



0 _____ 400 metres approximately



0 _____ 400 metres approximately

Comparing Urban Settlements on the Mornington Peninsula

Rosebud to Portsea: What a Journey!

A comparison of two neighbourhoods



Rosebud and Sorrento

The Mornington Peninsula is experiencing a prolonged and increasing shortage of affordable housing with a growing number of low income households becoming disadvantaged. The most vulnerable include older people, people with a disability, carers and single parent families. Low waged singles and families are also experiencing increasing difficulty obtaining suitable housing.

Source: Extract from the Executive Summary of Mornington Peninsula Shire Social Housing & Affordable Housing Policy, 2011 – 2021

Your Task

Study the statistics, graphics and data provided to you about the following suburbs in the Mornington Peninsula Shire: Rosebud, Rye, Blairgowrie, Sorrento and Portsea

Draw a series of hypotheses about this region of the Peninsula from the data provided.

You will visit and make field observations of residential and retail districts within two suburbs in the region, Rosebud and Sorrento. You will also undertake a short walk at Portsea in order to test your hypotheses.

A selection of fieldwork techniques is provided below to substantiate or refute your hypotheses. Consider the value of these fieldwork techniques in your presentation.

The Data: Suburbs on the Mornington Peninsula

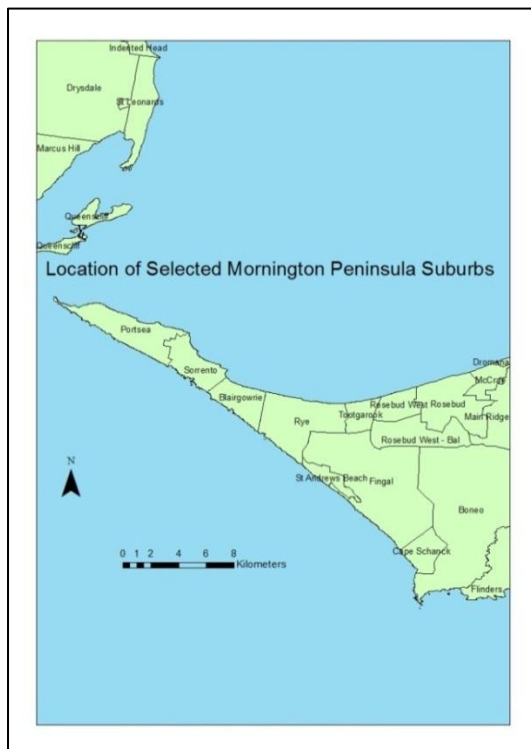


Figure 1: Location of Selected Suburbs

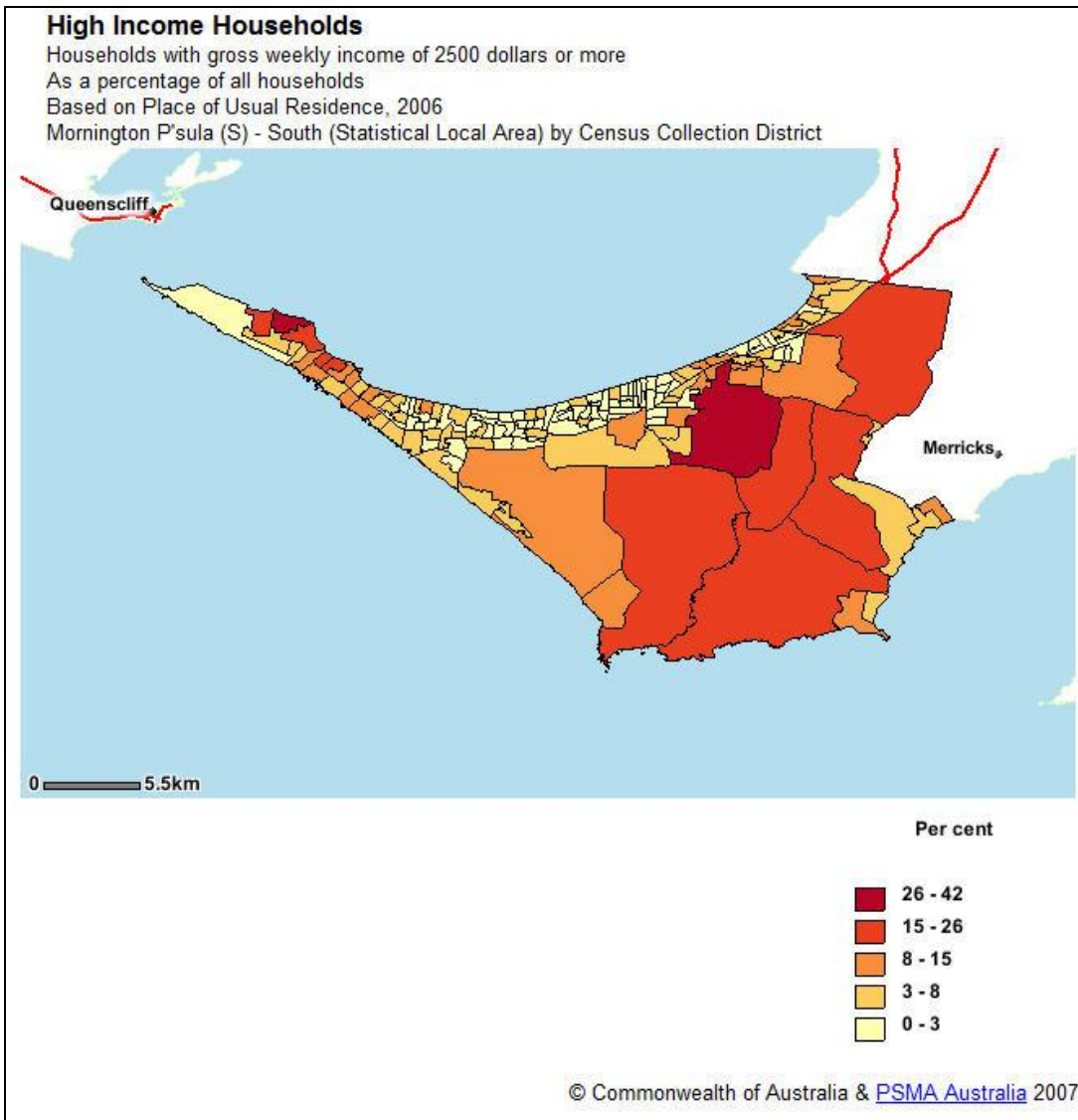


Figure 2: High Income Households, Census of Population and Housing, 2006

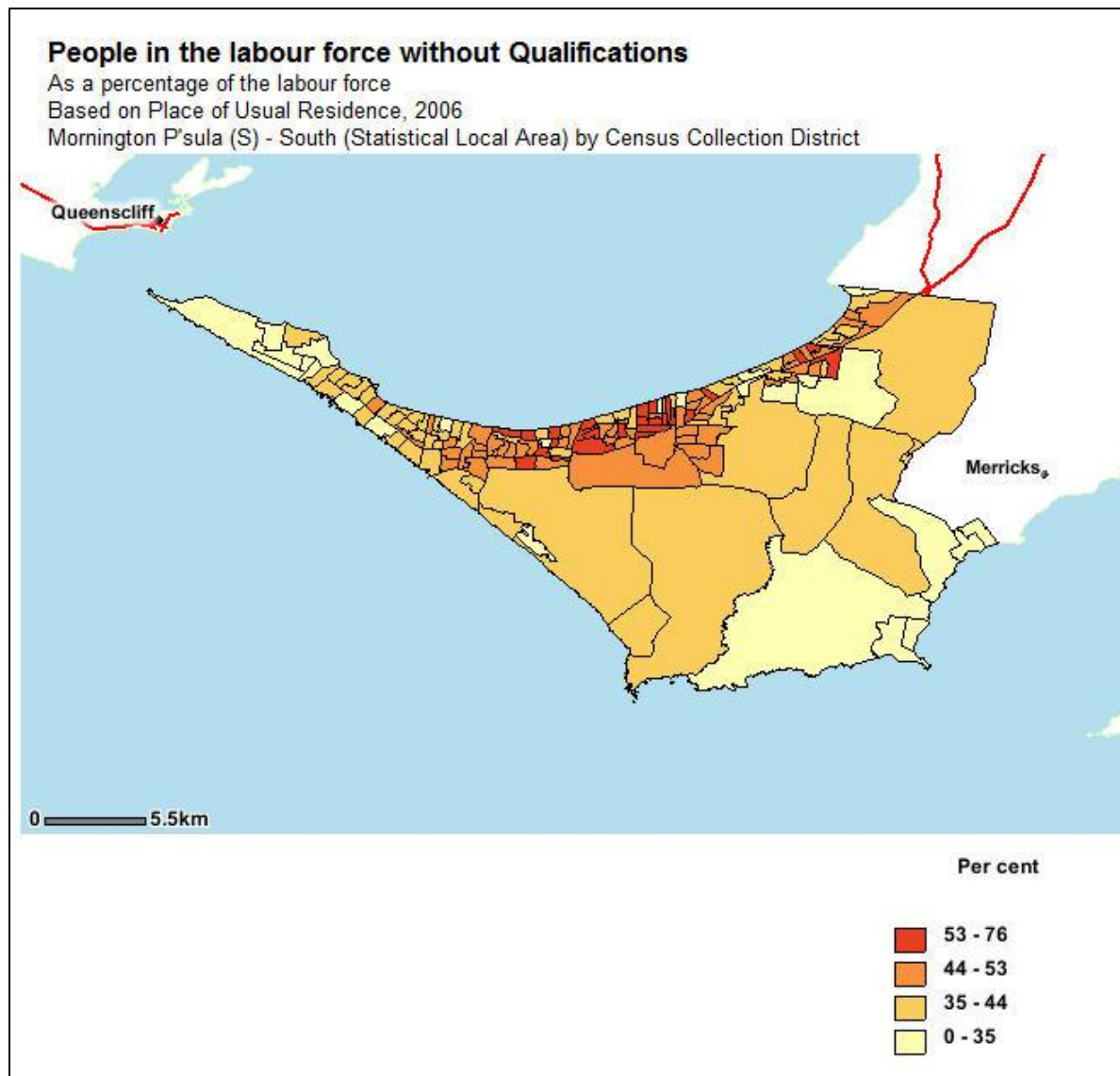


Figure 3: People in the Labour Force without Qualifications, Census of Population and Housing, 2006

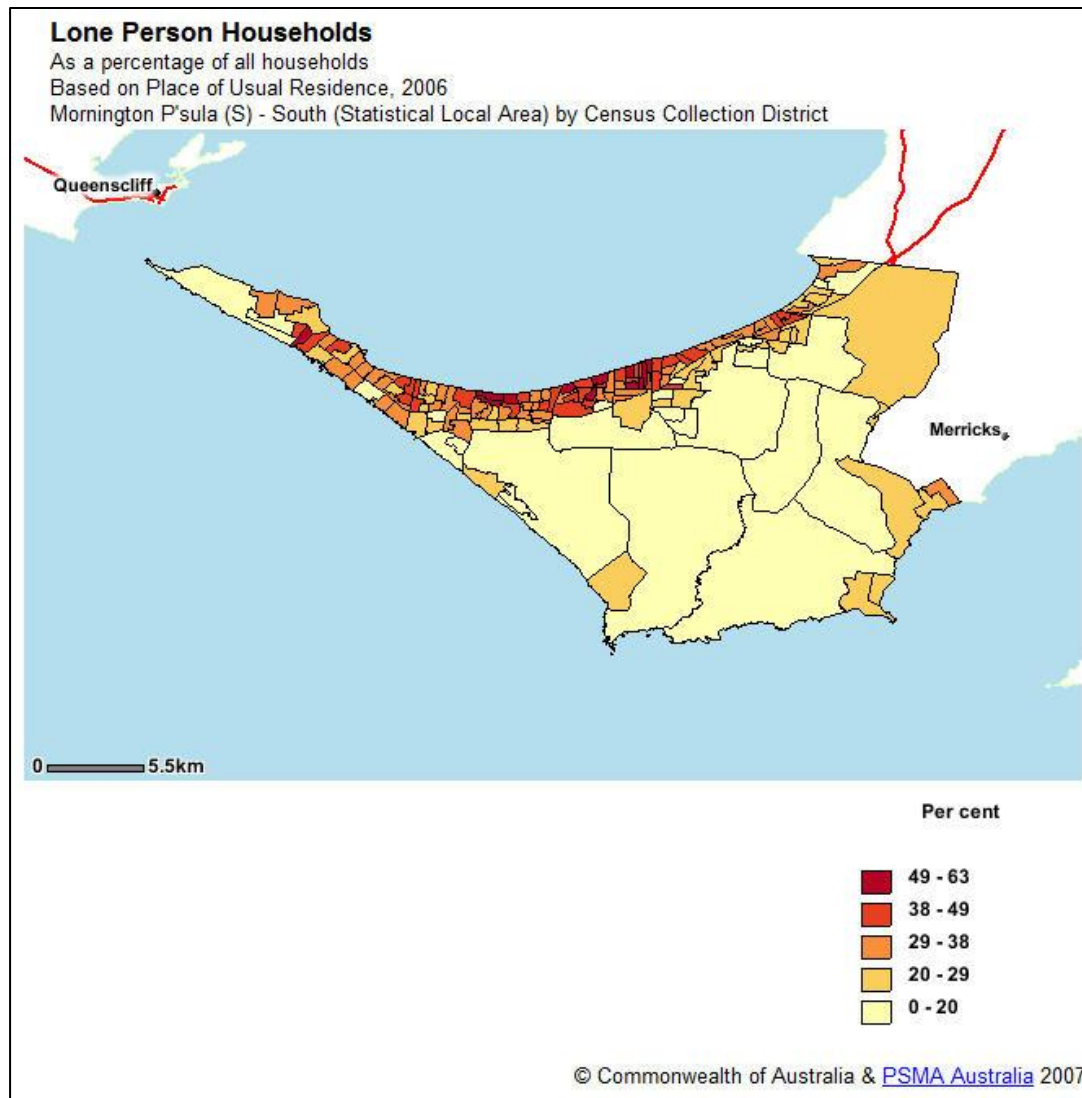


Figure 4: Lone Persons Households, Census of Population and Housing, 2006

Melbourne Social Atlas

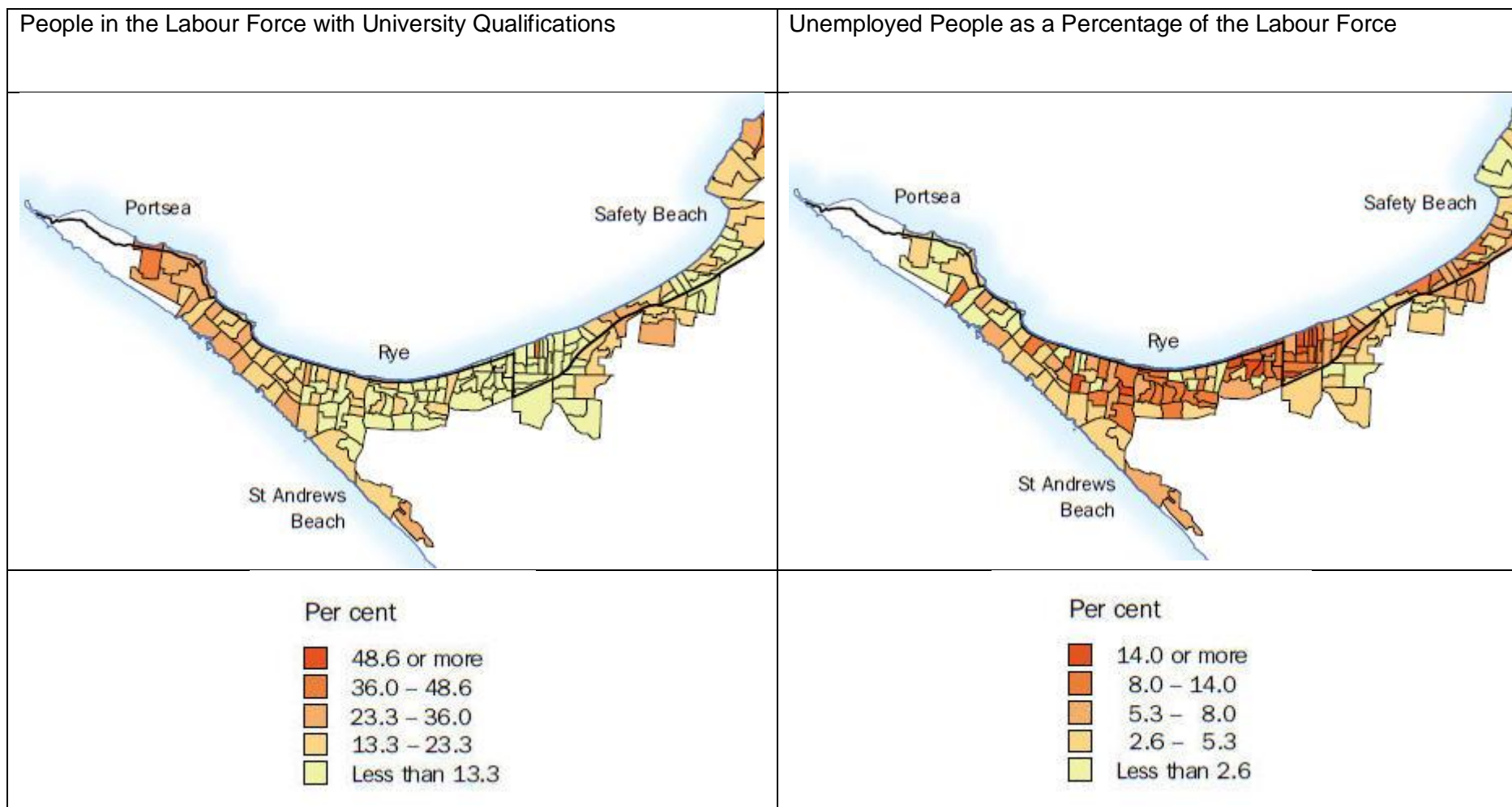


Figure 5: Characteristics of the Population

Source: ABS, Melbourne, A Social Atlas, 2006, Census of Population and Housing, Cat. No. 2030.2

Characteristic	Rosebud	Rye	Blairgowrie	Sorrento	Portsea	Australia
Total persons	12,501	8,160	2,161	1,448	446	21,507,717
Median age	48	46	55	63	65	37
Persons born in Australia (%)	78.8	75.7	79.5	79.8	81.0	69.8
Marital status(Pop. 15+)	%	%	%	%	%	%
Married	47.3	49.8	56.7	61.8	68.2	48.7
Never married	26.3	27.9	20.7	16.5	10.5	34.3
Separated	4.1	4.0	3.5	2.3	3.6	3.0
Divorced	12.2	11.6	10.7	8.8	10.3	8.4
Widowed	10.2	6.6	8.3	10.7	7.4	5.5
Median Age by Marital Status						
Married	61	59	63	65	65	50
Separated	53	54	51	67	64	49
Divorced	58	58	62	59	64	54
Widowed	80	77	77	82	82	78
Never married	27	30	31	40	23	25
Household Income (% of households in region)						
Less than \$600 gross weekly income	40.4	34.3	32.4	31.7	13.8	23.7
More than \$3000 gross weekly income	3.0	3.4	5.4	7.8	20.3	11.2
Median weekly income \$, Pop. 15+						
Personal	416	474	514	539	968	577
Household	746	843	892	892	1841	1481
Family income	979	1069	1154	1174	2457	1234
Family characteristics(% of total families in region)	%	%	%	%	%	%
Couple families with children	31.3	34.6	30.8	23.5	21.7	37.8
Couple families without children	47.8	48.3	55.9	68.2	75.5	44.6
One parent families	19.8	16.1	11.9	7.5	2.8	15.9
Other families	1.1	0.9	1.4	0.8	0.0	1.7
Dwelling type						
Occupied private dwelling	69.1	40.2	26.9	20.5	12.2	89.3
Unoccupied private dwelling	30.9	59.8	73.1	79.5	87.8	10.7
Tenure type(occupied private dwellings)	%	%	%	%	%	%
Owned outright	41.0	41.2	51.2	64.1	64.6	32.1
Owned with mortgage	27.9	31.6	25.8	16.8	19.6	34.9
Rented	25.4	22.8	19.3	15.1	13.3	29.6
Other tenure type	1.1	0.5	0.6	1.9	0.0	0.9
Not stated	4.6	3.9	3.2	2.1	2.5	2.5

Characteristic	Rosebud	Rye	Blairgowrie	Sorrento	Portsea	Australia
Household composition(% of occupied dwellings)	%	%	%	%	%	%
Family household	62.7	66.0	63.4	63.4	65.6	71.5
Lone person household	34.4	30.5	34.2	34.7	31.2	24.3
Group household	2.9	3.5	2.4	1.9	3.1	4.1

Figure 6: Census QuickStats, 2011, Census of Population and Housing

SEIFA

SEIFA is a measure of relative socio-economic advantage and disadvantage created by the Australian Bureau of Statistics with the use of census data. It scores and ranks areas within the state. It is more accurate for small areas such as collection districts and state suburbs although scores are provided for areas as large as Local Government Areas and Statistical Local Areas.

Census measures used in the calculation of the SEIFA index are

- Low Income
- Low Educational Attainment
- Unemployment
- Dwellings without Motor Vehicles

Victoria's most advantaged suburb is Kooyong with a SEIFA score of 1197
Victoria's least advantaged suburb is Bangholme with a SEIFA score of 744

Rosebud - 916
Rye - 957
Blairgowrie - 1008
Sorrento - 1055
Portsea - 1157

Source: ABS, Cat. No. 2033.0.55001, Census of Population and Housing: Socio-Economic Indicators for Areas, SEIFA, Australia 2006

EDUCATION

Distribution of Students				
	Bottom Quarter	Middle Quarters	Middle Quarters	Top Quarter
Australian Distribution	25%	25%	25%	25%
Rosebud Primary School	38%	25%	20%	17%
Rosebud Secondary College	45%	26%	18%	11%
Sorrento Primary School	20%	23%	28%	28%

Percentages are rounded and may not add up to 100

Figure 7: Education: Index of Community, Socio-Educational Advantage (ICSEA)

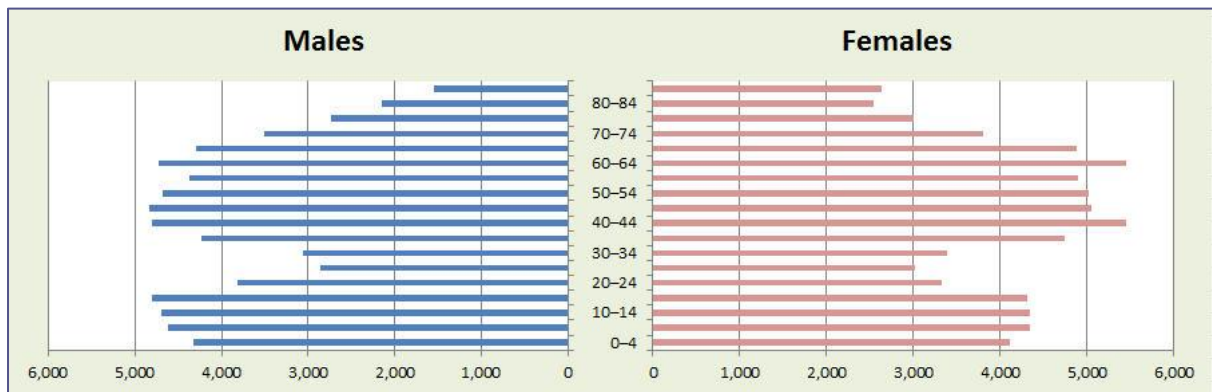


Figure 8: A Population Pyramid for Mornington Peninsula (S) (LGA25340), Census of Population and Housing, Basic Community Profile 2011, (Catalogue number 2001.0)

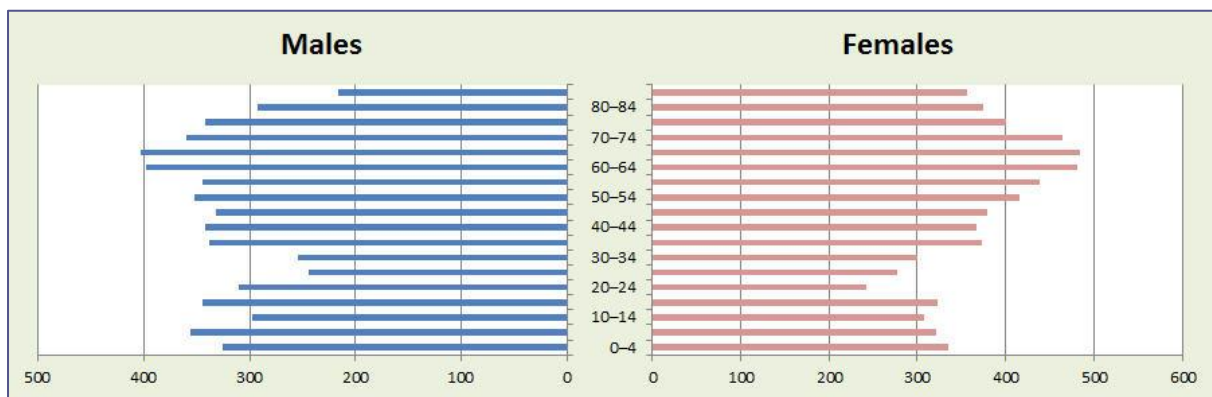


Figure 9: Population Pyramid for Rosebud, Census of Population and Housing, Basic Community Profile (SSC21163), 2011

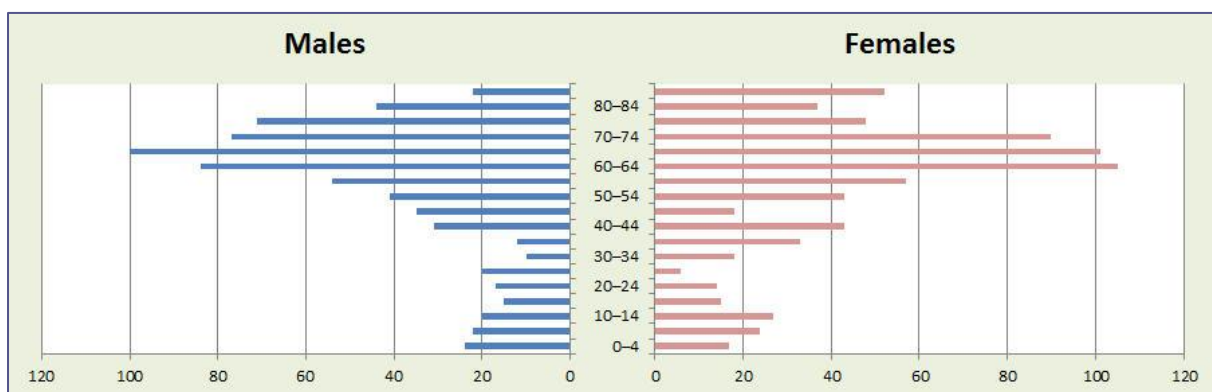


Figure 10: Population Pyramid for Sorrento (SSC21232), Census of Population and Housing, Basic Community Profile 2011

REAL ESTATE




Figure 11: Housing in Rosebud


Property and rental values are key indicators of the socio-economic character of places. Real estate agents often display properties for sale in their windows, provide fliers about upcoming sales or lists of properties they are hoping to rent. Some examples are provided below.

62 Third Ave, Rosebud, Vic 3939
\$350 per week



House: 3 | 1 | 1 | 1
Property No. 405304568
» Show Page Visits
» Reverse Rent Calculator



Harcourts



JP DIXON REAL ESTATE
PORTSEA SORRENTO

1A HISKENS STREET, SORRENTO

VISIONARY...


Created by award winning da Campo Architects & located in one of the best streets in old Sorrento only a stroll from the Village & beaches this outstanding new home delivers uncompromised excellence in sustainable design, luxury & finish. With an elevated & expansive outlook, north facing coastal garden & pool, features include 4 bdrns with sublime main bdr suite, the ultimate main living space surrounded by entertainment deck & protected courtyard, 2nd living area, 3 bthrms & dbl gar. All set over an effortless single level. Every expectation is exceeded in this visionary seaside oasis.

108 Ocean Beach Pk, Sorrento
Tel: 03 5684 4388
www.jpdixon.com.au

Troy Daly 0418 387 771
Jenny Fink 0414 978 618

126 Eighth Avenue, Rosebud, Vic 3939
\$280 per week

House: 2 | 1 | 1 | 1
Property No. 405352216
» Show Page Visits
» Reverse Rent Calculator



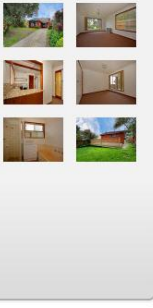


Figure 12: Examples of Real Estate for Sale, 2011

Questions

Study the data provided and summarise your observations about the area from Rosebud to Portsea under the headings below.

Location

Demographic characteristics

Socio-economic characteristics

Hypotheses

List at least 2 hypotheses that you wish to test with the fieldwork techniques below.

1.

2.

10 •

Do the fieldwork techniques verify or refute the hypotheses?

To explore the findings look at a selection of housing and retail areas in Rosebud and Sorrento. This involves gathering:

- quantitative data - based on measurable criteria
- qualitative data - a subjective measure based on how you feel about something
- data you choose

As well as your own observations, you may wish to take advantage of data from real estate agents. Real estate agents are in close touch with the neighborhoods in which they operate. They provide newsletters often placed outside the office and useful fliers and photographs of properties for sale or rent in the local area.

1. Housing

For Rosebud and Sorrento complete the housing (Survey A) and neighbourhood survey (Survey B)

a. Rosebud

Each group will be given a section of housing divided by Mt. Arthur Rd. Rosebud. Select 5 houses around this road in your designated street. You may find examples of gentrification – a process where homes are restored or renovated to fit more middleclass tastes, and you may find examples of older beach housing. Walk a little way up and down the street before choosing typical rather than outstanding examples. Make your observations from the street. Do not enter the property. Record your results on the table (Figure 13) that follows.

Continue your observations of the neighbourhood by completing Survey B (Figure 14).

b. Sorrento

In Sorrento you will use a similarly located block, behind the retail area. Your 5 houses will be from a smaller selection but again use typical examples. Record your results on the tables that follow (Figures 17 and 18).

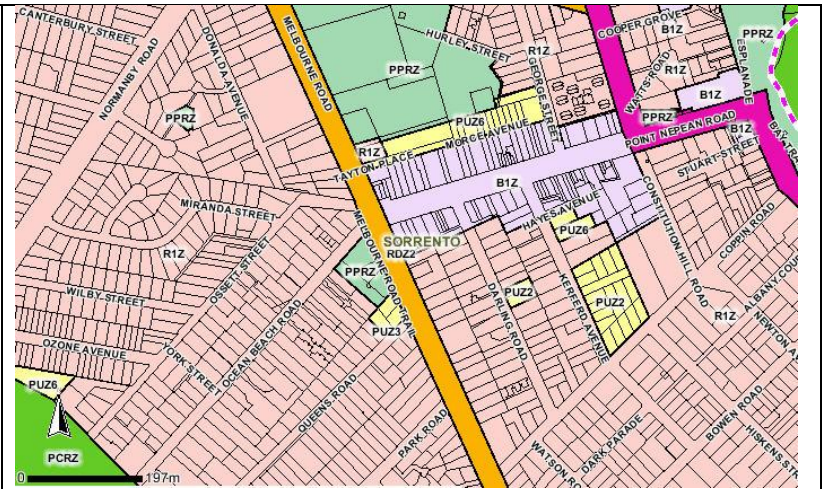
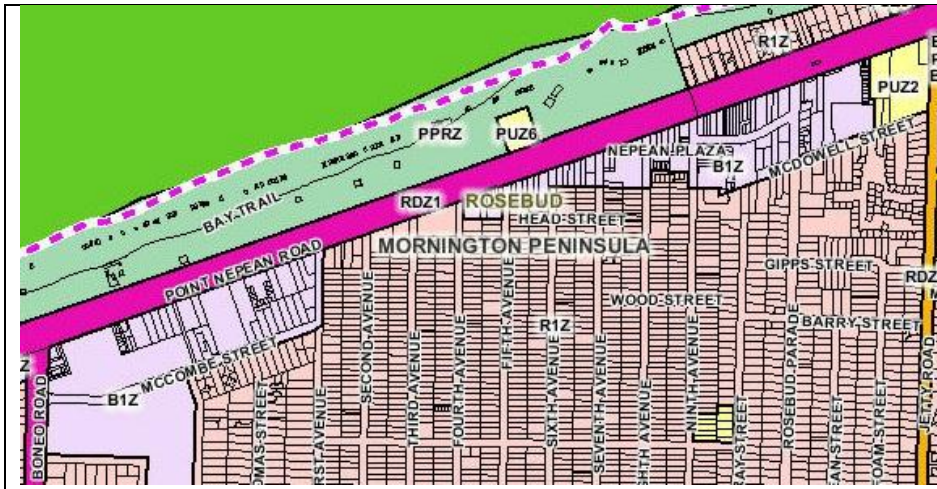
2. Retail

a. Rosebud and Sorrento

Complete a tally of shop types using Figure 15 (Rosebud), Figure 19 (Sorrento) and the qualitative survey D (Figure 16) for both shopping centres.

- b. Select one or more quantitative characteristics of your own to compare shopping centres. You might use conventional ideas such as shop frontage, or less conventional measures associated with the people or environment of the shops. Brainstorm some possible characteristics below.

- | | |
|---|---|
| • | • |
| • | • |
| • | • |



Rosebud

Sorrento

Figure 12: Land Use maps of Study Areas



Op Shops in Rosebud and Sorrento



Observation: Housing Survey A: Rosebud

Each person is to survey 5 homes. (20 different homes per group).

Housing Sample: Street used

		House 1	House 2	House 3	House 4	House 5
House style Detached home Unit Terraced	D U T					
Width of frontage (Paces)	...Paces					
Set back – estimate distance of home from street (metres)						
Width of home, e.g. single (1 room), double(2 rooms) triple	1 2 3					
Building material (brick, weatherboard, cement sheet, stone, other)	B WB CS S O					
Number of storeys	1,2,3					
Architect designed	Y/N					
Roofing material e.g. tiles, iron, slate, other	T I Sl Ot					
Interesting windows e.g. bay windows	Y/N					
State of repair e.g. paint peeling, broken glass, etc.	Excel Good Poor					
Car parking available on site (number of cars)	Y/N 1,2,3 etc.					
Interesting outlook	Y/N					
Garden condition Well-kept/Trees plentiful Well-kept/trees few Poor in need of maintenance	E G P					
Other						

Figure 13: Housing Survey, Rosebud

Observation: Neighbourhood Survey B: Rosebud Residential Area

Complete the neighbourhood survey using the scoring system below.

Street Name and Location			
		3 2 1 0	
Traffic	Free of parked vehicles Low volume of traffic Safe for children		Cluttered with parked vehicles High volume of traffic Unsafe for children
Noise	Normal residential standard(quiet)		Above normal, e.g. noisy vehicles and through traffic
Gardens	Variety of plants Neatly maintained		No plants Overgrown
Houses	Well maintained Variety of housing styles Variety of building materials		Poorly maintained All houses same style All houses built from same material
Vegetation	Trees shade half of road		No trees
Street furniture (electricity poles, signs, seats)	Inconspicuous Improve the area		Conspicuous Detract from the area
Street lighting	Well lit		Poorly lit
Litter, vandalism & graffiti	No litter, vandalism or graffiti		Much litter, vandalism or graffiti
Access to facilities	Shops within walking distance Parks within walking distance Primary schools within walking distance		Shops not within walking distance Parks not within walking distance Primary schools not within walking distance
Footpaths, roads and kerbs	Clearly defined Good condition Maintained nature strip		Undefined Poor condition No nature strip
Other land	No offensive land uses		Offensive land uses

uses			
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Figure 14: Neighbourhood Survey, Rosebud

Observation: Retail Function Survey C: Rosebud

Classify and tally the types of shops present in the Rosebud shopping centre using the table below.

Function	Tally	Example
Food		
Supermarket		
Fruit and veg.		
Bakery		
Butcher		
Delicatessen		
Milk Bar/Convenience		
Fast food		
Liquor		
Other		
Empty shops		
Food services		
Café & Restaurants		
Clothing		
Women's		
Men's		
Clothing accessories e.g. handbags, footwear		
Babies and Children		
Services		
Banks		
Financial & insurance		
Real estate		

Pharmacy		
Medical: doctor, dentist, physiotherapist		
Newsagents		
TAB		
Hairdresser		
Dry cleaner		
Fuel service station		
Other services		
Other retail		
Furniture		
Electrical, white goods		
Sports goods		
Hardware		
Book		
Video		
Gift shop		
Op shops		
Other retail		
Chosen Characteristic(s)		
Total no. of establishments		
Total no. of functions		

Figure 15: Retail Survey, (adapted from Greasley, B. 1984, Project Fieldwork, Collins Educational, London)

Qualitative Surveys

Some types of qualitative surveys attempt to place a value on environments by scoring them on a number of criteria or measures.

The following table of words attempts to discover how people feel about an area and quantify the results. Pairs of words are used which express opposite views. The example provided is for an urban environment but the method may also be applied to a rural environment. Using different colours for each shopping zone complete Survey D for both Rosebud and Sorrento retail areas.

Urban Environments: Survey D. Rosebud and Sorrento Retail zones.

Use two different colours to represent Rosebud and Sorrento on the same chart.

Rosebud Colour:

Sorrento colour:

	+3	+2	+1	0	-1	-2	-3	
Score								
Interesting								Boring
Quiet								Noisy
Attractive								Unattractive
Varied								Monotonous
Uncongested								Congested
Like								Dislike
Clean								Filthy
Welcoming								Hostile
Well maintained								Neglected
Open								Enclosed
Unpolluted								Polluted
Uncrowded								Crowded
Accessible								Inaccessible
Historic								Modern

Figure 16: Urban Survey,

Source: Greasley, B., 1984, Project Fieldwork, Collins Educational, London

Observation: Housing Survey A: Sorrento

Each person is to survey 5 homes. (20 different homes per group).

Housing Sample: Street used

		House 1	House 2	House 3	House 4	House 5
House style Detached home Unit Terraced	D U T					
Width of frontage (Paces)	...Paces					
Set back – estimate distance of home from street (metres)						
Width of home , e.g. single (1 room), double(2 rooms) triple	1 2 3					
Building material (brick, weatherboard, cement sheet, stone, other)	B WB CS S O					
Number of storeys	1,2,3					
Architect designed	Y/N					
Roofing material e.g. tiles, iron, slate, other	T I Sl, Ot					
Interesting windows e.g. bay windows	Y/N					
State of repair e.g. paint peeling, broken glass, etc.	Excel Good Poor					
Car parking available on site (number of cars)	Y/N 1,2,3 etc.					
Interesting outlook	Y/N					
Garden condition Well-kept/Trees plentiful Well-kept/trees few Poor in need of maintenance	E G P					
Other						

Figure 17: Housing Survey, Sorrento

Observation: Neighbourhood Survey B: Sorrento Residential Area

Complete the neighbourhood survey using the scoring system below.

Street Name and Location			
.....			
Traffic	Free of parked vehicles Low volume of traffic Safe for children	3 2 1 0	Cluttered with parked vehicles High volume of traffic Unsafe for children
Noise	Normal residential standard(quiet)		Above normal, e.g. noisy vehicles and through traffic
Gardens	Variety of plants Neatly maintained		No plants Overgrown
Houses	Well maintained Variety of housing styles Variety of building materials		Poorly maintained All houses same style All houses built from same material
Vegetation	Trees shade half of road		No trees
Street furniture(electricity poles, signs, seats)	Inconspicuous Improve the area		Conspicuous Detract from the area
Street lighting	Well lit		Poorly lit
Litter, vandalism & graffiti	No litter, vandalism or graffiti		Much litter, vandalism or graffiti
Access to facilities	Shops within walking distance Parks within walking distance Primary schools within walking distance		Shops not within walking distance Parks not within walking distance Primary schools not within walking distance
Footpaths, roads and kerbs	Clearly defined Good condition Maintained nature strip		Undefined Poor condition No nature strip
Other land uses	No offensive land uses		Offensive land uses

Figure 18: Neighbourhood Survey, Sorrento

Observation: Retail Survey C: Sorrento

Classify and tally the types of shops present in the Sorrento shopping centre using the table below.

Function	Tally	Example
Food		
Supermarket		
Fruit and veg.		
Bakery		
Butcher		
Delicatessen		
Milk Bar/Convenience		
Fast food		
Liquor		
Other		
Empty shops		
Food services		
Café & Restaurants		
Clothing		
Women's		
Men's		
Clothing accessories e.g. handbags, footwear		
Babies and Children		
Services		
Banks		
Financial & insurance		
Real estate		
Pharmacy		

Medical: doctor, dentist, physiotherapist		
Newsagents		
TAB		
Hairdresser		
Dry cleaner		
Fuel service station		
Other services		
Other retail		
Furniture		
Electrical, white goods		
Sports goods		
Hardware		
Book		
Video		
Gift shop		
Op shops		
Other retail		
Chosen Characteristic(s)		
Total no. of establishments		
Total no. of functions		

Figure 19: Retail Survey (adapted from Greasley, B. 1984, Project Fieldwork, Collins Educational, London)

3. How successful were your chosen characteristic(s) (see page 11) for comparing shopping districts?

Characteristic:

Success:

Characteristic:

Success:

4. From your observations of both shopping strips, comment on the spatial distribution of functions within the retail strip.

5. How does the data collected (pages 17-21) support your hypotheses about this region?