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POINT LONSDALE STRUCTURE PLAN

For the City of Greater Geelong and the Borough of Queenscliffe

APRIL 2009

(Amended November 2011)



Acknowledgements

The City of Greater Geelong and Borough of Queenscliffe acknowledge the *Bengalat balug* (Clan) of the *Wathaurong* People, traditional custodians of the land which now comprises the Bellarine Peninsula. We pay respect to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

A thank you is extended to the community of Point Lonsdale who have contributed to the preparation of the Draft Structure Plan by attending the community workshop and sending feedback.

Project Control Group

A Project Control Group (PCG) has been formed to oversee the preparation of the Point Lonsdale Structure Plan and to provide direction on the project. The PCG comprises the following membership:

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Cr. Jan Farrell	Councillor, City of Greater Geelong
Cr. Rod MacDonald	Councillor, City of Greater Geelong
Cr. Andrew Katos	Councillor, City of Greater Geelong (from November 2008)
Cr. Pat Semmens	Mayor, Borough of Queenscliffe (until November 2008)
Cr. Chris Player	Councillor, Borough of Queenscliffe (until November 2008)
Cr. Bob Merriman	Mayor, Borough of Queenscliffe (from November 2008)
Cr. David Mitchell	Councillor, Borough of Queenscliffe (from November 2008)
Kaylene Conrick	CEO, Borough of Queenscliffe (until July 2008)
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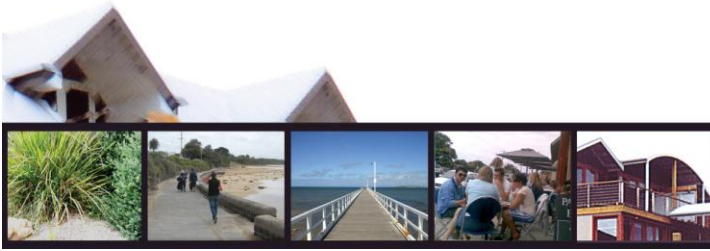
O'Brien Traffic

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Point Lonsdale Structure Plan



PART A: STRUCTURE PLAN

1. INTRODUCTION

1.1 Purpose of the Structure Plan

The Point Lonsdale Structure Plan is a strategic framework for the future growth and development of the township of Point Lonsdale to 2021. The Plan has been prepared by Planisphere for the City of Greater Geelong and the Borough of Queenscliffe.

Point Lonsdale is a small coastal village on the Bellarine Peninsula. It is located in a sensitive coastal and natural environment and is currently experiencing development pressures on land outside of the existing urban area. The Structure Plan will guide the future growth of Point Lonsdale in a sustainable manner that reflects the community's needs, values and aspirations.

1.2 How this Plan will be used?

The Structure Plan is a tool to be used by the City of Greater Geelong and Borough of Queenscliffe to guide future use and development in a coordinated and orderly manner. This will be achieved by including the strategic directions of the Structure Plan into the Local Planning Policy Framework of the Greater Geelong and Queenscliffe Planning Schemes. A Planning Scheme Amendment will be prepared to make changes to Local Planning Policy Framework, zones and overlays where recommended by this Structure Plan. This document will be used in the assessment of applications for planning permits and planning scheme amendments.

1.3 How to Read the Plan

The Structure Plan is organised with the following sections:

Part A: comprises the Structure Plan including principles and directions that respond to the key influences identified in the background report for each of the following key themes:

- Township Growth
- Activities
- Buildings
- Spaces
- Access
- Governance and Leadership

Part B: contains the actions for implementing the Structure Plan.

Part C: is the background report, published as a separate document, which provides the key issues, opportunities and constraints identified through research and analysis. As such, providing the strategic context to the Structure Plan. It is organised under the following themes:

- Policy Context
- Township Growth
- Activities
- Buildings
- Spaces
- Access
- Governance and Leadership

1.4 The Study Area

The Structure Plan applies to the township of Point Lonsdale as identified in Figure 1 below. The area comprises the existing urban area of the town and areas at the periphery, including land to the west and north of the existing urban zones and the rural interface as the landscape context setting.

Figure 1: Point Lonsdale Structure Plan Study Area



2. KEY INFLUENCES

2.1 Policy Context

- Protect areas with conservation and heritage values and the surrounding natural resource base.
- Create environmentally, economically and socially sustainable townships into the future.
- Encourage good urban design of both public and private development.
- Incorporate design considerations that positively impact on the health and well being of the community.

2.2 Township Growth

- A need to establish a Settlement Boundary that protects the township's sensitive coastal environment, provides a coordinated and consistent approach to decision making for both the City of Greater Geelong and Borough of Queenscliffe, and provides certainty to residents regarding the future role of the township.
- Point Lonsdale should continue to operate as a sustainable urban form providing adequate housing, commercial and social infrastructure to support its permanent residents and visitor / non-permanent population.
- The township's coastal village identity and sense of place should be strengthened through appropriately managed growth and appropriately designed public and private spaces.
- The need to apply the precautionary principle to planning and management decision making when considering the risks associated with climate change, including the policy of planning for sea level rise of not less than 0.8 metres by 2100.

2.3 Activities

- An adequate supply of land for housing to meet the 'slow' growth forecast will need to be provided through well designed new residential subdivision and infill housing.
- A range of dwelling types should be provided for housing choice, including visitor accommodation, and to support an expected ageing population and smaller household dynamic in the township in the future.
- The Point Lonsdale shopping village should continue its neighbourhood centre role and complimented by small convenience / corner stores in new residential subdivisions.
- Tourism should be strengthened as the economic base of Point Lonsdale and the Bellarine Peninsula, both within the established Settlement Boundary and surrounding rural areas.
- The Point Lonsdale community should be supported by adequate community and social infrastructure and services.

2.4 Buildings

- The informal coastal village character of Point Lonsdale is highly valued by the community and should be strengthened in the design of new residential subdivisions and infill development.
- The Borough of Queenscliffe and City of Greater Geelong will need a consistent and integrated approach to the design of the built form and subdivision.
- All new buildings should apply the principles of environmentally sustainable design (ESD).
- Heritage buildings make a significant contribution to the character of Point Lonsdale and require protection and preservation.
- The green vistas and surrounding rural landscape setting to the township should be retained with appropriately designed low density built form in these locations.

- The location and design of new development should be appropriately protected from risks and impacts associated with climate change, and coastal hazards.

2.5 Spaces

- Contribute to sense of place through signage and landscaping at selected locations including gateways into Point Lonsdale.
- The public spaces and town centre should be designed to support community and social interaction and well being.

2.6 Access

- A well connected, multi modal transport system within Point Lonsdale and across the Bellarine Peninsula will provide transport options for residents and visitors to reduce dependence on private vehicles, and support households without cars.
- Walking, cycling and public transport offer affordable and sustainable modes of transport and provide opportunities for physical activity and social interaction in the township.
- Traffic management and car parking should cater for peak holiday periods whilst respecting township character objectives.

2.7 Governance and Leadership

- The Structure Plan provides an opportunity for the Borough of Queenscliffe and City of Greater Geelong to manage the future planning of Point Lonsdale using a consistent and integrated approach.
- Strengthen public and private sector relationships to maximise opportunities, particularly funding partnerships, within Point Lonsdale.

3. THE PLAN

3.1 Vision and Aims

3.1.1 Community Vision

A community vision for Point Lonsdale was created as part of preparation of the *Bellarine Strategic Plan 2006-2016*. This Plan was developed in consultation with the Point Lonsdale community irrespective of municipal boundary, and in conjunction with the Borough of Queenscliffe. It is therefore taken to be broadly representative of the views of the whole community:

A coastal village location with reduced impact on the environment. A place of green vistas, unspoilt coastal views, negotiable by walking paths and not impacted by clustered development and traffic congestion.

3.1.2 Role of the Township

Point Lonsdale is a small coastal settlement and tourism destination with a strong sense of community and identity. The town is located to the side of a through-route and retains a peaceful, 'off the beaten track' feel due to its relative isolation and lack of regional retail or entertainment attractions, including no licensed hotel. The town's residents value its relaxed pace and lifestyle opportunities.

The town's role is primarily as a seaside resort and it experiences an influx of visitors during the peak holiday periods, and to a lesser extent on weekends. As such, tourism is the primary economic driver of the town. The large majority of the peak population stay in holiday homes, with only a minority in holiday/tourist accommodation. The services in the town include shopping, business, recreation and community facilities that are primarily used and supplied for the local population. The exception is Bellarine Health which provides a regional service.

Point Lonsdale's sensitive environmental and coastal setting provides natural boundaries to growth of the township, and the unique setting and character is highly valued by the community. The coastal location and features, including the Lighthouse precinct and views to the 'rip' entrance to Port Phillip Bay, are a drawcard for recreation and tourism.

The *Victorian Coastal Strategy 2008* identifies Point Lonsdale as a coastal settlement with low growth capacity. 'Low growth' is defined as "growth contained within existing urban or appropriate zoned land primarily through infill capacity and renewal within defined settlement boundaries." It is imperative that planning for Point Lonsdale, including this Structure Plan, recognise the strengths and constraints that a small 'coastal settlement' presents in establishing a framework for its future sustainability and extent of urban growth.

3.1.3 Broad aims of the Structure Plan

- Create a sustainable community: environmentally, socially, and economically.
- Protect the village character of the township.
- Protect the natural assets and sensitive environment surrounding the township.
- Foster the community's sense of ownership and pride in Point Lonsdale.
- Support the health and wellbeing of the Point Lonsdale community.
- Establish a sound policy basis to enable the township to respond and adapt to the impacts of climate change.

3.2 Principles and Directions

The Structure Plan identifies principles (objectives) and directions (strategies) relating to key planning themes of:

- Township growth
- Activities
- Buildings
- Spaces
- Access
- Governance and Leadership

3.3 Study Area Framework

The Study Area Framework map shows the extent of the existing urban zoned land, the Point Lonsdale golf course, and non-urban land which forms the rural 'green break' between Point Lonsdale and other settlements, in particular Ocean Grove.

Areas that are known to have environmental constraints through planning scheme controls or other studies are also delineated on the Framework map. These constraints may impose a variety of limitations on future development, although most are not definitive in prohibiting development and require individual and detailed investigation prior to consideration of any development.

3.4 Township Structure Plan











The Township Structure Plan focuses on the township and its immediate surrounds and shows, in map form, many of the Principles and Directions contained in the following sections of the Structure Plan report.

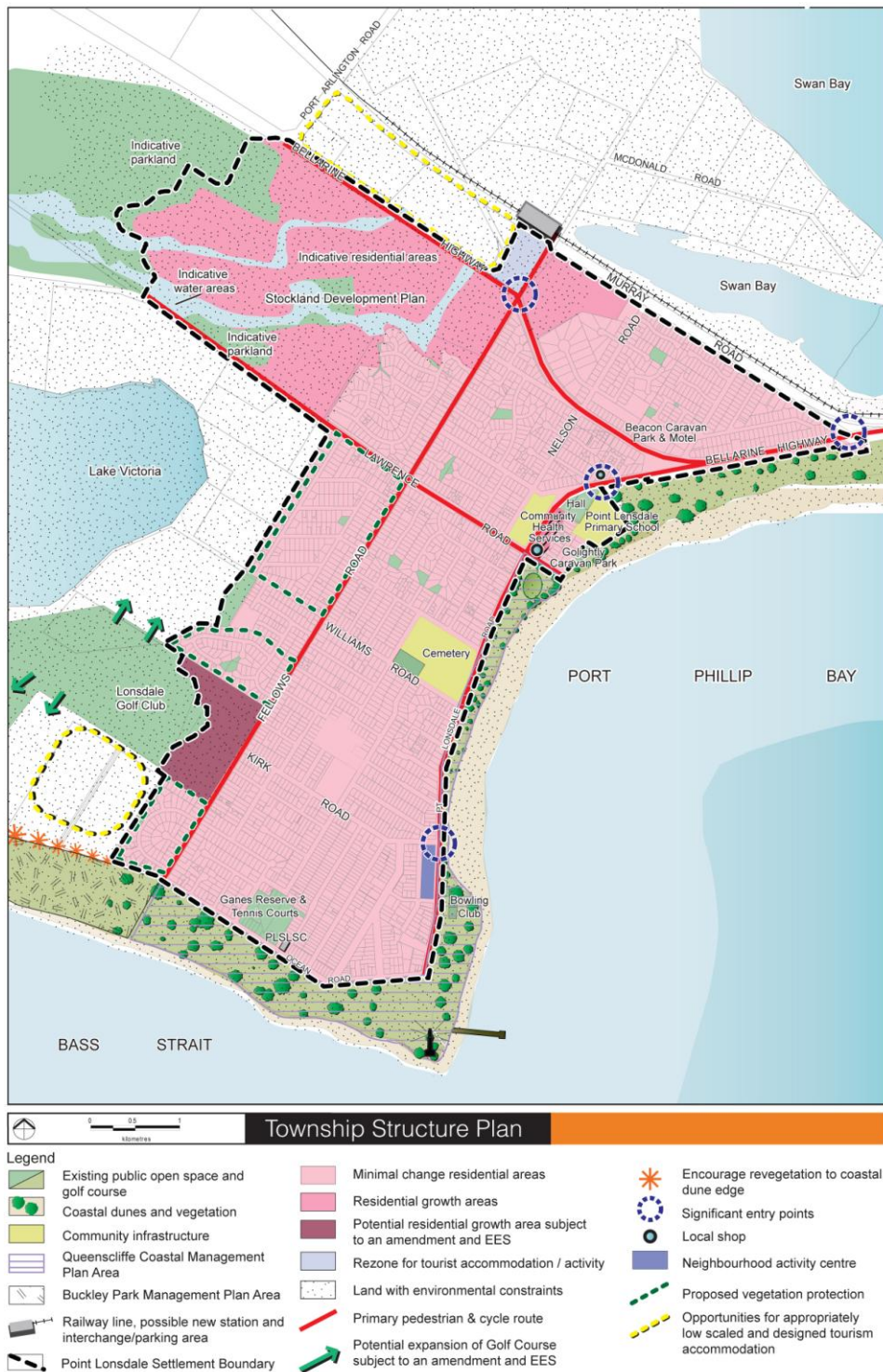


Study Area Framework

Point Lonsdale Structure Plan

Legend

- | | |
|---|--|
|  Public land |  Extent of Existing Urban Zoned land |
|  Rural land |  Landscape Context Setting |
|  Rural 'Green Break' |  Core Study Area |
|  Environmental Constraints |  Municipal Boundary between City of Greater Geelong and Borough of Queenscliffe |
|  Golf Course |  Railway |



3.5 Township Growth

A key role of this Structure Plan is to define the Settlement Boundary for Point Lonsdale to provide direction for future urban growth to 2021. The process of defining the Settlement Boundary is guided by a State government Planning Practice Note, and must be determined having regard to a number of issues including strategic growth intentions, constraints and community vision.

Strategic Directions

The *Victorian Coastal Strategy 2008* identifies Point Lonsdale as a coastal settlement with low growth capacity. 'Low growth' is defined as "growth contained within existing urban or appropriate zoned land primarily through infill capacity and renewal within defined settlement boundaries."

The City of Greater Geelong's urban growth strategy also designates the township as low growth, and the Queenscliffe Planning Scheme supports growth in appropriate locations and subject to protecting natural, built and environmental values. These strategic directions are clear in limiting the growth potential of the town to 2021.

Community Views

This low growth scenario is consistent with the community's vision for Point Lonsdale to remain a 'coastal village'. Consultation has clearly indicated that the community is opposed to substantial growth and to some current proposals for additional housing, even within current residential zoned land, and some types of infill. The community favours retaining the small township character, rural landscape setting and the separation of the town from Queenscliff and Ocean Grove.

Projected Population Growth

The projected growth of Point Lonsdale is approximately 1,229 permanent residents by 2021 (source: *Urban Enterprise*). Due to the lack of land sales in Point Lonsdale from which to determine latent housing demand, the projected growth figures have been derived by including the approximate yield of two residential developments. The Stockland Waterways and Residential Development which is on sale now, and the Lonsdale Golf Club residential subdivision which is currently under consideration. As such the 'projected growth' is comprised primarily of the outcome should both these developments be realised. A large proportion of these developments are likely to accommodate part-time, rather than full-time 'permanent' residents. There is, no doubt, continuing demand for holiday houses (that fluctuates with broader economic conditions), and this is true along the whole Victorian coastline. This alone does not justify the release of more land. The consideration of the Settlement Boundary must therefore be derived from sources other than the land needed to accommodate population growth.

Physical, Landscape and Environmental Constraints

There are clear physical and landscape constraints to outward growth of Point Lonsdale including the coastal reserves along Swan Bay, Bass Strait, Port Phillip Bay and Lake Victoria. In addition to the expanse of waterways, the environmentally significant dune systems and coastal vegetation create natural boundaries and a landscape context setting to the township. The maintenance of a clear 'green break' between Ocean Grove and Point Lonsdale is of paramount importance to ensuring the distinct nature of the town is retained, and to the directions of the Victorian Coastal Strategy.

Many areas of land between the two towns have identified environmental and landscape significance. These impose a variety of constraints on future development, although most are not definitive in prohibiting development and require individual and detailed investigation prior to consideration of any development.

Environmental constraints as a result of climate change are now to be considered within the context of the Victorian Coastal Strategy, the State Planning Policy Framework and Ministerial Direction 13 relating to rezoning of non-urban land. This requires the precautionary principle to be applied to decision making, and detailed mapping and assessment is still underway as part of the 'Future Coasts' project.

It is noted that the need for levee banks, that may involve raising of the rail line, has been mooted as a flood mitigation measure as a result of rising sea levels. The need for the levee banks, location and detailed design needs to be confirmed as part of further strategic work.

Urban Growth Criteria

The area outside the current western extent of the township, between Shell Road and the Bass Strait foreshore (Point Lonsdale back beach) has potential to accommodate some urban growth. Urban growth should be considered where the following can be achieved:

- The land is within an existing or appropriate zoned land for urban development;
- The environmental constraints of the proposed development can be appropriately managed;
- The current and future risks and impacts associated with projected sea level rise of 0.8 metres by 2100, and the individual and/or combined effects of storm surges, tides, river flooding and coastal erosion can be avoided or appropriately managed;
- A substantial net community benefit can be demonstrated;
- The green vistas and rural landscape setting of the township are not threatened or eroded; and
- Consistency with the low growth, 'coastal village' identity of Point Lonsdale.

Analysis of Future Developments

The complex Stockland Waterways and Residential Development on the western edge of the township comprises a significant number of dwellings (approximately 600, retirement village (170 units), an aged care facility (120 beds) and associated convenience retail and community use. The site is located within a Residential 1 Zone. The site was subjected to a combined planning scheme amendment/EES process. The development was approved in 2010.

The land between the current western extent of the town and Lake Victoria includes three parcels of land where future development has been mooted by the owners: the Lonsdale Golf Club, and rural landholdings of the McMahon and Hanley families. Of these sites, only the Lonsdale Golf Club land fronting Fellows Road (subject to an amendment/EES process and compliance with *Ministerial Direction No. 13 – Managing Coastal Hazards and the Coastal Impacts of Climate Change*) demonstrates compliance with the above listed requirements for urban growth, and appropriate for inclusion within the Settlement Boundary.

The aim of the Golf Club development is to generate finances to secure the long term viability of the Golf Course, a much valued community asset. The area proposed for residential purposes sits between two established residential areas and as such will continue the existing western boundary of urban development of Point Lonsdale, on land already used and zoned for an urban recreational purpose, including the land used for the clubhouse and car parking. This will require rezoning of this part of the Golf Club land to a residential zone. Recent additions to State Government policy on climate change will require additional consideration of the amendment proposal in relation to Ministerial Direction No. 13. The Direction applies to a planning scheme amendment that provides for the rezoning of non-urban land (such as the golf course) to urban (eg. residential) and is below the 5 metre AHD.

The development of land along Fellows Road for residential purposes will involve the rearrangement of golf course fairways in proximity to Lake Victoria, requiring careful environmental analysis. The Point Lonsdale Settlement Boundary has been designated having regard to the current Golf Club residential subdivision concept plan and alignment with the existing westward urban edge established by adjoining residential zoned land allowing for any minor adjustments to respond to site constraints. Golf course activity and facilities outside the Settlement Boundary including club house, parking, golf holes etc may be permitted outside the Settlement Boundary as part of a permit/EES process. The residential component of the current proposal should be subject to design guidelines to ensure new development integrates with the town's character, and subject to rigorous environmental assessment and management including appropriate buffer treatments to the residential interface. The McMahon and Hanley sites are located within a Farming or Rural Conservation zoning, and parts of each holding are within the Environmental Significance Overlay No. 2 (ESO2) in the Greater Geelong Planning Scheme. As such, these areas are not appropriate for conventional urban development. The open rural appearance of the properties makes a strong contribution to the rural landscape setting of the town's character and includes appropriate buffers,

although it is noted that the eastern portion of the McMahon site contains sheds and machinery associated with shell grit mining activity.

The pocket of land on the McMahon site as shown on the locality map below, has been used for shell grit mining, processing and storage for many years. Redevelopment of this land for a more environmentally sensitive purpose could provide the opportunity to obtain significant community benefit from improvements to Lake Victoria, public access and open space. However, given that it is outside the existing zoned land, and development is not required to accommodate current growth requirements, nomination of the site for residential development is not considered appropriate at this time. Other development consistent with the current zoning however could be considered subject to demonstrated need, environmental assessment and community benefits that such a development may bring to the town.



Within the Settlement Boundary

Within the Settlement Boundary, the majority of growth during the life of this Plan is to be accommodated on the Lonsdale Golf Course and Stockland development sites. With appropriate

planning of these future residential areas, including associated physical and social infrastructure, the township can continue to operate as a sustainable coastal village and community. It is imperative that planning for the new residential areas is undertaken within a holistic township framework, not on an independent and ad hoc basis. This includes ensuring that any new areas:

- Provide clear and unambiguous public access through the new subdivision linking to public recreational land adjacent to the site and with the surrounding residential areas.
- Where subdivision is greater than fifty allotments but less than 100 allotments, provide a convenience / corner store within 400m walking distance of all allotments within the subdivision.
- Where a subdivision is greater than 100 allotments provide an activity node within 800 metres walking distance of all residential allotments within the subdivision. The activity node should be within 200 metres walking distance of recreational space and include: a convenience / corner store; a community / social infrastructure use; a public transport stop where appropriate.

Outside the Settlement Boundary

The areas outside the Settlement Boundary should retain their open rural landscape appearance and role as a green wedge buffer to nearby townships. Only uses that conform with the existing zoning (Farming or Rural Conservation) should be allowed, and only where the rural landscape setting is not compromised. Within this context, all facilities associated with the Golf Club including clubroom and car parking areas may be located outside the Settlement Boundary in a location to be determined through appropriate assessment processes.

Exceptions to this are two areas adjacent to the Settlement Boundary identified for development of appropriately designed tourist operations as shown on the Structure Plan Map, including a parcel of Hanley land, and the land north of the Bellarine Highway. It is important to provide direction for the land north of Bellarine Highway, in order to replace the ad hoc light industrial uses (with existing use rights) that have evolved on the land, with use and development that achieves improved outcomes for this key gateway site. (*see Activities section*)

Planning Controls for Development

To ensure coordinated development, of undeveloped residential areas within the Settlement Boundary, apply:

- A Development Plan Overlay (DPO) containing:
 - detailed local planning design principles for stages that reflect key characteristics of the township;
 - requirements to undertake detailed environmental assessment using data from or later than 2008 and informing preparation of an Environmental Management Plan;
 - detailed drainage and flooding assessments to identify stormwater qualities and volumes;
 - application of water sensitive urban design, mitigation and infrastructure measures to minimise impacts on environmentally significant land around Swan Bay, Lake Victoria and the surrounding low lying wetland areas.
- Requirements to provide physical and social/community infrastructure, road, pedestrian and cycle infrastructure and connections to adjoining networks.

Township Growth Principles

- Create a sustainable Point Lonsdale township into the future.
- Retain the coastal village character of Point Lonsdale.
- Utilise the sensitive and significant coastal and natural environmental features and its landscape context setting, where appropriate, to define a Settlement Boundary and set limits to urban expansion of Point Lonsdale.
- Maintain a compact urban form.
- Ensure that new urban growth is supported by adequate provision of community and social infrastructure.

- Support the health and wellbeing of the community by creating a walkable and cyclable township.
- Ensure the preservation of the surrounding rural landscape and setting of Point Lonsdale.
- Ensure new development proposals include a comprehensive assessment of climate change risk consistent with the Victorian Coastal Strategy.

Township Growth Directions

- Ensure that urban development does not occur outside of the Point Lonsdale Settlement Boundary as shown on the accompanying Township Structure Plan Map.
- Retain the rural and public recreation and conservation zones around the Settlement Boundary.
- Encourage appropriate infill residential development that respects the informal coastal village character of Point Lonsdale.
- Ensure the connectivity and integration of the new residential development with the existing residential areas.
- Undertake environmental investigations (i.e. hydro geological, ecological etc) into the surrounding landscape to determine appropriate protection of natural environmental areas and features in the planning scheme.
- Require areas of cultural heritage sensitivity to be considered as part of any new development.

New Residential Subdivision

To ensure the proper and orderly planning and development of the new residential settlements, including:

- Provide clear, unambiguous public access through the new subdivision.
- Create linkages to public recreational land adjacent to the site.
- Link the internal pedestrian and cycle networks with the township network.
- Where subdivision is greater than fifty allotments but less than 100 allotments provide a convenience / corner store within 400m walking distance of all allotments within the subdivision.
- Where a subdivision is greater than 100 allotments provide an activity node within 800 metres walking distance of all residential allotments within the subdivision. The activity node should be within 200 metres walking distance of recreational space and include: a convenience / corner store; a community / social infrastructure use; a public transport stop where appropriate.
- Apply CPTED (Crime Protection Through Environmental Design) principles in new residential development design.

To ensure coordinated development, apply:

- A Development Plan Overlay (DPO) containing:
 - detailed local planning design principles for stages that reflect key characteristics of the township;
 - requirements to undertake detailed environmental assessment using data from or later than 2008 and informing preparation of an Environmental Management Plan;
 - detailed drainage and flooding assessments to identify stormwater qualities and volumes;
 - application of water sensitive urban design, mitigation and infrastructure measures to minimise impacts on environmentally significant land around Swan Bay, Lake Victoria and the surrounding low lying wetland areas.
- Requirements to provide physical and social/community infrastructure, road, pedestrian and cycle infrastructure and connections to adjoining networks.

3.6 Activities

The Settlement Boundary for Point Lonsdale creates a defined township area comprising urban land uses (residential, commercial, industrial, social infrastructure, tourist facilities). A component of creating a sustainable township will be planning for the appropriate composition, location and intensity of these urban land uses in order to meet the needs of the community now and into the future. Defining a clear urban Settlement Boundary also provides certainty and direction to non urban and / or rural land uses outside of the Settlement Boundary.

Community Views

Contained residential growth is seen by the community as vital to retaining the 'village' identity of Point Lonsdale. Whilst a level of housing growth is generally accepted, it must be accompanied by improved community infrastructure. The community values the level of service provision in Point Lonsdale, particularly the Bellarine Regional Health Service. The services could be strengthened with additional medical related offer. The Shopping Village is seen as the 'heart' of the township; a gathering place used for its restaurants and local shops and to meet friends and family.

As part of the consultation on the Structure Plan, residents and service providers identified the following social infrastructure issues:

- More information access required for visitors over the holiday period;
- Integration of information provision, the location and currency of Council information.
- The Community Health Centre has limited capacity for expansion.
- The land adjacent to the Bowling Club is collapsing and Club may need to be relocated.
- Improved access to low cost community meeting space.
- More space for young people / informal space.
- Provision of information about what is available in the township.
- Improved recreation opportunities for young women.
- Accessible and even distribution of local open space.
- Making the school hall available for community use.
- Partnerships to deliver integrated functions in any particular location e.g. primary school.
- Need for space for community celebrations.
- Hours of operation at the Bellarine Community Health Service to meet different lifestyles.
- That the Bellarine Community Health Service provides a base for other service providers.

Housing

The average household size in Point Lonsdale in 2006 was 2.2 persons per dwelling. It is expected to decrease to 1.91 persons per dwelling by 2020. The proportion of permanent resident dwellings to holiday homes has remained consistent between the 2001 and 2006 Census at 51% and is reasonable to assume that this trend will continue.

The approximate number of houses required to accommodate the projected future permanent population growth is approximately 1018. This is based on the permanent population projections associated with new subdivisions (Stockland development and Lonsdale Golf Course) and infill development. This figure may change slightly following approval of final proposals for the Lonsdale Golf Course development.

The majority of new development will occur on green field sites, with an incremental increase in housing to occur as infill development where it can demonstrate compliance with the valued village character of Point Lonsdale. It is envisaged that the majority of this development in the 'minimal change' residential areas will be single detached housing, occasional two dwellings on a site.

Medium density housing development (2 or more dwellings) is needed to provide a diversity of housing types for smaller households such as older people, singles and first home buyers. Subject to compliance with the existing built form and design controls in the Design and Development Overlays of the Queenscliffe Planning Scheme, medium density housing should be encouraged within new residential developments in close proximity to township services.

The City of Greater Geelong proposed to apply the Residential 3 zone (Incremental Change) to the part of the town within its bounds. However, it is considered that the Residential 1 Zone and Design and Development Overlay controls, as in the Borough of Queenscliff, should apply to all residential land in Point Lonsdale irrespective of municipal boundary, including the proposed rezoning of the Lonsdale Golf Course site. This will ensure a consistent application of planning scheme controls to residential land in Point Lonsdale. The City of Greater Geelong's Housing Diversity Strategy and Municipal Strategic Statement acknowledges the different approach taken for Point Lonsdale opposed to other areas within the municipality identified for 'low growth'.

Retail / Commercial



Encourage redevelopment of the unit development (above) in the centre of the village. Example of recent mixed use development in the shopping village (below).



Small townships should have only one town centre complemented by small convenience retail in residential areas. The Point Lonsdale shopping village is a neighbourhood centre providing basic services and retail shops to serve local residents. The neighbourhood centre role should be retained with all significant retail development (such as a supermarket) located in the existing Shopping Village. The existing Business 1 zoned land can adequately accommodate the future peak residential population. Therefore, Business 1 zoned land should not be increased in the Point Lonsdale shopping village. Future redevelopment should focus on further developing the existing village to make it more appealing for local shoppers such as improvements to shop fronts, landscaping, street works, active spaces and outdoor dining. Commercial use of the residential terrace development in the centre of the shopping village should be encouraged.

Outside of the Shopping Village, small local convenience shops (eg. Milk bars, pharmacies, newsagents) can contribute to community life by encouraging physical activity, and creating a setting for people to socialise. The 'BP site' at the corner of Point Lonsdale Road and Lawrence Road (currently a convenience shop and service station) has potential for mixed use development, incorporating limited retail/office spaces with upper level residential use.

New large residential subdivisions should be encouraged to provide a convenience / corner store within the subdivision. The convenience retail within new residential developments should be within 200 metres of recreational spaces, public transport and any community centre. The restaurant / kiosk uses proposed as part of the Lonsdale Golf Course redevelopment, and the convenience store proposed as part of the Stockland development will fulfil these requirements, and at the small scale proposed are not considered to compete with the Point Lonsdale shopping village.

The Business 4 zone land on the corner of Bellarine Highway and Fellows Road is currently vacant. This zoning, which encourages bulky goods retailing and manufacturing industry, is inappropriate for the land considering the tourism focus of Point Lonsdale and the location of the land acting as a gateway entry to the town. Opportunity exists to rezone the land to a Special Use Zone to facilitate the development of an appropriately scaled tourist accommodation or tourism related use. Any development on the site must respond to the site constraints and be designed to sit comfortably within the landscape/environmental setting in terms of site coverage, building heights and materials, landscaping and vegetation protection. Site buildings should be consistent with the prevailing built form heights of the locality.

Community / Civic / Social

A role of this Structure Plan is to guide the future provision of social infrastructure. This includes planning for flexibility to respond to changing models of service delivery whilst providing a certainty of land supply in appropriate locations within the Settlement Boundary. Planning for social sustainability requires that the provision of social infrastructure meets the needs of the current generation without compromising the choices of generations yet to come.

As a small 'coastal town' Point Lonsdale has a desirable level of social infrastructure provision, and given its size, there is acceptance that some services will be accessed in nearby townships such as Ocean Grove, Queenscliff and Geelong. Consultation on social infrastructure determined that the existing infrastructure including health services, playgrounds, primary school, Council services, Farmers Market amongst many others, are working well and should be retained and strengthened.

Principles

The following principles should be used as a key planning tool in the decision-making and planning process for social infrastructure. They should inform and complement specific initiatives in relation to community service and social infrastructure requirements. These principles can inform the work of both Councils in partnership with non-government service providers and developers. The implementation of these principles will need to consider opportunities for partnership between various levels of government, developers, service providers and funding agencies in order to facilitate responsive and sustainable social service and infrastructure provision.



Point Lonsdale Surf Life Saving Club lookout above and Bowls Club below.



- Support physical and functional connections between Point Lonsdale and adjacent townships to enable equitable access to community services and facilities.
- Enhance safety, access and connectivity for pedestrians and cyclists within the township and to surrounding destinations.
- Reinforce the role of local facilities in providing opportunities for groups to initiate local activities and opportunities for community participation
- Support community and social interaction through high quality public spaces and a vibrant town centre.
- Optimise community mobility through integrated transport systems.
- Acknowledge and enhance the functions of existing community facilities as a co-located hub of community services and spaces.
- Ensure the connectivity and integration of the new Stockland development with the existing residential areas.

Integral to planning for responsive and sustainable provision of social infrastructure is monitoring the community's needs on an ongoing basis and that services and facilities adapt and change to meet these needs. This will require establishment of a coordinated partnership between the two local Councils and other service providers in Point Lonsdale and the region.

Role of Local Facilities

The future roles and functions of existing facilities within Point Lonsdale should include:

- Ensuring the presence of staffed information within the town centre, for example the Council offices and the community health service.
- Enhancing the role of the existing community facilities and the primary school as a family and children's services hub.
- Building relationships with the primary school and supporting its role as a facility for the whole community (including a base for community education and community events).
- Supporting on going capacity for the delivery of community health services at the local level.
- Enhancing pedestrian and cycling connections through the town and to local destinations.
- Supporting improvements to the amenity of the Bowling Club to encourage increase usage and diversity of membership.

It will be important to engage with the local community and all non-Council service providers to ensure a coordinated approach to optimising and enhancing the capacity of existing facilities and services.

Priorities for Future Provision

It is understood that the Bellarine Community Health Service based in Point Lonsdale is under review, and the outcomes of this will have significant implications for the future needs of the community. Strategic planning and detailed service planning will need to give consideration to:

- Ensuring that the current strategic review of the community health service maintains access to local health services, and information is maintained and built on as a base for other service providers.
- Enhancing the range of recreation opportunities for all ages, particularly young women and older adults.
- Maintaining access to early childhood services (including kindergarten and childcare).

- Improving the distribution of local open space to ensure that all households are within 400m of local open space.
- Facilitating improved public and community transport services to adjacent townships.
- Identifying preferred functions and a service delivery model that will complement the existing service and facility network for the proposed community facility within the Stockland Waterways and Residential Development.
- Monitoring service capacity and demand as the population grows and changes to inform co-ordinated and responsive service and facility planning.

Tourism / Entertainment / Events



Point Lonsdale Guest House

Tourism should be supported as a vital component of the economy of the Bellarine Peninsula and Point Lonsdale, and thus important to economic sustainability. Assets that attract visitors and are valued by the community should be protected, including the village character, rural and beach vistas and natural environment. Support should be given to the local and regional tourism agencies seeking to strengthen tourism on the Bellarine Peninsula through promoting the "Bellarine experience" - its unique coastal environment and landscapes, wineries and food trails.

Increasing the range of quality visitor accommodation opportunities and conferencing facilities will support extended visitor stay lengths on the Peninsula. The Bellarine Strategic Plan notes a lack of high quality conference, eco-tourism and four and five star accommodation in the region. New developments that address this shortage should be encouraged.



Hanley land

This type of development could occur on the Business 4 zoned site on the corner of Fellows Road and the Bellarine Highway, which would be suitable for conference centre or motel style development. Edge of township sites outside the Settlement Boundary, including some of the Hanley Land adjoining the golf course, and land north of Fellows Road along Bellarine Highway as indicated on the Township Structure Plan, provide the best opportunities for less intensive development and should be encouraged to provide appropriately designed low scale, low density tourist accommodation. Tourist operations on these parcels are envisaged as low level development, possibly eco-tourism, caravan, camping and cabin style accommodation, although a conference style facility that maintained a low density and profile may also be acceptable. Ancillary uses such as health / spa treatments, small dining / restaurant and passive recreation are appropriate.

The design of these uses should not compromise or erode the important rural setting that these sites provide to the township, and must address environmental issues. Rezoning of these sites, within the rural suite of zones, such as the Rural Activity Zone (or another zone which provides for the broader rural landscape and environmental character to be maintained), could be considered for an appropriate development that addressed all environmental, built form, need, infrastructure and landscape setting issues.

The existing low cost accommodation in Point Lonsdale such as camping and caravan parks with access to the coast should be retained. Should the Queenscliffe Coastal Management Plan (CMP) proposal to introduce cabins at Royal Park be progressed, it must be ensured that the quantity of low cost accommodation on the site is not reduced, the buildings are well designed to sit within the landscape and that the sensitive coastal environment is not compromised. In addition, the CMP indicates that the Lighthouse Reserve has the potential to accommodate well-designed low-set accommodation in the Toc H and housing area, integrated with the public open space.

The CMP also indicates that the whole Lighthouse Reserve precinct should be redeveloped (subject to Heritage Victoria approval) to improve public access, environmental protection, facilities and layout. Following these improvements the area has the potential to be promoted as a key regional attraction.

Other Uses Outside the Settlement Boundary

The City of Greater Geelong Industrial and Land Use Strategy does not identify any land in Point Lonsdale for industrial uses. This is due to the *"high landscape quality of the area and its attractiveness as a tourist destination."* Over the long term, existing industrial uses such as the shell grit mining operation on Shell Road should be phased out of the town and replaced with a

more sensitive use. Given the location of this site within proximity to areas of high environmental significance, a proposed use will need to undergo rigorous environmental impact assessment.

The farming areas and recreation and conservation areas should surround the township to retain its important landscape setting, and maintain a buffer to growth of other nearby townships. Opportunities for low density tourism activities (eg. isolated restaurant, bed and breakfast accommodation) that do not impact on the rural landscape, support the economic sustainability of the township, provide local employment and that are consistent with the permitted land use of one of the suite of rural zones should be encouraged.

The Golf Course should continue to offer an active recreational role outside of the settlement boundary. Any buildings or works associated with the Golf Course use (ie. clubhouse and car parking) can be accommodated outside the Settlement Boundary with appropriate treatments, environmental and design considerations.

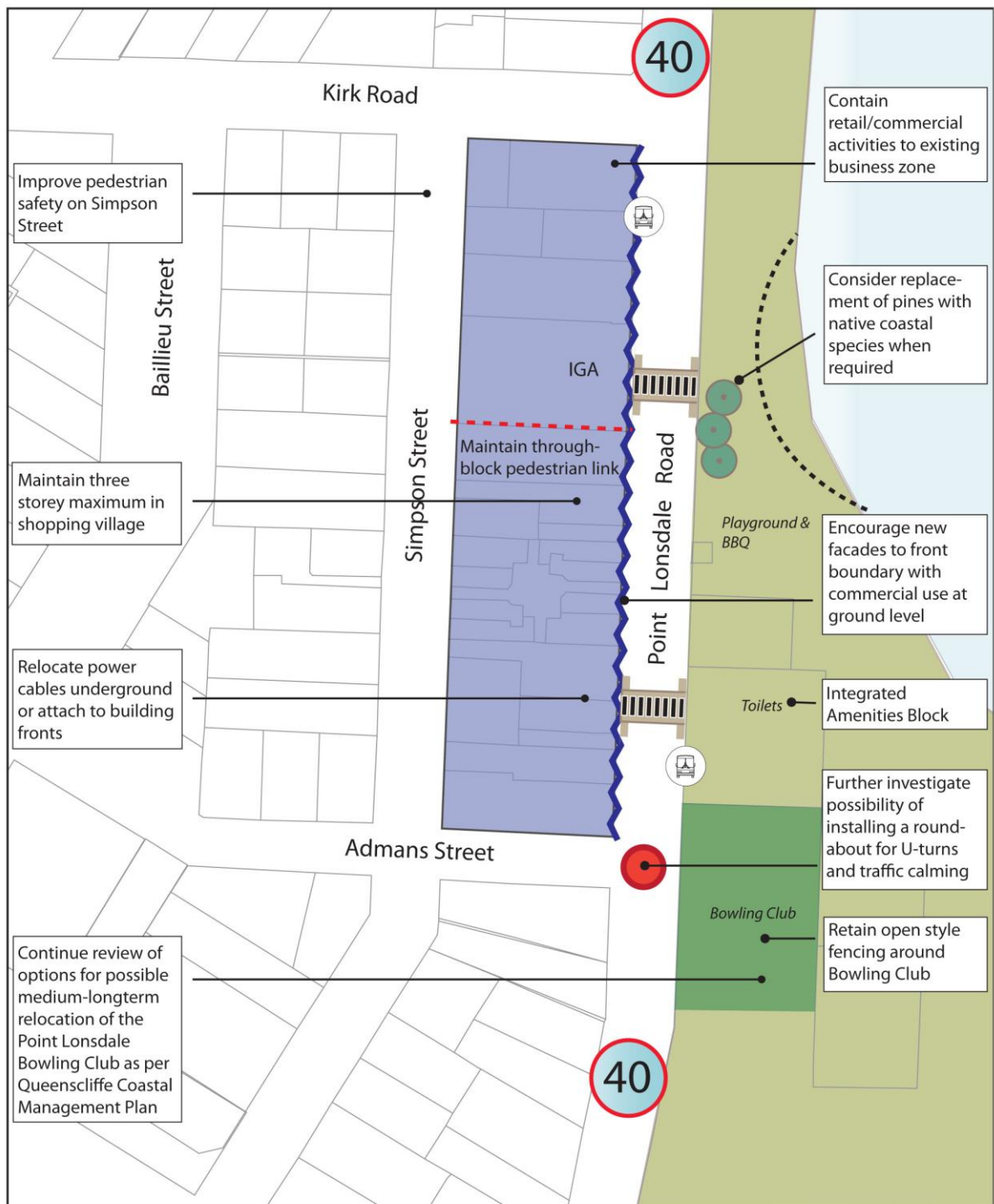
Activities Principles

- Provide opportunities for housing diversity and growth in locations that do not compromise the village character of Point Lonsdale, or erode areas of environmental significance.
- Retain the neighbourhood centre role of the Point Lonsdale Shopping Village, providing basic services and retail shops for the local community.
- Ensure that community service infrastructure supports the township, and new infrastructure is provided in a coordinated manner.
- Promote opportunities for tourism in Point Lonsdale.

Activities Directions

- Encourage medium density housing and accommodation within new residential developments in close proximity to township services.
- Ensure that infill development complements the existing village coastal character of Point Lonsdale including that buildings are recessive to the coastal vegetation.
- Locate new residential development away from areas of environmental significance and establish appropriate environmental buffers.
- Focus commercial / retail development in the existing Point Lonsdale Shopping Village strip.
- Support the Point Lonsdale Shopping Village through improvements to landscaping, streetworks and investment in shopfronts.
- Support small convenience / corner store use as part of new residential subdivision.
- Reinforce the role of local facilities in providing opportunities for groups to initiate local activities and opportunities for community participation.
- Acknowledge and enhance the functions of existing community facilities as a co-located hub of community services and spaces.
- Consider the future community service infrastructure requirements for any future residential subdivision.
- Support physical and functional connections between Point Lonsdale and adjacent townships to enable equitable access to community services and facilities.
- Provide tourist information within the town, for example at the entrances, Shopping Village and the community health centre.
- Enhance the role of the existing community facilities and the primary school as a family and children's services hub.
- Support on-going capacity for the delivery of community health services at the local level.
- Ensure that the current strategic review of the community health service maintains access to local health services and information is maintained and built on as a base for other service providers.
- Maintain access to early childhood services (including kindergarten and childcare).
- Encourage high quality visitor accommodation and conferencing facilities in Point Lonsdale.

- Retain caravan parks as an important provider of low cost visitor accommodation in Point Lonsdale.
- Support a tourism use on the site on the north west corner of Bellarine Highway and Fellows Road such as a conference centre or motel use (4 to 5 star rated). Rezone the land to a Special Use Zone to facilitate an appropriate tourism use and to ensure no bulky goods, commercial or retail use on the site.
- Support low density tourism opportunities on the land identified on the Structure Plan Map as 'Opportunities for low scaled and designed tourist accommodation', including:
 - For the site known as the 'Hanley land':
 - If any change of use or zone is proposed, the primary purpose should be low scale accommodation with ancillary activities which may include appropriately scaled:
 - Conference facilities
 - Health/spa treatments
 - Dining/restaurant
 - Passive recreation
 - Any development proposal for the Hanley Land should:
 - Be subject to a referral to determine need for an EES.
 - Provide local employment opportunities.
 - Be designed at a low scale and low density to retain a consistent 'rural landscape' setting to the township.
 - Be consistent with a Management Plan developed for the site or for any Management Plan on adjoining sites.
 - Include revegetation of the site with indigenous planting as appropriate and in accordance with any Management Plan for the site.
 - Provide a landscape buffer adjacent to existing residential areas of the Point Lonsdale township.
 - Where required apply a Rural Activity Zone or another zone which achieves for the above outcomes.
 - For the land on the north side of the Bellarine Highway east of Portarlington Road:
 - The primary purpose of any future use should be tourist accommodation with ancillary activities which may include:
 - Eco-tourism activities
 - Caravan, camping and cabin style accommodation
 - Passive recreation
 - Any development proposal for the Bellarine Highway land should:
 - Be subject to a referral to determine need for an EES.
 - Provide local employment opportunities.
 - Be designed at a low scale and low density to retain a consistent 'rural landscape' setting to the township.
 - Include revegetation of the site with indigenous planting as appropriate and in accordance with a Management Plan for the site.
 - Ensure site development does not prejudice the station precinct concept.
 - Where required apply a Rural Activity Zone or another zone which achieves the above outcomes.



Town Centre

Point Lonsdale Structure Plan

Legend

Point Lonsdale Village retail and commercial area. Encourage residential above ground level

Foreshore

New roundabout

Install raised plateau pedestrian crossing and kerb outstands

Pedestrian link

Complete loop ramp access to beach front walkway

Active frontages. Encourage new facades to front boundary with commercial use at ground level

Existing bus stop

40 Reduce speed limit to 40km/h and install signs at entrances to commercial area

3.7 Buildings

The buildings and built form of Point Lonsdale are a major factor in its appearance, function, character and identity as a coastal village, and identifying and retaining the key elements of this built form character is a key component of this Plan. Achieving improvements to the environmental performance of the built form will be fundamental to this Plan.

Community Views

The Point Lonsdale community appreciates the informal nature of streetscapes, and the vegetation that dominates many vistas. The low scale of buildings is seen to be intrinsic to the low-key nature of the town, and the buildings that retain traditional holiday house style and materials are valued. The unmade kerbs, building setbacks and space for vegetation of 'old Lonsdale' were all cited as creating the town's identity.

Existing Character

The quality of building design in Point Lonsdale and the character of its different neighbourhoods is distinctly varied, clearly showing the different stages of the township's growth. Neighbourhood Character Studies undertaken by both the City of Greater Geelong and the Borough of Queenscliffe describe the various types of settlement patterns and building styles that have created Point Lonsdale's present character. Both Planning Schemes have existing controls, policies and guidelines that protect the unique character of the township, however the detail of the controls varies.

The valued coastal character of Point Lonsdale is derived from buildings being sited and scaled so that they appear to be set low in the landscape. Grassy front verges, native vegetation and side setbacks that allow space for substantial vegetation create a streetscape character that is defined predominantly by its informal landscape quality. The materials used generally have a lightweight appearance, such as timber, corrugated iron, weatherboard or light coloured render, that are typical of seaside locations. This built character and the relationship of buildings to their landscape setting should be maintained in these areas.

Development in areas of the town in the City of Greater Geelong, has a more suburban character primarily derived from the more formal street treatments. However most of the characteristics on private land are consistent between the two municipalities including building heights and forms, materials, spacious garden settings, indigenous and native coastal vegetation and relationship to the landscape. Retaining existing vegetation and ensuring space is available on new development sites for vegetation is therefore an important component in preserving the character of the whole town. (see *Spaces section*)

The Queenscliffe Planning Scheme differs from the Greater Geelong Planning Scheme in that it applies more extensive Design and Development Overlays (DDO4 and DDO5) and Vegetation Protection Overlays (VPO1 and VPO2) to existing Residential 1 zoned land despite many consistencies in built form and landscape character. The Queenscliffe DDOs apply a lower maximum building height (8.5 metres) than the standard 9 metre limit under ResCode, and in the 'old Lonsdale' part, a site coverage maximum of 40%, permeable surface area minimum of 30%, and minimum setbacks apply.

Consistent with these requirements, guidelines for much of Point Lonsdale applied through the Greater Geelong Residential Character Study refer to the 'bush garden court' character, the preferred maximum site coverage of 40%, and maintaining the low scale of development and spacious garden setting. The Design and Development and Vegetation Protection Overlays are appropriate tools to achieve the preferred character of these areas, and the provisions of the BoQ schedules are equally applicable to the relevant parts of the CoGG.

Imposition of a consistent set of controls across appropriate parts of the town regardless of municipal boundary will enhance the cohesiveness, improve built form outcomes and ensure that future development is consistent throughout the township (refer 'Proposed DDO controls' map in Implementation Plan).

Therefore it is recommended that vegetation built form protection controls be applied to the areas of Point Lonsdale in the CoGG with substantial vegetation coverage. Overlay controls similar to the DDO4 and VPO1 controls applying to the 'old Lonsdale' area should be applied to the

residential area around Lockington Crescent as this area shares many of the same characteristics of spaciousness, building styles and era, and vegetation type. The remaining existing residential areas of the town in the CoGG have more in common with the type of development densities, style and vegetation in the newer parts of Point Lonsdale in the BoQ, and therefore controls similar to the BoQ DDO5 and VPO1 controls should be applied consistent with the 'Proposed DDO Controls map' in Implementation Plan.

New Residential Development

It is essential that new built form, including that within the Stockland development and Golf Course development, is compatible with the existing character of Point Lonsdale. A more contemporary character should be encouraged in these areas that blend the traditional coastal character of Point Lonsdale with modern architectural responses. While new buildings may be more prominent in the streetscape in these areas in the short term, adequate space must be allowed for planting of substantial coastal vegetation to ensure that the landscape character is strong and has room to develop over time. Many of the new buildings in the Emily and McNaught Street area exhibit characteristics that retain key features of the coastal character.

Shopping Village

Buildings in the shopping village are up to three storeys in scale with a varied front setback and occasional side setbacks. New development has seen the introduction of contemporary buildings in the village, which have integrated well into their context through appropriate architectural style, articulation, and siting. This approach should be encouraged in future development. A townhouse development in the centre of the business strip interrupts the built form character of the centre, and over time should be better integrated through new façade treatments to the buildings, and possible associated commercial use.

Heritage

There are a number of heritage sites within Point Lonsdale that are included in the Heritage Overlay. These sites are to be protected and enhanced, by ensuring that surrounding new development is respectful of their heritage qualities. The Borough of Queenscliffe is undertaking a Heritage Review, and all recommendations from this study should be implemented as a matter of priority and take precedence over any alternate recommendations in this Plan.

Environmentally Sustainable Design

Encouraging sustainable design practices is a key imperative of the Structure Plan. There are many opportunities to introduce sustainable design in new development or through retrofitting of existing buildings. The retention of the existing compact layout of Point Lonsdale will also assist in reducing car use for short trips.

Buildings Principles

- Require a high standard of architectural and urban design that strengthens the coastal village character of Point Lonsdale as a key part of its identity.
- Require new buildings to respect the low scale, articulated form, typical coastal materials and spacious siting of the neighbourhood context.
- Standardise building design controls between the two municipalities to achieve a consistent outcome.
- Design buildings in the commercial area to contribute to the street level ambience and activity.
- Retain and enhance heritage buildings and sites.
- Encourage sustainable design practices in the siting and design of new development, or retrofitting of existing buildings.

Buildings Directions

- Buildings should be well articulated through use of different materials, openings, forms or features such as decks, balconies or canopies.

- Use materials such as timber, corrugated iron, weatherboard or light coloured render that are typical of the area and light in colour and appearance.
- Encourage a contemporary design quality that makes reference to the coastal character of 'old Point Lonsdale'.
- Require front and side setbacks to reflect the existing patterns of setbacks within the streetscape and to allow for planting of substantial vegetation between buildings.
- Limit site coverage so that buildings are recessive to vegetation.
- Maintain the typical low scale of buildings in residential areas of up to two storeys (or 8.5 metres).
- Allow higher scale buildings of up to three storeys (up to 9.5 metres) within the Point Lonsdale village.
- Protect those buildings included in the Heritage Overlay as per existing heritage policy.
- Undertake a heritage study of the parts of Point Lonsdale located within the City of Greater Geelong to inform preparation of an amendment to include significant built heritage in the Heritage Overlay of the Greater Geelong Planning Scheme.
- Actively promote the integration of ESD initiatives into new buildings or retrofitting of existing buildings. This could include increased energy efficiency and solar passive design, greater water efficiency, use of sustainable materials and adaptability of design.
- Orient buildings and openings so that they maximise solar access in winter and cross-ventilation in summer.
- Require buildings to include external shading such as wide eaves or canopies.
- Require a landscape plan for new development that indicates the use of native coastal and indigenous species.
- Encourage the use of materials that are recycled, locally resourced or with a low embodied energy.
- Require water saving measures such as the collection of rainwater and water sensitive landscaping around buildings.
- Work with building owners and traders to promote the sustainable management of buildings and commercial operations. This could include initiatives to reduce waste and water consumption or use solar energy.
- Provide information for applicants about the many available resources to assist in improving the sustainable outcomes of new development. For example, this could include the information and grant assistance provided by Sustainability Victoria.
- Discuss with applicants how they can measure the sustainability of their proposal against the STEPS criteria and the Sustainability Scorecard (as developed by Moreland and Port Phillip Councils). Use these systems to demonstrate the long term financial benefits of incorporating ESD measures into a development. This might be realised through reduced daily operation costs or increasing the value of a property through marketing it as 'green'.
- Introduce a Design and Development Overlay over the Lockington Crescent area modelled on the Design and Development Overlay schedule 4 of the Queenscliffe Planning Scheme.
- Introduce a Design and Development Overlay over the remainder of the Point Lonsdale Residential 1 zone in the City of Greater Geelong other than the Stockland site, modelled on the Design and Development Overlay schedule 5 in the Queenscliffe Planning Scheme.

3.8 Spaces



Spaces for recreation in Point Lonsdale.



Point Lonsdale is well endowed with public spaces including the extensive foreshore areas, recreation reserves, streets and plaza spaces. How these spaces are designed including landscaping, street tree plantings, street furniture and public art installations, impacts the way they function and are used. Spaces should be provided and designed in the future to support intensification of activity, an increased resident population, and for improved environmental performance and resource efficiency.

Foreshore / Parks

The actual provision of open space in established areas is considered adequate for the needs of the Point Lonsdale community. Future improvements to access to open spaces, particularly beach access, must prioritise the environmental sensitivity of the dune system and coastal vegetation. The actions of the Queenscliffe Coastal Management Plan and Buckley Park Coastal Management Plan should be supported to improve access, appearance and management of the coastal and foreshore areas. Royal Park and Ganes Reserve provide large active recreational spaces in Point Lonsdale and are well used by the community. With township growth occurring to the north-west, it may be appropriate to consider provision of active recreational spaces within proximity to these growth areas. The following locations should be investigated for this purpose:

- The Business 4 Zoned land on the corner of Fellows Road and Bellarine Highway;
- Land on the Bellarine Highway between the Business 4 Zone site and Portarlington Road; and
- McMahons land between Shell Road and Emily Street.

Open space should be provided in new residential subdivisions within 400 metres walking distance of all residential allotments. Public access should be optimised to new open spaces with integration with the existing network of pathways in the township.

The Bowling Club is located within the foreshore area opposite the shopping village. The Club is a vital recreational and social focus of the town and should be encouraged to continue strategies to increase usage. Relocation of the Bowling Club in the medium to long term, as proposed by the Coastal Management Plan, could consider edge of township locations (such as those mentioned above) provided adequate and easy access is available from throughout the township.

Vegetation

Coastal vegetation throughout the township is an important character feature of Point Lonsdale. A Vegetation Protection Overlay (VPO1) applies to areas within the Borough of Queenscliffe but is not applied to areas within the Greater Geelong Planning Scheme. A VPO based on the VPO1 in the Queenscliffe Planning Scheme should be applied to select areas of Point Lonsdale in the Greater Geelong Planning Scheme to preserve the vegetated character of the area, including Lockington Crescent area, the Warwick Hill Dr/Norman Cres area and the Hollywood estate, as shown on the Township Structure Plan.

Indigenous vegetation should be used for all street plantings, and the informal style should be maintained. Tea Tree is indigenous to the foreshore areas only, and is considered a weed beyond the coastal dune system. Therefore street tree planting should use other species indigenous to the hinterland including Moonah. Where established exotic tree species have been planted in public spaces, for example the three cypress trees on the foreshore opposite the shopping village, replacement with indigenous species should be considered when appropriate.

Street Spaces

The informal design of the streets in Point Lonsdale, particularly in the Borough of Queenscliffe, make an important contribution to the character of the township and should be retained. *The Guidelines for Walkable Coastal Environments (2008)* provide design solutions for managing the valued aspects of informal coastal township streets such as street planting and pathway materials with required walkability objectives. The Access section of this report highlights a network of key

streets to be upgraded to support walking and cycling. The *Guidelines* should be used in the design of these streets.

Signage

Signage performs an essential role in the function of a township to assist with way finding and in providing community information. Quality signage will assist in creating a pedestrian and cycle friendly township by providing direction to key locations such as the shopping village, public transport stops, beach access points, and community service locations, Council offices, tourist information, and the key access routes outlined in the Access section of this report.

Safety

The informal nature of the design of many streets in Point Lonsdale presents some issues for pedestrian safety, including the aged and people of limited mobility. A number of streets have been selected for upgrading (refer to Access) to provide options for safe movement for all mobilities, and linking residential areas and key activity areas. Safe and accessible spaces and pathways should be designed to incorporate Crime Prevention Through Environmental Design (CPTED).

The playground reserve opposite the shopping village provides an important toilet and change room facility. Whilst its function is important and the location appropriate, its appearance and design could be updated to improve safety and accessibility, and reduce its prominence on the foreshore. Direct access should be provided from Point Lonsdale Road to increase passive surveillance of the facility. A space saving design solution with low water use or that is waterless should be considered.

Water Conservation and Environmental Sustainability

Water Sensitive Urban Design (WSUD) principles should be applied to all capital works and private developments. Design techniques can include minimising impervious surface areas, using permeable paving materials, hardy plants with low water requirements, reduced areas of lawn, minimisation of stormwater, use of swale drains and bioretention trenches and underground water storage facilities.

Public Art

Public art is an effective way to explore the history and the unique identity of an area and can develop a sense of place and belonging. There is potential to link public art projects with the history of the township, such as around the Lighthouse Precinct and coastal walks, and to showcase local artists. Interpretive and historical markers can be incorporated into art or positioned along walkways for interest. Ephemeral or temporary installations to commemorate specific events or festivals are encouraged.

Spaces Principles

- Support community and social interaction through high quality public spaces and a vibrant town centre.
- Provide adequate levels of public open space within the existing and proposed residential areas.
- Design the outdoor spaces in Point Lonsdale to enhance sustainability and conserve water.
- Improve the image and accessibility of Point Lonsdale through the use of coordinated signage to identify key functions, attractions, access points, and a network of safe pedestrian and cycle routes between activities.
- Provide a sense of place and identity to the town through the inclusion of signage, landscaping and public art at key locations and gateways of the town.

Spaces Directions

- Support implementation of the Queenscliffe Coastal Management Plan and Buckley Park Coastal Management Plan to improve access, appearance and management of the coastal foreshore areas.
- Ensure that all households are within 400m of local open space.
- Enhance the range of recreation opportunities for all ages, particularly young women and older adults.
- Ensure that new residential development retains public access through to important public spaces adjoining the township such as the Golf Course and Lake Victoria.
- Apply CPTED (Crime Prevention Through Environmental Design) principles in the design of public spaces.
- Provide places of protection from the sun, wind and rain in open spaces.
- Create a high quality and safe pedestrian environment to encourage people to move about the township by foot.
- Prepare a coordinated signage strategy for Point Lonsdale, to be used by both municipalities, to identify key locations such as the shopping village, public transport stops, beach access points, and community service locations, Council offices, tourist information. The signage strategy should include identification of the primary and secondary pedestrian/ cycle network identified in the Access section of this report, and direction signage including distance at street intersections.
- For the upgrade of the primary and secondary street network, as shown on the Access map, apply the design solutions specified in the *Guidelines for Walkable Coastal Environments (2008)*.
- Ensure the implementation of water sensitive urban design measures for drainage and stormwater, energy conservation and water reuse in all Council public works.
- Investigate opportunities to improve the appearance and location of the public toilet and change room facilities at the foreshore playground, to achieve safer more accessible facilities, and reduce its prominence on the foreshore.
- Continue the planting of indigenous vegetation throughout the township, and in new residential developments, to contribute to character, biodiversity and wildlife corridors. Tea Tree should be planted in the coastal dune system only and is not suitable in urban areas.
- Introduce a Vegetation Protection Overlay to the Lockington Crescent area, the Warwick Hill Dr/Norman Cres area and the Hollywood estate based on the VPO1 in the Queenscliffe Planning Scheme (see Structure Plan map).
- Apply appropriate overlay control to golf course site to ensure effective control over native vegetation removal or disturbance.
- Install interpretive signage to identify key indigenous and post settlement heritage in the township.
- Consider ephemeral public art installations for events or festivals.

3.9 Access

The Access theme focuses on sustainable transport modes in achieving a balance between planning and investing in infrastructure for the peak holiday periods, and meeting the daily needs of the community into the future. The Access Map sets out the future access and movement network.

Walking / Cycling

The compact size of the township, flat topography and visually attractive environment make Point Lonsdale a very pleasant walking and cycling environment. This Plan aims to strengthen the quality of the pedestrian and cycling environment to allow people to travel safely and with ease around Point Lonsdale. Walking and cycling are promoted above other forms of transport within the township because they:

- Improve safety and access / mobility for the maximum number of people;
- Support physical activity and therefore health and wellbeing;
- Are free and energy efficient;
- Support access to destinations / services for households without a car including older residents (important in an ageing community), and young people;
- Create more activity on the streets which improves safety and surveillance of public spaces;
- Create opportunities for people to meet, socialise and interact; and
- Reduce use of the car and pressure on car parking at key activity areas in the township (particularly the shopping village, primary school and beach access points).

The Plan aims to improve connections between residential areas (existing and proposed) and key destinations within the township. Given the contribution of the informal nature of many of the streets to township character, a network of selected roads has been identified for safety and design upgrades. This will provide a grid network of safe and quality pedestrian and cycle routes within the township, retaining the character and function of the remaining streets. The network also integrates in with the existing and proposed regional network of pedestrian and cycle routes to improve access to new residential areas, surrounding townships and to the Bellarine Peninsula Rail Trail.

There are two road types identified: primary and secondary. Primary routes include Bellarine Highway, Point Lonsdale Road, Fellows Road and Lawrence Road. It is intended that primary routes will have:

- footpaths on both sides of the street constructed to Disability Discrimination Act (DDA) standards,
- safer crossing points; and
- line marked on-road bicycle lanes.

This may prove difficult to achieve on the beach side of Point Lonsdale Road due to the coastal reserve and the angled car parking arrangement, but should remain a long-term aim.

Secondary routes identified are Williams Road, Nelson Road, Kirk Road and the southern section of Glaneuse Road. These routes provide a network of streets linking key destinations, however will maintain a more informal character in their design. This will include:

- a minimum of a footpath on one side of the street constructed from porous material such as granitic sand;
- signage designating street as 'shared road spaced' and preferred cycle route; and
- a reduction in vehicle speed to 40km/h to provide a safer environment for bicycles and pedestrians. (This could be extended to all residential streets.)

The *Guidelines for Walkable Coastal Environments (January 2008)* provide design solutions to balance coastal streetscape character with function and safety.

Upgrade of the street network should be staged to prioritise areas of high pedestrian and vehicle conflict, as follows:

1. Ocean Road.

2. Point Lonsdale Road (at least one side).
3. Fellows Road.
4. Lawrence Road.
5. Secondary road network.

Provision of bike parking racks at all key activities within Point Lonsdale should also be a priority. This includes within the shopping village, at the bus stops, primary school, community services and recreational reserves. Their design aesthetic should use materials that complement the environment in which they are sited. The design of pedestrian/cycle treatments must take into consideration existing roadside vegetation.

Car Parking & Traffic Management

Point Lonsdale's ability to accommodate traffic and parking demand during peak holiday periods needs to be balanced with retaining the village character and informality of the street network. Improving the environment for walking and cycling will provide alternatives to the car, as discussed above, resulting in less pressure on car parking and the road network.

There are a number of pedestrian and vehicle conflict points, and general traffic management issues around the township, that can be resolved through installation of roundabouts and creation of the priority pedestrian / cycle routes. New roundabouts are suggested at the intersections of Point Lonsdale Road with Lawrence Road, Admans Street, and Ocean Road. Another is proposed at Bellarine Highway and Fellows Road. The Admans Street roundabout would provide a u-turn opportunity for shopping village traffic that would reduce traffic circulation in adjoining streets, however may require additional land from the road reserve, and therefore may not be a short term option. Detailed design should be undertaken to determine feasibility. The roundabouts must be designed to promote cyclist and pedestrian safety.

Pedestrian access across Point Lonsdale Road between the shopping village and foreshore, and shopping village and bus stop needs to be made safer and easier. It is proposed to provide two pedestrian crossings on a raised plateau, between the front of the IGA supermarket and beach access path, and at the southern end just beyond the bus stop. This will result in loss of a small number of car parking spaces. The design of the crossings should reflect the design solution at Issue 17 of the *Guidelines for Walkable Coastal Environments (January 2008)*, in particular, narrowing of the roadway to reduce traffic speed, and low level landscaping framing the crossing. Road narrowing should incorporate measures to ensure cyclist safety at these points.

There are a number of opportunities to improve the efficiency of existing on-street and off-street car parks that would possibly compensate for any lost spaces in the provision of pedestrian crossings. In addition, there is potential to investigate the use of the Bowls Club car park for shopping centre related parking in peak periods, subject to agreement with the Bowls Club.

Public Transport

Public transport in Point Lonsdale is limited to bus, with bus stops located in the shopping village near the Bowls Club, and near the corner of Kirk Road and Point Lonsdale Road. The distribution of existing bus stops is considered adequate, however the frequency, connectivity (with train and ferry services), more direct routes and communications systems of the service could be improved as demand increases. The existing condition of bus stops is considered poor, and requires improvement to provide quality shelter, timetable information, seating and access. This should be designed with regard for the CPTED design principles to maximise safety at bus stops. It is proposed to provide a formal pedestrian crossing point in Point Lonsdale Road near to the bus stop adjacent to the Bowling Club to facilitate pedestrian movement between the village and public transport stop. There are opportunities to improve integration of the bus services with the train services at Geelong and Queenscliff ferry service.

Opportunity exists to advocate for a train station in Point Lonsdale as part of any upgrade to the Queenscliff tourist rail service. This location would also be suitable for a transport interchange and a park and ride scheme with sufficient areas set aside for parking and infrastructure.

Access Principles

- Optimise community mobility through integrated transport systems.
- Strengthen the quality of the pedestrian and cycling environment to allow people to travel safely and with ease around Point Lonsdale and surrounding destinations.
- Ensure that Point Lonsdale is well connected to local and regional destinations by public transport to provide a viable alternative to the car.
- Improve the efficiency of car parking in Point Lonsdale to accommodate demand in peak holiday periods.
- Protect the character of the informal streetscape treatments and design.

Access Directions

Car Parking

- Implement car parking restrictions in the Point Lonsdale shopping village (in part seasonal) to prevent staff and beach goers occupying the premium car parking spaces.
- Remove the light poles from the parking bays along the east side of Point Lonsdale Road (desirably underground or attached to building fronts). Seek external funding from the Powerlines Relocation Committee. If this is not feasible, install landscaped islands around the poles.
- Rationalise the Rip View Car Park to clarify the one-way arrangement and provide bus parking.
- Discuss opportunities for public use of the Bowls Club car park on non-playing days during peak periods.
- In the long term, reconfigure and seal the lighthouse car park.

Traffic Management

- Install small roundabouts at the intersections of Point Lonsdale Road with Lawrence Road, Point Lonsdale Road and Admans Street and Ocean Road / Point Lonsdale Road / Rip View Car Park exit, to improve safety for vehicles, pedestrians and cyclists, and facilitate safe U-turn movements. The roundabouts should be sensitively designed for the coastal setting.
- Install a roundabout at the intersection of Fellows Road and the Bellarine Highway.
- Design the roundabout at the intersection of Point Lonsdale and Lawrence Roads to slow vehicles and provide pedestrian visibility and safe movement. Incorporate marked pedestrian crossing points.
- Consider seasonal application of a 40km/h speed limits in Beach Road and Point Lonsdale Road (between Cheshunt and Admans Streets).
- Install a pedestrian crossing on a raised plateau in Point Lonsdale Road approximately outside the IGA, to improve pedestrian safety and access between the shopping village and foreshore. The design should reference Issue 17 of the *Guidelines for Walkable Coastal Environments (January 2008)*.
- Install a pedestrian crossing and plateau in Point Lonsdale Road near the bus stop, to improve pedestrian safety and access between the shopping village and bus stop, toilets and Bowling Club. The design should reference Issue 17 of the *Guidelines for Walkable Coastal Environments (January 2008)*.

Pedestrian / Cycle

- Provide bicycle parking rails at key activity areas and functions within Point Lonsdale.
- Upgrade a grid network of priority pedestrian / cycle routes within the township to promote walking / cycling; provide safe and accessible routes for people of all mobilities; connect key activity areas; and link in with existing routes to surrounding townships.
- Consider reducing speed limit to 40km/h in all residential streets in Point Lonsdale to improve safety for pedestrians and cyclists given the shared use of many road spaces.
- Upgrade Bellarine Highway, Point Lonsdale Road, Fellows Road and Lawrence Road as the primary pedestrian / cycle routes through the township, including:

- Sealed asphalt footpaths to meet Council and DDA standards on both sides of street;
- Safe places to cross streets including median refuges and tactile tiles to mark the edges of pedestrian crossings. These should preferably be located at key intersections, halfway between major intersections and / or at activities i.e. childcare, schools, shops etc.
- On-road bicycle lanes for the safety, comfort and mobility of cyclists. Bike lanes should be 1.5 metres wide in a 60km/ph zone as per Vic Roads and Bicycle Victoria guidelines.
- Natural surveillance of footpaths with maintenance of vegetation and infrastructure design.
- Lighting for pedestrians and cyclists at key road crossing points and intersections.
- Create a secondary pedestrian / cycle route through the township in the following stages:
 - Ocean Road: Create a formal footpath composed of granitic sand construction on the town side of Ocean Rd only (refer to Queenscliff Coastal Management Plan). Provide clear and safe places to cross the street at Laker Drive, Ganes Reserve, Buckleys Road and Baillieu Street.
 - Williams Road, Nelson Road and southern section of Glaneuse Road including the following works:
 - Create a formal footpath composed of granitic sand construction on one side of street.
 - Provide clear and safe mid block or key intersection pedestrian crossing points to facilitate pedestrian crossing.
 - Identify the roads as preferred cycle routes through signage.
 - Identify the roads as shared road space zones through signage.
- Install signage (below existing street signs where appropriate) at intersections of the priority pedestrian / cycle network to identify as preferred pedestrian / cycle routes. Include destination and distance to key activity areas.
- New residential subdivisions should be designed for walkability, including:
 - All sites are within an 800m walking distance from a public transport stop, convenience shop, community services and / or recreation reserve.
 - Link to the primary and secondary routes (where appropriate) and continue the design and infrastructure upgrades consistent with the primary route.
 - Provide public access to the subdivision.
 - Provide public access to surrounding recreational spaces and environmental features of Point Lonsdale including Lake Victoria.
 - Investigate establishment of a shared path between the Point Lonsdale and Ocean Grove townships.

Public Transport

- Facilitate improved public and community transport services to adjacent townships.
- Advocate for increased bus frequency, and better connections with rail timetables in Geelong.
- Upgrade bus stops in Point Lonsdale and install high quality shelters and generally enhance stops through the provision of seating, lighting, litter bins and timetable information
- Investigate the establishment of a railway station precinct including a transport interchange and a park and ride scheme with sufficient areas set aside for parking and infrastructure. Ensure development of private land adjoining the identified station precinct does not prejudice the station precinct concept.



Legend

- | | | |
|---|------------------------------------|--------------------|
| Primary pedestrian/cycle route | Point Lonsdale Settlement Boundary | Existing bus route |
| Secondary pedestrian/cycle route | Car parking | Existing bus stop |
| Cycle lane on road | New roundabout | Rail Trail |
| Pedestrian Crossing | 40km/hr signs | Railway line |
| Possible new station and interchange/parking area | | |

3.10 Governance and Leadership

The Leadership theme focuses on strengthening relationships between the two Council organisations, as well as between the local governments and the private sector, and ways in which the achievement of the Plan needs to be assisted and supported by people or organisations. The municipal boundary presents a unique challenge requiring continuing cooperative dialogue to implement the objectives of this Structure Plan.

Community Views

The Point Lonsdale community is concerned about the division of the township between two municipalities, in particular its impact on whether a coordinated and consistent policy direction and decision making approach is being followed. However, the general vision for township growth is similar irrespective of municipal boundary.

Community infrastructure

Several opportunities have been identified for improved coordination and management of community and social infrastructure. The Stockland development provides the township with an opportunity to establish a community facility that will complement others in the town, and be available for broad use. The management of this facility and others in the town need to be coordinated to remain responsive to changing community needs.

Environment

The coast is a continuous environment that is both sensitive to change and ever-changing; it needs to be considered as one entity regardless of local government boundaries and government responsibilities. Integration of the Plan's implementation with the various coastal management authorities is therefore a necessity. Many bodies have an interest in the Point Lonsdale environment including residents, land owners, State government departments, water catchment authorities, environment groups and coastal authorities, in addition to planning authorities. All these interests need to be coordinated and engaged in protecting and enhancing the Point Lonsdale environment.

Economic growth

Leadership in assisting the continued economic health and growth of the township involves engaging with and supporting the trader group and tourist industry. It involves making decisions about the most appropriate types of development, supporting and sometimes funding activities that achieve the aims of the Plan and utilising Council resources and facilities in the most appropriate way.

Municipal Partnership & Approach

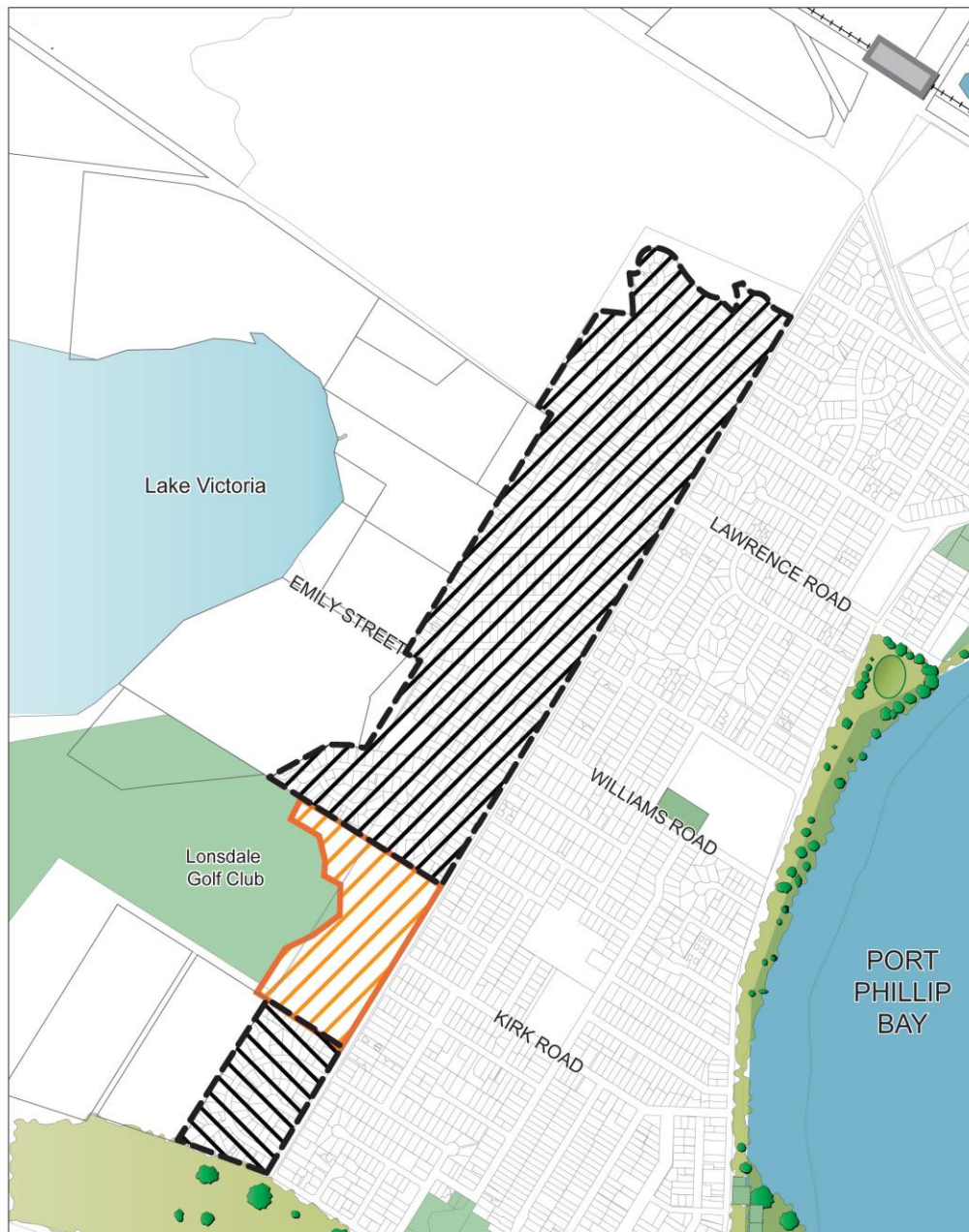
A coordinated approach to the planning of Point Lonsdale needs to be facilitated by application of consistent planning tools in both Planning Schemes, guidelines for planning applications and standards for public realm works by each Council.

Governance & Leadership Principles

- Ensure processes and structures are established to empower and inform leadership and coordinate implementation of the Structure Plan.
- Establish mechanisms and processes to utilise all available interests, skills, advice and resources available to implement the Plan.
- Develop a consistent approach and toolkit for planning and design in Point Lonsdale for use by the City of Greater Geelong and Borough of Queenscliffe.

Directions

- Establish a Point Lonsdale Structure Plan Implementation Committee comprising Councillors and senior staff from both Councils, representatives of government and non-government service providers (eg. community, transport, utility, and environment), resident, trader and commercial interests.
- Investigate options for Council partnership through the Structure Plan Implementation Committee.
- Determine a shared leadership model to present a cohesive, dynamic and cooperative approach to implementation, which may include:
 - Joint press releases and appearances by representatives of both Councils.
 - 6 monthly rotation of leadership between Councils.
 - Appointment of an independent Chair of the Committee.
- Agree on a process of shared resourcing of the Structure Plan implementation, which may include:
 - Funding or secondment of staff (Point Lonsdale Place Maker).
 - Cross subsidisation of community facilities that are provided by one Council but utilised by the communities of both Councils.
 - In-kind resource provision or sharing.
- Seek funding from all sources, public and private, to assist in implementation.
- Work with all community service providers, including state and non-government providers, to coordinate services for the township.
- Build relationships with the primary school and support its role as a facility for the whole community (including a base for community education and community events).
- Identify preferred functions and a service delivery model that will complement the existing service and facility network for the proposed community facility at the Stockland site.
- Establish a coordinated partnership between local service providers in Point Lonsdale to monitor service capacity and demand as the population grows and changes to inform co-ordinated and responsive service and facility planning.
- Use and apply consistent land use controls, overlay controls and strategic direction for Point Lonsdale in each municipality's Planning Scheme.
- Develop a set of guidelines for use by each Council that sets standards for public realm works including signage, urban design and streetscape design.



Legend



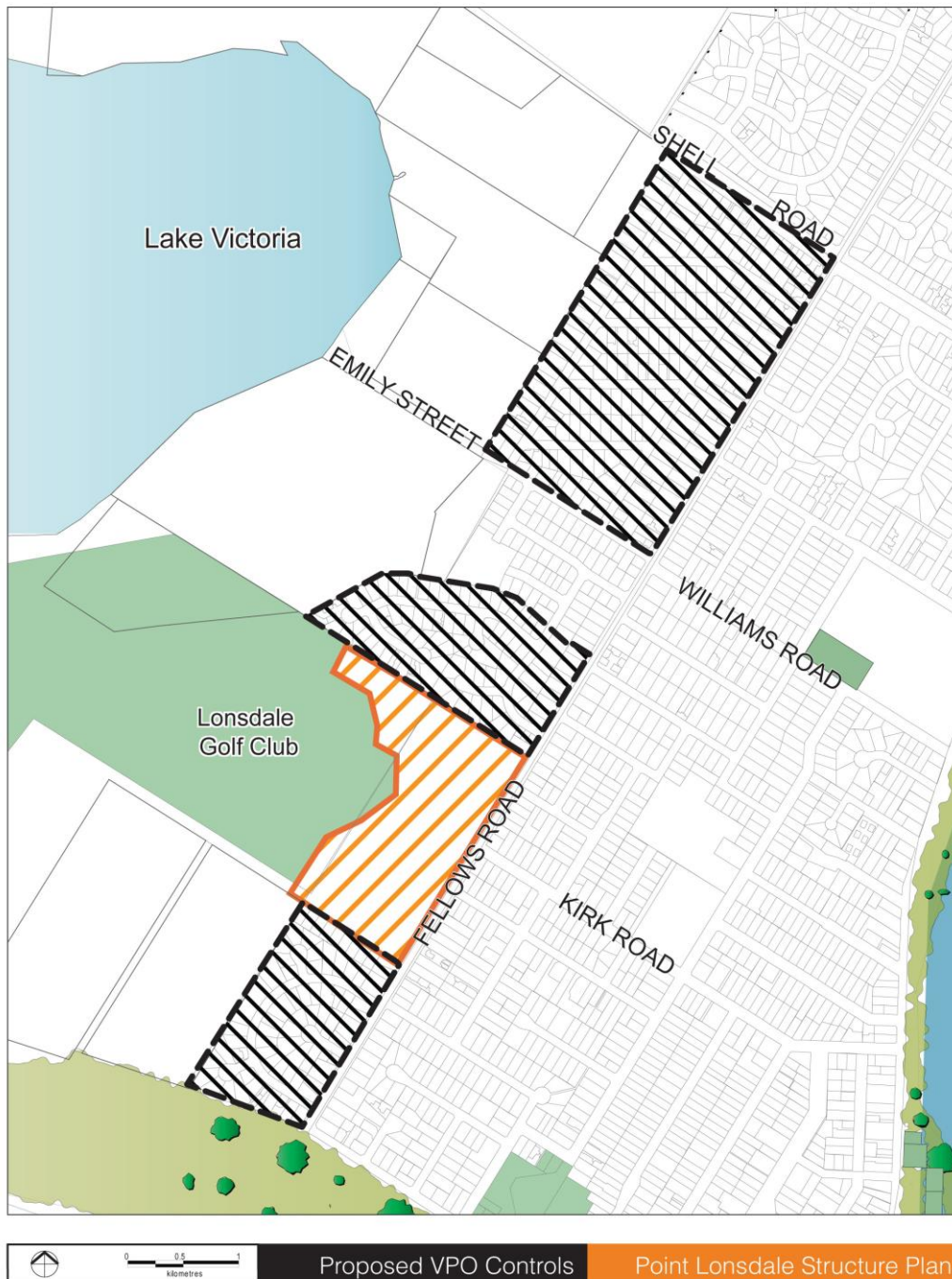
Proposed DDO as per DDO4 (QPS)



Proposed DDO as per DDO5 (QPS)



Consider controls which deliver similar outcomes to Golf Course subdivision as DDO5 (QPS)





PART B: IMPLEMENTATION AND REVIEW

Implementation of the Point Lonsdale Structure Plan is to be achieved through a variety of means, including through statutory implementation within the Greater Geelong Planning Scheme and Borough of Queenscliffe Planning Scheme. This will guide development of private land (via the rezoning and permit application process), undertaking further strategic work (to fill gaps identified through this Structure Plan review process but outside the capacity and scope of this Structure Plan) and in undertaking works (either by Council/s or other agencies).

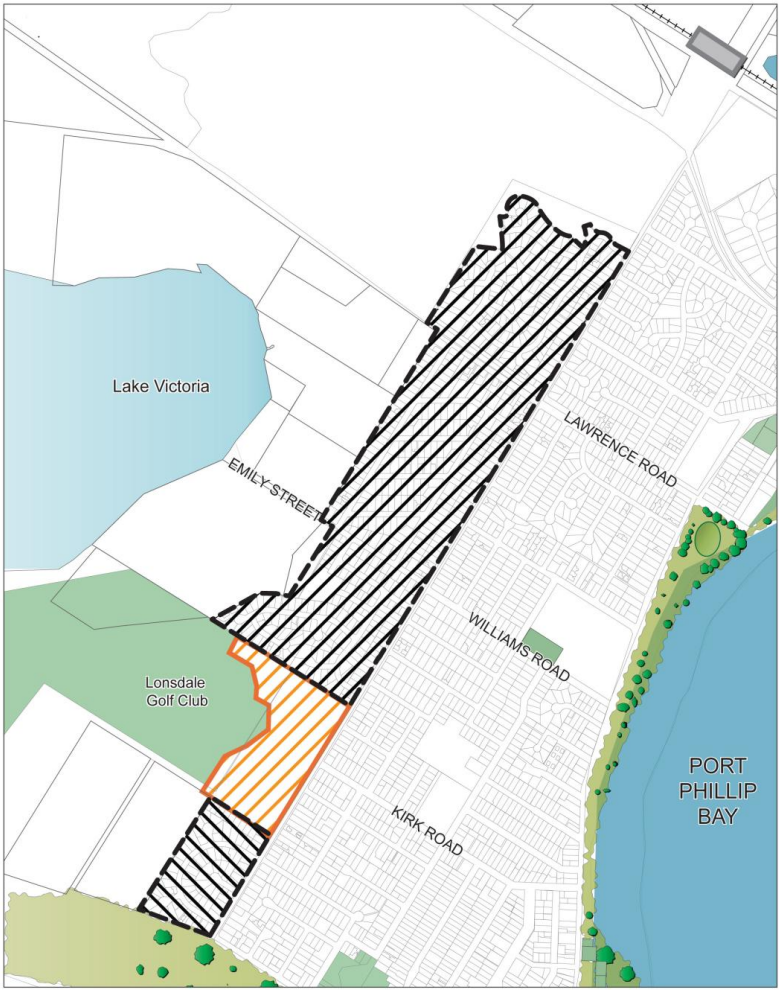
The following implementation table summarises the process of implementing the major directions over the next 5 years and the important agency stakeholders involved in undertaking or supporting those actions.






Implementation Plan

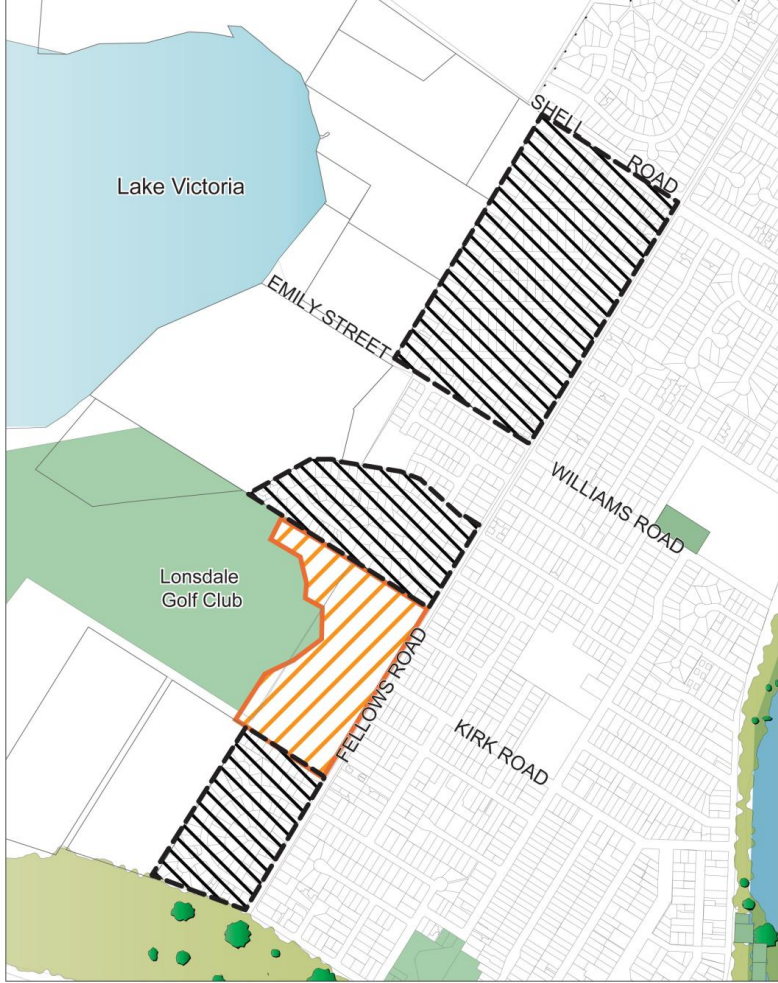


Local Planning Policy Framework	<p>Include key principles and directions of the Structure Plan in the Local Planning Policy Framework of the Greater Geelong and Queenscliffe Planning Schemes.</p> <p>Include the Point Lonsdale Structure Plan within the Greater Geelong and Queenscliffe Planning Schemes.</p>
Applying Zones and Overlays	<ul style="list-style-type: none"> • Apply the Residential 1 Zone to all the Point Lonsdale residential areas in the City of Greater Geelong. • Rezone part of the Lonsdale Golf Course as identified in the Structure Plan to a Residential 1 Zone subject to an amendment and EES process and apply a Development Plan Overlay (DPO). • Rezone the Business 4 Zone land on the corner of Fellows Road and Bellarine Highway to a Special Use Zone which provides for the tourist use and development of the land. • Require appropriate development contributions for the new residential areas proposed in the Structure Plan which may include provision for the following at the developer's expense where appropriate: <ul style="list-style-type: none"> – Local community facilities required to accommodate the needs of the future population of Point Lonsdale as determined through coordinated planning. – Upgrade to Shell Road and Fellows Road in accordance with the primary pedestrian / cycle network requirements, including appropriately sited pedestrian crossings on the Bellarine Highway and Shell Road – Additional bus stops on the Bellarine Highway and Shell Road; – Road works required to Shell Road, Bellarine Highway and Fellows Road and intersections on these roads as a consequence of development. – Water Sensitive Urban Design treatments and stormwater management systems that are required to minimise impact of development on water bodies and wetlands. • Introduce a Design and Development Overlay over the Lockington Crescent area (as shown below) modelled on the Design and Development Overlay schedule 4 of the Queenscliffe Planning Scheme to protect the low scale built form and native vegetation cover. • Introduce a Design and Development Overlay over the remainder of the Point Lonsdale Residential 1 zone in the City of Greater Geelong other than the Stockland site (as shown below), modelled on the Design and Development Overlay schedule 5 in the Queenscliffe Planning Scheme to enhance the low scale coastal character. • Introduce a Vegetation Protection Overlay to the Lockington Crescent area, the Warwick Hill Dr/Norman Cres area (as shown overleaf) and the Hollywood estate based on the VPO1 in the Queenscliffe Planning Scheme. • Apply controls to the Golf Course site which implement outcomes consistent with the Design and Development Overlay (DDO5) and Vegetation Protection Overlay (VPO1) of the Queenscliffe Planning Scheme. • Any rezoning proposal to be accompanied by a Coastal Vulnerability Assessment. • In the event of the current DPCD Residential Zones being implemented in their current form apply the limited change zone across the Borough of Queenscliffe.

Applying
Zones and
Overlays to the
Greater
Geelong
Planning
Scheme
(cont'd)



Legend

-  Proposed DDO as per DDO4 (QPS)
-  Proposed DDO as per DDO5 (QPS)
-  Consider controls which deliver similar outcomes to Golf Course subdivision as DDO5 (QPS)

	 <p>Legend</p> <ul style="list-style-type: none">  Proposed VPO Control  Consider controls which deliver similar outcomes to Golf Course subdivision as VPOs (QPS)
<p>Recommended further strategic work</p>	<ul style="list-style-type: none"> • Prepare detailed streetscape design plans as per the Structure Plan for: <ul style="list-style-type: none"> • Point Lonsdale shopping village on Point Lonsdale Road between Kirk Road and Admans Street. • Bellarine Hwy from Portarlington Road, Fellows Road, Point Lonsdale Road and Lawrence Road as designated primary routes. • Kirk Road, Williams Road, Nelson Road and the southern section of Glaneuse Road as designated secondary routes. • Prepare a signage strategy for Point Lonsdale to provide a consistent approach to signage in both municipalities.

	<ul style="list-style-type: none"> • Undertake a joint Climate Change/Flood Risk Study for Point Lonsdale township which includes consideration of climate change impacts, flood control, protection and mitigation measures and potential planning scheme changes. • Implement the Climate Change/Flood Risk Study recommendations.
Other City of Greater Geelong Actions	<ul style="list-style-type: none"> • Facilitate the Lonsdale Golf Course Amendment request, Greater Geelong Planning Scheme subject to design and environmental considerations. • Undertake road network improvements to the primary and secondary pedestrian / cycle routes identified in the Structure Plan. Any proposed works to Lawrence Road need to be made in consultation with VicRoads as road manager. • Establish a key social infrastructure service provider partnership with representatives from the Borough of Queenscliffe and local service providers. • Install bicycle parking rails at key activity areas and functions within Point Lonsdale in accordance with the Bicycle Victoria Bicycle Parking Handbook. • Establish mechanisms to monitor demographic and social needs impacts of new residential growth (eg. New resident surveys) • Implement Wetland Strategy and associated planning policy and Environmental Significance Overlays.
Other Borough of Queenscliffe Actions	<ul style="list-style-type: none"> • Undertake road network improvements to the primary and secondary pedestrian / cycle routes identified in the Structure Plan. Any proposed works to Point Lonsdale Road and Lawrence Road need to be made in consultation with VicRoads as road manager. • Install bicycle parking rails at key activity areas and functions within Point Lonsdale in accordance with the Bicycle Victoria Bicycle Parking Handbook. • Establish a key social infrastructure service provider partnership with representatives from the City of Greater Geelong and local service providers. • Install roundabouts on Point Lonsdale Road at the intersections with Admans Street, Lawrence Road and Ocean Road / Rip View Car Park exit. Any proposed works to Point Lonsdale Road and Lawrence Road need to be made in consultation with VicRoads as road manager. • Investigate options for rationalising the Rip View Car Park to clarify the one way arrangement and provide bus parking. • In the long term, reconfigure and seal the lighthouse car park in conjunction with pedestrian access and landscape improvements. • Develop a Traffic Management Plan for Point Lonsdale township. • Undertake a review of site coverage/minimum lot size provisions of the Design and Development Overlays.
Key Agency Relationships	<ul style="list-style-type: none"> • As a high priority, work in partnership with the CCMA to determine appropriate building floor levels within existing urban areas in the context of the Victorian Coastal Strategy and Stockland development. • Barwon Water – coordinate provision of sewerage and water supply infrastructure. • Powerlines Relocation Committee – external funding to remove the light poles from the parking bays along the east side of Point Lonsdale Road (desirably underground or along building frontage). • Powercor - for undergrounding of overhead powerlines in Point Lonsdale Road between Kirk Road and Admans Street, supply of services to future residential subdivision. • VicRoads – to install roundabout at intersection of Bellarine Highway and Fellows Road, and support for streetscape, signage and other urban design improvements along major traffic routes. • Bellarine Community Health – on going support and expansion of social and community health and support infrastructure. • Social Service providers – establish a formal partnership between relevant Council Departments and all social infrastructure service providers in Point Lonsdale to coordinate

	and monitor service provision.
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Review of Structure Plan

A review of the Structure Plan should be undertaken every five years from the date of its adoption by the Councils. A co-ordinated approach should be established that involves representatives from both the City of Greater Geelong and the Borough of Queenscliffe and other key agencies.

In relation to climate change, any policy or actions in this Plan should be reviewed as scientific data becomes available or when national benchmarks are established.

Glossary of Acronyms

General

BOQ	Borough of Queenscliffe
COGG	City of Greater Geelong
ESD	Environmentally Sustainable Designs
EES	Environment Effects Statement
STEPS	Sustainable Tools for Environmental Performance Strategy
DDA	Disability Discrimination Act
WSUD	Water Sensitive Urban Design
CMP	Coastal Management Plan

Planning Scheme Controls

VPO	Vegetation Protection Overlay
DDO	Design and Development Overlay
ESO	Environmental Significance Overlay
DPO	Development Plan Overlay
DCP	Development Contributions Plan



PART C: BACKGROUND REPORT



Point Lonsdale Structure Plan



plān|ī'sphēre [urban strategy planners]

Understanding the Place

BACKGROUND REPORT POINT LONSDALE STRUCTURE PLAN

APRIL 2009



Point Lonsdale Structure Plan



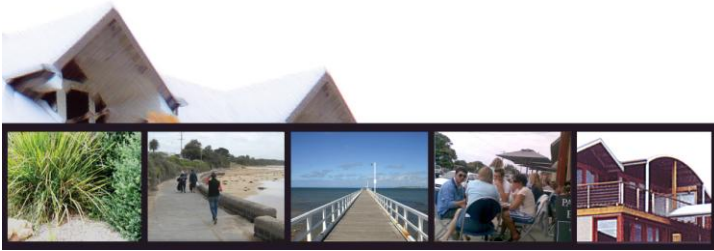
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INTRODUCTION

This *Background Report* has been prepared by Planisphere for the City of Greater Geelong and the Borough of Queenscliff. The *Report* is intended to summarise the initial investigations and a literature review by the consultant team to date, and identify key issues for Point Lonsdale.

Study Area

The Study Area for the preparation of the Point Lonsdale Structure Plan is shown below.

Figure 1: Point Lonsdale Study Area Map



Background

In early 2008 the City of Greater Geelong and the Borough of Queenscliffe engaged Planisphere to prepare a Structure Plan for Point Lonsdale. The aims of the project are to provide:

- A clear vision for Point Lonsdale's future.
- A framework for the future use and development of land within and around the township.
- A clear direction in relation to preferred locations and types of future development, including a township boundary.
- Ideas for streetscapes and public spaces so that they are accessible, inclusive, active, functional, appealing and safe.
- Guidance about building design, siting and vegetation setting.
- Ways to manage traffic, car parking, public transport, pedestrian and cyclist movement.
- Recommended ways to implement the Structure Plan as part of the Councils' Planning Schemes.
- Numerous opportunities for community involvement in the development of the Structure Plan.

There have been a number of previous studies of various aspects of the physical and social environment of Point Lonsdale but not a comprehensive plan for the entire township. This is due at least in part to the location of the township being within two municipalities.

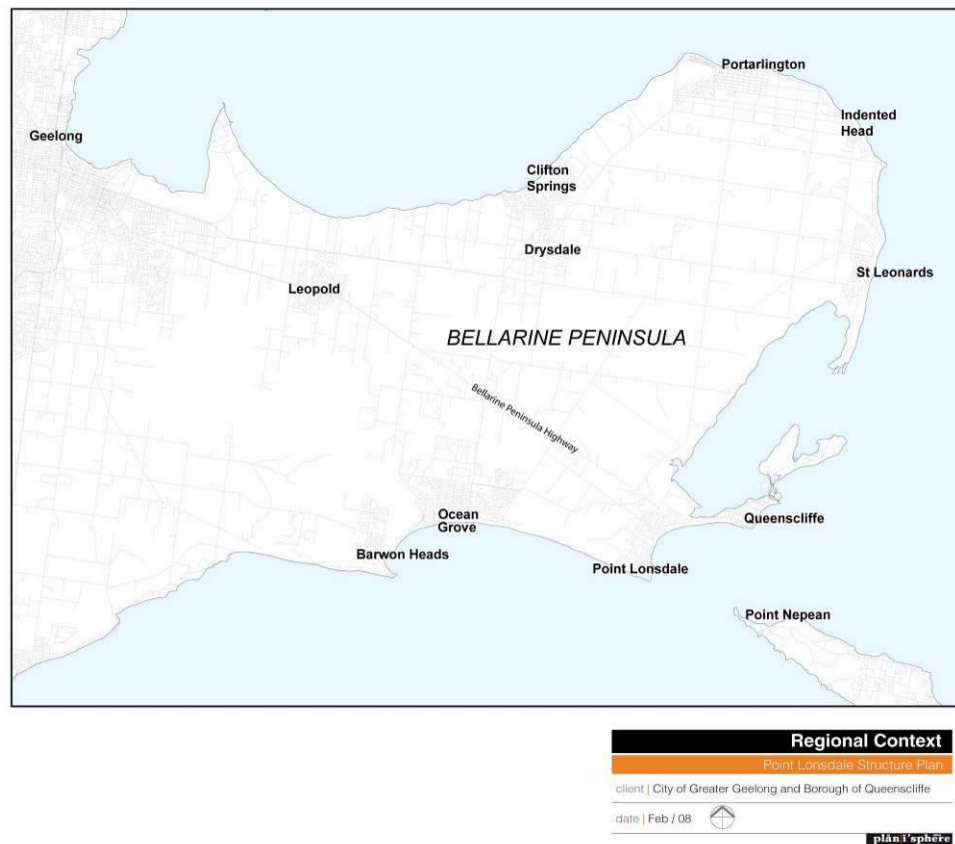
In 2006 the City of Greater Geelong prepared the Bellarine Peninsula Strategic Plan 2006-2016, that involved extensive consultation with the Point Lonsdale community, regardless of municipal boundary. The Borough of Queenscliffe Urban Design Framework (UDF) was prepared in 2002 and also includes directions for Point Lonsdale. Given the currency of the *Bellarine Strategic Plan* and that its development included the Point Lonsdale community, the City of Greater Geelong and the Borough of Queenscliffe, the vision and aspirations contained for Point Lonsdale have been taken to be broadly representative of the whole community.

Community Consultation

Community input is integral to development of the Plan, and occurs at key stages of development of the Plan. An *Issues Summary Consultation Report (May 2008)* provides a summary of the feedback received from a number of different community forums at the initial stage of the project. The community consultation issues feedback is combined with the outcomes of research and analysis compiled in this Background Report, to inform development of the Structure Plan. The *Report* is based on feedback from the following consultation formats:

- A Community bulletin which included a feedback sheet. The bulletin was received by all occupants and absentee landowners of properties within Point Lonsdale. The feedback sheet was attached to the Bulletin for which 274 responses were received.
- A summary of the table notes taken at the Community Issues Workshop held on Saturday 29th March at the Point Lonsdale Primary School Hall. The workshop was attended by 120 members of the community.
- A summary of a service providers workshop held on Monday 21st March, at the City of Greater Geelong offices. In attendance were representatives from local service providers and Council Officers involved with the provision of social service infrastructure in Point Lonsdale.

Location



Point Lonsdale is located at the south-eastern head of the Bellarine Peninsula and is uniquely positioned with Port Phillip Bay on one side of the township and Bass Strait on the other. Point Lonsdale is a relatively small township in comparison to others on the Bellarine Peninsula and is located approximately 30 kilometres south-east of the Geelong city centre. Queenscliff is located two kilometres to the east, and the towns are therefore closely interrelated, although quite distinctive.

Point Lonsdale is accessible from Geelong, Ocean Grove and Queenscliff via the Bellarine Highway. Shell Road provides an alternative access from Ocean Grove. Its location means that Point Lonsdale is not generally used as a through-route to other townships.

The built up area of the township is flat to undulating with small rises throughout. Rolling dunes result in greater variation of the topography closer to the foreshore and ocean. To the north-west of the township, Marcus Hill provides an attractive entrance to Point Lonsdale and a backdrop to the outer parts of the township. Bay and ocean views are generally limited to properties fronting onto or within close proximity of the public foreshore land. Lake Victoria, a brackish lake, is located immediately to the west of the current residential area and is an area valued for its scenic qualities and birdlife.

A large vacant area of land at the north-west edge of the township, bounded by the Bellarine Highway and Shell Road, is zoned for Residential use. This site, owned by Stockland, is the subject of a proposed residential development.

Role of the Township

Point Lonsdale is a coastal settlement and tourism destination. The permanent resident population of the township was 2,477 people in 2006 (ABS, 2006). The town's role is primarily as a seaside resort and home for permanent residents many of whom are retirees and older residents. The City of Greater Geelong's strategy for managing growth on the Bellarine Peninsula is to direct major urban growth to centres such as Ocean Grove, Drysdale / Clifton Springs and Leopold rather than smaller centres such as Point Lonsdale.

In peak holiday periods the population of Point Lonsdale increases, with peak population in January an estimated 8,300 persons per day on average. This is in comparison to the population in quieter months which, in May, is as low as 2,900 persons per day on average. The large majority of the peak population stay in holiday homes, with only a minority in holiday /tourist accommodation. The services in the town including shopping, business, recreation and community facilities, primarily meet the daily needs of the local population, however retail businesses also rely on tourist activity.

History

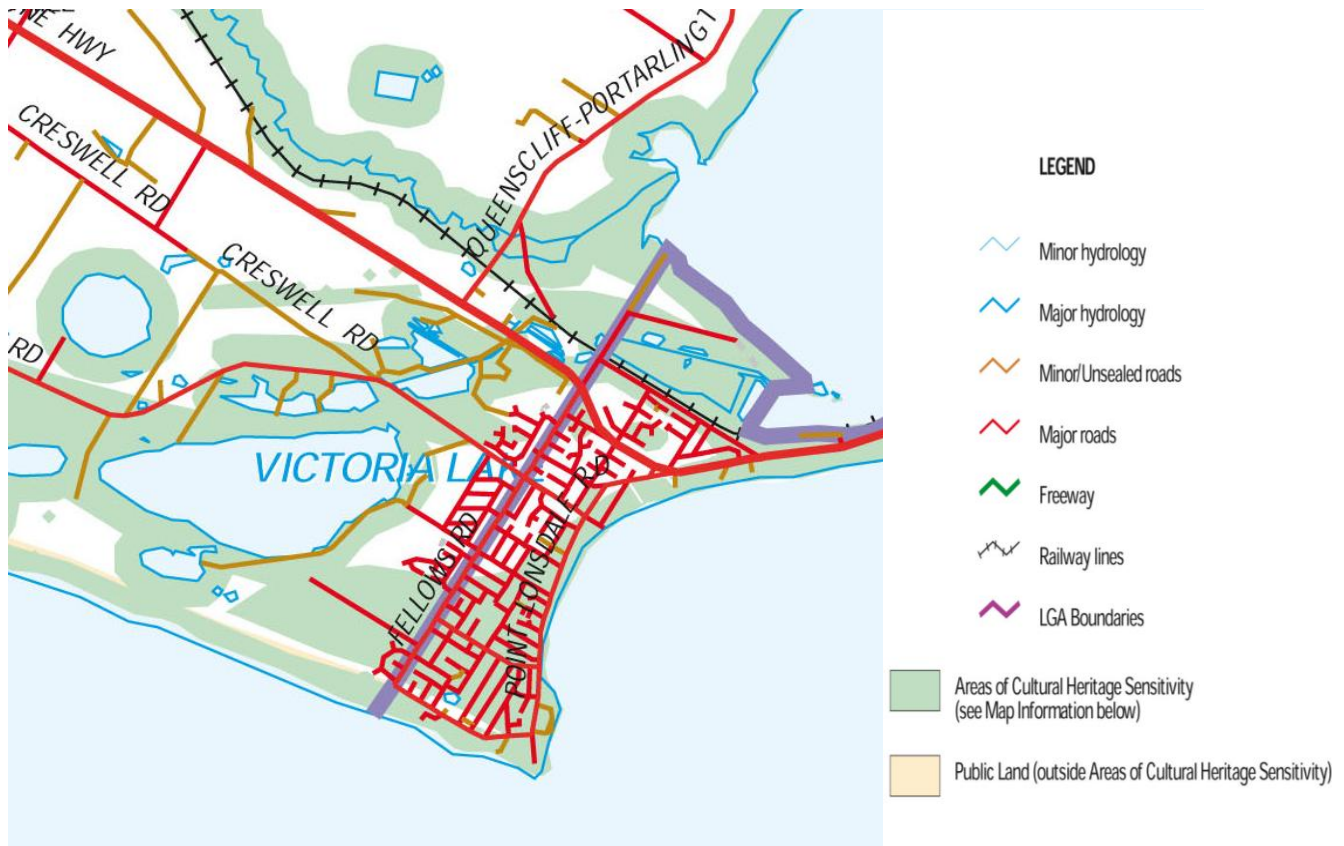
Details of the history of Point Lonsdale are primarily sourced from the text 'A History of Point Lonsdale' by N.A. Dunn, *The Borough of Queenscliffe Urban Design Framework* (UDF) prepared by Hansen Partnership in July 2002, as well as information compiled by the City of Greater Geelong and Borough of Queenscliffe.

Indigenous Heritage

The area was previously occupied by the Bengalat Tribe of the Wathaurong people who lived in the Geelong region for more than 25,000 years before European settlement. The Tribe's territory stretched from Bass Strait to north of Beaufort and west of Lake Bolac. The area now known as Point Lonsdale was part of the lands of the Bengalat Clan of the Wathaurong Tribe, whose lands included most of the Bellarine Peninsula east of Moolap. (source: www.geelongaustralia.com.au)

Areas of 'Cultural Heritage Sensitivity' are identified by Aboriginal Affairs Victoria as extending through most of the Point Lonsdale township, including parts of both public and private land, the southern residential parts of the township, around the Point Lonsdale headland and coastal areas, around Lake Victoria and surrounding wetlands, and over all the coastal dunes. Many middens can be identified within the area, and these are highly significant records of aboriginal inhabitation of the locality. The following map is sourced from the Aboriginal Heritage Act 2006 Areas of Cultural Heritage Sensitivity in Victoria.

Map – Aboriginal Heritage Act 2006 Areas of Cultural Heritage



Significance

Post-Contact Heritage

William Buckley is thought to be the first European to live in the area between 1803 and 1835. After this time, Point Lonsdale was investigated and surveyed. With the consolidation of Melbourne and Geelong in the mid 19th century, the Point Lonsdale area was settled for the purposes of securing and signalling the important western heads to Port Phillip Bay. The township was named after the first police magistrate of Port Phillip, Captain William Lonsdale in 1837.

The first lighthouse was constructed at Shortlands Bluff in 1842, but was relocated and re-built in its current location overlooking the rip at Point Lonsdale in 1902. Township facilities evolved along Point Lonsdale Road and in areas to the south and west within an area bound by Williams Road and Fellows Road, and now known as 'old Point Lonsdale'. This included boarding houses (1885) and coffee house (1890). During this era the extensive spread of canopy moonah vegetation consolidated in the area, providing adequate shelter from severe coastal conditions and allowing for greater integration of buildings into the landscape. Roads through the precinct at this time were 'unmade' and consisted of sand or gravel tracks.

Land was subdivided by Admans and Simpson, the first land holders north of the cemetery outside the 'old Point Lonsdale' area, in approximately 1881, following the extension of the railway line from Geelong to Queenscliff. Government land sales occurred up until the early 1900s, attracting buyers looking for permanent residence or holiday locations. More development occurred with

facilities such as the primary school (1898) which was constructed in association with key community / civic services such as the public hall (1912), golf club (1920s) and bowling club (1930s).

In keeping with the bathing culture of the time, an extensive corridor of bathing boxes was established along the foreshore in association with timber groynes inserted to protect the beach from erosion. A protective sea wall was also erected in front of the bathing boxes. Cypress planting to the foreshore corridor was also established in the early 20th century, forming a sound wind break to the incoming coastal breeze.

Through the mid 20th century, the expansion of the 'suburban' extent of Point Lonsdale occurred to the north and west, extending towards the Bellarine Highway. During this period, a transition of building forms occurred within Point Lonsdale village, with a series of new buildings replacing the former Victorian and Edwardian era stores and guest houses. Some buildings reflected a mock Tudor form and others portray a more contemporary coastal feel with fibro or weatherboard panelling and skillion roof forms.

Towards the later part of the 20th century Point Lonsdale village experienced another sustained period of growth, including new residential developments being developed facing the coast. Some new buildings along Point Lonsdale Road adopted generic architectural formats typically found in metropolitan settings with heavy brick materials that are out of place within the traditional Point Lonsdale setting.

While the structure and extent of Point Lonsdale's built form and waterfront has evolved since the village's establishment, the coastal setting and bay / heads seascape has itself remained as a constant attracting element. For the last 120 years, the image of village has been based on the bay and its associated environment, which continue to act as the primary influences for built form and landscape treatments within Point Lonsdale.

Sense of Place

Point Lonsdale is a coastal village, with a strong sense of community and identity. Its identity is attributed to a number of features:

- **Community:** Point Lonsdale has a strong, proud and active community. This has resulted in a village atmosphere where locals are known to each other, the well presented homes and gardens - many with a native or indigenous emphasis, active community groups, strong support and involvement in civic activities including conservation projects, sporting and recreational activities.
- **Physical setting:** a distinct township boundary is created by the coast and Swan Bay, and the green buffer separating the township from other larger nearby towns of Queenscliff and Ocean Grove. The town's location at the entrance to Port Phillip Bay, with commanding views of the Rip and access to both bay and surf beaches, is unique and special.
- **Landmarks:** the landscape feature of the Point Lonsdale 'headland' at the entrance to Port Phillip Bay combined with the prominent built form feature of the Point Lonsdale lighthouse, provides strong and distinct landmarks identifying the township from both sea and land. The Norfolk Pine in Point Lonsdale Road, near the intersection with Grimes Road, is also a local landmark, particularly when illuminated over the December festive season.
- **Character:** the built form character of 'old' Point Lonsdale, with remnant heritage buildings and features referencing its past. The occasional unsurfaced roads, absence of formal footpaths, kerb and channel, and low key homes with a vegetated setback, all create a less developed character, and a unique informal setting to Point Lonsdale. Indigenous and coastal

native vegetation is a dominant characteristic and feature of Point Lonsdale within both the private and public realms.

- **Village feel:** the confined and limited nature of commercial development in Point Lonsdale contributes to its village feel. The small shopping strip in Point Lonsdale Road offers a focus for community interaction, recreation, and access to basic retail services. The relaxed and informal residential areas also add to Point Lonsdale village atmosphere, as does the lack of a through traffic route.
- **Services:** as a small township, Point Lonsdale has access to some core services including a primary school, community health centre and aged care facility which play a role in community building and pride.



POLICY CONTEXT

State Policy

Environment

Victorian Coastal Strategy, Victorian Coastal Council (2008)

The Victorian Coastal Strategy 2008 (VCS) is based on a triple bottom line approach in relation to sustainable development that achieves the conservation and management of the Victorian Coast for present and future generations.

This Strategy outlines the Victorian Government's overall vision for coastal management which is primarily to focus urban development within established settlements. It recognises that coastal settlements change as community aspirations are realised. Some settlements will expand significantly as new urban housing is developed, while others are likely to remain small and serve as recreational-based, often seasonal settlements.

The report specifically addresses issues relevant to this matter including the need to:

- focus urban development along the coast within established settlements;
- promote and protect the values of scenic coastal roads; and
- improve design outcomes for buildings and structures in foreshore and coastal areas.

The report elaborates on what is suitable or an appropriate scale and intensity of development on the coast. It recommends that development occur in accordance with the ecologically sustainable development principles for coastal planning and management outlined in the Strategy.

A new and important addition to the 2008 VCS is its strategy in relation to climate change. The VCS contains a range of policies and actions to help prepare communities for the impacts associated with climate change. In particular, it makes policy application of the precautionary principles to planning and management decision making when considering the risks associated with climate change.

Section 2.1 – Planning for Climate Change, applies the following policy:

1. Plan for sea level rise of not less than 0.8 metres by 2100, and allow for the combined effects of tides, storm surges, coastal processes and local conditions, such as topography and geology when assessing risks and impacts associated with climate change. As scientific data becomes available the policy of planning for sea level rise of not less than 0.8 metres by 2100 will be reviewed.
2. Apply the precautionary principle to planning and management decision-making when considering the risks associated with climate change.
3. Prioritise the planning and management responses and adaptation strategies to vulnerable areas, such as protect, redesign, rebuild, elevate, relocate and retreat.
4. Ensure that new development is located and designed so that it can be appropriately protected from climate change's risks and impacts and coastal hazards such as:
 - Inundation by storm tides or combined storm tides and stormwater (both river and coastal inundation).
 - Geotechnical risk (landslide).
 - Coastal erosion.

- Sand drift.
5. Avoid development within primary sand dunes and in low-lying coastal areas.
 6. Encourage the revegetation of land abutting coastal Crown land using local provenance indigenous species to build the resilience of the coastal environment and to maintain biodiversity.
 7. New development that may be at risk from future sea level rise and storm surge events will not be protected by the expenditure of public funds.
 8. Ensure that climate change should not be a barrier to investment in minor coastal public infrastructure provided the design-life is within the timeframe of potential impact.
 9. Ensure planning and management frameworks are prepared for changes in local conditions as a result of climate change and can respond quickly to the best available current and emerging science.
 10. Ensure all plans prepared under the *Coastal Management Act 1995* and strategies relating to the coast, including Coastal Action Plans and management plans consider the most recent scientific information on the impacts of climate change.

Coastal Spaces Recommendations Report, Department of Sustainability and Environment (April 2006)

The Coastal Spaces Recommendations Report is the product of a joint project between the Victorian Coastal Council and the Department of Sustainability & Environment (DSE). It assists coastal councils in protecting the character of townships and the non-urban landscapes between coastal townships. Coastal Spaces seeks to improve strategic planning for sustainable development in coastal Victoria and to apply appropriate planning tools in coastal areas in order to achieve this objective.

Relevant to Point Lonsdale, the Report contains the following key recommendations:

- Direct urban development to existing settlements.
- Establish settlement boundaries.
- Protect non-urban coastal landscapes by implementing the Coastal Spaces Landscape Assessment Study and applying the new rural zones.
- Encourage tourism investment and products that are sensitive to coastal settings and meet regional needs.
- Establish clear planning policy that discourages disturbance of Coastal Acid Sulfate Soils.
- Establish a more comprehensive approach to asset management on public land through effective levels of service framework.

The report identifies a coastal settlement framework in terms of spatial growth management. Queenscliff /Point Lonsdale are identified as settlements with low growth capacity, where growth is contained within existing urban or appropriate zoned land. This is primarily through infill capacity and renewal within defined settlement boundaries as established through strategic planning work.

Coastal Spaces also recognises that climate change is expected to have implications for Victoria's coastal areas including rising sea levels, rising temperatures and changes to wind and storm patterns that could erode and damage coastal infrastructure and intensify pressure on biodiversity assets. With increasing pressure for residential and other developments in coastal regions, there is a pressing need to fully consider the risks related to climate change as part of the planning assessment process. The Report recommends that, notwithstanding the need for more detailed information to assess the impacts of climate change, it should be standard practice to adopt a

Precautionary Principle approach when planning for areas likely to be vulnerable to climate change effects.

Coastal Spaces Landscape Assessment Study (September 2006)

The Coastal Spaces Landscape Assessment Study is a comprehensive assessment of visual and scenic amenity along the Victorian coast. The key outcome of the Study is the identification of visually significant landscapes of Victoria's non-urban coastline.

This Study provides a thorough assessment of landscape characteristics and identification of visually significant landscapes on the Victorian coastline including the Bellarine Peninsula. The Study identifies four Landscape Character Types and Areas for the Bellarine Peninsula. The Structure Plan Study Area is located primarily in the 'Localised Flatlands' and 'Coastal Cliffs and Dunes' Character Types. The 'Localised Flats' Character Area extends over most of the area behind the township including all of the area around Lake Victoria. A small part of the 'Landscape Context' of the Study Area is located within the "Bellarine Hill (Murradoc Hill)" Character Type. The descriptions of these Character Types all are taken into account by the Structure Plan.

The Study identifies several areas within the Study Area as having landscape character significance including:

- The Heads at Point Lonsdale - State Significance
- The coast between Ocean Grove and Point Lonsdale - Regional Significance
- Lake Victoria and Yarram Creek - Regional Significance
- Swan Bay and Surrounds - Regional significance

The Study recommends the introduction of policy to properly recognise the landscape values of the area in the Queenscliff Planning Scheme. Within the Structure Plan boundary, it also recommends the introduction two Significant Landscape Overlays. The first applies to Lake Victoria and Yarram Creek, which includes an extensive area of land at the rear of the existing urban area of Point Lonsdale, outside the Residential 1 zone to the edge of the Collendina settlement. The second applies to Swan Bay and Surrounds, which includes Swan Bay and land on the northern side of the Bellarine Highway, extending along the north-western shore of Swan Bay and outside the Study Area.

Ramsar Convention on Wetlands (1971)

The Ramsar Convention on Wetlands is an intergovernmental treaty which provides the framework for national action and international cooperation for the conservation and wise use of wetlands and their resources. Swan Bay and the area surrounding is included on the Ramsar list within the Port Phillip Bay and Bellarine Peninsula Site Listing.

The Ramsar Convention is referenced in Clause 15.09 (Conservation of native flora and fauna) of the Greater Geelong and Queenscliff Planning Schemes, where a planning authority must ensure that any changes in land use or development will "not adversely affect the habitat values of wetlands and wetland wildlife habitats designated under the Convention on Wetlands of International Importance".

An independent application has been made for listing of an additional area around Lake Victoria and adjoining wetlands on the Ramsar Convention which is pending consideration by the federal Minister for the Environment although this designation has not been supported at state level.

Settlement

Melbourne 2030, Department of Sustainability and Environment, 2002

Melbourne 2030 is a 30 year plan to manage growth and change across metropolitan Melbourne and the surrounding region. It emphasises the importance of developing a new and interactive relationship between Melbourne and the major regional cities and rural areas, in order to help spread economic and population growth more evenly and overcome problems caused by unmanaged urban development.

Key policies relevant to the Structure Plan include:

Encourage planning for regional areas and cities that:

- delivers an adequate supply of land for housing and industry to meet forecast growth
- limits the impact of growth on non-urban areas and supports development of areas that can accommodate growth
- protects areas with conservation and heritage values and the surrounding natural resource base
- develops and reinforces the distinctive roles and character of each city.
- Policy 3.2: Control development in rural areas to protect agriculture and avoid inappropriate rural residential development.

Rural residential development should:

- Maintain the long-term sustainable use and management of existing natural resource attributes, in activities such as agricultural production.
- Protect existing environmental qualities, such as water quality, native vegetation, biodiversity and habitat.
- Minimise or avoid short-term and long-term property servicing costs carried by local and State governments.

Siting and Design Guidelines for Structures on the Victorian Coast, Victorian Coastal Council, 1998

The Siting and Design Guidelines for Structures of the Victorian Coast have been developed to assist coastal managers including local government to achieve sympathetic development that complements the surrounding landscape. In addition the guidelines seek to more generally raise awareness of the importance of achieving sensitive design and development along the Victorian coast.

The Guidelines are presented in three categories:

- Functional: These deal with utilitarian aspects of development and seek to ensure the efficient use of the limited resources of the coast.
- Cultural and aesthetic: These deal with cultural issues and the appearance of structures and the way they relate physically and visually to their surroundings.
- Ecological: These deal with the impact of development on coastal ecosystem.

Urban Development Program Annual Report, Department of Planning and Community Development, 2007

The UDP is one of the primary mechanisms for providing advice to the Victorian Government for potential residential and industrial land supply shortfalls, and for advising about infrastructure constraints that depend on land development.

Based on dwelling projections derived from Victoria in Future 2004, the following demand is expected in the Geelong Region over the next 15 years:

- Approximately 33,400 new dwellings are expected to be required to accommodate projected future population growth equating to approximately 2,225 dwellings per annum.
- Approximately 12,400 (37%) dwellings are expected to be required in the Bellarine Peninsula and Torquay areas.
- The Bellarine Peninsula and Torquay areas are expected to have an average annual growth of 2.4% as measured from 2006 to 2021. In comparison, metropolitan Melbourne is expected to have an annual growth rate of 1.4%.

Identified supply:

- Approximately 33% of all supply is located in the Bellarine Peninsula and Torquay, of which only 17% is currently zoned for residential development.
- Based on developer intentions, it is proposed approximately 5,000 broad hectare lots will be constructed in the Geelong region over the next five years at a rate of 1,000 lots per annum. 43% of this is proposed in the Bellarine Peninsula and Torquay.
- Bellarine Peninsula has approximately 4-5 years of zoned residential land supply and 25+ years of unzoned land.

Current supplies of zoned residential land are considered extremely low in the Geelong Region and appear to be impacting on the development industry's ability to deliver sufficient broad hectare stock to the market both in the Geelong township and the Bellarine Peninsula. The report is an input into the City of Greater Geelong's strategic planning work to identify growth areas that can sustainably accommodate significant urban growth (i.e. Armstrong Creek, Drysdale-Clifton Springs, Ocean Grove and Leopold).

Regional Strategy

Environment

Corangamite Regional Catchment Strategy 2003-2008, Corangamite Catchment Management Authority (2003)

The Corangamite Regional Catchment Strategy contains a Vision that describes the catchment in 2020. The Vision focuses on the health of the environment and the need for effective resource management. The Strategy provides targets which include:

- Demands for water use balanced and managed in all four river basins
- Healthy rivers and streams, lakes and wetlands
- Sustainable land management to support agricultural and other production
- Infrastructure protected from flood and salinity risks and other disasters

- Healthy estuaries, coasts and marine ecosystems
- Achieve a net gain in quantity and quality of native vegetation across the entire landscape
- Improved conservation status of all native vegetation communities and flora species
- Improved conservation status of all native fauna species
- Cohesive, innovative communities, that value and protect natural resources and participate in planning for the future

Settlement

Bellarine Peninsula Strategic Plan 2006 – 2016, City of Greater Geelong (2006)

The Bellarine Strategic Plan is a broad community plan for the Peninsula developed in recognition of significant growth pressures in the area. The plan includes a vision and actions for each town on the Peninsula.

Objectives for the Peninsula include:

- Celebrate and grow community spirit.
- Provide all residents and visitors with the opportunity to participate actively in community life.
- Retain, enhance and link public open spaces and parks.
- Engage and educate local communities on the process of preparing structure plans for towns and dealing with urban and rural interfaces.
- Develop effective and innovative communication and consultation processes between the City of Greater Geelong and the Bellarine Peninsula communities.
- Retain rural landscapes, protect and respect town boundaries.
- Develop well connected, multi-modal transport options within townships and across the Peninsula.
- Improve quality of life for residents through better access to communications infrastructure.

The Point Lonsdale community vision states that the township will be 'A village type coastal location with reduced impact on the environment. A place of green vistas, unspoilt coastal views, negotiable by walking paths and not impacted by clustered development and traffic congestion.'

Key objectives to achieve this vision include:

- Maintain the current integrity of Point Lonsdale - Ensure a long-term strategic approach to planning (both development and form) which protects current land use zones.
- Retain existing green wedge and rural vistas.
- Residential Development – Control further residential development to existing designated growth area, subject to above limitations of the above objectives.
- Children's services – Improve children's services to include but not confined to creation of additional crèche and kindergarten facilities.
- Retain public open space areas.
- Public Transport – Recognise people will use public transport if provided, ensure improvement and additional public transport services provided, consistent with an ageing community.
- Improve bike paths, walking tracks, fitness stations.

The Bellarine Peninsula Strategic Plan is to be included in the Greater Geelong Planning Scheme as a reference document and has formed an important input to other structure plan work.

The G21 Geelong Region Plan – A Sustainable Growth Strategy, G21 Alliance (2006)

G21 is the alliance of a variety of independent organisations with a shared vision of the Geelong Region. The Plan is a collaborative approach to addressing long term regional challenges and opportunities over a time frame beyond normal Council and parliamentary terms. It is a plan for the sustainable future of the region over the next 45-50 years up to 2050.

The Plan makes a number of observations of relevance to the future of the Point Lonsdale area:

- It recognises that the potential for growth in areas such as Queenscliff (and Point Lonsdale) is limited by geographical constraints, but that these locations provide a much needed contrast to the larger settlements and provide world-class tourist destinations that show-case the environmental and historical assets of the region. Point Lonsdale is recognised as an area of slow growth.
- It is noted that the green belts and Coastal Spaces concepts adopted by Local and State Government may impact on the ability of the Borough of Queenscliff to commit to an ongoing provision of 15 years supply of new residential land.
- The current residential development pattern in the region is defined as “low density” with an average of around 10 lots per hectare. The region would benefit from higher densities with an average of 15 lots per hectare by providing for greater utilisation of infrastructure and efficiencies in service provision.
- Smaller ‘low growth’ towns should adopt a balanced approach that considers environment, community development and sustainability considerations. Some towns have important community facilities that could be more efficiently utilized by an increased population without an increase in the provision of these facilities.
- Local centres in small townships with an ageing population need to respond to the needs of the community in providing access to a range of services and facilities. In small towns there should be only one town centre.
- Walking, cycling and public transport need to be improved to cater for future transport needs.

Local Planning Policy Frameworks

Environment

Lake Victoria Flood Study Report, City of Greater Geelong (2000)

The Lake Victoria Flood Study maps out flood prone land within the Lake Victoria catchment. Due to growth in development in the area around the time of the report, the potential for flooding of houses had increased. The nature of flooding in Lake Victoria is complex. The lake system contains overflow weirs, channels and tidal gates. It is also subject to coastal inundation from Swan Bay.

The Report found that catchment flooding appears to result from higher rainfall over a prolonged period of several weeks rather than a short duration high intensity rainfall. This results in a rise in lake levels over several weeks before reaching the peak. Tidal flooding occurs during a large high

tide in Swan Bay but appears to be limited to downstream of the railway as the railway embankment acts as a levee.

Biodiversity Strategy, City of Greater Geelong (2003)

The preparation of the Biodiversity Strategy is a direct action from the Environmental Management Strategy adopted by Council in 1999. The Strategy outlines actions required to protect, conserve and promote awareness of areas of Biodiversity significance. The strategy includes a target increase in conservation reserves in the Primary Conservation Network by 10% by 2010.

The Vision of the Strategy is for 'a natural environment that is rich in biodiversity and is managed and maintained to protect, both now and in the future, the ecological systems upon which life depends'.

Most of the Study Area, excluding some parts of the north-eastern part of the township, are identified by the Strategy as being within a Primary Biodiversity Zone, indicating that it requires active management in regards to biodiversity conservation within key sites. Some of these include the entire non-urban coastal area between Point Lonsdale and Ocean Grove, sections of land surrounding Lake Victoria and other smaller water bodies within the Study Area.

Environment Management Strategy 2006–2011, City of Greater Geelong (2006)

The Environment Management Strategy 2006-2011 includes the Geelong Sustainability Framework which contains Council's definition of sustainability, a series of Sustainability Principles, and an Environmental Management Policy and Action Plan.

These Sustainability Principles include:

- Recognise the importance of the diversity of Geelong's biodiversity and acknowledge the need to protect, restore and enhance the diversity and resilience of our natural systems.
- Use all natural resources sustainably and dispose of any wastes responsibly.
- Establish and foster a strong vibrant economic base without compromising the current condition of the environment and our quality of life, or the ability of future generations to grow and prosper in a healthy environment.
- Encourage access to facilities, services, goods and other people in ways that minimise impacts on the environment.
- Protect human health and amenity through safe, clean and attractive environments and quality health services focused on prevention as well as cure.
- Empower all sections of the community to participate in decision-making and consider the social and community impacts of decisions.

The Strategy also provides Council's corporate strategic response to address the current and emerging environmental issues over the next five years. Within the Strategy, a set of objectives and targets has been established for each of the ten broad environmental areas addressed. It is intended that these are monitored to measure the performance of Council and the community to meet the agreed targets.

The overall objectives of the Strategy are to:

- Ensure all decisions made by Council consider the environmental, social and economic and implications (Triple Bottom Line approach).

- Promote sustainability and Best Practice Environmental Management throughout all of Council's operations and services.
- Establish thorough and robust sustainability provisions within the Greater Geelong Planning scheme and strategic planning documents.

The Strategy makes reference to parts of the Structure Plan Study Area under Waterways and Wetlands, acknowledging the environmental significance and sensitivity of Swan Bay, a Ramsar wetland and making reference to the wetlands between Ocean Grove and Point Lonsdale. The Strategy states that Council should investigate the protection, through the Planning Scheme, of the chain of wetlands between Ocean Grove and Point Lonsdale that have been identified as environmentally significant. In relation to Swan Bay and other saline wetlands, the Strategy states that it should be established as Council policy that stormwater be managed in a way that does not compromise the salinity of primary saline wetlands.

Wetlands Strategy, City of Greater Geelong (2006)

The Wetlands Strategy provides a framework for Council to protect and enhance the biodiversity and ecological values of the City's wetlands. Wetlands are highlighted as being important for conservation of biodiversity and ecological productivity. Among many other functions, wetlands provide flood control, stormwater protection, climate change mitigation, recreation and tourism uses and cultural value. There are many varying threats to wetlands including drainage or modification, commercial development, salinisation, industrial effluent and flood mitigation works and activities. The Strategy provides targets, strategic objectives, goals, approaches and actions in order to ensure the ongoing protection of wetlands within the City. Lake Victoria and Swan Bay are identified as priority wetlands of the Geelong Region.

Under Strategic Objective 2, Integration of wetland protection into major sustainable development proposals, the Strategy mentions the pressure around Swan Bay and Lake Victoria for urban development which has already grown close to the wetlands, creating further pressure from human use and conflicts through close proximity. The Strategy recommends planning for growth with consideration of the impact on specific wetlands.

Buckley Park Coastal Management Plan, City of Greater Geelong (2006)

The Buckley Park Coastal Management Plan provides direction for the future management of the Buckley Park Foreshore Reserve. Private residential and varying commercial land uses surround the foreshore reserve, along with three lake reserves to the north and the shoreline of the Bass Strait to the south. The Plan seeks to:

- achieve a balance between local community needs and the enhancement of the unique natural environment.
- clearly identify how visitors currently use Buckley Park Foreshore Reserve and how this use can be better managed and accommodated.
- ensure provision of infrastructure within the coastal environment is designed and constructed within environmental constraints.
- promote a wider understanding within the local community of the unique and dynamic system and the actions individuals can undertake to minimise their impact on this coastal reserve.
- recognise and protect the unique cultural values of the foreshore.

Coastal Management Plan, Borough of Queenscliffe (2006)

The purpose of the Coastal Management Plan is to provide a sound framework for integrated management of the Point Lonsdale / Queenscliff foreshore. The Plan provides goals and actions to assist Council in managing the Coast effectively for both conservation and recreation.

The Plan sets out key goals which include:

- Develop a continuous coastal path.
- Undertake systematic weed control and enhance indigenous vegetation at key conservation sites.
- Manage and improve recreation facilities and accommodation and ensure public safety.
- Rationalise access paths and minimise soil erosion.
- Facilitate an upgrade of the Point Lonsdale Lighthouse area.
- Plan and implement an upgrade of the Queenscliff Recreation Reserve / Shortlands Bluff area.
- Progressively improve other areas.

Relevant to the Structure Plan, key priorities and actions include:

- Undertake urgent works to improve safety at key locations.
- Join up existing coastal paths and upgrade existing sections to create a continuous walking path from Point Lonsdale Lighthouse to Queenscliff Pier.
- Upgrade key paths, recreation facilities and settings at the Point Lonsdale Surf Club lookout, Point Lonsdale Front Beach, Golightly Park Crown Land and Princess / Citizens parks as models for future upgrading of other popular recreation sites.
- Revise caravan park layouts to improve amenity, increase the diversity of sites including cabins, and increase the proportion of short-term sites, while retaining overall site numbers.
- Undertake major upgrading of the Point Lonsdale Lighthouse area.
- Undertake a review of options for possible relocation of the Pt Lonsdale Bowling Club in the medium to long term.

Settlement

Urban Character Study, Borough of Queenscliffe (2000)

The Urban Character Study sought to identify the particular elements which define and give character to precincts in the Borough, and to develop guidelines and performance standards to incorporate and emphasise good design in new development. The Study divided the Borough up into 13 precincts, and provided guidelines for three different character types, covering Queenscliff Urban Areas, Point Lonsdale Natural Coastal Areas and Foreshore Areas. The Point Lonsdale Structure Plan Study Area falls under the latter two areas.

Natural Coastal Areas include all of the residential part of the township east of Fellows Road and south of the Bellarine Highway, excluding areas fronting the foreshore. The character statement describes this area as having a distinctive character of natural coastal and dune areas which make it an attractive place to live and holiday. The urban character is dominated by undulating dune topography and dense coastal native tea tree and moonah vegetation, creating a sense of village enclosure and coastal seclusion. There is a predominantly low density residential stock. Key issues of building height and vegetation protection are to be carefully considered.

Key attributes of Natural Coastal Areas include:

- Prevailing low scale single-storey detached dwellings.
- Unique mixture of intact historic holiday resort building types that celebrate building diversity.
- Substantial estate properties with large dwellings that contribute to the native coastal sense of place.
- Road network informality with limited use of kerb and channel, and predominantly grassed road shoulders.

The Foreshore Areas guidelines apply to properties along the foreshore between Admans Street in the south and the Queenscliff township in the east. They also apply to properties along the Bellarine Highway and fronting onto Swan Bay. The area is described as having a character formed by the strong demand for bay views and the area's closeness to distinctive dunes and coastal flats. Building heights are described as a key issue.

Key attributes of Foreshore Areas include:

- Stunning views of Port Phillip and Swan Bays from buildings, roads and public spaces.
- Substantial groupings of 1960s to contemporary two storey detached dwellings overlooking Swan Bay.
- Established built edge to Point Lonsdale Road compromising one and two storey post-war buildings, creating a strong urban entrance.
- Organic streetscape pattern which strongly parallels the Swan Bay and Port Philip coastal edge, providing for enclosed dune and panoramic bay views.
- Informality of streetscape materials and footpaths, reminiscent of a coastal resort setting.
- Prevailing natural coastal landscape concealing one or two storey buildings.

For each of the areas, Design Objectives and suggestions are provided for Site Layout, Building Design, Building Heights and Setbacks, and Fencing, Driveways and Landscape.

Point Lonsdale Village and Foreshore Area Urban Design Framework, Borough of Queenscliffe (2002)

This Urban Design Framework (UDF) sets out a coordinated approach to the development of public and private facilities, and seeks to increase the sustainable social, economic and recreational value of the Point Lonsdale village, coast and foreshore to the community. The Framework intends to address the lack of coordination and cohesion and to build on and reflect previous strategy projects.

The objectives of the UDF are to:

- Create a sustainable balance between preserving the physical and environmental attributes of public open spaces and meeting the needs of the local population and visitors.
- Ensure the maintenance of high quality foreshores and open spaces to meet the needs of the local community and visitors.
- Encourage the tourism industry within the Borough as a key economic activity within the local economy.
- Maintain the scale and vitality of Point Lonsdale village which is a key economic activity within the local economy.
- Require new developments to maintain, enhance, and harmonise with the Borough's significant heritage architecture and coastal village atmosphere.
- Manage, maintain and improve public facilities including amenities, recreational facilities, parks and foreshore reserves, improve access to foreshore areas, capitalise on vistas, link

points of heritage and environmental interest, and develop new recreational facilities geared to the needs of youth.

- Improve the level of amenity for users of the Point Lonsdale village as well as the businesses within it.
- Retain the compact area of the Point Lonsdale village and consolidate retail activities to ground level
- Within the Point Lonsdale village, enhance public spaces and infrastructure consistent with the identified character of the Point Lonsdale village.

The UDF also provides seven policy actions and thirteen immediate actions. Policy actions include: preparation of diverse shopfront guidelines; an increase in the building setbacks along Simpson Street, creation of discreet internal car parking courts; extension of green fingers from Simpson Street along east-west property boundaries; shop-top residential links along Simpson Street; provision of a 'new skin' to poor frontages; and coastal revegetation. Immediate Actions include:

- Revegetate Simpson Street verges – restoration of vegetation on both sides of Simpson Street;
- Integrate Amenities Block – removal of existing block and development of a discreet new amenities building abutting the bowling club embankment;
- Improved Park / Picnic Area – Upgrade of play, picnic and parkland facilities;
- Defined village Square – Creation of a special sunlit, spacious footpath area in front of the outdoor dining precinct that also provides the safest and most convenient point to cross Point Lonsdale Road;
- Narrow Point Lonsdale Road with Angle Parking – Reduction of the carriageway width and angle parking on both sides of the road;
- Loop Ramp to Beach – Safe and comfortable ramp access from Point Lonsdale Road to the beachfront walkway;
- Turning Point at Admans Street – Safe turning area to discourage U-turning in Point Lonsdale village centre;
- Vegetate East-West Streetscapes – Restoration of informal roadside verges and coastal vegetation to Kirk Road and Adman Street;
- Informal Street Edge Car Parking – Restoration of informal on-street parking to the north of Point Lonsdale village allowing for expanded coastal parkland;
- Power Poles / Underground Services – Removal and undergrounding of power poles and electrical services;
- Selective Cypress Removal – Removal of one unhealthy cypress tree and selective pruning of remaining healthy trees;
- Moonah Copses to Point Lonsdale Road – Restoration of the original vegetated feel of Point Lonsdale Road through the installation of groupings of Moonah canopy plantings;
- Pedestrian Link Path to South – Extension of the waterfront / beach pathway further south.

It is noted, that on review, none of these actions have been completed.

One of the key recommendations of the UDF was that the 'informal' character of the Point Lonsdale village must be preserved, while accommodating the increasing demands placed on its building stock, streets and public spaces. The village has considerable potential to restore meaningful linkages between an enhanced retail streetscape and upgraded coastal foreshore, as well as the establishment of a suite of flexible spaces that allow Point Lonsdale village to fulfil its tourism role without harming the 'sense of place'.

The Point Lonsdale UDF has recommended a package of local and strategic initiatives that collectively contribute to a Plan that engages the core of Point Lonsdale village with its coastal and foreshore setting. The Plan seeks above all to respect the existing qualities of Point Lonsdale village and incorporate change that strengthens the valued 'local' sense of place.

Residential Character Study, City of Greater Geelong (2002)

The Residential Character Study (2002) covers all residential areas within the City of Greater Geelong. It identifies and provides the basis for consideration of neighbourhood character issues in regard to residential planning applications. Each area or township has a precinct issues paper that outlines: the relevant planning policies; development activity and pressures; community concerns; key existing characteristics; and vision directions. Of relevance are the general key existing characteristics, including:

- Gardens are established throughout most of the area, with establishing gardens in newly developed areas.
- Architecture ranges from 1960s to 1970s urban and seaside dwellings to recent modern seaside style and urban style dwellings.
- Front fences are generally not provided.
- Dwellings are predominantly single storey and constructed of timber or brick.

The vision directions for development include maintaining the openness of the streetscapes and native coastal vegetation, and to strengthen the seaside character and unify with the remainder of Point Lonsdale.

The draft vision statement for Point Lonsdale is as follows:

The seaside character of this part of Point Lonsdale will be maintained and strengthened, and the visual cohesiveness of this part of the township with the remainder in the Borough of Queenscliffe will be improved by:

- Encouraging the use of appropriate native coastal vegetation species.
- Encouraging the use of appropriate building materials.
- Ensuring the siting of buildings to reflect spacing patterns.
- Managing site coverage to provide adequate space for planting.
- Ensuring building form and scale reflects predominant patterns.
- Encouraging common public domain street treatments.
- Avoid the removal of native and indigenous vegetation; development with high site coverage, including paving; and exposed brick development.

The Point Lonsdale precinct issues paper identifies three individual character precincts within the City of Greater Geelong part of Point Lonsdale. Each character precinct identifies the individual key existing characteristics, description and a draft preferred character statement.

Urban Growth Strategy, City of Greater Geelong (1996)

The purpose of the Urban Growth Strategy is to determine the most suitable areas for the accommodation of urban growth to the year 2020. Among other things, the Strategy seeks to:

- Maintain the diversity of land uses for future generations.
- Maintain viable and productive agricultural land.
- Protect natural rural and coastal features and the enhancement of the City's character.
- Conserve natural habitats and areas of environmental sensitivity.

- Ensure that development occurs in a manner consistent with environmentally sustainable practices.
- Ensure that development occurs in a manner that maximises the efficient and effective provision of infrastructure.
- Ensure that development caters for the needs of the whole community.

The three most significant recommendations of the Strategy include:

- Future development should occur at higher densities;
- Consolidation of existing urban development should be encouraged; and
- Long term growth should be directed to Armstrongs Creek / Mount Duneed.

In addition to Armstrong Creek, the Strategy identifies a number of potential locations for future growth including Lovely Banks, Ocean Grove, Wandana Heights, Leopold, Drysdale / Clifton Springs and Lara.

The Strategy also recommends that existing urban areas be consolidated and compact forms be supported, particularly with regard to coastal townships.

Housing Diversity Strategy, City of Greater Geelong (2007)

The Housing Diversity Strategy designates established areas where increased housing diversity is supported, as well as areas where existing neighbourhood character should be preserved.

The objectives of the Strategy are to:

- Provide for the development of a range of housing types and densities in the City of Greater Geelong, to meet the City's existing and future housing needs.
- Provide certainty to the existing and future community with regards to where different housing types and densities will be generally supported or discouraged by Council.
- Provide for the development of a sustainable overall urban structure in the City of Greater Geelong.

The strategy defines three types of areas:

- Key Development Areas – large existing and future development areas that have the potential to accommodate significant amounts of new medium and higher density housing, including mixed use development.
- Increased Housing Diversity Areas – areas where a mix of high, medium and conventional density housing will be encouraged, with the density of development being highest within the commercial core of the area and lower at the edge of the area.
- Incremental Change Areas – residential areas where the majority of new development will be in keeping with Geelong's traditional suburban character.

Relevant to Point Lonsdale, the Strategy identifies three areas to the west of Fellows Road that are deemed to be Incremental Change Areas. These are all currently zoned Residential 1 (R1Z).

Economic

Economic Development Strategy 2005-2010, City of Greater Geelong (2005)

The Economic Development Strategy provides a framework for Council activities in economic development by identifying priority actions for the next five years. The Strategy encourages the

pursuit of activities that will maximise the Region's competitive advantages, encourage investment and secure employment opportunities for the future. A number of Strategic Growth Sectors are identified in the Strategy, with prioritised actions and objectives for each Sector. The Strategy proposes that innovative and smart industries will drive Geelong's future. Fundamental to this is the creation of an environment to attract and retain dynamic and creative people that will facilitate investment and generate business activity.

The Vision of the Strategy states that 'In 2015 Geelong will be a vibrant municipality with a robust economy driven by smart and innovative industries that are supported by world-class infrastructure and highly skilled workers, and will be a region known for its strong environmental and social credentials'.

The Strategy identifies tourism as one of the Strategic Growth Sectors of Greater Geelong. This industry is therefore fundamental to the future of economic development in Point Lonsdale and other townships on the Bellarine Peninsula.

Borough of Queenscliffe Economic Development Strategy (November 2006)

The Strategy provides policy guidance and a work program for Council and other stakeholders to improve economic development outcomes for the Borough of Queenscliffe. The discussion and data is generally generic to the Borough rather than specific to the two individual townships of Point Lonsdale and Queenscliff. The Strategy is based on a triple bottom line sustainable development framework for achieving the economic objectives. To achieve these objectives the Strategy concentrates on three themes: renewing tourism appeal, broadening the economic base and attracting working families to live in the Borough.

Theme 1 - "Renewing our Tourism Appeal"

The Strategy identifies that tourism provides the economic base of the Borough. The key attractions identified in Point Lonsdale are the beaches and coastal landscape; the market held at Point Lonsdale each month; the Point Lonsdale Golf Course; and the Point Lonsdale Lighthouse, the views of the Rip and the ships entering Port Phillip Bay.

The Strategy identifies that tourist visitation in the Borough is strongly seasonal. The local and regional tourism industry includes local operators, Bellarine Peninsula Tourism, Queenscliff Lonsdale Tourism, Geelong Otway Tourism, Tourism Victoria and Tourism Australia. The campaign committees include Great Ocean Road Marketing, Great Southern Tourism Route, and Melbourne and surrounds. Local tourist operators are encouraged to become members of Bellarine Peninsula Tourism (BPT).

General trends identified in the Strategy relevant to Point Lonsdale and this Structure Plan, include:

- Trend toward shorter, higher yielding trips by domestic visitors. Destinations with lots of product and seamless packaging will benefit.
- Destinations without quality experiences are unlikely to be visited.
- Ease of booking a full service holiday a competitive advantage.

The performance of accommodation is seen as poor in a regional context. The report suggests this is due to an oversupply of accommodation compared with the number of visitors to the area; that the accommodation offer is pitched at the wrong price points; and accommodation providers are not operating to full capacity. The closure of the Point Lonsdale Motel, Lonsdale Villas and Riptide Motel have reduced the number of hotel rooms, possibly due to better returns from residential development. The ability of the township to capture passing holiday traffic is dependent on the availability of short-term visitor accommodation.

Key opportunities include strengthening the link between Point Lonsdale foreshore area and the shopping precinct. This link brings passive recreation and commercial activities together, with recent changes along the foreshore, with implementation of the UDF, has had positive benefits. Maintaining the Council operated caravan and camping parks, as the low cost holiday accommodation market, should be continued. In terms of accommodation, the Report suggests developing conference facilities and associated accommodation for meetings of up to 250 people would fill a niche market in the area.

Lack of public transport around the Borough is a disincentive for some visitors. Identifies potential to develop a local minibuss route between Point Lonsdale and Queenscliffe Ferry and / or which carries passengers on demand between accommodation houses and attractions. Upgrade of the tourist railway is also suggested, however fails to identify development of a station at Point Lonsdale as an initiative.

Theme 2 - “Broadening our Base”

The existing economic base of the Point Lonsdale economy is identified as health, with the main campus of Bellarine Community Health Service in Point Lonsdale, which provides primary and aged care services and employs about 100 persons, and retailing which is strongly linked to tourism.

Key opportunities identified in the report relevant to Point Lonsdale include health and retail.

The Bellarine Peninsula Health site at Point Lonsdale is planned to be developed over the next 6 to 7 years, replacing ageing infrastructure and buildings. The services to be provided at the site are likely to be reviewed over that time, particularly as delivery models change. Retaining existing services and identifying additional specialist services that can be offered at this site should be advocated for by the community. These could include health education, management of community-care packages, gerontology, rehabilitation, mental health and a day procedure clinic, for example. There is also a lack of nursing home beds in the Borough, requiring some people to leave the Borough in order to access supported care.

In 2003, an analysis by Essential Economics identified that within the Borough there is approximately 8900sqm of retail floorspace with a turnover of approximately \$30 million per year. Local residents, including those in the City of Greater Geelong part of Point Lonsdale, contributed approximately 30% of this turnover, with the remainder coming from visitors. The escape expenditure of residents was very high at 80%, mainly to Ocean Grove with the supermarket, and to Geelong. Since development of a small supermarket at Point Lonsdale this has reduced somewhat. The small Point Lonsdale retail centre, anchored by the new supermarket, is highly successful, catering for the daily needs of the growing Point Lonsdale community and its visitors. The success of the Point Lonsdale village has been at the expense of Queenscliff, with no strong reasons for Point Lonsdale residents to visit Queenscliff for their shopping.

Theme 3 - “Attract Working Families”

DSE data projects that by 2021, more than 50% in the Borough will be aged 60 and over. This means that much of the population will be on retirement incomes, which tend to be lower than working age families, with subsequent impacts for the sustainability of local services. The strategy directly links attracting working age families to a more robust and sustainable economy, and sees the following as the method:

- Access to quality employment. Enhancing opportunities for self employment and home based business.
- A range of available housing. With 50% of housing in the Borough holiday homes, the Strategy seeks to free up family housing by developing nursing home and retirement accommodation, encouraging part time residents to move to the Borough earlier in their life cycle, charging a differential rate on a holiday home to entice people to live rather than holiday

in the Borough, and creating more housing on existing sites, in an attempt to satisfy demand for investment properties through apartment or townhouse developments.

- Access to child care, primary schools, secondary schools and tertiary education. Packaging the attributes of existing services and ensuring the services can meet future demand i.e. high quality child care and maternal child health.
- Access to a full range of health services.
- Access to cultural activities. Provision of outlets for artists to work, supportive networks, organising events and ensuring that art (sculptures, art trails, signs, murals etc) is embedded in the physical fabric of the towns is required.
- Access to a wide range of sporting and recreational facilities.
- An excellent built and natural environment.
- Good quality commercial services.
- A sense of excitement about the place.

Retail Strategy, City of Greater Geelong (2006)

The Retail Strategy guides the ongoing development of the retail sector and retail activity centres in the City of Greater Geelong. The Strategy supports the established retail hierarchy within the municipality and recognises the role of the hierarchy in providing a viable and accessible retail sector with regard to population growth, socio-economic and demographic characteristics, retailing trends and growth in new residential areas.

Point Lonsdale has been identified as a Town Centre in the retail hierarchy. A Town Centre is defined as a centre located in a township outside the Geelong urban area which provides weekly grocery shopping facilities based around a supermarket tenant, as well as providing a broader role as a focus for non-retail and community facilities. The Strategy supports the role of Town Centres by encouraging their development as a focus for day-to-day and weekly convenience shopping, and also including - where local demand is sufficient - a range of comparison and non-food retail. Growth and diversification of the town centres in the City of Greater Geelong is encouraged where this meets the planning assessment criteria.

Future directions for town centres include:

- Town Centres will be the focus for convenience shopping facilities serving the surrounding township and rural hinterland, as well as providing a range of non-retail commercial and community facilities etc.
- The role of Town Centres as a focus for holidaymaker and other visitor spending should be recognised where appropriate, and suitable retail facilities and town centre amenities be made available for this market (eg, bus parking; public toilets). This may result in a higher provision of retailing being made available than the resident population would otherwise support.
- Town Centres will offer a high quality urban environment which reflects positively on the image of the surrounding township and its community. These centres will be pedestrian-friendly and accessible by public transport.
- It will be important to ensure that retail and other facilities in Town Centres evolve and grow to meet the needs of expanding populations. Strategic planning for these centres will need to be responsive to market trends.

Rural Land Use Strategy, City of Greater Geelong (2007)

The Rural Land Use Strategy 2007 replaces the 1996 Rural Land Use Strategy. It emphasises the significance of the farming landscape, and seeks to ensure that agriculture and other land uses

operate in this context. The Strategy identifies directions in relation to the application of the Rural Zones and planning policies for rural areas.

Some of the key issues highlighted by the Strategy include the need to support and maintain agriculture farming, the need to protect the rural landscape from non-rural development, the preservation and enhancement of the natural environment, such as coastal wetlands and the maintenance of the urban-rural buffers (green wedges).

The Vision for the Strategy:

- Reinforces a rural and farmed landscape beyond the urban areas.
- Continues to protect and provide opportunities for productive agriculture.
- Enhances the condition of the environment and the natural resource base.
- Contributes to the ongoing economic prosperity and quality lifestyle of the Geelong region.

The Strategy highlights the unique, high quality rural landscapes of the Bellarine Peninsula and supports the maintenance of these landscapes through the ongoing support for agriculture in rural areas. The right to farm and the need to preserve non-urban breaks between towns is to be achieved by ensuring that residential development does not remove properties from agricultural use and by ensuring that tourist facilities do not undermine the rural character of land beyond townships.

The application of the Farming Zone (FZ) and the Rural Conservation Zone (RCZ) are discussed and it is recommended that the RCZ be applied to previously rural zoned land on the Bellarine Peninsula. The basis of this recommendation is the recognition that the zone provides for the unique blend of landscape, environmental and farming values.

The FZ (along with the RCZ) has since been applied to the rural areas within and adjoining the Structure Plan Study Area by the Department of Planning and Community Development as a short term measure as part of the direct translation of the New Rural Zones.

The proposed use and application of the Rural Conservation Zone in the Bellarine Peninsula – Addendum to the Rural Land Use Strategy, City of Greater Geelong, 2007

This addendum was prepared by Parsons Brickerhoff to document further consultation and to recommend the wording of the schedule to the RCZ, as well as assist in the implementation of the Rural Land Use Strategy recommendations.

The addendum recommended:

- A values statement to be included into the RCZ.
- The minimum lot sizes for subdivision be set at 30 hectares.
- Proposed limits to the following uses:
 - Residential hotel (30 bedrooms)
 - Restaurant (70 patrons)
- Extensions and alterations to existing dwellings and buildings and earthworks not requiring permits.
- A full landscape assessment of the Bellarine Peninsula is to be undertaken after the implementation of the Rural Conservation Zone.

The recommendations of the Rural Land Use Strategy are being applied through Amendment 129 to the Greater Geelong Planning Scheme.

Industrial Land Study, City of Greater Geelong (2001)

The Industrial Land Study was prepared in three stages which include:

- An audit of existing industrial zoned land;
- A review of consumer demand for industrial land in the Geelong region, and an evaluation of the Melbourne Industrial land market identifying trends, gaps and opportunities;
- Identification of gaps in the Geelong industrial land market and formulation of recommendations to ensure the long term viability of industrial land.

There is currently no industrial zoned land within the Greater Geelong boundaries of Point Lonsdale. There are no recommendations within the Industrial Land Strategy that specifically relate to Point Lonsdale Structure Plan Study Area.

Infrastructure

Stormwater Management Plan, City of Greater Geelong (2003)

The Stormwater Management Plan was developed to guide Council in improving the environmental management of stormwater throughout the municipality. The Plan sought to, among other things, identify environmental values and uses that may be threatened by stormwater runoff and provide recommendations to improve Council's management framework in response to identified risks.

Key stormwater threats identified by the Plan include:

- Residential Land Use
- Land and Infrastructure Development
- Building Site Runoff
- Agriculture
- Major Road / Transport Runoff
- Golf Course Runoff
- Industrial Land Use Runoff

The Greater Geelong part of the Structure Plan Study Area is located within the Swan Bay sub-catchment which is described as a very large sub-catchment located on the southeast portion of the Bellarine Peninsula adjacent to Port Phillip and Bass Strait. It is further described as:

“predominantly rural with residential areas located in the eastern portion of the Ocean Grove Township and western portion of Point Lonsdale. The majority of the sub-catchment drains directly to the environmentally significant Swan Bay, whilst residential areas generally drain through a series of wetlands and lakes before entering Swan Bay. Major waterways in the sub-catchment include Swan Bay, Lake Victoria, Lonsdale Lakes, Begola Wetlands, Bonnyvale Wetlands, Kingston Estate Wetland and the Emily Street Basin”.

Study of Open Space Networks, City of Greater Geelong (2001)

The Study of Open Space Networks provides an inventory of existing open spaces and identifies future open space and linkage opportunities. A number of different types of open spaces are identified within the Greater Geelong part of the Structure Plan Study Area. These include:

- Linear linkages – The Bellarine Rail Trail;
- Conservation and Heritage – Lake Victoria and other water bodies within the chain of wetlands northwest of the township;

- Foreshore and Beaches – Thirteenth Beach Coastline and Buckley Park; and
- Informal Parks.

Point Lonsdale is included in the Peninsula Zone which is noted for its lack of connectivity between settlements along the foreshore, resulting in a sense of isolation between each settlement.

An opportunity for links to be established between coastal settlements is identified, however this would have to avoid compromising Point Lonsdale village character of each settlement. The Study recommends that Swan Bay remains an area of biological and cultural heritage significance by limiting active and passive recreation. It also states that access should be restricted to sensitive dune areas between Breamlea and Point Lonsdale.

The Study concludes that the total supply of open space within the City is substantial, but that some types of open spaces are better provided for than others. It is emphasised that although open space is well provided for in the Peninsula Zone, it has a very poor level of Possible Future Open Space provision.

Recreation and Leisure Needs Study, City of Greater Geelong (2005)

The Recreation and Leisure Needs Study provides broad direction on future resource allocation to meet the recreation, open space and leisure needs of the current and future Peninsula communities.

The report identified that the current provision of open space and recreational opportunities is considered appropriate for the size of the Point Lonsdale community. However the report also identifies that further residential expansion of the town and any new development will need to incorporate adequate open space and community facilities to cater for the needs of an expanded community through appropriate developer contributions.

Recommendations for Point Lonsdale include:

- In partnership with Barwon Coast Committee of Management develop a walking track through Buckley Park Foreshore Reserve connecting Point Lonsdale to Ocean Grove (note also the directions of the Buckley Park Coastal Management Plan).
- Improve pedestrian accessibility throughout the town (i.e. footpaths) including connections and signage to the foreshore. As the paths enter 'old Point Lonsdale' they could be gravel to be more in keeping with the urban character of this area of the town.
- Liaise with the owners of Lonsdale Lakes and Point Lonsdale Golf Club to ensure adequate, well designed, public open space and connectivity (including footpaths) are incorporated into any potential developments. Informal Parks should be included in both of these developments.
- Retain a non-urban buffer between Point Lonsdale and Ocean Grove, this may be provided through a combination of rural zoning, public conservation and resource zone, environmental rural zone and/or special use zoning as appropriate.

Cycling Strategy, City of Greater Geelong (2008)

The Cycling Strategy was prepared in order to provide guidance for Geelong's cycle network, improve bicycle facilities, enhance cyclist education and deliver promotions that encourage people to cycle as a mode of transport, recreation and sport. The Strategy seeks to make the City of Greater Geelong more cycle-friendly by developing a strategic plan for the creation and improvement of cycle networks for recreational, competition and commuter cyclists. One of the key findings of the Strategy was that the presence of off- and on-road bicycle paths was the most significant factor in encouraging people to cycle.

The Strategy identifies existing and proposed cycling routes, most of which occur outside the Structure Plan Study Area. An on-road path is proposed to connect Point Lonsdale and Ocean Grove via Shell Road.

Strategic Footpaths Policy, City of Greater Geelong (2007)

The City of Greater Geelong has developed a Strategic Footpaths Policy to provide direction to the provision of footpath infrastructure that promotes walkability, accessibility and that can be shared by a range of users in a safe manner. The Policy identifies an approach for identifying infrastructure gaps, funding, establish standards for new infrastructure (including standards for new subdivision development) and asset management.

Township of Queenscliff, Traffic Management and Parking Strategy, Draft Issues Paper and Scoping Report, prepared by Traffic Group (November 2003)

The study was undertaken for the whole of the Borough of Queenscliff including Point Lonsdale. It identifies that Point Lonsdale has a traditional grid arterial network, with local streets serviced by Collector Roads that join with the Highway. A public bus route operates in the area, servicing Queenscliff, Point Lonsdale, Ocean Grove and Geelong. Additionally, touring buses often access the area. Bus parking provision is therefore required. There are a number of lookouts/viewing areas along the coast. Parking spaces within Point Lonsdale, including the lookout/viewpoint car parks, are not time restricted.

Issues in the report were identified through a consultation workshop held with Councillors and senior staff at the Borough of Queenscliff Council. The following issues were identified for the Point Lonsdale area.

Roads key issues are as follows:

- In the main shopping area there is a very high occupancy level. As such it may be appropriate to introduce parking restrictions and include some short-term bays.
- During the summer period parking issues extend further south towards Ocean Road, particularly on the west, near the 'Terminus Guest House'. It may be appropriate to introduce seasonal parking restrictions.
- Only one disabled bay exists within the shopping district. The community has requested a disabled bay outside the pharmacy.
- Bowens Road – Parking issues occur in Bowens Road during the peak drop-off and pick-up times due to the traffic generated by Point Lonsdale Primary School. Parking arrangements need to be more formalised to overcome some of the issues within this area. Markets are held monthly on Sundays within the school community hall in Bowens Road, which causes parking congestion. The streets around this area need to be assessed with the view of formalising some parking areas and restricting others. Off-street parking access could also be considered, given that the markets are not held on school days. The lack of disabled bays is of further concern with regard to the market.
- Ocean Road – This Collector Road is the southern-most road in Point Lonsdale, providing access to various lookouts, reserves, tourist attractions and the surf beach on Bass Strait. Parking is informal along the road edge and can be hazardous during summer periods. Consideration should be given as to making the parking in this area more formal.
- Nelson Road and Grimes Road – Traffic and parking congestion within these streets are mostly caused by the Bellarine Peninsula Health Service Centre and the Coorabin Hostel. Roadside parking is the primary concern, and consideration should be given to improve the parking situation without compromising the amenity of abutting residences.

Off-Street Car Parks – key issues are as follows:

- Rip View Car Park is sealed and line marked, however there is no area designated for bus parking within the car park.
- Lawrence Road Car Park is unsealed and unmarked. This car park is in close proximity to the Primary School and market site in Bowens Road (approximately 200 metres south of the school) and could be considered for upgrading to help relieve parking congestion within this area.
- The Skate Park Car Park is not sealed and does have sufficient signage at present.
- The Stoneman Reserve is often used during the busy summer periods as a car park for surf beach access. The area is grassed, and informal. Use should be discouraged with signage, unless the parking arrangement is more formalised.

The report continued by producing recommendations for implementation and action. In relation to Point Lonsdale the recommendations are as follows:

- Parallel parking along the east side of Point Lonsdale Road, north of the commercial area should be reviewed and parking signs installed.
- At St James Anglican Church on Point Lonsdale Road between Albert Street and Cheshunt Street the angle parking on the nature strip requires some signage.
- The Urban Design Framework for Point Lonsdale has recommended angle parking on the west side of Point Lonsdale Road. We are of the opinion that there is not enough space within the carriageway to accommodate angle parking. In this location it is important that parking manoeuvres not disrupt traffic in BOTH directions and therefore, the current arrangement is preferred. Angle parking on the east side of the road is favoured as at present. We recommend that in the order of 20 spaces be designated as 2P opposite the café area.
- The redundant crossing outside Thwaites Store should be removed. Currently there is a bus bay and mail zone in front of the Post Office, as well as a post box, guard rail and phone boxes. While this looks bad, there is no real alternative. Short term illegal parking in the mail zone causes problems and is difficult to enforce. It is recommended that three spaces be provided at 15-minute restrictions immediately to the north of the Post Office to ensure there are short term vacancies within the vicinity.
- In Bowens Road there are parking problems at peak drop-off and pick-up times due to the proximity of the Point Lonsdale Primary School. It is recommended that 5-minute parallel parking bays between '8:00am - 9:00am and 3:00pm – 4:00pm School Days Only' should be incorporated and the spaces should be restricted to 2P on other days (i.e. weekends and public holidays) to serve the Monthly Sunday Market and beach parking.
- It is recommended that the provision of indented parking bays on Nelson Road and Grimes Road be considered due to the congestion caused by the Bellarine Peninsula Health Service Centre and the Coorabin Hostel.
- Improved signage to indicate parking areas on Ocean Road should be considered as this is a much used area for beach access.

The report concluded by recommending a floor-space inventory and a theoretical parking assessment of the main commercial area, and a local trader survey to identify long-term parking demands as well as identify the current location that traders are parking.

Borough of Queenscliffe, Parking Strategy Issues Paper (undated)

This document is undated but is presumed to pre-date the 2003 Traffix report as it mentions many of the same issues. The only issues included in this document that are not also in the Traffix report are the following:

- There are no loading zones in the shopping precinct and this should be included in any review; and
- Various comments in relation to the off-street car parks:
 - Rip View Car Park is the only car park that is sealed and line-marked and has approximately 80 bays and 4 disabled bays, however there is no formal allowance for buses in this car park. The area needs to be reviewed in light of the pending Point Lonsdale Lighthouse Reserve Masterplan (by the Department of Natural Resources and Environment).
 - Dog Beach Car Park is adequate and traffic control in the form of speed humps and new signage has recently been installed.
 - Lawrence Road Car Park should be considered for sealing and line marking due to its prominence.
 - The Skate Car Park is a sealed section off the shoulder of the main road and could perhaps be improved with some signage.
 - The Stoneman Reserve Car Park is an informal grassed area that is used more during the busy summer period for access to the surf beach – this should be reviewed for either a more formal layout or discouraged for use altogether.
 - Ganes Reserve has an off-street car park that mainly services the tennis club, as well as substantial provision for on-street parking along both Ocean Road and Laker Drive. This area is being developed as part of the Ganes Reserve Masterplan and is well serviced from a parking perspective.

Statutory Framework

The State section of the Planning Scheme includes a number of general policies relating to:

- Melbourne 2030 and links with regional centres.
- Settlement
- Environment
- Housing
- Economic Development and Employment
- Infrastructure
- Design and Built Form

City of Greater Geelong

Municipal Strategic Statement

Council's Municipal Strategic Statement includes a number of references for future residential growth. The clauses outlined below are of relevance to the development of the Point Lonsdale Structure Plan.

Clause 21.02 – Geelong in perspective

The City of Greater Geelong is the second largest municipality in Victoria and comprises urban land, rural hinterland and coastal areas, capturing a total area of approximately 1,240 square kilometres.

Clause 21.08 – Urban Growth

The Strategy recommends future urban growth of the Peninsula be focused at Ocean Grove and Drysdale/Clifton Springs. The policy recognises the need to maintain a compact urban form (whilst rejecting uncontrolled urban sprawl), and the need to protect the amenity of the Bellarine Peninsula, given its role as a tourist drawcard, and a residential and retirement location.

Clause 21.09 – Rural residential (living) development

The MSS identifies a demand for rural residential development, with many people predominantly seeking a "rural" living environment. Such properties tend to vary between 1 to 3 hectares in size. A number of rural residential nodes have been identified on the Bellarine Peninsula, not Point Lonsdale. These nodes may be developed but not expanded.

Clause 21.13 – Coastal areas

This Clause identifies pressures on the coastal environment caused from urban development and seasonal tourism. These issues have an impact on the ecosystems of the coastal environment. It makes references to protecting key coastal townships, with an objective to focus development around existing settlements to prevent linear sprawl along the coast.

Local Planning Policies

There are no local policies within the Greater Geelong Planning Scheme that are specific to Point Lonsdale. A number of municipal wide policies may have limited implications to future growth and change in Point Lonsdale. These include:

- 22.01 Discretionary Uses in Residential Areas
- 22.06 Subdivision, Excisions and Dwellings in Rural Areas
- 22.20 Cultural Heritage

It is noted that the Local Policies of the Greater Geelong Planning Scheme are subject to change as part of the LPPF review process currently underway and Amendment C129. In the review it is anticipated that the key Local Policies of relevance to Point Lonsdale will include:

- 22.01 Discretionary Uses in Residential Areas (as existing)
- 22.03 Assessment for retail planning applications
- 22.05 Agriculture, rural dwellings and subdivision
- 22.06 Tourism development in rural areas
- 22.09 Cultural Heritage

Borough of Queenscliffe

Municipal Strategic Statement

The Borough of Queenscliffe Municipal Strategic Statement sets out a framework of strategic planning policies and objectives to guide land use and development in the Borough until the year 2012. It provides a context and rationale for the land use and development provisions in the Queenscliffe Planning Scheme.

Clause 21.05-1 Settlement

Planning for settlements is important because the Borough is an attractive and sought-after environment. This results in a challenge to accommodate the permanent population, commercial and business activity, temporary residents and holiday makers. Household sizes are declining, and it is becoming increasingly important to maintain the liveability, amenity and character of the Borough.

Clause 21.05-2 Environment

The environment of the Borough is important due to areas of international environmental significance, the valuable resources it provides, and the high level of biodiversity that exists.

Clause 21.05-3 Living

The limited range of housing opportunities and the strong decline in household size mean that planning for living is crucial. The liveability, amenity and character of residential areas should be maintained and new housing should preserve the natural environment and minimise offsite environmental effects.

Clause 21.05-4 Economic Development

Tourism is emphasised as one of the principle industries in the Borough, sustaining the local economy and providing employment opportunities. The industry relies on coastal landscape assets and the distinctive heritage character of the Borough.

Clause 21.05-5 Infrastructure

Community Services and Facilities are integral to the community and are important due to the large elderly population. Youth services are equally important because of the relative isolation of the Borough. Community facilities need to be provided to cater for all age groups.

Transport, Traffic and Parking are highlighted as necessary to the future development of the Borough in order to maintain links with Melbourne and Geelong and to maintain accessibility and marketability. It is also important to manage traffic and parking demands in both Point Lonsdale and Queenscliff.

Physical Infrastructure is essential for residents, businesses and visitors. Although the Borough is well-served, infrastructure is expensive and usually has a limited life span, requiring effective management to ensure longevity and replacement. In addition new infrastructure should be sympathetic to the character and environment of the Borough. 21.05-5 notes that the underground reticulated drainage system in Point Lonsdale requires extension. An upgrade of the system is needed to ensure the impact of new development is minimised, and the social and economic cost of flooding is avoided.

Local Planning Policies

There are a number of general local policies within the Queenscliffe Planning Scheme that apply to Point Lonsdale. These include:

- 22.01 Advertising Sign Policy
- 22.02 Physical Infrastructure Policy
- 22.03 Heritage Policy

The Urban Character Policy at Clause 22.04 specifically applies to Point Lonsdale. The purpose of the policy is to recognise and protect the cultural heritage and natural coastal atmosphere which distinguish the Borough's special character. For Point Lonsdale, the policy aims to

- ensure development maintains, enhances and harmonises with the distinguishing natural coastal identity
- ensure development does not reduce the integrity of significant areas of intact native or remnant indigenous vegetation
- provide for the enhancement of private gardens and public roads using native vegetation to contribute to the natural coastal character
- require new development to have regard to the retention of existing vegetation and the prevailing scale, height, siting, fencing and driveway design, materials and finishes of buildings and works in the natural coastal area.

The policy includes sub clauses which relate to Queenscliff, Point Lonsdale and Foreshore Areas. The latter two are relevant to the Structure Plan and include policy statements and design standards for Site Layout, Building Design, Building Height and Setback and Fencing, Driveways and Landscaping.

Zones and Overlays in Greater Geelong and Borough of Queenscliffe

Zones

The urban area of Point Lonsdale is predominantly residential with a town centre. The residential area is surrounded by farming and rural conservation areas.

Residential 1 Zone

The majority of land within the town is zoned Residential 1, extending from Murray Road through to Ocean Road covering the well established residential areas of the town, as well as a large empty parcel of land between the Bellarine Highway and Shell Road. The purpose of this zone is to provide for residential development at a range of densities with a variety of dwellings.

Public Park and Recreation Zone

Part of the foreshore area, Lonsdale Bay, and a section of the lookout from Ocean Road are zoned PPRZ. The purpose of this zone is to recognise areas for public recreation and open space, protect and conserve areas of significance where appropriate and to provide for commercial uses where appropriate.

Public Conservation and Resource Zone

Some areas of the foreshore, parts of land adjoining Queenscliff and Lake Victoria are zoned PCRZ. The purpose of this zone is to protect and conserve the natural environment and natural processes for their historic, scientific, landscape, habitat or cultural values, to provide facilities which assist in public education and interpretation of the natural environment with minimal degradation of the natural environment or natural processes and to provide for appropriate resource based uses.

Business 1 and 4 Zones

A strip of land along Point Lonsdale Road between Kirk Road and Admans Street is zoned B1Z. The purpose of this zone is to encourage the intense development for retailing and other complementary commercial, entertainment and community uses.

A parcel of land encompassed by Fellows Road, the Bellarine Highway, Yarrum Creek Road and the Bellarine Rail line is zoned B4Z. The purpose of this zone is to encourage the development of a mix of bulky goods retailing and manufacturing industry and associated business services. Currently this parcel of land remains undeveloped.

Special Use Zone

The Lonsdale Golf Club is zoned SUZ3. The purpose of this zone is to provide for the use and development of private golf courses and to ensure that the use and development of land for private golf courses does not prejudice the amenity of the surrounding areas.

Farming Zone

The majority of the land beyond the residential areas heading inland are zoned Farming. The purpose of this zone is to provide for the sustainable use of land for extensive animal husbandry and crop raising.

Rural Conservation Zone

The purpose of this zone is to conserve the values specified in the Schedules to the zone, to protect and enhance the natural environment, resources and biodiversity of the area, to encourage development that is consistent with sustainable land management practices, and to conserve the cultural significance and character of open rural space.

Land encompassing McDonalds Road near Swan Bay is zoned RCZ. Land south of Lake Victoria is zoned RCZ11.

Sections of land south of Queenscliff Road are zoned RCZ6. The zone schedule seeks to maintain the conservation values for the Saltmarsh Flats and Swan Bay. This area is important for many migratory birds, whilst Swan Bay is a designated Ramsar wetland. This zone has been applied to ensure the retention of the existing vegetation cover and to ensure that the water quality and habitat value of the area is unaffected by inappropriate agricultural use and practices.

Public Use Zone

Sections of land within the town centre are zoned PUZ. The purpose of this zone is to set aside land for public utility, community services and facilities, and to provide for associated uses that are consistent with the intent of the public land reservation or purposes.

Overlays

Design and Development Overlay

The Design and Development Overlay applies to six sites and areas within the Study Area.

DDO10 Fellows Road Point Lonsdale (City of Greater Geelong)

DDO10 seeks to facilitate the development of land between Yarram Creek and Fellows Road in a manner which preserves the environmental integrity of Swan Bay. Buildings and works should be constructed and contained within certain building envelopes and should not exceed 7.5m in height. Existing vegetation should be retained where it is of environmental significance or is important in preventing erosion, and dwellings from wind. The overlay also includes certain requirements for landscaping and building materials.

DDO14 Dwellings Over 7.5 Metres (City of Greater Geelong)

DDO14 applies to the residential area west of Fellows Road and seeks to ensure that dwellings are compatible with the existing scale and character of the area. The overlay does not require a permit for buildings and works other than to construct or extend a dwelling which is more than 7.5m in height, unless under certain circumstances.

DDO2 Point Lonsdale village (Borough of Queenscliffe)

The purpose of DDO2 is ensure that new development in the shopping centre is sympathetic to the distinguishing elements of the natural coastal area and the foreshore area which about the centre. It also encourages improvements that add to the physical variety, interest, safety and convenience of the centre and aims to consolidate and distinguish the commercial functions of the centre from adjacent residential land. A permit is required for all buildings and works and the overlay requires that buildings do not exceed a height of three storeys / 9.5m in height.

DDO3 Foreshore Areas DDO3 (Borough of Queenscliffe)

DDO3 applies to foreshore areas in the township and aims to ensure new development maintains, protects and enhances the distinguishing elements of the urban character of the Foreshore Areas. It also seeks to protect views, ensure new development responds to the coastal environment, and protect substantial vegetation cover and the natural landscape qualities of the coastline. A permit is required for buildings and works unless under certain circumstances. Buildings must not exceed two storeys / 8.5m in height.

DDO4 Point Lonsdale Natural Coastal Area (Borough of Queenscliffe)

DDO4 seeks to ensure that new development maintains, protects and enhances the distinguishing elements of the urban character of the Point Lonsdale Natural Coastal Area. The overlay aims to ensure that the built form is not a dominant visual feature in the area and aims to protect substantial vegetation cover. A permit is required for buildings and works unless under certain circumstances. Buildings must not exceed two storeys / 8.5m in height. It is acknowledged that a lesser building height may be necessary under certain circumstances.

DDO5 Point Lonsdale Contributory Area (Borough of Queenscliffe)

DDO5 aims to ensure that new development maintains, protects and enhances the distinguishing elements of natural coastal character that typifies Point Lonsdale, especially the more established parts. It also encourages respect for existing built form and for development to make a positive contribution to the natural coastal character of more established areas of Point Lonsdale. A permit is required to construct a two storey building or a single storey building of more than 6m in height. Buildings must not exceed two storeys / 8.5m in height.

Environmental Significance Overlay

Four separate Environmental Significance Overlays (ESO) apply to the Study Area.

ESO1 Areas of Flora and Fauna Habitat and of Geological and Natural Interest (City of Greater Geelong)

Within the Study Area ESO1 applies to a site south-west of Gill Road up to the foreshore. Sites covered by the overlay are described as containing remnant vegetation, marsh flats, bird and wildlife habitats and corridors, natural scrub heathland vegetation and river and streamside corridors. The overlay seeks to conserve the flora and fauna habitat and geological and natural interest of these areas. It also aims to ensure that buildings and works maintain the environmental integrity of the land. Permit requirements apply to buildings and works, including fences over 1.2m, the subdivision of land and the removal, destruction or lopping of vegetation, unless under certain circumstances.

ESO2 High Value Wetlands and Associated Habitat Protection (City of Greater Geelong)

ESO2 applies to areas including and surrounding Swan Bay, Lake Victoria and other areas of wetlands. The sites are considered to be of regional, state, national or international significance and are important as habitats for birds and other species as well as threatened native plant or animal species. Among other things, the overlay seeks to maintain the ecological character of the wetlands, protect natural resources and maintain biodiversity. Permit requirements apply to buildings and works, including fences over 1.2m, the subdivision of land and the removal, destruction or lopping of vegetation, unless under certain circumstances.

ESO1 Coastal and Foreshore Areas (Borough of Queenscliffe)

Coastal and foreshore areas are considered to have a high degree of sensitivity to certain forms of development and subdivision. They are described as natural environments with scientific value, ecological biodiversity, significant flora and fauna habitats, and potentially unstable conditions which are susceptible to environmental hazards. They are also considered to be visually important in providing the setting and backdrop to the towns of Queenscliffe and Point Lonsdale. The overlay aims to protect these attributes and includes certain permit requirements to achieve this objective.

ESO2 Swan Bay and Marine Terrestrial Habitats (Borough of Queenscliffe)

Swan Bay and its islands are described as a natural environment of scientific value, archaeological significance, ecological diversity, economic importance and natural heritage value. The overlay aims to protect these attributes and includes certain permit requirements to achieve this objective.

Heritage Overlay

The Heritage Overlay (HO) applies to a number of sites within the Study Area. The HO seeks to conserve and enhance heritage places of natural and cultural significance and ensure that development does not adversely affect that significance. There are a number of permit requirements associated with the HO. The following sites are covered by the HO:

- HO156 (City of Greater Geelong): Geelong-Queenscliff Railway Line between South Geelong and Point Lonsdale.
- HO300 (City of Greater Geelong): "Carlyle" House, 2041-2119 Bellarine Highway, Marcus Hill.
- HO301 (City of Greater Geelong): "Suma Park" Homestead including weatherboard cottage and barn, 2121-2259 Bellarine Highway, Marcus Hill.
- HO76 (Borough of Queenscliffe): Point Lonsdale Lighthouse Heritage Precinct
- HO148 (Borough of Queenscliffe): Norfolk Island Pine, 15 Nicholas Court.
- HO82 (Borough of Queenscliffe): Point Lonsdale Road Cemetery.

- HO84(Borough of Queenscliffe): Point Lonsdale Lighthouse.
- HO149 (Borough of Queenscliffe): “Christmas Tree” Corner of Grimes Road and Point Lonsdale Road.
- HO86 (Borough of Queenscliffe): St James Church, Albert Street.

The HO also applies to several single dwellings and houses within the Point Lonsdale residential area.

Significant Landscape Overlay

The Significant Landscape Overlay applies to three areas within the Study Area.

SLO1 Swan Bay Landscape Area (Borough of Queenscliffe)

Swan Bay is described as a scenic backdrop to the entrance of Queenscliffe. The purpose of the overlay is to preserve Swan Bay's unique landscape features and avoid visual intrusion. The overlay includes a permit requirement for buildings and works except under certain circumstances.

SLO2 Point Lonsdale Lookout and Queenscliffe Lighthouse / Ocean View Car Park (Borough of Queenscliffe)

The lookout and car park are important for their elevated position and access to panoramic views of many of the Borough's most attractive and striking physical features. This overlay aims to maintain views from within these areas by protecting important features of the landscape. It also seeks to protect the landscape from visual intrusion and the removal of remnant coastal vegetation. A permit is required for buildings and works except under certain circumstances and for the removal of any local indigenous vegetation.

SLO3 The Narrows (Borough of Queenscliffe)

The Narrows includes an avenue of cypress trees which provide a bold entrance to the Borough. The landscape is described as being flanked to the south by the steep primary dune, contrasting with the views and landscapes visible to the north of Swan Bay. The purposes of the overlay are to ensure vistas to Swan Bay are not compromised, to maintain the natural coastal landscape character of The Narrows as a break between Queenscliff and Point Lonsdale and to protect the avenue of cypress trees. A permit is required for buildings and works (with the requirement of buildings to be set back 15m from the Bellarine Highway) and for the removal of any indigenous vegetation or cypress tree.

Vegetation Protection Overlay

Two Vegetation Protection Overlays (VPO) apply to parts of the Study Area.

VPO1 (City of Greater Geelong)

VPO1 applies to significant roadsides and linear reserves. Within the Study Area these occur along Shell Road, Queenscliff Road and Knights Road. The vegetation is described as remnant grassland or other significant vegetation which is classified as depleted, rare or threatened at a state-wide level. The VPO requires a permit to remove, destroy or lop vegetation except under certain circumstances.

VPO1 Remnant and Vegetation Protection Area (Borough of Queenscliffe)

VPO1 applies to the majority of the urban area of the township, which is described as having substantial vegetation cover which forms the dominant visual and environmental feature. The overlay aims to recognise these areas and ensure that new development maintains the existing landscape character while protecting and ensuring the long-term future of significant remnant

vegetation. It also encourages regeneration and the use of locally indigenous and native plants. A number of permit requirements are set out under the overlay, including for the removal, destruction or lopping of native or indigenous vegetation including Moonah, Tea Tree and Coastal Heath.

Land Subject to Inundation Overlay (City of Greater Geelong)

The Land Subject to Inundation Overlay (LSIO) seeks to identify and manage land affected by the 1 in 100 year flood or any other area determined by the floodplain management authority. The LSIO applies to portions of sites surrounding Lake Victoria north-west of the existing urban residential area.

Public Acquisition Overlay (City of Greater Geelong)

The Public Acquisition Overlay (PAO3) applies to small sections of the north-western side of the Bellarine Highway within the Study Area. This area is proposed for acquisition by VicRoads for the use of a Category 1 Road (Bellarine Highway).

Amendments & Development Proposals

There are currently four amendment and development proposals that need to be considered as part of the Structure Plan, for which all are located in the City of Greater Geelong. The following amendments or proposals will be discussed in detail in this section, including:

- Stockland Point Lonsdale Residential and Waterways Development, Amendment C150, Greater Geelong Planning Scheme;
- Lonsdale Golf Course Amendment Request, Greater Geelong Planning Scheme;
- McMahon Estate (off Shell Road) Rezoning Proposal, Greater Geelong Planning Scheme; and
- MSS Review, Amendment C129, Greater Geelong Planning Scheme.

Stockland Point Lonsdale Waterways and Residential Development, Amendment C150, Greater Geelong Planning Scheme

The project proposed by Stockland is located on 194.6 hectares of land at the western edge of the township between the Bellarine Highway and Shell Road. Of this, 81 hectares is currently zoned Residential 1 Zone, with the remainder in the Business 4 Zone, Farming Zone and Environmental Rural Zone 6. The proposal, as per the Concept Plan on a following page includes development of 598 dwellings, a retirement village with 170 independent living units, aged care facility for 120 people, and a community hub including 'multi-purpose' community facility of approximately 500 square metres, local neighbourhood convenience retail, potentially a child care centre, and recreation facilities. The proposal also includes active and passive open spaces including environmental conservation management areas, and walking and bicycle pathways. A copy of the amendment detail and EES can be found on the City of Greater Geelong website. The Amendment has been subject to a Planning Panel and EES Assessment process, which are discussed below under 'Amendment C150'.

The Urban Design and Landscape Architecture Report that accompanied the proposal, identifies the context including that the site is surrounded on three sides by rural land uses. A small portion of the site close to Swan Bay is an important Ramsar site. The key principles for the proposal are established in the EES report including, identifying how the proposal responds to the sensitive environment, linkages and residential form and character amongst other things. This

documentation also includes a traffic engineering assessment, environmental management framework, and landscape masterplan.

An Environment Effects Statement (EES) was prepared in conjunction with the proposal as required by the Minister for Planning under the *Environment Effects Act 1978*. It provides a strategic rationale for how the proposed project is considered consistent with the relevant policy direction, including such things as conservation management and township growth. In terms of township growth, the proposed residential development is contained within existing residential 1 zoned land. Economic impacts identified in the Report suggest that the development will inject a capital investment of at least \$330 million dollars into the economy, and that the permanent residents are expected to have a total household expenditure of \$35 million per annum and visitors \$5.8 million. Of this \$2.3 million will be spent on retail goods and services and create approximately 30 full time equivalent jobs in the local retail sector.

In terms of conservation outcomes, the site consists of areas of remnant vegetation, areas extensively disturbed during shell grit mining that have formed into a wetland complex, and areas cleared for farming and grazed for many years. The proposal has been designed to retain areas of native vegetation and minimise impacts on ecological values of the site. The EES identifies that a 56 hectare conservation reserve will be created comprising Moonah and brackish sedgeland, a tidally flushing lake system integrated within the residential development and connected to Lagers Cutting to the north east of the site, and a major wetland and indigenous woodland in the western portion of the site that will provide for water management and that is associated with the lake system.

Amendment C150

Amendment C150 was exhibited by the Greater Geelong City Council with Planning Permit Application PP673/2007 and the Environmental Effects Statement (EES). The Minister for Planning has released his assessment of the EES and the Panel report on the amendment/EES following the Panel hearing in June-July 2008. The Minister for Planning approved the EES in a report dated January 2009.

The amendment applies to 194.6 hectares of existing Residential 1 zoned land located along the Bellarine Highway, Point Lonsdale. The amendment facilitates the Stockland waterways and residential development through the following planning provisions:

- Apply a new Development Plan Overlay Schedule 12 that relates to the 'Point Lonsdale Residential and Waterways Development'. This overlay will require the preparation of a Development Plan identifying the form and conditions of future use, subdivision and development. Schedule 12 is required to ensure that the new residential and open space system proposed for the land is planned, and developed, in a fully integrated and comprehensive manner that has regard to all major planning issues. It includes objectives for Community Design, Public Open Space, Movement Network, Environmental Management, Drainage Infrastructure and Waterway Management.
- Replace the schedule to the Farming Zone to allow the creation of a 35 hectare balance lot, and allow a permit to be issued for the development of a dwelling. An application for a planning permit and two draft Section 173 Agreements that require the provision of infrastructure and the transfer of conservation and open space areas to the Greater Geelong City Council.

The proposed amendment material identifies a range of strategic benefits, including:

- Employment opportunities during both construction, and in the local and regional area through increased population levels and associated multiplier effects.
- Provision of large tracts of public open space.
- Reduction in the potential flood risk to the site and surrounding land.

- Provision of a community centre, aged care facility and retirement village.

The Panel Report recommended approval of the Stockland proposal subject to various modifications to the Planning Scheme Amendment and Permit, and concluded the following key findings:

- The EES for the site provides the basis for approval of the development, and should be accepted, subject to the Panel's further recommendations.
- Amendment C150 to the Greater Geelong Planning Scheme can be adopted, subject to modifications.
- Planning Permit 673/2007 should issue, subject to amended conditions.
- The issue relative to the EPBC Act are satisfactorily addressed and do not provide grounds to prevent the project from proceeding.

The Panel Report states that overall development of the site for residential and community purposes will provide a net community benefit for the locality because it will:

- Provide additional housing in an area that has few opportunities for new development.
- Add to housing choice and diversity.
- Provide additional community services and facilities for both the new and existing communities.
- Make the best use of land already zoned for residential purposes.
- Utilise semi-degraded land in an efficient and best practice manner.
- Provide economic benefits through generation of employment and an increased local economy.
- Create a new conservation area for residents of Point Lonsdale and Queenscliffe.

Concept Plan – Stockland Point Lonsdale Residential and Waterways Proposal



Lonsdale Golf Course Amendment Request Greater Geelong Planning Scheme

The Lonsdale Golf Club has sought a rezoning of part of the current golf course site. The Amendment sought applies to land bounded by Emily Street, Fellows Road, the Buckley Foreshore Reserve and Lake Victoria in Point Lonsdale. The amendment seeks to enable the redevelopment of the Point Lonsdale Golf Course as per the Concept Plan on the following page. The intent of the amendment is to rezone the part of the Golf Course bounded by Fellows Road and Gill Road to facilitate residential subdivision of the land. The proposal includes approximately 100 lots. Acquisition of adjoining rural land, currently owned by the Hanley family, would be consolidated with the remainder of the existing Golf Course to create a newly designed and constructed 18 hole golf course. A design that includes a new practice fairway, acquisition of a permanent supply of recycled or other useable water, and construction of a multi purpose clubhouse is envisaged.

The request (which has been withdrawn pending completion of the Structure Plan) sought the:

- Rezoning of land from SUZ3 to R1Z to accommodate a residential subdivision.
- Rezoning of land from SUZ3 to PPRZ to accommodate a public park.
- Rezoning of land from RUZ and ERZ11 to SUZ3 to enable extension of the golf course.
- Apply a DDO.
- Amend minimum lot size provisions to the RCZ.

The initial application was accompanied by a Draft Environmental Management Plan (EMP) which addresses key issues pertaining to the site, and provides management guidelines for the development and enhancement of the landscape. A key objective and management focus is the protection and enhancement of conservation values of the site. All design and management decisions are to be made so as to not compromise existing and future environmental values. The Plan is also accompanied by a range of assessments including flora and fauna, hydro-geological, cultural and archaeology, traffic, tree surveys, water resources, social-economic, agriculture, recreation and tourism.

The flora and fauna assessment of the proposed redevelopment of the Golf Course was undertaken by Biosis Research in June 2002. The report identifies potential constraints to development including direct impacts on significant vegetation and fauna habitat including Coastal Saltmarsh, Estuarine Flats Grassland or sedgeland habitat, Coastal Alkaline Scrub or coastal woodland habitat, wetlands, reduction in populations and potential habitat for the Orange-bellied Parrot and disturbance to the continuity of the wildlife corridors. Human activity, stormwater and use of herbicides and other chemicals on quality of wetlands and the flora and fauna on the site is identified as potential impacts on the site. A draft Environmental Management Plan prepared by Philip Liston Landscape Consultant suggests mechanisms for management of these constraints and suggests that the impacts can be managed by the Golf Club as part of the management plan. This draft Plan is based on the Biosis research undertaken six years ago.

The draft Environmental Management Plan states there are two isolated Aboriginal artefact sites, one outside of the site boundary and the other is located where no specific works are planned as part of the redevelopment proposal. Ongoing consultation with the Wathaurong Aboriginal Cooperative will occur throughout development or works on the site.

Lonsdale Golf Club Concept Plan



Hole Number	Mens Metres	Par	Ladies Metres	Par
1	350	4	300	4
2	175	3	155	3
3	520	5	450	5
4	420	4	350	4
5	340	4	300	4
6	150	3	100	3
7	350	4	340	4
8	165	3	150	3
9	300	4	300	4
Total	2840	34	2575	34
10	420	4	370	4
11	170	3	155	3
12	520	5	450	5
13	150	3	140	3
14	410	4	300	5
15	460	5	420	5
16	350	4	280	4
17	280	4	255	4
18	420	4	340	4
Total	3130	36	2840	37
Courses Total	6020	70	5415	71



Development Plan Area



Lonsdale Golf Course Re-establishment
Development Plans – November 2005

Figure 4: Development Plan

McMahon Estate (off Shell Road) Rezoning Proposal, Greater Geelong Planning Scheme

An application has been made to rezone 42.2 hectares of land on Shell Road for residential and conservation purposes as per the Concept Plan on the following page. An initial application was withdrawn in late 2007 pending completion of the Point Lonsdale Structure Plan, and a new Concept Plan has recently been submitted in order that it is taken into consideration in the development of the Structure Plan.

The eastern portion of land has been used for shell grit extraction for the past 60 years and is one of the last operating sites remaining in Victoria. The proponent has identified that market demand for shell grit is growing and that the business remains profitable although requiring significant investment in the construction of a new plant and purchase of new heavy machinery in order for the business to remain on the site for the next 10-20 years. A large majority of the shell grit is now imported to the site and washed on site, using water from Lake Victoria, before sale.

The initial application was accompanied by a flora and fauna assessment, sampling and analysis and hydro-geological assessment. Significant flora and fauna species were identified on the western portions of the site adjacent to Lake Victoria which limits development opportunities in these areas and would require careful environmental considerations for the remainder of the site.

The new concept plan provides for:

- A large farming lot (53 percent of total site area); and,
- A balance lot (47 percent of total site area) comprising:
 - Residential land providing for approximately 180 dwellings (14.58 ha = 72percent of balance lot).
 - Recreation facilities, including a sports oval and bowls club (4.11ha = 20 percent of balance lot).
 - A conservation park at the lake's edge, providing opens space and viewing areas for Lake Victoria (1.67ha = 8 percent of balance lot).

The proponent has identified the following features of the proposal:

- Removal of the existing shell grit industry currently operating of the shoreline of Lake Victoria, and remediation of the site.
- Retention of over 50 percent of the site for farming purposes.
- Provision of a 100m setback between the developable area and the shoreline of Lake Victoria to ensure habitat protection and revegetation opportunities.
- Revegetation and remediation of the edge of Lake Victoria to re-establish important habitats for waterbirds.
- Provision of land for centrally located, readily accessible and sustainable recreation facilities to meet the needs of existing and future residents of Point Lonsdale.
- Provision of a viewing platform in the Conservation Park, to allow managed public access to views of Lake Victoria.
- Potential for the retention of historic shell grit buildings within the Conservation Park.
- Appropriate floodplain management.
- Provision of pedestrian and cycle paths and facilities throughout the development and linkages to surrounding areas.

McMahon Estate (off Shell Road) Rezoning Proposal Concept Plan



City of Greater Geelong Amendment C129 Municipal Strategic Statement Review

This Amendment was prepared by the City of Greater Geelong and applies to all land within the municipality. It seeks to implement recommendations of the Municipal Strategic Statement Review of Clause 21 – Municipal Strategic Statement and Clause 22 – Local Planning Policies, and also the way in which Council applies zoning and overlay controls.

Changes sought by amendment C129 include:

- Implementation of the Housing Diversity Strategy 2007 through rezoning identified Residential 1 Zone into Residential 3 zone with the inclusion of a new schedule.
- Implementing the Rural Land Use Strategy 2007.

The revised Municipal Strategic Statement and Local Planning Policy Framework more clearly articulates:

- The key issues and influences on future land use development in the municipality.
- Council's land use and development objectives for different places and circumstances in the municipality.
- The strategies by which Council intends to achieve the stated objectives.
- The planning tools and supporting initiatives that Council intends to implement to support the objectives and strategies contained in the LPPF.
- The new LPPF is expected to be a clear driver of more sustainable development, and expected to produce positive social and economic benefits for Geelong.

The City of Greater Geelong has adopted the amendment with various changes following consideration of the Panel report and has sent the amendment to the Minister for approval.



TOWNSHIP GROWTH

Introduction

In order to determine the future needs for types and scale of land use activity it is necessary to examine growth projections and estimates. The extent of these changes and the way in which they can be accommodated will be determined by various constraints. In Point Lonsdale the natural environment poses the greatest limitation to urban expansion. Examination of all these aspects will lead to identification of growth boundary, identification of township role, and the preferred size and scale of the township.

Key Policy Influences

The following existing reports and policy documents relate to the Township Growth theme:

- Coastal Spaces Recommendations Report, DSE (April 2006)
- Coastal Spaces Landscape Assessment Study (September 2006)
- Ramsar Convention on Wetlands (1971)
- Melbourne 2030, DSE (2002)
- Urban Development Program Annual Report, DPCD (2007)
- Victorian Coastal Strategy, Victorian Coastal Council (2008)
- Bellarine Peninsula Strategic Plan 2006 – 2016, City of Greater Geelong (2006)
- G21 The Geelong Regional Plan – A Sustainable Growth Strategy, G21 Alliance (2006)
- Housing Diversity Strategy, City of Greater Geelong (2007)
- Point Lonsdale village and Foreshore Area Urban Design Framework, Borough of Queenscliffe (2002)
- Economic Development Strategy 2005 – 2010, City of Greater Geelong (2005)
- Economic Development Strategy, Borough of Queenscliffe (2006)
- Rural Land Use Strategy, City of Greater Geelong (2007)
- Stormwater Management Plan, City of Greater Geelong (2003)
- Urban Growth Strategy, City of Greater Geelong (1996)
- Environmental Management Strategy 2006-2011, City of Greater Geelong (2006)
- Amendments & Development Proposals

Sustainable Urban Form

Achieving a more sustainable urban form is paramount to establishing principles for growth and expansion of Point Lonsdale. Whilst the principles of 'urban consolidation' may be more readily applied to larger centres, the environmental and social benefits of consolidating growth remain. These include: preservation of the natural vegetation, significant coastal environment and landscapes surrounding the township; reduced encroachment on productive agricultural land; reduced travel distances and car dependency; making public transport more viable and supporting more energy efficient modes of travel; making better use of existing infrastructure; and adding life and vitality to a place. These issues are elaborated on below in relation to Point Lonsdale.

Landscape Setting



Water bodies including Swan Bay above and their sensitive foreshore environment.



The Railway line and rural backdrop to the township.

State planning policy is committed to directing urban growth into existing settlements. Point Lonsdale is surrounded by a number of topographical and physical features that limit the outward expansion of the township. Some of these provide physical constraints to development and others form an important part of the landscape setting. They include:

- The water bodies of Bass Strait, Port Phillip Bay and Swan Bay to the south and east including the significant and sensitive coastal and foreshore areas;
- Lake Victoria and adjoining wetlands connecting to Swan Bay, located immediately to the west of the current residential area, is an area valued for its scenic qualities and birdlife. The *Coastal Spaces* report identifies this area as a "...seasonally inundated landscape found between Point Lonsdale and Ocean Grove...." The natural feature of Marcus Hill to the north-west which provides a topographical and scenic backdrop to the township, and contributes to the sense of entry to Point Lonsdale. Marcus Hill is seen as a definitive green wedge buffer from potential outward expansion of Ocean Grove and Geelong in order to maintain Point Lonsdale as a separate township; and
- The urban / rural interface creating a 'hard' township edge where the residential development stops abruptly before the agricultural land. This type of edge makes it easy to distinguish where the town finishes and the hinterland begins. It also provides a contrast with the landscape. A number of developments have been proposed beyond the current edge that may lead to the creation of a new township edge.
- The railway line to the north acts as a 'built' edge corridor to the township.

Social and Community Profile

The following basic community profile, based on ABS data, Department of Sustainability and Environment (DSE) Know Your Area Data, and the *Geelong Economic Indicators Bulletin 2006-2007*, provides a context to the Structure Planning process, and includes:

- The existing population of the town of Point Lonsdale is 2,477 people (2006 ABS), with a significant non-resident population (approx. 51%) contributing to an increase at key times of the year.
- The median age of persons in Point Lonsdale is 52 years old, which is significantly higher than the Melbourne Statistical Division (MSD) median age of 36 years (2006 ABS).
- There is a higher proportion of older adults in Point Lonsdale with 47% of the population 55 years and over. In comparison, 23% of the MSD are 55 years and over (2006 ABS).
- Approximately 55% of population will be over 55 by 2021, compared with 13% of school or preschool age.
- The current household size in Point Lonsdale is 2.2 persons per dwelling. This is lower than the Victorian average of 2.6 persons per dwelling;
- There are more single person households, approximately one third (38% by 2021), and less households with dependents (18% by 2010) than the MSD average.
- There are a total of 2,205 private dwellings in Point Lonsdale. The majority of these (90%) are separate houses.
- Without the proposed Stockland development the total population of Point Lonsdale is expected to remain stable, with an increase in dwellings and a decrease in household size.
- The median household income in Point Lonsdale is \$883 per week, which is below the MSD average of \$1079 per week.



An ageing population into the future.

An examination and identification of social infrastructure priorities in association with future population change and growth in Point Lonsdale has been undertaken by Collaborations. This work identifies issues of significance in relation to the future urban development and growth of the township and the future social infrastructure requirements to meet anticipated service needs. A detailed discussion of this work is provided under the Activities Theme: Community / Civic / Social.

Residential Growth Projections

Projected Permanent Population

Point Lonsdale has a permanent and non-permanent population, reflective of its role as a holiday destination. For the purpose of the Structure Plan, as shown in the table below, it is estimated there will be a total increase in permanent population of 1,229 residents in Point Lonsdale by 2021.

The table below has been compiled by Urban Enterprise and provides a summary of the estimated permanent population projection as a result of new subdivisions and infill development by 2021. The population projections presented below have been calculated utilising a range of sources including the following:

- i.d. consultants G21 projections for the Borough of Queenscliffe, 2008.
- The Bellarine Peninsula Land Use and Residential Lot Supply Report, 2005.
- Current building approvals data.
- Stockland EES and Lonsdale Golf Course EES.

It should be noted that the Bellarine Strategic Plan identifies population projections based on 2004 projection data sourced from the Department of Sustainability and Environment (DSE) for Point Lonsdale. This data is deemed obsolete as it is based on the 2001 Census and has been developed using state wide multipliers, without taking into account local trends.

Table: Projected Increase in Permanent Population, Point Lonsdale Town Area, by 2020

Residential Land	Total Dwellings	Permanent Pop.
New dwellings in infill sites and medium density subdivision of land	166	58
Potential decrease in population from decreasing household size	-	-119
Lonsdale Golf Course Subdivision	100	95
Stocklands	768	1,195
Total Increase	1018	1,229

Source: Compiled by Urban Enterprise, March 2008

This projection is based on the following assumptions:

- An estimation that 51% of dwellings are likely to be permanent residents and the average household size is estimated at 1.91 by 2020 (i.d. consultants, G21, 2008).
- The potential decrease in population from decreasing household size is only applicable to the City of Greater Geelong section of Point Lonsdale. Existing population is estimated at 868 in the City of Greater Geelong area of Point Lonsdale. Based on the projection that household sizes will be decreasing from 2.2 to 1.9 persons per dwelling it is estimated that there will be an overall decrease in population from the existing dwellings of 119 persons.
- The proportion of permanent resident dwellings to holiday homes has remained consistent between the 2001 and 2006 Census at 51%. It is reasonable to assume this trend will continue.

The EES for the Lonsdale Golf Course development considers that 80% of dwellings will be occupied by permanent residents however this is considered high and inconsistent with the existing township. Further, dwelling numbers at Stockland and Lonsdale Golf Course redevelopments are estimates based on unapproved concept plans and are yet to be confirmed.

Non-permanent Residential Population

According to the *City of Greater Geelong Economic Indicators Report 2006-2007*, Point Lonsdale's proportion of unoccupied dwellings were at 1,138 dwellings (51.6%) in the 2006 / 07 period. The projected total visitation (non permanent residential population) in Point Lonsdale is estimated at 533,414 visitor nights per annum by 2020. Importantly, the majority of visitors to Point Lonsdale stay in holiday homes given the lack of other tourist accommodation facilities.

Existing visitation to Point Lonsdale has been estimated using the Urban Enterprise Population and Visitor Estimator (PAVE). There are a total of 478,576 visitors to Point Lonsdale annually. These account for an estimated 339,789 daytrip visitor days and 138,787 overnight visitors per annum. January is the peak month for visitors to Point Lonsdale and during the month population swells to 8,305 persons per day on average, in comparison to the population in quieter months which is as low as 2,879 in May.

The projected additional visitor nights from new residential development is shown in the table below. It is estimated that new developments (infill development, Stockland proposal and the Lonsdale Golf Course development) will generate 99,628 visitor nights to Point Lonsdale. These figures are based on an estimated 346 visitor nights per holiday house, and the Stockland's EES, prepared by Essential Economics, Page 17.

Residential Land	Additional Visitor Nights
Additional dwellings and infill dwellings in Point Lonsdale	28,718
Proposed Stockland subdivision	53,610
Proposed Lonsdale Golf Course subdivision	17,300
TOTAL INCREASE	99,628

Source: Based on Urban Enterprise, PAVE model, March 2008

Infrastructure Capacity

The capacity of Point Lonsdale's infrastructure is important to determine whether it will limit growth, and how new development can respond to any infrastructure constraints. Completion of this section awaits information from service providers.

Roads

The existing public road network is constructed to an acceptable standard for future urban development. Historically, roads in the Borough of Queenscliff part of Point Lonsdale have been designed with grass verges, and only in more recent development have incorporated constructed kerb and channel and provision for drainage. Parts of Point Lonsdale in City of Greater Geelong have, in contrast, been constructed with rollover kerb and channel.

Additional road reserves within future subdivision development will be required to adhere to council road construction standards. The following road issues are important for new roads:

- Incorporating water sensitive urban design principles into road design.
- Where possible, allow for alternative kerb and channel treatments to sealed concrete to reflect the character of grassy verges within Point Lonsdale.

More information on roads is included in the Access: traffic management section of this report.

Electricity

There are no set parameters for the supply of electricity to particular areas of Point Lonsdale with Powercor responding to each individual request as it is received. Every electricity supply requirement is assessed on what has been requested.

The only parameter that is generally adhered to is that all new multi - lot urban residential subdivisions are required to construct new underground electricity assets. It is the subdividers responsibility to make a supply of electricity available to all lots of a subdivision, to enable compliance with the Powercor Planning conditions.

There are no Region specific connection policies. Powercor Connection Policies follow requirements under the Distribution Licence and as required by the Essential Services Commission. All connections to the Powercor Distribution system must also comply with the requirements of the Service & Installation Rules and the Electrical Network Safety Regulations.

Telecommunications

Telecommunications through Telstra can readily be made available. Internet services including broadband / ADSL are available to Point Lonsdale.

Water Supply

Barwon Water has advised that the townships of Point Lonsdale and Queenscliff are supplied with water from the Queenscliff Basins, which are located on high land to the west of the Bellarine Highway. All existing developed areas in Point Lonsdale are currently provided with reticulated water, for which there are no current service provision issues. If the proposed Stockland development occurs, a new 300mm feeder main will be required to augment the existing 450mm main. Additional reticulation mains will be required within that development. The timing of infrastructure upgrade is dependent on the outcome of this proposal.

The existing system has capacity to cope with the current demands including minor additional infill development (each assessed on its merits to determine its affect on the system) plus the Stockland development, with the abovementioned augmentation.

Barwon Water has not catered for any significant outward expansion of Point Lonsdale apart from the Stockland proposal. If the City of Greater Geelong wished to expand Point Lonsdale further to the west, it is likely that Barwon Water would need to carry out significant augmentation works to increase the capacity of the water supply system.

Sewerage

The core of the Point Lonsdale and Queenscliff sewerage system was built in 1971-73, with ongoing expansion through the 1970's and 1980's. Point Lonsdale is serviced via conventional gravity sewerage system along with 6 sewerage pump stations (PS), which collect flows and pump them via a series of rising mains and gravity mains to the Queenscliff PS No.4 (*All pump stations in Queenscliff and Point Lonsdale are named "Queenscliff"*). The Queenscliff Rising Main No.4 then transports flows via Ocean Grove and Barwon Heads to discharge into Barwon Water's Black Rock Water Reclamation Plant (WRP) at Connewarre.

Barwon Water completed the *Bellarine Peninsula Sewerage Management Strategy* (BPSMS) in April 2007. The Study determines a sewerage strategy, which will accommodate existing and future development within Point Lonsdale and the wider Bellarine Peninsula for the next 40 years. The Study concluded that the strategic direction for sewerage on the Peninsula, should involve the continued operation of conventional sewerage systems in the southern and northern areas, involving continued transfer of flows to Black Rock WRP for treatment and disposal / recycling. The expansion of the existing Portarlington Water Reclamation Plant (WRP) would accommodate growth in the eastern Peninsula system. Local treatment and recycled water schemes were investigated for both the northern and southern system, however, these were not feasible, both financially, and from a re-use demand perspective.

In the strategies for the southern Bellarine Sewerage System, of which Point Lonsdale forms a part, Barwon Water assumed moderate growth in Point Lonsdale within the next 20 years. In developing the Bellarine Sewerage Strategy, Barwon Water utilised the *Bellarine Peninsula Land Use and Residential Lot Supply Report 2005*. This report forms the basis for development boundaries and ultimate lot yields for each development area. According to this report, there are approximately 876 zoned residential properties (including Stockland) which are to be developed in the region. As a result of growth identified in this report, Barwon Water has programmed the upgrade of some of the larger infrastructure. The Queenscliff Pump Station and Rising Main No.4 are to be upgraded to cater for existing flows and the future proposed growth. A new pump station will be constructed on the outskirts of Point Lonsdale township to cater for the new Stockland Development, as well as re-lifting all of Queenscliff and Point Lonsdale's flows. This station is to be known as Lonsdale West.

Therefore, based on the strategic outcomes from the *Bellarine Peninsula Sewerage Management Study* (BPSMS), Barwon Water plan to deliver the following projects via its Capital Works Investment Program over the next 10 years, or as development occurs:

- 2008/09 Preliminary upgrade of Queenscliff Pump Station No.4;
- 2010/11 Construction of Lonsdale West Pump Station and Rising Main to Ocean Grove; and
- 2013/14 Complete Queenscliff Pump Station No.4 Pump and Main Upgrade.

Findings from the *BPSMS (2007)* found the pumping station (Queenscliff Pump Station. 4) and rising main (Queenscliff Rising Main No.4) which transfer sewerage from Queenscliff and Point Lonsdale to Ocean Grove are operating beyond their design capacity. Particularly, peak rainfall events as well as peak holiday seasons. Given this situation, the system will require careful management to accommodate growth until after the upgrades have occurred. These assets have been planned for upgrade through Barwon Water's Capital Works Investment Plan (CWIP) for 2013/2014. Barwon Water has undertaken intermediate measures to ensure the current system is managed appropriately until the upgrading works have been completed. These measures, which include installation of an emergency generator, will be carried out in 2008/2009.

Barwon Water made allowances for infill development within Point Lonsdale. Infill development can be accommodated by the existing system, as works, described above, have been programmed to cater for this limited growth. When developing the BPSMS, Barwon Water also made allowances to accommodate the predicted growth in Point Lonsdale as per the *Bellarine Peninsula Land Use and Supply Report (2005)*. The 85 Ha Point Lonsdale Development (Stockland), west of Point Lonsdale was identified by Barwon Water in the BPSMS. The current development proposal

contains a total of 660 medium and high density tenements. The area will be serviced via a modified conventional gravity sewerage network comprising several sewerage pump stations. The developer constructed infrastructure will connect to a proposed new pump station adjacent the development. The 'Lonsdale West Pump Station' will act as a re-lift station, transferring flows from Point Lonsdale and Queenscliff (Queenscliff Rising Main No.4) as well as the Stockland Development to Ocean Grove. The expected timing for these works is 2011/2012. If development were to expand beyond this, it would be necessary that Barwon Water reassess the situation with regards to sewerage, as the system has not been designed to cater for any additional growth beyond what is predicted in this report.

Therefore, from a sewerage point of view, Barwon Water has completed a study which has determined a strategy to accommodate existing and future development within Point Lonsdale over the next 40 years.

Gas

Gas is supplied by TXU and there is adequate system capacity for proposed development in Point Lonsdale.

Climate Change



The low lying wetlands around Swan Bay.

General understanding about the extent of climate change, and its causes and effects, has increased dramatically in recent years. Projections and studies by the CSIRO and the Victorian Coastal Strategy 2008 have acknowledged, and work towards quantifying the impact of climate change on sea level rise, storm activity, rainfall and temperature.

Climate Change is expected to have significant implications for coastal areas including Point Lonsdale and its surrounds. The *Coastal Spaces Strategy* suggests these changes generally include:

- Rising sea levels combined with higher temperatures and changes to wind and storm patterns which are expected to increase the potential for erosion and damage to coastal infrastructure, and intensify pressure on biodiversity assets. The impact on a place will depend on topography, elevation and geology.
- Production of more intense low pressure systems off Victoria's coast causing a greater number of extreme storm events and storm surges. Parts of Victoria's coast are more vulnerable to storm surge events, with low lying, sandy shorelines and low lying areas adjacent to estuaries and waterways at most risk.

The Victorian Coastal Strategy 2008 includes policy to plan for a sea level rise of not less than 0.8 metres by 2100. It applies the precautionary principle to planning and management decision making when considering the risks associated with climate change. The 'precautionary principle' advocates taking action now despite a level of uncertainty, to minimise future risks. It requires decision makers to act having regard to the best available science, knowledge and understanding of the consequences of decisions and in the context of increasing uncertainty, to make decisions that minimise adverse impacts on current and future generations and the environment.

The 0.8 metre sea level rise by 2100 policy will be reviewed as scientific data becomes available or when national benchmarks are established.

Of particular note for issues surrounding township growth, is *Ministerial Direction No. 13 - Managing coastal hazards and the coastal impacts of climate change*, for which applies to planning scheme amendments that provide for rezoning from a non urban land use for urban use and development of all land:

- Abutting the coastline or a coastal reserve.

- Less than 5 metres Australian Height Datum within one kilometre of the coastline including the Gippsland Lakes.

Direction No. 13 sets requirements for the Responsible Authority to include in the explanatory report how the proposed amendment:

- Is consistent with the policies, objectives and strategies for coastal Victoria as outlined in Clause 15.08 of the State Planning Policy Framework.
- Addresses the current and future risks and impacts associated with projected sea level rise and the individual and/or combined effects of storm surges, tides, river flooding and coastal erosion.
- Is based on an evaluation of the potential risks and presents an outcome that seeks to avoid or minimise exposing future development to projects coastal hazards.
- Ensures that new development will be located, designed and protected from potential coastal hazards to the extent practicable and how future management arrangements will ensure ongoing risk minimisation.
- Considers the views of the relevant floodplain manager and the Department of Sustainability and Environment.

the *Coastal Spaces Strategy* states further that:

“Notwithstanding the need for more detailed information to assess the impacts of climate change, it should be standard practice to adopt a Precautionary Principle approach when planning for areas likely to be vulnerable to climate change effects, such as estuaries, sandy shorelines and other low lying sites... Whilst the existing Victorian Coastal Strategy 2002 advocates that development should be well set back from the coastline, a conscious change is required to ensure that future subdivision and development approvals actually achieve this, and more importantly, are located away from low lying coastal areas”. (p.9)

The G21 Geelong Regional Plan has also identified specific longer term impact projections for the region that need to be considered in mitigation planning:

The Temperature

- Annual warming of up to 1.4°C by 2030 and up to 4.3°C by 2070. Up to a 50% increase in the number of hot summer days (over 35°C) by 2030 and up to 400% increase by 2070, and
- Up to 40% reduction in the number of frost days by 2030 and potentially no frost days by 2070.

Rainfall

- Annual rainfall decreases likely (changes of +3 to -10% by 2030 and +10 to -25% by 2070) in all seasons, and
- Extreme heavy rainfall events may become more intense.

Drought

- Droughts are likely to become more frequent and longer, particularly in late winter to early spring.
- Dry conditions that currently occur on average one in every five winter/springs may increase to up to one in three years by 2030, and
- Due to hotter conditions, droughts are also likely to become more intense.

Water resources and fire

- Increased evaporation rates.
- Drier soil likely, even if precipitation increases.
- Decreased average run-off in streams, and
- Hotter, drier conditions likely to increase bushfire risk.

Winds, storms and sea level rise

- Winds are likely to intensify in coastal regions of Victoria, particularly in winter as a result of more intense low pressure systems. Low pressure systems off the east coast of Australia may become more frequent, and
- Sea level rise of up to 55cm by 2070 and 84cm by 2090.

Coastal Environment

Protection of valued environmental qualities



The sensitive coastal environment

The natural coastal environment is intrinsic to the identity and history of Point Lonsdale. The expanse of waterways, dune systems and dense coastal vegetation (tea tree and moonah) surrounding Port Phillip Bay, Swan Bay and Bass Strait frame the township and create sensitive coastal areas that need protection, and limit development. The impact of the built form on the sensitive coastal environment and landscape qualities also needs to be recognised. Growth of the permanent and non permanent population in Point Lonsdale may place greater pressure on the coastal environment. This will occur through intensified activity and use of the coastal spaces and facilities, and the effects of intensified land use and built form adjoining the coastline. The Plan must ensure that growth and land use do not erode the integrity of the sensitive coastal environment.

Of note to the project, is the Swan Bay Integrated Catchment Management Committee (SBICMC) which oversees the Swan Bay Integrated Catchment Management Project. The project addresses priority issues affecting catchment, coastal and marine ecosystems on the Bellarine Peninsula. The SBICMC have identified the following areas surrounding the Point Lonsdale township as of environmental significance:

- Swan Bay – a component of the Port Phillip Bay (western shoreline) and Bellarine Peninsula Ramsar site.
- Swan Bay and the majority of the Point Lonsdale coastline and offshore between Clarkes Beacon and west of the lighthouse – components of the Port Phillip Heads Marine National Park.
- Buckley Park Foreshore Reserve – a high biodiversity vegetation corridor which includes important ecological vegetation communities.
- Lake Victoria, Freshwater Lake, Salt Lakes 1 and 2 (all components of the Lonsdale Lakes Wildlife Reserve), adjoining wetlands on private properties including the wetlands on the Stockland site and wetland ponds adjacent to the Point Lonsdale Golf Course.
- Remnant coastal moonah woodland vegetation (FFG listed threatened community) occurs in pockets throughout Point Lonsdale township, foreshore areas and along some roadsides. Coastal saltmarsh vegetation (vulnerable in Otway Plain), chaffy saw-sedgeland (regional significance); outcrops of heathy woodland.

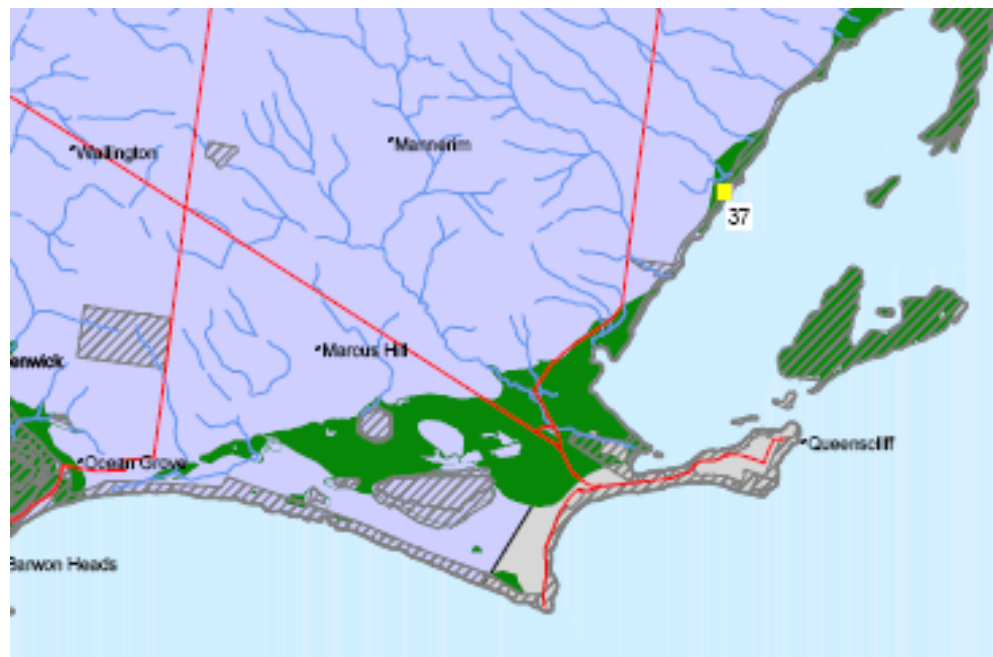
Salinity

The Corangamite Catchment Management Authority (CCMA) is currently preparing mapping of salinity prone areas for both municipalities to inform the application of a future Salinity Management Overlay (SMO). Initial mapping indicates the presence of salinity through northern and western fringes of the township. More definitive high resolution salinity mapping will be completed later this year.

Acid Sulfate Soils

Coastal acid sulfate soils are naturally occurring soils which have formed over the last 10,000 years under waterlogged or anaerobic conditions, and are not of concern in areas where soils remain undisturbed. Where soils are disturbed, however for drainage or construction, oxidation of the soil occurs and sulfuric acid is produced. This acid leachate, as well as aluminium, iron and heavy metals this releases from the soils, can have a significant and detrimental impact on lowland environments and estuarine water quality, and result in significant impacts on infrastructure such as pipes and bridges.

Mapping of potential ASS by the Department of Primary Industries has identified significant parts with the Point Lonsdale area are potentially affected. Disturbance of these areas should be avoided or mitigating works undertaken to ensure any potential impacts are appropriately managed and do not damage the environmental qualities and health of the area.



Extract from the Coastal Acid Sulfate Soil Hazard Map, prepared by the Department of Primary Industries. The green areas show the extent of probable Acid Sulfate Soils, and grey hatched areas show public land. Source: www.dpi.vic.gov.au

Heritage, Character & Identity



Point Lonsdale has its own visual identity which is valued by residents and visitors to the township. A feature of this is the examples of significant built heritage in Point Lonsdale, particularly in 'old Point Lonsdale'. Heritage makes a strong contribution to the character of Point Lonsdale whilst presenting a challenge to future development and subdivision of allotments for infill development. The City of Greater Geelong and Borough of Queenscliff have undertaken detailed studies on the urban character of Point Lonsdale. As a result, the built heritage is protected by Heritage Overlays and Design and Development Overlays within the Councils' respective Planning Schemes.

The local policy at Clause 22.04-2 of the Queenscliff Planning Scheme - Point Lonsdale - identifies and provides a clear articulation of the attributes which define the character of old Point Lonsdale, and for which the community wish to retain, including:



- The undulating dune topography and dense coastal tea tree and moonah vegetation within private gardens, road verges and foreshore areas which creates a prevailing natural coastal and informal village atmosphere for the area;
- Predominantly low density development and informal roadways;
- Prevailing low scale, detached early 20th Century residential buildings that recede within the vegetated coastal environment;
- Unique mix and diversity of intact historic holiday town building types varying from Californian, Art Deco, Post War, 1960s and contemporary design;
- Substantial estate properties with large dwellings set within significant areas of remnant vegetation which significantly contributes to the native coastal sense of place;
- The informal road network with limited use of kerb and channel and predominantly grassed road shoulders;
- The predominantly broad and densely vegetated road reserves and relatively indistinguishable front boundaries of private properties; and
- Significant viewlines towards Port Phillip Bay and shorter corridor views to well vegetated dunes.

The character of the City of Greater Geelong part of Point Lonsdale is identified in the Residential Character Study. Generic character characteristics include its 1960s to 1970s urban and seaside dwellings to recent modern seaside and urban style dwellings, lack of front fences and predominantly single storey constructions of brick or timber. The study seeks to integrate the visual cohesion between this part of the township, and the attributes of the Borough of Queenscliffe identified above.

It is important to ensure that new buildings and civic development projects respect and reinforce the identified and valued character of the town. It is important in both Council areas that the particular characteristics are maintained and enhanced, rather than being devalued or lost as development proceeds. Managing the siting, design and appearance of new buildings, their landscape, and their contribution to the streetscape and townscape will ensure that Point Lonsdale's unique character is maintained and enhanced.

Key Influences

The key influences that will determine the township boundary for Point Lonsdale include:

- **Key Policy Influences** State and Local planning policies are committed to directing urban growth into existing settlements.
- **Sustainable Urban Form** Achieving sustainability principles that aim to consolidate an urban area to preserve the surrounding natural environment, the significant coastal environment and landscapes, protect productive agricultural land; support energy efficient modes of travel including walking, and to make better use of existing infrastructure.
- **Landscape Setting** Recognising the topographical and physical constraints and important landscapes that limit outward expansion of the township. These include Swan Bay, Bass Strait, Port Phillip Bay, Lake Victoria and wetlands, Marcus Hill, railway line, and the 'hard edge' between the urban and rural interface.
- **Social & Community Profile** Supporting an expected ageing population and smaller household dynamic in the township in the future.
- **Residential Growth Projections** Providing for an increased permanent population of 1,229 residents in Point Lonsdale.
- **Infrastructure Capacity** Ensuring that growth and expansion of Point Lonsdale can be supported by infrastructure.



- **Climate Change** Planning to reduce the impact of climate change on the township which may amongst other impacts, witness sea level rise of up to 55cm by 2070 and 84cm by 2090.
- **Protecting Coastal Environment** Protecting the expanse of waterways, dune systems and dense coastal vegetation (tea tree and moonah), including Port Phillip Bay, Swan Bay and Bass Strait which are sensitive areas, require protection, and provide development constraints.
- **Heritage, Character & Identity** Recognising that heritage makes a strong contribution to the character of Point Lonsdale whilst presenting a constraint to future development and subdivision of allotments for infill development.



ACTIVITIES

Introduction

The Activities theme relates to the location and intensity of various land use activities in Point Lonsdale, having regard to the broad aim of creating a sustainable community. The key issues and information for 'Activities' in Point Lonsdale has been obtained from the review of existing reports and policy documents and site survey work undertaken by the consultant teams of Planisphere, Urban Enterprise and Collaborations.

Key Policy Influences

The following existing reports and policy documents relate to the Activities theme:

- Melbourne 2030, DSE (2002)
- Urban Development Program Annual Report, DPCD (2007)
- Bellarine Peninsula Strategic Plan 2006-2016, City of Greater Geelong (2006)
- The G21 Geelong Region Plan – A Sustainable Growth Strategy, G21 Alliance (2006)
- Urban Growth Strategy, City of Greater Geelong (1996)
- Point Lonsdale village and Foreshore Area Urban Design Framework, Borough of Queenscliffe (2002)
- Housing Diversity Strategy, City of Greater Geelong (2007)
- Economic Development Strategy 2005-2010, City of Greater Geelong (2005)
- Economic Development Strategy, Borough of Queenscliffe (2006)
- Geelong Economic Indicators Bulletin 2006 – 2007, City of Greater Geelong (2006)
- Industrial Land Supply, City of Greater Geelong (2001)
- Recreation and Leisure Needs Study, City of Greater Geelong (2005)
- Retail Strategy, City of Greater Geelong (2006)
- Rural Land Use Strategy, City of Greater Geelong (2007)
- City of Greater Geelong Planning Scheme provisions.
- Borough of Queenscliffe Planning Scheme provisions.
- Amendments & Development Proposals
 - Stockland Point Lonsdale Residential and Waterways Development, Amendment C150, Greater Geelong Planning Scheme;
 - Lonsdale Golf Course proposal, Greater Geelong Planning Scheme;
 - McMahon Estate (off Shell Road) proposal, Greater Geelong Planning Scheme; and
 - MSS Review, Amendment C129, Greater Geelong Planning Scheme.

Activities Map



- | | |
|---|---|
| Residential | ① Stockland Site |
| Rural / Farming | ② McMahon's Shell Grit Mining Site |
| Town Centre Retail | ③ Lonsdale Golf Course |
| Peripheral Retail / Supplies | ④ Hanley Family Land |
| Community | ⑤ Bellarine Peninsula Health Service Site |
| Public Foreshore Land | ⑥ Golightly Caravan Park |
| Tourist / Accommodation | ⑦ Murray Road - Vacant Residential Land |
| Education | Core Study Area |
| Sports / Recreation | |
| Health | |
| Utilities | |
| Government | |
| Existing Residential Zoning - Proposed Stockland Site | |

Activities

Point Lonsdale Structure Plan

client | City of Greater Geelong and Borough of Queenscliffe

date | Feb / 08

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Housing

Residential



Single detached dwellings dominate the residential landscape of Point Lonsdale. Building approvals data for the period 2005 to 2007 indicate that single dwellings are the preference for residential development in Point Lonsdale, with a total of 113 new dwelling building permits issued in Point Lonsdale over this three year period - an average of 37 per year. According to the City of Greater Geelong *Economic Indicators Report 2006 – 2007*, a total of 32 new dwelling approvals were issued in Point Lonsdale (Borough of Queenscliffe) in 2006/07 with a value of \$12.48 m.

There has been limited release of new land in Point Lonsdale in the past few years, therefore urban growth has been limited to infill development and subdivision of existing residential allotments. There have been a total of 41 lots created by subdivision of the existing residential area in Point Lonsdale. This is an average of 13 lots a year. In the Borough of Queenscliffe there have been 21 two lot subdivisions and 1 three lot subdivision granted in the past two year period. Over the same period there has been one demolition of a heritage listed dwelling. This has resulted in an additional 24 lots in the existing residential area of the Borough of Queenscliffe part of Point Lonsdale. In the City of Greater Geelong part of Point Lonsdale, planning permit information indicates there have been 13 two lot subdivisions and 2 three lot subdivisions. These have created an additional 17 lots within the existing developed residential land.

Recent construction of medium density residential development has included 'shop top' housing, above retail premises in the Point Lonsdale village. This form of housing has been successfully integrated into the township due to its location at an activity centre, the coastal views, and the quality of its design. There is potential for consolidation of sites and redevelopment of remaining sites within the shopping centre for similar three storey retail/apartment style development.

The lack of new residential estates has placed pressure on the existing residential zoned land with increasing values and greater redevelopment and subdivision of existing residential land. The impact of infill development can in some instances see erosion of the valued character of Point Lonsdale i.e. built form becoming a dominant feature of the landscape. Alongside the existing planning scheme controls to facilitate quality built form outcomes, release of some land for residential growth where appropriate may reduce the pressure for infill development and subdivision in the existing residential areas.

The City of Greater Geelong's Housing Diversity Strategy (2007) has identified where different housing densities are appropriate within that municipality. Areas for medium to high density development are considered Key Development Areas and Increased Housing Diversity Areas. All areas defined as Incremental Change Areas can accommodate some medium density housing where it is appropriately managed. The part of Point Lonsdale within City of Greater Geelong is an Incremental Change Area, and as such the Residential 3 Zone will be applied to ensure that unit development is more consistent with the conventional suburban character of these areas.

There are two major plans of subdivision currently prepared for land in the town which, if approved, will provide for an additional 868 lots (the Lonsdale Golf Course subdivision and the Stockland site). In addition to these two sites, there are three further sites in Point Lonsdale with potential for residential development, including the Hanley Family Land, McMahon's Estate and Council owned land. These sites are identified on the Activities Map and are detailed in the following list.

Note that aspects of discussions with key landowners are confidential so can not be identified in this report.

Overview Proposed Residential Development Sites

Stockland Point Lonsdale Residential and Waterways Development

The site adjoins the western edge of the existing Point Lonsdale township and extends from Fellows Road along Shell Road and the Bellarine Highway.

The key features of the development include:

- Approximately 598 residential dwellings comprising detached dwellings, apartments and town houses on land to the south of the Bellarine Highway;
- A retirement village with approximately 170 independent living units and supporting facilities;
- A community hub including local neighbourhood scale convenience retail and recreation facilities within the northern edge of the estate adjacent to the retirement village;
- Extensive open space which includes:
 - Waterway open space area comprising the waterways and lake system (approximately 17.8);
 - Environmental open space incorporating conservation management areas which will retain and restore significant native vegetation and fauna habitat (56 ha); and
 - Local open space comprising a large local park surrounding the central lake, 2 smaller local parks one at the western edge of the development and the other at the entrance of the Lonsdale Lake Development near Fellows Road (13.7 ha)
 - A tidally-flushed waterway system integrated within the residential development and connected to Lakers Cutting to the north east of site;
 - A network of over 18 km of walking paths and bicycle trails providing connection through the development site and into Point Lonsdale; and
- Provision of a rural lot with an area of approximately 36 ha along the southern side of the Bellarine Highway, maintaining the rural land use and existing character of the western approach into the Point Lonsdale township.

Stockland also own the land north of the proposed residential subdivision and the railway line. Part of this land is currently zoned Farm Zone and part is zoned Business 4 Zone. The sites are currently divided into smaller allotments, some of which comprise operations with existing use rights including light industry type uses such as engineering and carpentry business. The appearance of these sites produce an unattractive entrance to the township. The sites have potential for localised contamination which would require confirmation through any audit process associated with any sensitive uses being established on the site.

Lonsdale Golf Course

The existing golf course site has a total area of 45.7 hectares. 8.9 hectares is currently under long term lease and the remaining 36.8 ha is held in freehold title. The two parcels of freehold rural land proposed for acquisition have both previously been extensively mined for shell grit.

The proposal will create the following residential components:

- 90 standard sized lots (average 590m²)
- 8 medium density lots; and
- 1 integrated lot
- 1 open space reserve

The Golf Course (particularly its clubhouse) currently plays an important role as a community facility. The Golf club has identified that the long term sustainability of the club is uncertain without substantial financial injection of resources into the course, its design and land management. The development proposal provides an opportunity to retain a significant community asset in situ.

Further, due to the encroachment of residential land there are currently two holes not operational within the golf course. This would be addressed in the course's redesign.

McMahon Estate (off Shell Road)

A shell grit and processing operation currently operates from the McMahon Family land on the shoreline of Lake Victoria. The mine has been operating for over 60 years and currently employs 7 staff. A proposal has been prepared by Tract Consultants, on behalf of the McMahon Family to redevelop the eastern portion of the site for residential and community facilities, and the remainder of the site to be devoted to revegetation and open space.

Hanley Family Land

The Hanley Family land is located on the south western outskirts of the existing urban area and is currently utilised for cattle grazing. The property also has a bed and breakfast facility adjoining the family dwelling located off Gills Road. Part of this land is already used by the Golf Course. The site is elevated and enjoys views to the coast and the bay. Whilst the family are not interested in developing the land in the short term, the site has potential for residential or tourist development in the long term.

Part of the land is proposed for use in the extension of the golf course. The land fronting onto Lake Victoria is currently un-used and environmentally sensitive, which limits the potential for farming uses.

Council land

A large parcel of Borough of Queenscliffe owned land is located at the gateway to the town on the corner of Fellows and Murray Road. There is a current proposal on the eastern section of this land for subdivision for 12 to 18 lots.

Residential Land Supply

Development in Point Lonsdale is currently limited to consolidation of existing residential land allotments and a very limited supply of infill development sites. The *Bellarine Peninsula Land Use and Residential Lot Supply Report* (2005) identified an estimated 57 existing infill lots within the City of Greater Geelong area of Point Lonsdale. Since the report was prepared in 2005 over 28 building approvals have been granted for land within the City of Greater Geelong area. Over the same period an additional 17 lots were created by subdivision of existing residential allotments. This indicates that there are around 46 residential allotments remaining in the City of Greater Geelong area of Point Lonsdale. It appears that there is even less supply of land in the Borough of Queenscliffe part of Point Lonsdale.

The consolidation of land within both the Borough of Queenscliffe and the City of Greater Geelong areas is likely to continue and has been occurring at a noticeable rate in the past two years. However, consolidation of land within the township should not compromise the historic and unique character of the "old Point Lonsdale" area as this is an important attractor for residents (both permanent, non-permanent and visitors) to Point Lonsdale. It is likely that subdivision of existing residential land will slow down as the amount of sites suitable for subdivision within the existing residential area decreases.

There has been extensive investigation undertaken for Council in regard to urban growth in the City of Greater Geelong. Council's strategy for managing growth in the Bellarine Peninsula is to direct the majority of growth to Ocean Grove, Leopold and Drysdale / Clifton Springs. However, previous strategic policy has been based on the assumption that the potential yield from the Stockland development will generate an additional 810 residential lots. This is an overestimation by 50 lots due to the environmental constraints of the site based on the current proposal. Based on Council's urban growth strategy alone, it is considered that development of Stockland and the Lonsdale Golf Course sites are appropriate.

The projected population growth is based on the supply of residential zoned and proposed land available. It is outside of the Structure Plan to constrain growth beyond 2021. However, consideration for State policy in addition to the Urban Growth Strategy provides some guidance as to how growth should be managed. State policy suggests that natural boundaries should be utilised to establish township growth boundaries for coastal settlements such as Point Lonsdale. Therefore, whilst the township growth for the Structure Plan is based around existing residential zoned land and proposed land available to 2021, an established township boundary will guide the township's growth and provide a decision making tool should supply run out earlier and / or after 2021.

Part of the Hanley Family's land and the McMahon Family's land could have the potential for longer term residential development, however this is likely to be outside the timeframe of this Structure Plan and would need to include a review of the township boundary identified by this Structure Plan. In addition to this, consideration for such things as the requirements of Ministerial Direction No. 13 – Managing Coastal Hazards and the Coastal Impacts of Climate Change, the role of the township, and management of sensitive environmental interfaces and constraints would need to inform decision making. Lake Victoria is a logical natural feature which provides a boundary for the urban growth of the township, however the environmental constraints for development of sites along its shoreline is recognised as a major constraint to development for residential uses and this would need to be addressed prior to any rezoning and EES processes.

Retail / Commercial



Point Lonsdale has a small, high street style commercial strip along Point Lonsdale Road which plays the role of a neighbourhood centre. As such, it provides basic services and retail shops to service local residents such as its current offer of one medium sized IGA, cafes, takeaway, convenience, newsagent, real estate agents, pharmacist, gifts / specialty. Council does not intend for the future role of the strip to expand. The Springs corner store is outside of the core retail area. Peripheral retail includes the BP service station which is subject to a redevelopment proposal.

Larger townships surrounding Point Lonsdale include Queenscliff, and on a regional level, Geelong, attract escape expenditure, particularly for weekly shopping and dining / takeaway activities.



Point Lonsdale should retain its neighbourhood centre role, and thus continue to provide basic services and retail shops to service local residents. It is considered that the existing centre adequately provides these services. Retail development should focus on further developing the existing retail strip to make it more appealing for local shoppers including such things as improvements to landscaping, street works, as well as investment in shopfronts. It is not considered necessary to increase Business 1 Zone land within the town over the next twenty year period, and competitive retail spaces in the town should not be encouraged. The restaurant / kiosk uses proposed as part of the Golf Course redevelopment, and the convenience store proposed at Stockland development are not considered competitive to the retail strip and are therefore

appropriate. It is likely that the additional population from new residential developments in Point Lonsdale will increase expenditure in the Point Lonsdale village.

There is one parcel of undeveloped Business 4 zoned land in the northern entrance to the town on the corner of Bellarine Highway and Fellows Road. The site is owned by Stockland and there is currently no proposal to utilise this land. It is considered that this is an inappropriate zoning for the land, considering the tourism focus of Point Lonsdale and the location of the land acting as a gateway entry to Point Lonsdale. Therefore an opportunity exists to rezone the land to facilitate tourist accommodation or residential uses. The land opposite this Business 4 site is owned by Borough of Queenscliff Council and is partially sold for residential purposes.

Community / Civic / Social

Social Infrastructure

The development of the Point Lonsdale Structure Plan is based on an integrated approach to the economic, social and environmental sustainability of the future of the town. Consideration of social sustainability in planning requires us to meet the needs of the current generation, without compromising the choices of generations yet to come.

An examination and identification of social infrastructure priorities in association with future population change and growth in Point Lonsdale has been undertaken by consultant, Collaborations. The social infrastructure assessment sought to understand both the demand and supply of social infrastructure in the study area, through a review of available research. It is acknowledged that although considerable consultation and research has been undertaken in recent years, there was no identifiable resource providing comprehensive information regarding the full range of social infrastructure within the study area and the adjacent towns of Queenscliff and Ocean Grove. There is limited analysis of the existing capacity of existing infrastructure to respond to increased or changing needs, the respective catchments for individual facilities and barriers to accessing particular services. In addition, there was no consultation or specific research in relation to social infrastructure and community needs / aspirations.



Point Lonsdale Primary School

Existing Social Infrastructure

For this project 'social infrastructure' includes services and facilities which support and respond to specific life stage needs (eg family and children) and those with more generic functions (eg community meeting space, library services), including:

- Early childhood facilities and service
- Services and facilities for young people
- Services and facilities for older adults
- Community centres
- Community information
- Library services
- Arts and cultural services and facilities
- Community meeting space
- Education (community education, adult education, primary and secondary education)
- Open space
- Recreation
- Community health

As a small township, Point Lonsdale does not have access to a comprehensive range of services. Residents generally have to drive to the larger centres of Queenscliff, Ocean Grove and Geelong for regional services. The main social services include a Primary School, a Community Hall attached to the Primary School, Bellarine Peninsula Health Service, the Country Fire Authority and Surf Life Saving Club. Facilities identified in Point Lonsdale include:

SERVICE FUNCTION	FACILITIES
Recreation	Bowling Club Tennis club / courts Football oval / cricket pitch Lonsdale Golf Club Skate Park Children's Playgrounds Life Saving Club Guide / Scout Hall
Education & Culture	Primary School Churches
Open Space	Walking and cycling track along foreshore reserve to Queenscliff Bellarine Peninsula Rail Trail Foreshore Reserves Beaches
Information & Social Support	Queenscliffe Council Offices (temporary location)
Health & Wellbeing	Bellarine Community Health Medical Centres Ancillary health
Family & Children	Lonsdale Children's Centre Bellarine Community Health
Older Adults	Senior Citizen's Club

It should be noted that a number of these facilities are located outside the study area for the structure plan, however the planning process needs to consider access to higher order facilities and services as well as the provision of local level facilities.

The City of Greater Geelong, Bellarine Peninsula Community Service Plan 2006 – 2016, states with regard to current facility and service use that “...the people of the Borough of Queenscliffe hold the community services in high regard and feel very safe and connected living in the Borough.” The needs of young people, particularly primary aged children are identified as requiring particular attention, with a recommendation that kindergarten and childcare services are improved. Transport research has led to recommendations that “a community transport system be established” to better link communities to existing services and facilities.

The following service areas are under pressure of lacking in the area as identified in a number of Council policies, and the SIA prepared by UrbisJHD for the Stockland proposal:

- children's services, particularly the needs of primary aged children, and improvements to kindergarten and child care services as recommendation in the City of Greater Geelong Bellarine Peninsula Community Service Plan 2006-2016.
- youth facilities;
- aged care;
- public transport;
- health services and programs associated with the Neighbourhood House.
- the Country Fire Authority premises which may not be able to service any future residential development outside the existing township boundary.



Recreation facilities – Ganes Reserve tennis courts and foreshore playground



In addition, the increased social infrastructure demand in relation to any new development in the Point Lonsdale area needs to be considered. The estimated population of the Stockland development will nearly double the permanent resident population. It is noted that a new multi function space is proposed in association with the Stockland development. This includes consulting rooms, meeting rooms, sales office, gymnasium and play facilities. However, the Stockland SIA states that it was “*beyond the scope of the proposal to carry out a comprehensive needs assessment and identify the effectiveness of existing services to meet the needs of the overall population.*”

Future Social Infrastructure

In planning for the responsive and sustainable provision of social infrastructure consideration needs to be given to a number of factors including current and likely future demand, satisfaction, the current and desired level of supply, the location of infrastructure and services in relation to population and transport, and the impacts of social and cultural change.



Point Lonsdale Surf Life Saving Club
above and Bowls Club below.



As the residential population changes and grows over time, it is important that the community's needs are monitored on an ongoing basis and that services and facilities adapt and change. Patterns of demand for community services and facilities are influenced by a range of factors including population characteristics, cultural influences, socio-economic factors (eg. workforce participation, income levels) and access. Demand is informed by quantitative data such as demographic profiles and population forecasts and by qualitative data relating to patterns of use, service satisfaction, lifestyle aspirations and community/cultural values. Refer to the social and community profile earlier in this report for demographic details and trends.

The principles for social sustainability for the Point Lonsdale Structure Plan include:

- Support physical and functional connections between Point Lonsdale and adjacent townships to enable equitable access to community services and facilities.
- Enhance safety, access and connectivity for pedestrians and cyclists within the township and to surrounding destinations.
- Reinforce the role of local facilities in providing opportunities for groups to initiate local activities and opportunities for community participation
- Support community and social interaction through high quality public spaces and a vibrant town centre.
- Optimise community mobility through integrated transport systems.
- Acknowledge and enhance the functions of existing community facilities as a co-located hub of community services and spaces.
- Ensure the connectivity and integration of the new Stocklands development with the existing residential areas.

In addition consideration needs to be given to on-going strategic planning for community services and infrastructure provision to:

- Support and encourage partnerships in the development of sustainable models of provision for community services and facilities to meet local needs.
- Monitor the social outcomes and impact of development and growth.
- Optimise the potential of the neighbourhood hub within the Stockland site to complement the service and facility network and meet the needs of all residents.
- Undertake on-going research to determine facilities and service priorities, including engaging with local communities in determining priorities.

- Respond to community needs and aspirations across different life stages (e.g. Young children and families, young people, mature adults, older adults) in a timely manner.

These principles can guide decision making in the future and also provide a checklist for initiatives and proposals that will shape the future amenity of Point Lonsdale, impact the quality of life and lifestyle choices for residents and visitors.

The outcome for the role and function of existing facilities within the Study Area include:

- Ensuring the presence of staffed information within the town centre, for example the council offices and the community health service.
- Enhancing the role of the existing community facilities and the primary school as a family and children's services hub.
- Building relationships with the primary school and supporting its role as a facility for the whole community (including a base for community education and community events).
- Supporting on-going capacity for the delivery of community health services at the local level.
- Enhancing pedestrian and cycling connections through the town and to local destinations.

It will be important to engage with the local community and all non-council service providers to ensure a co-ordinated approach to optimising and enhancing the capacity of existing facilities and services.

Strategic planning and detailed service planning for the future will need to give consideration to:

- Ensuring that the current strategic review of the community health service maintains access to local health services and information is maintained and built on as a base for other service providers.
- Enhancing the range of recreation opportunities for all ages, particularly young women and older adults.
- Maintaining access to early childhood services (including kindergarten and childcare).
- Improving the distribution of local open space to ensure that all households are within 500m of local open space.
- Facilitating improved public and community transport services to adjacent townships.
- Identifying preferred functions and a service delivery model that will complement the existing service and facility network for the proposed community facility at Stocklands.
- Monitoring service capacity and demand as the population grows and changes to inform co-ordinated and responsive service and facility planning.

In a township such as Point Lonsdale, it is acknowledged that any single facility can play a number of roles and support delivery of a range of different services. The increased social infrastructure demand in relation to any new development in the Point Lonsdale area needs to be considered with regard for the sustainability principles and objectives identified in the above discussion.

Key Civic Sites

There are a small number of publicly owned sites in Point Lonsdale supporting uses that may undergo future review. For example, Bellarine Peninsula Health provides a regional role and may in time require expansion. In its current format, there are issues with inadequate car parking supply. The long term viability of this site may require review during the life of the Structure Plan. The Golightly Caravan Park is located on the foreshore, on land partly owned by the Borough and partly Crown owned, and in recent times has been the subject of consideration regarding its appropriateness as a land use in this sensitive coastal location. The Borough of Queenscliffe has recently determined to sell land owned in Murray Road for residential subdivision.

Industry

The City of Greater Geelong's Industrial Land Strategy provides some guidance as to the appropriate location of industrial uses in the municipality. It is considered that there is no location within the study area suitable for this type of use and in general, the strategy identifies the Bellarine Peninsula as inappropriate for industrial uses. This is due to the "*high landscape quality of the area and its attractiveness as a tourist destination*." The Strategy does however identify an additional 15ha of land in Grubb Road, Ocean Grove for future industrial use that could serve a wider Bellarine Peninsula catchment.

Further, over the long term, existing industrial uses such as the shell grit operation on the Shell Road site should be phased out of the town and replaced with more sensitive uses such as eco-tourism or residential.

Tourism / Events

Tourism is a vital component of the economy of the Bellarine Peninsula and Point Lonsdale as identified in the *Borough of Queenscliffe Economic Development Strategy* (2006). Supporting future tourist opportunities is important to a sustainable economic future for the township.

Existing visitation to Point Lonsdale has been estimated using the Urban Enterprise Population and Visitor Estimator (PAVE). It is estimated that Point Lonsdale attracts around 470,000 visitors annually. This comprises an estimated 340,000 daytrip visitor days and 138,000 overnight visitors per annum. January is the peak month for visitors to Point Lonsdale and during the month the population swells to 8,300 persons per day on average, in comparison the population in quieter months which is as low as 2,900 per day (May).

The majority of visitors to Point Lonsdale stay in holiday homes. It is estimated that potential new development (i.e. infill development, Stockland proposal and the Lonsdale Golf Course development) will generate an additional 99,000 visitor nights to Point Lonsdale, again mostly staying in holiday homes. Therefore, total visitation in Point Lonsdale is estimated at 533,000 visitor nights per annum by 2020.

The *Bellarine Peninsula Strategy Plan* identifies the value of tourism to the Bellarine. Importantly it seeks to protect the assets which attract visitors and are valued by the community including the village character, rural aspects and natural environment amongst others. Strategies include encouraging complementary development of eco-tourism, and establishing a branding or product offering that is synonymous with the Bellarine.

The strategies of local and regional tourism agencies (i.e. Bellarine Peninsula Tourism and the Geelong Otway Tourism) also seek to build on the strengths of the Bellarine Peninsula. This includes directions for promoting the 'Bellarine experience' with a unique coastal environment and landscapes, wineries, and food trails. Increasing the range of quality accommodation opportunities and conferencing facilities, particularly within towns like Point Lonsdale, are encouraged to support extended and encourage visitor stay lengths and support the local economy – refer to discussion below under Visitor Accommodation. The Bellarine is now recognised as a Level 1 destination by Tourism Victoria.

One such initiative is commencement of the 'Bellarine Seafood, Wine and Farm Gate Trail' with State funding. The Trail will promote the region's food and wine products, with significant numbers of new cellar door operators on the Bellarine in the last twelve months. Further, farm produce, the

seafood industry based around Portarlington's fishing and mussel fleet, aquaculture, wineries, popularity for bike riding, walking trails, boutique accommodation and coastal and rural landscapes.

Visitor Accommodation

Apart from holiday homes there is currently a very small supply of commercial tourism accommodation in Point Lonsdale, including:

- Royal Caravan Park
- Golightly Caravan Park
- Point Lonsdale Guest House
- Beacon Resort Big 4 caravan park and a motel
- Lonsdale Villas (individually owned)
- Lonsdale Lighthouse
- Several small bed and breakfast operations



Point Lonsdale Guest House

The low key nature of accommodation and family orientation is a current feature of accommodation options. There is currently a gap in tourism accommodation in Point Lonsdale, particularly in large scale tourism and high quality accommodation that would cater to a wider population and provide a broader economic driver. Tourism development within the town should be located in visually attractive locations. Development of new tourism facilities within the town is likely to result in an increase in tourism visitation to the Point Lonsdale.

In the past two year period there has been around 80 beds lost in the town. The City of Greater Geelong's *Economic Development Strategy* outlines the importance of encouraging tourism development in coastal towns, particularly in the Bellarine Peninsula. The Borough of Queenscliffe's *Economic Development Strategy* suggests that accommodation such as caravan parks are under threat due to higher return from residential development. Caravan Parks are considered an important accommodation type providing low cost holiday accommodation with access to the coast. These uses are generally sited on prime foreshore reserves, and should they be developed for private residential use, would reduce public access.

The Borough of Queenscliffe *Economic Development Strategy* (2006) states that the low occupancy rates in visitor accommodation in the Borough is due to an oversupply of accommodation. Urban Enterprise have undertaken analysis of visitor accommodation as part of this strategy and it is considered that there are many reasons why there could be a low average taking per available room including tired stock, poorly targeted marketing, types of accommodation available and gaps in the supply amongst others. Investigations reveal that the high end accommodation in Queenscliff are performing well (i.e. the Vue Grand), which suggests that the low taking per available room are due to these other reasons, rather than an oversupply of accommodation. This is based on consultation with local operators which identified gaps in the accommodation supply mainly in the high end accommodation and large conference facilities, of which there is none in Point Lonsdale. The recommendations on page 36 of the Borough of Queenscliffe *Economic Strategy* to "allow residential redevelopment to continue to reduce stock to improve occupancy of remaining accommodation"... is potentially contradictory to other recommendations to improve marketing and establish off-season campaigns as well as the objective to increase economic development. Such directions need to be balanced with potential for erosion of character due to inappropriate infill development.

Attractions

Attractions for tourists involve the physical attractions of the coast, the beaches, Rip View Lookout, Buckley's Cave and wetlands. There are also man-made attractions within the town that include amongst others the Lighthouse, Pier, Terminus (Point Lonsdale Guest House), Golf Course, Point

Lonsdale village with its cafes and restaurants and foreshore playground. The Bellarine Railway and Bellarine Peninsula Rail Trail provide recreation opportunities for visitors to Point Lonsdale. In the wider Bellarine area, wine and food trails, boating, fishing and diving tours, Sunday markets, fine dining, heritage trails and the ability to travel by ferry to the Mornington Peninsula are all elements that draw visitors to the area.

There is opportunity to develop a station at Point Lonsdale as part of the Queenscliff Tourist Rail. Refer to section on public transport for more detail.

Events

There is a limited event schedule including the Swim Classic on New Years Day, the monthly community market and the farmers market held at the primary school. There is opportunity to further capitalise on local events such as the Queenscliff Music Festival in terms of venues and tourist accommodation offer; and to further investigate events such as race meets that can utilise the water and flat topography of the township.



BUILDINGS

Introduction

The buildings and built form of a place are a major factor in its appearance, function, character and identity. For example, the relationship of buildings with the street space is important as it can influence whether an area is pleasant to walk around, feels safe and provides for the types of land use appropriate to the locality.

The Buildings theme looks at the 'three dimensional' form of Point Lonsdale. This includes: the height and form of buildings; how they relate to the streets and spaces around them, including foreshore spaces; how to encourage design quality and buildings that support achieving the Activities objectives and actions, and issues of heritage and streetscape character. Achieving improvements to the environmental performance of the built form will be fundamental to this plan.

Key Policy Influences

- Coastal Spaces Landscape Assessment Study (September 2006)
- Melbourne 2030, DSE (2002)
- Siting and Design Guidelines for Structures along the Victorian Coast, Victorian Coastal Council (1998)
- Victorian Coastal Strategy, Victorian Coastal Council (2008)
- Housing Diversity Strategy, City of Greater Geelong (2007)
- Point Lonsdale Village and Foreshore Urban Design Framework, Borough of Queenscliffe (2002)
- Urban Character Study, Borough of Queenscliffe (2000)
- City of Greater Geelong Residential Character Study precinct brochures (2002)
- Building heights and setbacks as set out in Design and Development Overlays: 3, 4, 5 (Borough of Queenscliffe) and 10, 14 (City of Greater Geelong)
- Point Lonsdale policy (Borough of Queenscliffe)

Buildings Map



- Core Study Area
- Key Buildings / Landmarks
- Existing DDO10 (CoGG)
- Existing DDO14 (CoGG)
- Existing DDO2 (BoQ)
- Existing DDO3 (BoQ)
- Existing DDO4 (BoQ)
- Existing DDO5 (BoQ)
- Existing DPO1 (BoQ)
- Existing Heritage Overlay

Buildings

Point Lonsdale Structure Plan

client | City of Greater Geelong and Borough of Queenscliffe

date | Jun / 08

0 0.5 1 kilometres

plan i'sphere

Built Form / Design Quality

Residential Area



Design quality is not limited to aesthetically pleasing design. It encourages a sense of local identity...

An example of the grassy verges and dwellings receding behind well vegetated setbacks in 'old Point Lonsdale'.



Good design in the built environment is not simply limited to aesthetically pleasing design. It encourages a sense of local identity, seeks to improve people's experience of a space or locality and plays a role in the social, economic and environmental sustainability of the built form.

There is an eclectic mix of architectural styles throughout Point Lonsdale. Development in the older part of Point Lonsdale (Borough of Queenscliffe) is low scale, detached and ranges from the Victorian and Edwardian eras, typical 50s and 60s coastal housing (eg fibro, vertical timber construction), to infill development with more contemporary buildings interspersed throughout the established areas. Larger dwellings have established along the foreshore and southern coastal dune areas to take advantage of views. The dwellings are often setback on larger sites with well vegetated setbacks creating the visual dominance of landscape / vegetation over built form. This is complimented by the absence of fencing, vegetated or grassed road verges, informal roadways, and densely vegetated foreshore areas.

Clause 22.04-2 of the Queenscliffe Planning Scheme - Point Lonsdale – seeks to maintain the design quality of these areas by applying the following policy to building design:

- New development may express a contemporary coastal design provided such design is respectful of, and interprets the variety of holiday building types and architectural styles that have developed in Point Lonsdale throughout the 20th Century, including the massing and articulation, scale, design features, materials and finishes of such buildings.
- New development is designed to give regard to any features of the land, coastal conditions, the quality and intactness of existing vegetative cover, any view corridors from the streets, public spaces and surrounding properties, and the layout of adjacent buildings.
- New development is designed to make efficient use of sites, especially natural ventilation, daylight and solar energy, without compromising the natural coastal quality of the area.
- New development should meet the following design standards:
 - Retain as much of the existing vegetation on the land and road reserve along the front of the land as possible;
 - On sloping land, use split level design to reduce the height and bulk of buildings, integrate the building into the site and minimise the need for earthworks;
 - The use of staggered and varied roof lines, pitches and building lines which reduce the visual bulk of buildings;
 - Innovative building techniques which reduce energy use and are responsive to coastal conditions;
 - The utilisation of traditional building materials in an innovative manner, including horizontal weatherboard wall cladding, light tone rendered brickwork, corrugated iron roofs, timber verandahs, and door and window joinery and painted finishes;
 - Use of building materials and finishes which are of natural and muted tones and blend into the surrounding natural coastal conditions;
 - Emphasis on the horizontal rather than the vertical form of buildings to reduce the perception of height; and
 - Avoid direct overlooking into neighbouring properties and minimize.

The City of Greater Geelong areas of Point Lonsdale are characterised by more recent 1960s and 1970s urban and seaside dwellings, to modern seaside and urban architectural styles such as at



Residence (above) and formalised roadway (below) in Waterways Estate, City of



Lonsdale Lakes (eg brick and render). Within this, the City of Greater Geelong Residential Character Study identifies three distinct precincts. Where they differ is generally based on stage of development and particularly the level of established vegetation. It is not only the design that creates a different character in the newer development areas. Use of brick and render, limited vegetation within setbacks, sealed roadways and formalised kerb and channel differs to the more traditional layout and well vegetated aesthetic of 'old Point Lonsdale'. There are however some recent examples of residential construction in City of Greater Geelong, developed by O'Dowd Builders, that have used 'beach' or 'coastal' architectural reference (eg weatherboard, articulation, decks). It is considered that these provide good example of how synergy can be created with the older styles of residential architecture in 'old Point Lonsdale' through use of appropriate materials, siting and building envelope, facade articulation and roof pattern. Thus retaining the sense of local identity created through the built form, unifying the visual connection between the Borough of Queenscliffe and City of Greater Geelong as per recent policy directions for both Councils.

Most new development and subdivision will occur in the City of Greater Geelong. This development should reflect the coastal character of Point Lonsdale to consolidate and strengthen the townships character. New built form, including that within the proposed Stockland and Golf Course developments, should be compatible with existing development, and subject to Design Guidelines that are determined by City of Greater Geelong Neighbourhood Character Guidelines and the requirements of Clause 22.04-2 of the Queenscliffe Planning Scheme.

With an aging population it is important that housing be developed utilising walkable catchment principles and be readily adapted so as to offer choice. When designing new residential areas (Stockland and Golf Course), consideration should be given to the City of Greater Geelong Disability Action Plan.

Commercial Areas

The Point Lonsdale village comprises a mix of buildings that have undergone some change in recent years with contemporary building replacement and upward expansion. The front ground level setbacks of commercial buildings range between zero setback (IGA, pharmacy) up to four metres (Pasquinis, Tussock, residential development, newsagency). Upper levels are recessed with balconies and articulation. There are no side setbacks with buildings built wall to wall along the strip. Rear setbacks are evident and often provide car parking for traders. The provisions of the Borough of Queenscliffe Design and Development Overlay allow for up to zero metre front setbacks within this location. The Urban Design Framework encourages diverse shopfronts and a traditional mix of village shopfronts and stores.

There are large setbacks from the street where the BP petrol station is located, which has a large apron at the front to accommodate petrol sales. Whilst this use is encouraged to remain at this site, should the site be redeveloped there is potential for higher site coverage.

The design of commercial development within Point Lonsdale is achieving quality design standards that have been well managed by Council and the requirements of the Design and Development Overlay of the Queenscliffe Planning Scheme.

Community Buildings & Structures

The community buildings and structures in Point Lonsdale draw reference from many different architectural styles and include:

- The Bellarine Peninsula Health Service is a 1970s low-scale brick building grouped together on a large consolidated site. The building is set within vegetated and grassy grounds.
- The Surf Club is a contemporary designed building magnificently sited in the ocean beach dune. Its design adds interest to the coastal landscape.

- Public toilets in the foreshore reserve and next to the tennis club opposite the entrance to the back beach are standard 1960s brick ablution block design. The toilet block on the foreshore is functional but tired in appearance and could be updated to reduce its prominence within the foreshore area.
- The cemetery is in a prominent location at the entrance from the Bellarine Peninsula Highway along Point Lonsdale Road.
- The Lighthouse creates a landmark built form on the headland of Point Lonsdale. The built form scale is significant in a generally low scale township.
- The Borough of Queenscliffe offices in Nelson Road comprise a single storey brown brick building, which appears as a residential institutional building design.

Building Heights

Point Lonsdale consists of predominantly one and two storey dwellings. The majority of housing in new subdivisions is double storey. There are a small amount of recent three storey apartment buildings within the commercial area which have integrated well into the village due to appropriate architectural style, articulation, and siting within the activity centre.

The Local Planning Policy Framework of both the City of Greater Geelong and Borough of Queenscliffe Planning Schemes provide policies for building height. The Borough of Queenscliffe undertook the *Point Lonsdale village and Foreshore Area Urban Design Framework, 2002* to establish a strategic framework for height controls in the Borough. The outcome was application of Design and Development Overlays Borough wide that apply mandatory height limits. A mandatory three storeys or 9.5 metre height limit to the Point Lonsdale village. In all other areas of Point Lonsdale within the Borough of Queenscliffe, a two storeys or 8.5 metre mandatory height limit applies.

Currently in the City of Greater Geelong, Design and Development Overlay 14 (DDO14) applies to all residential zoned land in the City of Greater Geelong section of Point Lonsdale, including the Stockland site. A discretionary 7.5 metre height limit applies to all dwellings, with a permit required for building above 7.5 metres in height. Design and Development Overlay No. 10 (DDO10) applies to land between Yarram Creek and on Fellows Road, Point Lonsdale and aims to preserve the environmental integrity of Swan Bay. It applies a mandatory 7.5 metre height limit above natural ground level.

As part of the City of Greater Geelong Amendment C129, identified Residential 1 Zones, including Point Lonsdale, are proposed to be rezoned from Residential 1 Zone to Residential 3 Zone with the inclusion of a new schedule to increase open space standards and reduce site coverage provisions. The Residential 3 Zone applies a maximum building height of 9 metres. This is based on the recommendations of the City of Greater Geelong Housing Diversity Strategy (2007) which identifies where different housing densities are appropriate. Areas for medium to high density development are considered Key Development Areas and Increased Housing Diversity Areas – generally around Activity Centres. To appropriately manage medium density housing in all other areas, they are identified as Incremental Change Areas. Point Lonsdale is an Incremental Change Area and as such the Residential 3 Zone will be applied so that unit development is consistent with the conventional suburban character of these areas. The Design and Development Overlay 14 will still apply to the entire City of Greater Geelong component of Point Lonsdale.

New development should be able to be accommodated within the existing and proposed height controls. Most residents would expect to be allowed to add a second storey if the need arose. A two storey house will be at least 6 metres in height, more commonly 7 to 8 metres with a pitched roof. The current Design and Development Overlay controls enable addition of a second storey.

There are still a number of sites within the Point Lonsdale village that can accommodate higher built form to three storeys. This can be accommodated within the existing policy framework.

Heritage

The heritage of Point Lonsdale is intrinsically linked with township character, with twenty eight sites included within the heritage overlay of the Borough of Queenscliffe Planning Scheme. Two of these are significant trees which act as local landmarks, the majority of the built heritage are dwellings and within the Lighthouse Precinct. There are no heritage sites within the commercial areas of the township. It is noted there are also no heritage sites identified and protected within the Heritage Overlay of the Greater Geelong Planning Scheme.

The current planning scheme controls protect the built heritage through the Heritage Overlay and provide requirements to ensure appropriate siting and design of new development on adjoining sites in the Design and Development Overlays. Consideration may be given to creating a heritage walk that informs visitors about the history of individual sites in Point Lonsdale, that also identifies the relationship between the residential heritage and the Point Lonsdale Lighthouse Precinct.

Sustainable Design

Sustainable Design focuses on making new buildings more environmentally efficient including building design, siting, use of water and energy. The retention of the existing compact layout of Point Lonsdale will assist in the creation of a sustainable urban form. It is also important to promote the incorporation of Ecologically Sustainable Design (ESD) practices within individual buildings, either in new developments or through the retrofitting of existing buildings to improve the environmental performance of the built form. Consideration should be given to the following:

- Orientation and shading of windows to maximise heat gain in winter and minimise in summer.
- Optimum thermal performance to reduce heating and cooling demands.
- Choice of energy efficient and water saving appliances.
- Choice of sustainable building materials and recycling wherever possible.
- Choice of appropriate landscaping (drought tolerant and water efficient landscaping)



SPACES

Introduction

The Spaces Theme deals with the different types of spaces within Point Lonsdale, and how these currently function, and how they could be improved or expanded. This includes integration with the key spaces of the foreshore, as well as footpaths, laneways and plaza spaces. It also addresses landscaping, street trees, street furniture, public art, and safety in public spaces. Spaces should be provided and designed in the future to support intensification of activity, an increased resident population, and for improved environmental performance and resource efficiency.

Key Policy Influences

- Bellarine Peninsula Strategic Plan 2006-2016, City of Greater Geelong (2006)
- Buckley Park Coastal Management Plan, City of Greater Geelong (2006)
- Biodiversity Strategy, City of Greater Geelong (2003)
- Coastal Management Plan, Borough of Queenscliffe (2006)
- Environment Management Strategy 2006-2011, City of Greater Geelong (2006)
- Point Lonsdale village and Foreshore Area Urban Design Framework, Borough of Queenscliffe (2002)
- Recreation and Leisure Needs Study, City of Greater Geelong (2005)
- City of Greater Geelong Study of Open Space Networks, City of Greater Geelong (2001)
- Wetlands Strategy, City of Greater Geelong (2006)
- City of Greater Geelong Planning Scheme provisions
- Borough of Queenscliffe Planning Scheme provisions
- Advertising Signs Policy, Borough of Queenscliffe
- Advertising Sign Guidelines City of Greater Geelong (1997)

Foreshore / Parks

The main public open spaces in Point Lonsdale include the foreshore reserve (including Buckley Park and Stoneman Reserve), public land adjoining Swan Bay incorporating shared path and Ganes Reserve (adjacent to Tennis Club).

The foreshore area adjoining Port Phillip Bay is the key multi-functional public open space within Point Lonsdale. The foreshore offers a highly scenic outlook for the town centre and its openness allows views across the Bay. It is also an important recreational area with recreational facilities as well as various gathering and seating areas. The toilet block is functional but tired in appearance and could be updated to reduce its prominence within the foreshore area. The foreshore area is generally well serviced by facilities however the road and car parking areas do provide an obstacle for pedestrian access across Point Lonsdale Road.

Point Lonsdale is unique in that it has access to both the front beach on the eastern side of the township and a surf beach on the south-western side of the township. The surf beach is more detached visually and in terms of access from the urban area of the township due to high sand dunes. The surf beach is well serviced by facilities including a Surf Life Saving Club and

associated amenities. While pedestrian access can be challenging, any future improvements to the path through the dunes should prioritise the environmental sensitivity of the dunes.

The Draft Coastal Management Plan (2006) determines the future direction of the coastal area of Point Lonsdale. The Borough of Queenscliffe manages most of the coast within its boundaries but Parks Victoria, VicTrack, the Commonwealth Government and Lighthouse Reserve committees also have responsibility for specific areas. The Plan outlines a number of actions including the development of a continuous coastal path, as well as management of improved recreation facilities, accommodation and public safety.

The coastal area of Point Lonsdale within the City of Greater Geelong is managed through the Buckley Park Management Plan

Ganes Reserve is also a well-serviced park which takes in the Tennis Club, a playground, toilet facilities and a skate ramp. There are also several smaller reserves which have playground facilities.

The Golf Course provides a large area of active recreational space in Point Lonsdale and is highly valued by the community. The golf course is privately owned but is a public golf course and accessible by the community.

Vegetation



The presence of coastal vegetation has a strong impact on the character of Point Lonsdale. This is acknowledged in the Vegetation Protection Overlay (VPO1) that applies to the urban area of the township. In particular, Tea Tree, Moonah and Coastal Heath are recognised as important species of remnant vegetation that signify the coastal character of the township and reduce the prominence of buildings within streetscapes.

Point Lonsdale's traditional residential streetscapes are easily recognisable for the dominance of vegetation that often conceals dwellings and adds to a feeling of informality. More recently developed areas exhibit less of this character with a greater presence of exotic vegetation and fewer street trees.

The shopping area of the town centre lacks any vegetation, but is complemented by the adjoining foreshore area which is planted out with Cypress trees and low coastal scrub.



Views from the surf beach dune back toward Point Lonsdale showing

Street Spaces

The function, amenity and appearance of street spaces are important considerations within the township. The town centre and retail area is the most formal street space, with other street spaces in Point Lonsdale known and recognised for their informal appearance.

The town centre section of Point Lonsdale Road is a busy street space, particularly over the summer months and during other holiday periods throughout the year. There are four distinct functions of the town centre street space:

- the buildings and shopfronts;
- the footpath, with takes in a number of other functions including outdoor seating, a continuous pedestrian pathway and a small section for bike racks and bins;
- the roadway, with parallel car parking on one side and angle parking on the other;
- the foreshore area, which offers recreational opportunities and views across the Bay.

The shopping strip is characterised by a mix of building forms, with varied front setbacks and discontinuous weather protection. The Urban Design Framework (UDF) encourages a diversity of shop fronts rather than uniformity of form, finish, materials and colours, however in terms of the actual street space, there could be improved coordination of certain elements to improve function and pedestrian amenity. There is an opportunity for the shopping area to provide continuous weather protection however this is currently restricted by the variation in front setbacks. Outdoor seating associated with cafes could also be improved to ensure that demand is provided for without obstructing pedestrian amenity. The UDF proposed a defined Village Square in the area adjoining Pasquini's Café, which would be visually carried across Point Lonsdale Road. This would improve the function of the street space and provide an informal crossing point across the road, however use of the space would be somewhat limited to the few properties surrounding the Square. The UDF also discusses the possibility of undergrounding power services which is strongly supported.

Residential street spaces are typically informal with a narrow roadway, unsealed shoulders, lack of footpath and strong presence of vegetation. While it should be a priority to maintain this residential character where it exists, there is a need to ensure safety for pedestrians and vehicular traffic.



Signage

Existing signage within and outside the shopping area is well managed through the various signage guideline policies and is not a dominant feature of street spaces. This should be emphasised in future development. In some places, signage could be improved, including to identify access tracks to the surf beach and improving signs at civic or community buildings such as the Bellarine Peninsula Health Service.

Safety

Small measures can be taken to ensure the actual and perceived safety of people within street spaces. Streets should be designed to incorporate Crime Prevention Through Environmental

Design (CPTED). Due to the informal nature of many of the footpaths in Point Lonsdale there are some issues for safety of pedestrians, including the aged and people of limited mobility. Identifying key pedestrian routes between residential areas and the Point Lonsdale village and Foreshore accesses, possibly along main collector roads, could facilitate improved safe pedestrian movement. The City of Greater Geelong has developed a range of policies and guidelines relating to the strategic implementation of footpaths and design of footpaths to provide safety and accessibility. In this regard there is strong benefit in both municipalities adopting similar infrastructure design practices and policies for Point Lonsdale.

Environmental Sustainability and Water Conservation

Water Sensitive Urban Design (WSUD) principles should be applied in all capital works and private developments. Design techniques can include minimising impervious surface areas, using permeable paving materials, hardy plants with low water requirements, reduced areas of lawn, minimisation of stormwater, use of swale drains and bioretention trenches and underground water storage facilities.

Public Art

There are few public art projects in Point Lonsdale and a limited number of memorials and monuments.

The Borough of Queenscliffe has a Public Arts Policy which sets out criteria and a process for any proposed public art projects. The City of Greater Geelong Public Art Strategy, currently being developed, is planned to be adopted by Council in 2009. The draft strategy outlines a process for commissioning of new public art works and recommends that words are site specific. It also recognises that public art is an effective way to explore the history and the unique identity of an area and can develop a sense of place and belonging. This may need to be considered in future planning in Point Lonsdale.

Possible locations for future public art works include:

- The foreshore area opposite the shopping strip;
- At selected locations along the coastal walk;
- At prominent intersections within the town centre.

There is potential to link in public art projects with the history of the township. There are limited opportunities for visitors and tourists to obtain information about the indigenous cultural history of the area as well as post-settlement influences on the township.



Service Memorial



ACCESS

Introduction

The Access theme looks at the various modes of transport used to travel to and through Point Lonsdale, with a particular focus on pedestrian, cyclist and public transport accessibility. The aim is to increase the sustainability of travel choices and reduce car dependence. Vehicular traffic, roads, and parking are also addressed in this section. Planisphere engaged O'Brien Traffic Pty Ltd to undertake an assessment of access issues within the Point Lonsdale study area. The key findings of the report were based on a site visit and document review.

The key findings of the report, and a discussion on the different aspects of Access can be found below under the following headings:

- Traffic Movement
- Car Parking
- Pedestrian & Cycling
- Public Transport

Key Policy Influences

- Bellarine Peninsula Strategic Plan 2006-2016, City of Greater Geelong (2006)
- Melbourne 2030, DSE (2002).
- Draft Cycling Strategy, City of Greater Geelong (2007)
- Township of Queenscliff Traffic Management and Parking Strategy, Draft Issues Paper and Scoping Report (prepared by Traffix Group 2003)
- Borough of Queenscliffe, Parking Strategy, Issues Paper – undated but presumed to feed in to 2003 Traffix report.
- Queenscliff Harbour Amendment C16 Traffic and Parking Study, prepared by Arup (2004)
- Queenscliff Harbour Redevelopment Economic Impact Assessment, prepared by Essential Economics (2004).
- Pt Lonsdale Point Lonsdale village and Foreshore Area Urban Design Framework, Borough of Queenscliffe (2002)
- Traffic counts by City of Greater Geelong – Fellows Road, Point Lonsdale (south of Bellarine Highway)
- Point Lonsdale Residential and Waterways Development Report, prepared by Cardno Grogan Richards on behalf of Stockland (June 2007)
- Point Lonsdale Residential and Waterways Project, Draft Development Plan (2007).
- Borough of Queenscliffe Disability Action Plan 2004
- Coastal Access Guidelines, Department of Planning and Community Development
- City of Greater Geelong Draft Strategic Footpaths Policy (2008)
- City of Greater Geelong Draft Guidelines for Walkable Coastal Environments (2008)

Access Map



- Core Study Area
- Highways
- Main roads
- Local Roads

Access	
Point Lonsdale Structure Plan	
client City of Greater Geelong and Borough of Queenscliff	
date Feb / 08	 0 0.5 1 kilometres
planisphere	

Traffic Movement



Signalised crossing at Murray Road

The Bellarine Highway provides the main entry point to the town, from Geelong in the west to Queenscliff in the east. Point Lonsdale generally has a traditional grid arterial network with some examples of cul de sac design in newer subdivisions in the City of Greater Geelong. The local street network is serviced by collector roads including Laurence Road / Shell Road and Murray Road that run parallel with the Highway; and Fellows Road and Point Lonsdale Road / Ocean Road that join with the Bellarine Highway. The primary route of the Bellarine Highway facilitates the majority of through traffic movements, with Fellows Road providing the main north south link. Fellows Road also defines the boundary between the City of Greater Geelong and Borough of Queenscliffe. Ocean Road is the southern most road in Point Lonsdale and provides access to various lookouts, reserves, tourist attractions and surf beach.

There is limited traffic count data for Point Lonsdale. However like most coastal towns traffic levels are generally low for the majority of the year, with significant increases during peak holiday periods and to a lesser extent on weekends. A tube traffic count undertaken by Council for Fellows Road south of the Bellarine Highway between Wednesday 24 November 2004 to Monday 6 December 2004 identified that that peak hour of the week was 11am to 12 noon Saturday, followed by 12 noon to 1pm Saturday. Given the age of the data and the increased popularity of this area, it is likely that volumes have increased significantly over the past 5 years. The Cardno Grogan Richards Traffic Report, which formed part of the Stockland Waterways proposal, suggested in 2003 that the 'regular' traffic volumes on the Bellarine Highway are approximately 65% to 70% of the holiday period traffic volumes. They determined that 'regular' traffic volumes on Fellows Road, Shell Road and Lawrence Road are approximately 70% of holiday traffic volumes and that 'regular' traffic volumes on Old Geelong Road and Point Lonsdale Road were 50% or less than those recorded during the holiday period.



Bellarine Highway

A number of issues in relation to traffic movement have been identified for consideration in the Structure Plan including:

- The need for creation of a safe U-turn point on Point Lonsdale Road to discourage motorists from performing U-turns in the retail centre and to reduce speeds. The Urban Design Framework and the Traffic Report proposed a turning point at Admans Street. This will need to be examined to determine if the works are cost effective and can be accommodated within the road reserve.
- Improved connections from Point Lonsdale to the following:
 - Ocean Grove / Barwon Heads - Shell Road
 - Queenscliff - Point Lonsdale Road / Bellarine Peninsula Highway
 - Geelong - Point Lonsdale Road / Bellarine Peninsula Highway
- Review the exit to the Rip View Lookout and the entry and exit to the Lighthouse parking area, on the corner of Ocean Street. The current arrangement is very poor. Consider installing a roundabout at this location.
- Review the operation of the cross intersection between Point Lonsdale Road and Lawrence Road (near the BP Service Station) and identify appropriate traffic management treatments.

Impact of Growth on Road Network

In relation to the Stockland proposal, the Cardno Grogan Richards Traffic Report stated that the impact of the Stockland proposal was estimated to be 6647 trips generated by the new

development per day, with 654 trips in the peak hour. Of these trips, the following distribution was adopted:

- Internal – 7%
- Geelong – 27%
- Ocean Grove / Barwon Heads – 27%
- Point Lonsdale – 21%
- Queenscliff – 15%
- St Leonards / Portarlington – 3%

The anticipated percentage increase on nearby roads as a result of the development at peak hour during peak times of the year range from 8% (Bellarine Highway and Old Geelong Road) to 24% (Shell Road). Traffic on Point Lonsdale Road south of Lawrence Road is expected to increase by 11% during the peak hour during peak periods.

Pedestrians & Cycling

Paramount to creating a sustainable township is ensuring a safe, comfortable and accessible pedestrian and cyclist environment. Currently the Point Lonsdale village, beaches and services are within walking distance of most of the existing residential area. Often access is via informal street spaces with no footpaths resulting in a shared roadway for vehicles, cyclists and pedestrians. This informality is valued by residents / visitors and a contributing feature of the character of Point Lonsdale.

Cycling is a popular recreational activity in Point Lonsdale for a range of enthusiasts from dedicated cyclists to young children riding to the beach. The town hosts a leg of 'Amy's Ride' and many other informal cycling groups. Walking for relaxation and to keep fit is also a popular activity, particularly for permanent residents and dog owners.

Future expansion of the residential area will require new pedestrian and cycle links from outer residential areas and activities i.e. the golf course to the Point Lonsdale village and activity areas. Pedestrian and cycling access should be facilitated as a priority from existing residential areas and new residential areas to encourage walking and cycling for the health and environmental benefits. Balancing retention of informal character and safe and accessible services needs to be considered. There may be potential to install footpaths on the collector roads as main links between residential areas and activity nodes.

Guidelines for Walkable Coastal Environments (2008) have recently been prepared by David Lock and Associates for the City of Greater Geelong with MAV funding (under Positive Aging program). The guidelines assist planning for inclusive, equitable and accessible environments in coastal locations. The guidelines provide direction for pedestrian movement design in high pedestrian areas, roads without footpaths, coastal character and identity, and traffic safety measure amongst other things. Regard should be had for these guidelines in the creation of a walkable township.

Other issues regarding walking and cycling that have been identified for the Plan include:

- The recommendations of the Ocean Grove Structure Plan including pedestrian / cycle links between Ocean Grove and Point Lonsdale along Shell Road and to the rail trail.
- There are no formal pedestrian crossings over Point Lonsdale Road in the Point Lonsdale village. There are many pedestrians crossing the road in this location. Potential exists to narrow the pavement through use of kerb outstands and install zebra crossings – possibly one at each end of the shops and one in the middle. Alternatively install pedestrian refuges (may



Accessing Point Lonsdale village by bicycle

be difficult given car access to car spaces) or a wide centre line treatment in the centre of the road to give pedestrians somewhere to break their crossing of the road.

- The existing speed limit of 50km along Point Lonsdale Road is not sufficiently signposted and many vehicle speeds appear to be excessive for pedestrians seeking to cross the road.
- There are no dedicated on-road cycling lanes in Point Lonsdale. The City of Greater Geelong Cycling Strategy (2008) relates in a minor way to Point Lonsdale. It recommends reviewing bicycle lanes on Shell Road between Ocean Grove and Point Lonsdale. Cycling lanes should be considered for all collector roads throughout the township.
- There is limited cycling infrastructure in key areas i.e. bike racks for secure parking. Potential to install more bicycle parking facilities in the Point Lonsdale village, at the bus stop, at the Surf Life Saving Club and key beach access points. Their design could use vernacular materials and design.
- Dominance of car parking particularly during peak times in the Point Lonsdale village results in poor amenity for cyclists.
- The existing shared path connection between Point Lonsdale and Queenscliff is good for cyclists and pedestrians.
- A proposed recreational track along the foreshore reserve should be supported.
- The front beach is easily accessible via many points, however the ocean beach is more difficult to access with few access points through the dunes.
- Parts of the walkway along the beach side of Point Lonsdale Road is in poor repair – this could lead to a tripping hazard.
- The shared footpath / bicycle path along the sea side towards the northern end of Point Lonsdale ends abruptly in a car park – it is not continuous.

Public Transport



The McHarry's bus service to Leopold.

Public transport in Point Lonsdale is limited to two bus services, both run by McHarry's including:

- A cross Peninsula service route which links Point Lonsdale to St Leonards, Drysdale, Ocean Grove and Queenscliff. This service connects with the ferry terminal at Queenscliff linking to Sorrento and the Mornington Peninsula.
- A second service route running between Queenscliff, Point Lonsdale, Ocean Grove, Barwon Heads and Geelong.

A community bus service, similar to the night rider service, runs on Friday and Saturday nights between Queenscliff and Point Lonsdale. This is supported by the Queenscliff traders as a mechanism for business patronage by Point Lonsdale residents. Additionally, tourist buses often access the area.

City of Greater Geelong and Borough of Queenscliffe are currently preparing a Community Transport Strategy. As part of this, both Councils are looking into provision of more community bus facilities in the future, in addition, potential for other community public transport, accessibility opportunities, walk to school programs, sustainable travel choice programs amongst other initiatives. All outcomes of the Strategy should be supported in the Plan.

As the town increases in size, and with an ageing population, opportunities for improved bus services should be investigated with relevant State bodies and service providers. This includes coordination with destination transport links such as the train at Geelong and ferry at Queenscliff, and revised routes past new residential developments i.e. Stockland. State and local policies



Tourist Railway rattling past Point Lonsdale

commit to promotion of public transport as a means of reducing car dependence, reducing use of fossil fuels and supporting access and movement of local communities.

Providing better parking for buses both in the off-street car parks and also in the shopping area maybe through use of bus stops in each off-street car park, a bus stop close to the shops and a bus waiting area away from the centre of town.

The *Borough of Queenscliffe Economic Strategy* (2006) includes upgrading of the Geelong to Queenscliff tourist railway, and redevelopment of the Queenscliff Train Station. The Strategy fails to identify the opportunity to establish a train station at Point Lonsdale with linkages to the town centre. The lack of public transport is raised as a concern in this Strategy and yet the option to develop the train station was not considered. The train currently operates at regular intervals and could be an alternative transport mode for people to travel between Point Lonsdale, Queenscliff and Geelong / Melbourne.

Car Parking

In November 2003, the Borough of Queenscliffe engaged Traffix Group to undertake a traffic and parking strategy for the Borough including Point Lonsdale (*Township of Queenscliff, Traffic Management and Parking Strategy, Draft Issues Paper and Scoping Report, 2003*). The key issues for car parking in Point Lonsdale revolved around:



Parking at the Bellarine Peninsula Health Services extends to the grass verges along Bowen Street.

- supporting and providing adequate parking during peak holiday periods;
- lack of disabled parking bays in appropriate locations;
- lack of car parking in Bowens Road associated with the school activity and during the fortnightly Sunday market;
- the informal parking arrangements along Ocean Road;
- parking associated with Bellarine Peninsula Health Service Centre and the Corabin Hostel in Nelson Road and Grimes Road, and impacts on residential amenity;
- the informal conditions of off street car parks (Rip View, Lawrence Road, Skate Park and Stoneman Reserve) and whether more formal line marking and sealed surfaces should be considered;
- need for designated bus parking in the Rip View Car Park;
- discouraging use of Stoneman Reserve as a car park in busy summer periods.

Point Lonsdale's ability to meet parking demand during the peak holiday periods needs to be balanced with retaining the village character and informality of the street network i.e. informal edges along Ocean Road versus sealed and lined parking bays to cater for summer periods. In the existing context, there is potential to make the existing off-street car parks more efficient through sealing and linemarking to create additional spaces. Further, seasonal parking restriction signs could be installed, for example, the shopping area could have a 2 hour limit from November until April or similar with no limit applying at non-peak times. This would enable higher turnover of spaces, with the ultimate aim of discouraging long stay beach goers from parking in spaces around the Point Lonsdale village. Such initiatives can be complimented by improving access from the residential areas to the shops and beaches for pedestrians and cyclists.

Within the Point Lonsdale village, Council is currently negotiating with the Department of Sustainability and Environment (DSE) and Department of Planning and Community Development (DPCD) to widen the roadway southward onto foreshore reserve, to facilitate angle parking on both sides of Point Lonsdale Road in the village. Use of angle car parking on both sides of the road

presents two scenarios: support for width for 45 degree spaces, if not supported, consideration for 30 degree spaces on each side as the less angle reduces the road width requirement.

Other issues that need to be addressed by the plan include:

- Review of the Traffix recommendations.
- Provision of better for buses both in the off-street car parks and also in the shopping area – maybe through use of bus stops in each off-street car park, a bus stop close to the shops and a bus waiting area away from the centre of town.
- More formalised parking areas where edge of road parking is used.
- A parking survey showing where shop employees are parking would be of benefit. If they are parking along the main shopping area this could be stopped through use of restrictions.
- More control is required at the school, both on school days and market days. This may take the form of moving parking further from the site on market days, and limiting the time of parking on school days.

