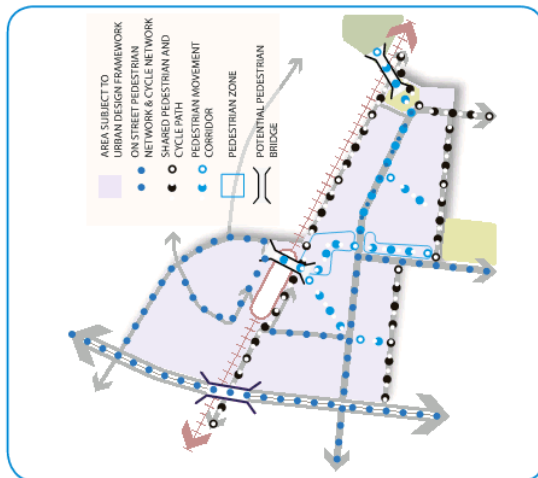


Figure 3d Pedestrian & cyclist movement

- Establish a hierarchy of pedestrian and cycle routes that provide good accessibility and strong connections between key destinations and spaces to create a walkable town centre
- Provide pedestrian and cycle connections along the railway interface that deviate into the town centre through the plaza and high street
- Ensure key streets within the core of the town centre have paths of a sufficient width allowing uses such as cafes to utilize the streetscape without compromising pedestrian and cycle movements
- Connect the north and south sides of the rail corridor via pedestrian thoroughfares at Rockbank Railway Station.

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MAJOR TOWN CENTRE REQUIREMENTS

A UDF must be approved by the responsible authority for Rockbank Major Town Centre within the 'area subject to urban design framework' as illustrated in Figure 2. The UDF must address the following:

- Relevant design guidelines prepared by the Victorian Government and Melton City Council
- A response to the Rockbank Major Town Centre Urban Design Framework Concept Plan (Figure 2) and the vision and organising elements set out in Figure 3, including the role and function of the town centre and how it integrates with the surrounding area
- A land use plan that identifies the appropriate location for all supported land uses and considers the relationship between these uses, including the integration of community facilities and services
- A response to Appendix D, referencing key design principles
- A response to Table 4, referencing retail, office and commercial floor space
- Bus priority lanes and signals where appropriate to access the Rockbank Railway Station
- A land use plan that identifies a hierarchy of public spaces including local parks, pedestrian and cycle links, urban spaces and landscape nodes
- Place making elements, character precincts and nodal destinations within the town centre including a hierarchy of public spaces that provide opportunities for social interaction and local events
- Key views to the surrounding area and open space and the creation of vistas through the town centre to create interest in the streetscape and provide opportunities for fine-grained urban design outcomes
- Design of the interface with the Melbourne-Ballarat rail corridor, Rockbank Road and surrounding residential uses and local parks
- A fine-grain road network that identifies direct connectivity within, to and from the town centre
- Incorporation of public transport services, including Rockbank Railway Station and bus interchange, into the design of the town centre
- Opportunities for higher density housing within and surrounding the town centre and its design
- Staging and indicative development timing of the town centre
- Guidelines to positively address environmental sustainability including integrated water management and energy conservation
- Provisions for car parking including the location and design of the car parking areas and car parking rates for proposed uses within the town centre
- Provision of service areas for deliveries and waste disposal including access for larger vehicles and measures to minimise the impact on the amenity of the town centre and adjoining neighbourhood.

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Table 4 Anticipated precinct employment creation guide

LAND USE	EMPLOYMENT MEASURE	JOB PER EMPLOYMENT MEASURE	ANTICIPATED QUANTITY OF LAND USE	ANTICIPATED QUANTITY OF JOBS
Secondary school (government)	Jobs per site	90	1	90
Primary school (government)	Jobs per site	40	4	160
Primary school (potential non-government)	Jobs per site	40	1	40
Kindergarten (Council)	Jobs per site	15	4	60
Child care centre (private)	Jobs per 100 places	15	2	30
Medical centre	Jobs per practitioner	9	1	9
Retail	Jobs per 30m2 floor space	1	30,000	1,000
Office and/or commercial	Jobs per 20m2 floor space	1	7,500	375
Home-based business	Jobs per dwelling	0.05	8,144	408
<b>TOTAL</b>				<b>2,172</b>