



Lifestyle Living Village, Hateley Crescent, Robe

Emerging Strategic Direction Following Council Workshop held 22 July 2026

1. BACKGROUND

Council has previously resolved, in principle, to investigate a Lifestyle Living Village at the Hateley Crescent site as its preferred strategic direction for the future use of the land.

A Council Workshop was subsequently held to explore the emerging vision for the project and provide strategic guidance to Administration. As the workshop was for discussion only, no decisions were made and Council's existing resolutions remain unchanged.

This paper summarises the key themes that emerged from the workshop and provides a framework to guide the next phase of investigations. It is intended to assist future Council decision-making as the project progresses towards market engagement.

2. LIFESTYLE LIVING VILLAGES – TYPICAL CHARACTERISTICS

While there is no single model for a Lifestyle Living Village, developments of this nature generally share a number of common characteristics. They are typically designed to provide independent, low-maintenance housing for people seeking to simplify their lifestyle while remaining active and connected within their community.

Common features often include:

- predominantly single-storey dwellings;
- smaller, lower-maintenance homes;
- a mix of one, two and three-bedroom designs;
- private garages or covered parking;
- landscaped streets and open spaces;
- walking paths and opportunities for passive recreation;
- communal outdoor spaces such as BBQ areas or shelters;
- independent living with minimal ongoing maintenance requirements;
- housing designed to support ageing in place through universal design principles; and
- a strong emphasis on community connection and neighbourhood design rather than institutional care.

Lifestyle Living Villages differ from residential aged care facilities. Residents live independently within their own homes and, while some developments may include optional shared facilities or support services, they are generally intended for people who do not require residential aged care.

The precise characteristics of any future development at Hateley Crescent will ultimately be determined by Council and informed through future market engagement.

3. SCALE OF DEVELOPMENT

Lifestyle Living Villages vary considerably in size depending on their location, target market, available land and development model. While larger metropolitan and regional developments may ultimately comprise many dozens, or even hundreds, of homes delivered over a number of stages, smaller regional communities often develop more modest boutique villages that respond to local demand and available land.

The existing Holmes Dyer concept prepared for the Hateley Crescent site illustrates a relatively small-scale development comprising approximately 31 dwellings in total, including the existing units, with approximately 24 new dwellings delivered over staged development.

Workshop discussion recognised that, compared with many established lifestyle villages, the Hateley Crescent concept represents a boutique development. Members generally considered this scale to be appropriate for Robe, reflecting the size of the community, the available land and the objective of providing additional housing choice rather than creating a large retirement estate.

Importantly, the Holmes Dyer concept should be regarded as one potential development scenario only. The ultimate number, layout and design of dwellings will be influenced by future Council direction, market interest, detailed design, financial feasibility and statutory planning considerations.

4. RELATIONSHIP TO PREVIOUS INVESTIGATIONS

The strategic direction emerging from the Council Workshop builds upon the investigations previously undertaken by Holmes Dyer, while exploring a different development model for the Hateley Crescent site.

The Holmes Dyer report identified a clear need for greater housing diversity within Robe, recognising the community's ageing demographic, limited supply of smaller dwellings and strong demand for independent living accommodation that enables residents to age in place. The report also identified that many older residents wished to remain in Robe but had limited opportunities to downsize into more suitable housing.

As part of its assessment, the Holmes Dyer report considered a traditional Lifestyle Village model and concluded that developments of this nature are generally undertaken on larger sites supporting a greater number of dwellings than could reasonably be accommodated at Hateley Crescent. Accordingly, the report did not recommend a conventional Lifestyle Village for the site. Instead, it explored alternative concepts focused on affordable, key worker and independent living housing.

The Council Workshop explored a more modest, boutique development concept than the traditional Lifestyle Village model considered by Holmes Dyer. Rather than a large-scale retirement or lifestyle village with extensive communal facilities, workshop discussion focused on a development of approximately 30 independent dwellings targeted primarily at local downsizers seeking low-maintenance homes within the Robe community.

Accordingly, the workshop discussions do not depart from the strategic housing need identified by Holmes Dyer. Rather, they build upon those investigations by exploring a development model that may be better suited to the scale of the Hateley Crescent site, the needs of the local community and Council's emerging strategic objectives.

5. PROJECT PURPOSE

Workshop discussion generally supported that the primary objectives of the Lifestyle Living Village should be to:

- support local residents to downsize while remaining in Robe;
- provide greater housing diversity through smaller, lower-maintenance homes; and
- in doing so, potentially free up larger family homes for other households within the community.

The discussion reinforced that the project is intended to address an identified gap in Robe's housing market by providing alternative housing options for people wishing to transition from larger family homes into more manageable accommodation while remaining connected to the local community.

Future Council Consideration

Council may wish to formally confirm the primary objectives of the Lifestyle Living Village before Administration commences formal market engagement.

6. TARGET MARKET

Workshop discussion generally supported the Lifestyle Living Village being targeted towards:

- independent living;
- residents aged 55 years and over; and
- people seeking to downsize into lower-maintenance accommodation.

There was no support for the project becoming an aged care facility or incorporating residential aged care services.

Future Council Consideration

Council may wish to formally confirm the preferred target market for the Lifestyle Living Village.

7. PREFERRED DEVELOPMENT CHARACTERISTICS

Building on the general characteristics typically associated with Lifestyle Living Villages, workshop discussion identified a number of preferred features that Council would like to see reflected in any future development, including:

- single-storey dwellings;
- a mix of one, two and three-bedroom homes;
- garages or covered parking;
- landscaped open space and walking paths;
- visitor parking;
- homes rather than apartment-style accommodation; and
- a modest communal outdoor area incorporating features such as a BBQ and shelter within the landscaped open space.

There was no clear consensus that the development should include a dedicated indoor community hall, recreation building or similar communal facility.

Future Council Consideration

Council may wish to determine which development characteristics should be regarded as essential requirements and which should remain desirable outcomes, allowing flexibility for future developers to respond with innovative design solutions.

8. PROJECT IDENTITY AND BRANDING

Council's current resolution refers to the investigation of a Lifestyle Living Village.

During workshop discussions, members questioned whether this terminology best reflects the type of development Council is seeking to encourage. Some members considered that the current terminology may imply a traditional retirement village or aged care development, rather than the independent downsizer community being discussed.

As the workshop was for discussion only, no decision was made regarding the project's name.

Future Council Consideration

There was discussion that the term "Lifestyle Living Village" may not be quite right, as "lifestyle" and "living" convey much the same meaning. "Lifestyle Village" may be a clearer and simpler alternative. The project name can be reconsidered as the concept develops.

9. MARKET ENGAGEMENT

Workshop discussion explored the potential role Council may wish to play in the future delivery of the Lifestyle Living Village. A range of options were identified, including:

- sale of the land;
- long-term lease arrangements;
- partnerships with private developers;
- joint venture opportunities;
- right-to-occupy ownership models; and
- other innovative partnership models.

While there was considerable discussion regarding Council's potential role, there was also recognition that it is too early in the project to identify a preferred delivery model. Members acknowledged that further information and market feedback would assist Council in understanding the opportunities available and the level of interest in the project.

Accordingly, Administration could undertake confidential discussions with organisations experienced in delivering similar developments, including:

- private developers;
- retirement and lifestyle housing providers;
- community housing providers;
- investors; and
- other organisations with relevant expertise.

The purpose of these discussions would be to:

- gauge market interest in the proposal;
- better understand contemporary housing and ownership models;
- identify potential partnership opportunities;
- explore a range of delivery options; and
- inform future Council decision-making regarding the most appropriate approach to developing the site.

Administration could then report the outcomes of these discussions back to Council, together with recommendations regarding potential delivery models and the next stage of the project.

Future Council Consideration

Following market engagement, Council may wish to consider:

- the level of market interest;
- the delivery models identified through market engagement;
- Council's preferred role in the project; and
- whether to proceed to a formal procurement process.

10. COMMUNITY REFERENCE GROUP

Workshop discussion explored the potential establishment of a Community Reference Group to provide ongoing input into the development of the Lifestyle Living Village concept.

The discussion suggested that the group could comprise a mix of:

- Council Members;
- Council staff;
- interested community members;
- individuals with relevant professional expertise; and
- other stakeholders with an interest in the project.

The role of the group would be advisory only, providing feedback and community perspectives to assist Administration and Council as the project progresses. Potential areas of input could include:

- refinement of the project vision;
- preferred design principles;
- review of concept options;
- consideration of market engagement feedback; and
- other matters referred to the group by Council.

No decision was made regarding the establishment, membership or terms of reference for such a group.

Future Council Consideration

Should Council wish to establish a Community Reference Group, Administration could prepare a report outlining:

- the purpose of the group;
- membership and selection process;
- terms of reference;
- governance arrangements; and
- reporting mechanisms to Council.

11. SUGGESTED NEXT STEPS

Subject to future Council direction, Administration could progressively undertake the following:

1. Formally confirm the strategic direction and objectives of the Lifestyle Living Village.
2. Further refine the preferred development vision and design principles.
3. Consider the future identity and branding of the project.
4. Prepare a market prospectus outlining the project vision and inviting confidential discussions.
5. Undertake confidential market engagement with developers, housing providers, investors and other organisations with relevant expertise.
6. Report the outcomes of market engagement back to Council, including potential delivery models and Council's future role in the project.
7. If supported by Council, establish a Community Reference Group to assist with the ongoing development of the project.
8. Determine the preferred delivery model and whether to proceed to a formal procurement process.

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4 August 2026