



OCEAN GROVE STRUCTURE PLAN

December 2015 [\(amended Sept 2016\)](#)



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PART A STRUCTURE PLAN

1 Introduction

1.1 Purpose of the Structure Plan

The Ocean Grove Structure Plan is a strategic framework for the future growth and development of the town. The Plan has been prepared by the City of Greater Geelong.

The purpose of the Structure Plan is to identify the strategic planning issues facing the town, including community needs and aspirations, and to articulate the preferred future directions for growth, whilst protecting and enhancing the very elements which make the town distinctive and functional as an urban area and tourist destination.

1.2 How will this plan be used?

The Structure Plan is a tool used by the City of Greater Geelong to guide future use and development in a co-ordinated and orderly manner. The Plan is instrumental in determining the application of local planning policy, planning zones and overlays in a manner that manages growth, whilst protecting and maintaining the much valued coastal setting of Ocean Grove.

It will assist Council in determining planning permit applications and rezoning requests, as well as being used as a reference document when assessing the future roll out of infrastructure and services.

The Structure Plan seeks to provide greater certainty for residents and landowners on the future planning and development of the town up to the year 2030.

~~The take up of land and redevelopment will be reviewed every five years and if considered appropriate, a full review of the Structure Plan should be undertaken.~~

The next review of the Structure Plan in approximately five years will include an assessment of long term growth options (both infill and settlement expansion) in order to establish an enduring settlement boundary for the Ocean Grove township.

1.3 Plan Components

The Structure Plan contains three parts, Part A *Structure Plan*, Part B *Implementation & Review*, and Part C *Background Report*.

Part A contains the Structure Plan which includes Principles (Objectives) and Directions (Strategies) in response to the key influences identified in the background report, for each of the following key themes:

- Urban Growth
- Settlement and Housing
- Infrastructure
- Natural Environment
- Economic Development and Employment
- Rural Areas

Part B contains a program for implementing the Structure Plan including the undertaking of other strategic work and future review of this Structure Plan.

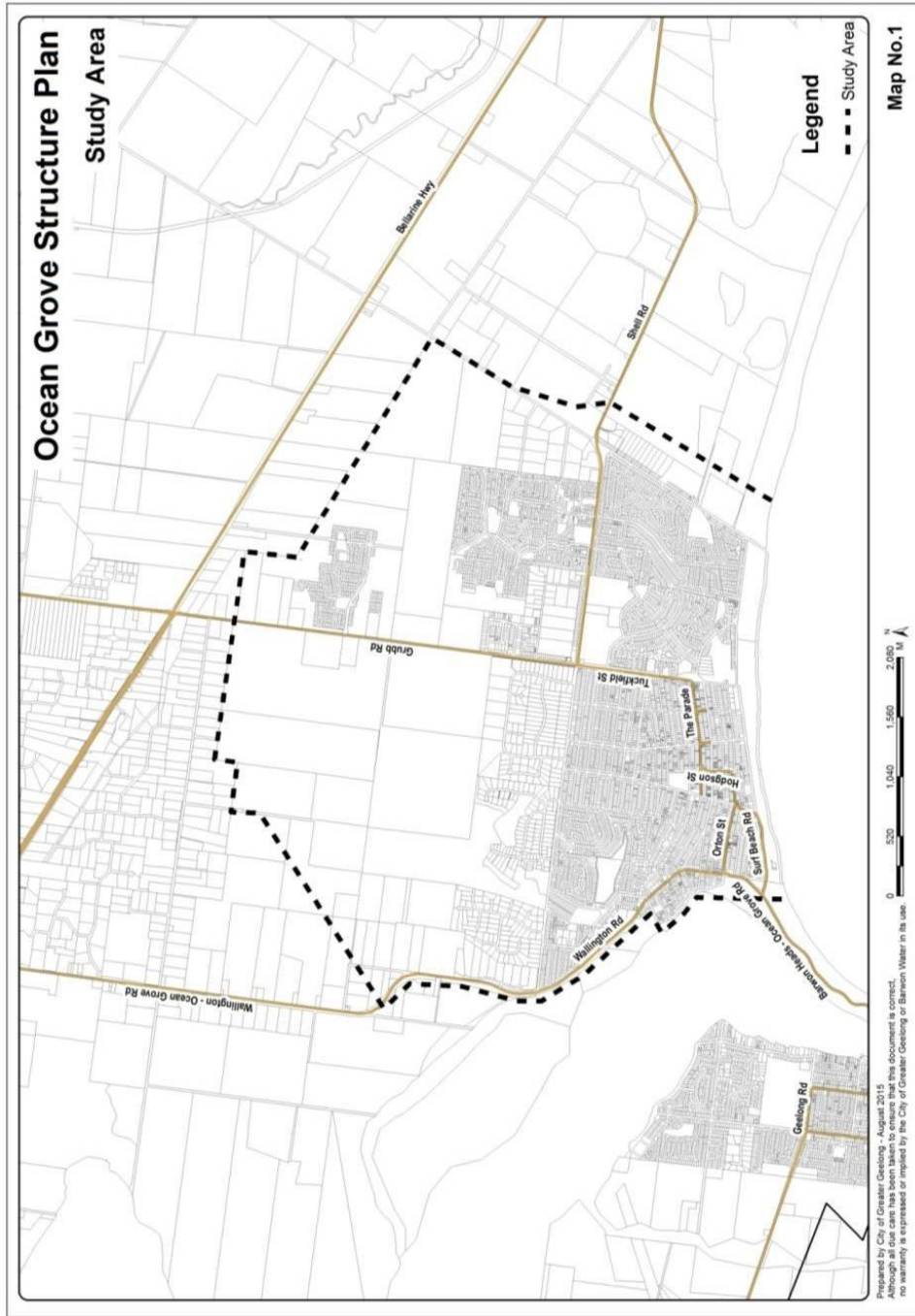
Part C provides the foundation and contextual information for the Structure Plan and identifies the issues, opportunities and constraints facing the town, under the key themes contained in the Structure Plan.

1.4 The Study Area

The Structure Plan applies to the town of Ocean Grove and its immediate surrounds as identified in **Map 1**.

The Study Area comprises the existing urban area of the town and areas at the periphery, including land to the north of the existing urban zones and the rural interface.

Map 1 Study Area- Ocean Grove



2 Key Influences

2.1 Policy Context

- Ocean Grove is a district town and an identified urban growth location and will provide for significant population growth over the lifetime of the Structure Plan up to 2030.
- There is a need to clearly define a coastal settlement boundary for the town and to support consolidation of land and increased densities through new and infill residential development.
- There is a need to prevent urban development from encroaching onto land that is constrained by natural and physical attributes.
- Protection of the non-urban break between Wallington and the non-urban break between Point Lonsdale is important.
- There is a need to support the enhancement of the Town Centre through the provisions of the Town Centre Urban Design Framework.
- Whilst the town is identified as an urban growth location, there is strong policy direction at both State, Regional and Local levels for:
 - Defining a clear coastal settlement boundary with a 10 year planning horizon.
 - Providing adequate residential and employment land supply.
 - Protecting the rural environment and agricultural activities.
 - Protecting sensitive environments and landscapes.
 - Protecting coastal environments.
 - Enhancing the design and built form of the town.
 - Consideration of climate change impacts.

2.2 Urban Growth

- There is a need to define a clear coastal settlement boundary around the town that provides certainty for residents and landowners, protects the area's fragile coastal environment and retains the historical coastal character of the town.
- The G21 Regional Growth Plan allows for growth of district towns to be contained to existing settlement boundaries as generally identified in Structure Plans.
- There is no requirement to release land for urban growth [under this Structure Plan](#). The north-east growth area will accommodate the majority of the needs of the growing population.
- The ongoing development of the north-east growth area is a key land use activity in the town and both residential and commercial uses should be supported to provide a good planning outcome for the community.
- The town caters for both holidaymakers and permanent residents with future growth requiring the integration of community facilities and urban services in a sustainable and accessible manner.
- Medium density housing should be supported around activity centres to encourage urban consolidation.
- As the town expands and consolidates its urban activities, there is a need to maintain a sense of place and identity throughout Ocean Grove through landscaping, built form and design.
- There are a number of potential redevelopment sites within the town and these should be supported to provide for improved community and tourist related services.

2.3 Settlement and Housing

- New residential development should be accommodated through a combination of sensitively designed subdivisions and infill housing.
- A range of housing types and forms from single dwellings to medium density housing is required to cater for the needs of the community as it ages and grows, as well as the diverse needs of the tourist market.
- New housing should be designed to reflect the established coastal character of the respective residential areas of the town, including the coastal vegetated landscape.
- Support higher density residential development in Increased Housing Diversity Areas.
- The established character of the town is valued by the community. The undulating coastal setting, generally low scale of buildings and canopy trees in parts of Ocean Grove are integral to this character.
- The opportunity to reinforce a coastal character may be addressed through reference to the coastal vegetation, undulating topography, focus on future public spaces and availability of limited sea views.
- There is a need to ensure that new development, particularly in the older residential areas of Ocean Grove, does not result in the loss of vegetation that positively contributes to the established neighbourhood character.

2.4 Infrastructure

- Barwon Water is satisfied that there is sufficient capacity, including planned projects, to accommodate future growth of the town within the defined settlement boundary.
- Continue to support the augmentation of existing physical infrastructure (drainage, water, sewerage, power, gas and telecommunications) in a coordinated and staged manner to serve the growing population.
- The need to adopt an Integrated Water Cycle Management (IWCM) practice for new development in the town.
- The drainage infrastructure within established residential areas is under pressure and there is a need to carefully consider impacts of new development on the system, adopting a catchment-wide assessment of potential impacts.
- Opportunity to establish a clear road hierarchy and improve the design and appearance of the road network throughout the town to ensure a safer, more attractive, cohesive and sustainable community.
- The Town Centre UDF will play a pivotal role in guiding improvements to the Town Centre including transport network upgrades, greater accessibility and car parking.
- Opportunity to improve pedestrian and bicycle linkages throughout the town and within open spaces to support greater accessibility.
- There is a need to continue to support existing social and community infrastructure in the town and provide new facilities in line with anticipated population growth.
- Opportunity to improve provision of open space for both informal and formal recreation purposes.

2.5 Natural Environment

- Opportunity exists to manage the future impact on known flooding extents through new development (both infill and greenfield).
- Climate change through sea level rise and storm surge has the potential to impact low-lying areas in the town.
- The need to support public land managers in the ongoing management of the environment.

- Ocean Grove is bound by significant environmental features including the foreshore, Lake Connewarre (Barwon Estuary), Lake Victoria, Ocean Grove Nature Reserve and the Begola Wetlands. These and other natural features of the town need to be managed and protected.
- Whilst various overlays currently protect the natural environmental assets and significant landscapes of the town and environs, expansion of these overlays and, potential inclusion of new overlays, will be necessary if the sensitive landscapes and ecosystems of the area are to be protected.
- Opportunity exists for the consolidation and expansion of the vegetation cover throughout the town to reinforce its coastal character and visual amenity.
- Significant coastal tree species including the Bellarine Yellow Gum and Moonah require adequate protection.

2.6 Economic Development and Employment

- The Town Centre should remain the key focus for retail activity within Ocean Grove and strategies developed to expand and consolidate the centre alongside improved access and parking facilities, where possible.
- There is a need to support the enhancement of the Town Centre by implementing the Town Centre Urban Design Framework.
- Ocean Grove Market Place is a secondary activity centre, which is constrained in terms of future development. Therefore, the existing Town Centre and the future activity centre to the north abutting Grubb Road will meet new residents' demands.
- The future activity centre and restricted retail precinct abutting Grubb Road will provide essential services and employment for the growing population. It is important that the future activity centre grows in line with the established retail activity centre hierarchy.
- There is sufficient land supply to accommodate the retail and commercial needs of the growing population, including industrial land.
- Tourism is a significant component of the local economy. Opportunities exist to support and improve tourist accommodation options, tourism activities and uses, which help broaden the tourism visitation period and improvements of facilities and access to the beach, waterway and environmental areas.

2.7 Rural Areas

- Protect the [important environmental and landscape qualities of the](#) rural areas to the north, east and west of the town from urban encroachment, ~~particularly as these areas also have important environmental and landscape qualities.~~
- There is a need to maintain the non-urban break between Wallington and the non-urban break between Point Lonsdale.
- There is a need to manage non-rural land uses within the Bellarine Highway corridor to the north of the town.
- Retain the right to farm for landowners and utilise land for rural activities to maintain sustainable farming practices.
- Tourism related activities in rural areas around the town, where supportable, must respect the farmed rural landscape and contribute to the area's economy.
- Design, construct and manage urban stormwater management systems discharging to rural land that regulate quantity and quality of flows in a manner that produce no adverse impacts on enjoyment of the rural land for pastoral, agricultural or horticultural uses.

3 The Plan

3.1 Vision

The Bellarine Peninsula Strategic Plan 2006-2016 continues to provide a relevant vision for the town. The vision for Ocean Grove in the year 2015 is:

Ocean Grove is a major town offering a range of lifestyles, culture and natural environmental assets. While it is a designated growth town, Ocean Grove will retain its coastal urban character and protect and promote the attributes of the natural environment. As an integral part of the Bellarine Peninsula, Ocean Grove shares the attributes of other towns, the rural sector and our natural environment. Active community participation is encouraged to maintain all these linkages and attributes.

The Structure Plan aims to build on these attributes and opportunities to achieve the town vision beyond 2015.

The Structure Plan directions have the aim that by 2030 Ocean Grove will be a sustainable sized community with:

- A distinctive character, making it a desirable place to live, visit and work.
- An excellent range of retail and commercial services and employment opportunities.
- A reputation for providing a broad range of environmentally sensitive coastal and rural based tourist activities and accommodation, associated with the beach and wetlands, arts, food and wine.
- A mix of housing choices for all residents which apply energy and water conservation principles.
- A built form which creates an attractive and unique coastal character.
- A successful and viable Town Centre which is attractive and vibrant with ample parking, a good mix of activities and convenient pedestrian access.
- Appropriate community and social services and infrastructure which meet community needs.
- A coastal environment which is highly valued, accessible and managed in a manner that enhances and protects environmental, landscape and habitat values.
- An interconnected environment with safe and attractive pedestrian/bicycle and open space linkages, attractive streetscapes and a functional road network serviced by a local public bus service.

3.2 Role of the Town

Ocean Grove is an attractive and vibrant coastal town and is the principal coastal town in the municipality. It is an urban growth location that will accommodate large scale residential growth in the designated north-east growth area.

The town supports both a permanent and holiday resident population with the provision of schools and community services. It also plays a district role by providing essential services to surrounding communities. The town also provides retail and industrial services and these services will continue to grow commensurate with further growth of the town, particularly in the north-east.

The town's sensitive coastal and environmental setting places constraints on future growth, as do various State, Regional and Local Planning Policies. While the town is an urban growth location, additional broadhectare growth has the potential to impact upon existing physical and social infrastructure and services, town character, tourist appeal, coastal landscape and rural setting, and importantly, the sense of place and community.

3.3 Principles and Directions

The overall Structure Plan is shown in **Map 4**, which identifies principles and directions relating to key planning themes:

- Urban Growth
- Settlement and Housing
- Infrastructure
- Natural Environment
- Economic Development and Employment
- Rural Areas

3.3.1 Urban Growth

The 2007 Structure Plan planned for significant urban growth in the form of the north-east growth area. At that time, Ocean Grove was identified by State Government Policy – Coastal Spaces (April 2006) as having “High Growth Capacity”. Urban growth was directed to the north-east of the town to ensure the fragile coastal environment was protected. The north-east growth area will accommodate future residential growth away from the environmentally sensitive areas such as the coastline, Barwon Estuary and Lake Victoria environs. With appropriately planned infrastructure services, the growth area will provide for a sustainable community without unreasonably impacting on the coastal character and qualities of the town.

The vision for the town, which has not changed since 2007, notes the range of lifestyles, culture and natural environmental features that are available to the community. These need to continue to be balanced with adequate protection of the environmental assets that come with being a coastal settlement.

One of the key roles of a Structure Plan is to identify future land use and development trends that will need to be accommodated in the future planning of the town. These trends are largely related to population growth. Population growth, and the profile of the future population, will influence:

- demand for additional housing and residential land;
- need for additional retail, commercial and industrial development; and
- need for future community services and facilities.

The following factors impact on the demand for additional urban land in Ocean Grove:

Population

The population of Ocean Grove in 2015 ~~was~~ [estimated to be 13,855. \(Source: ~~idforecast.id-forecast~~. An updated assessment in 2016 by Spatial Economics using recent dwelling construction data provided an Estimated Residential Population in 2015 of 14,136 \(Source: Spatial Economics Expert Evidence C346 Panel\).](#)

Whilst population growth rates are not static, by using reliable statistical forecasts, population growth can be planned for in a relatively structured manner.

The 2007 Structure Plan adopted a high growth scenario of 4% population growth per annum, which would have resulted in a population increase of approximately 10,334 by 2020. The forecast population by 2020 was approximately 21,184 using the base year population in 2005 of 10,850.

The population forecast prepared by .id consulting, ~~it is~~ anticipated that the town's future population up to the year 2030 will be 16,105 (Source: ~~.id forecast~~ ~~id forecast~~). This equates to a population increase of 2,250 or an additional 150 people per annum. Under this scenario ~~Consequently~~, the 2007 Structure Plan's anticipated high population growth rate of 4% will not be met.

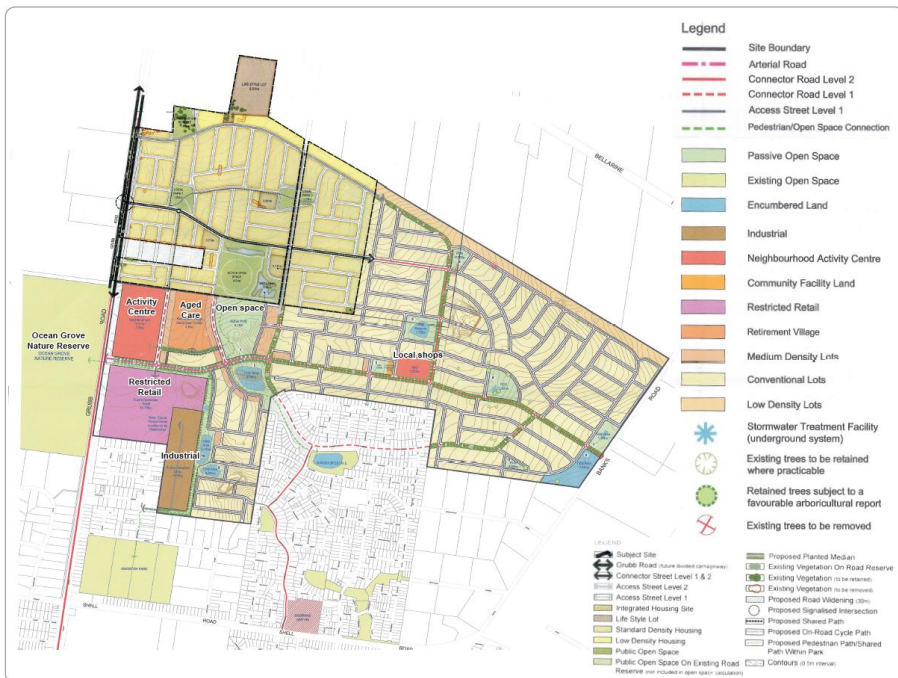
Further expert analysis on population growth, land supply and dwelling projections was presented at the May 2016 Panel Hearing for Amendment C346 which implemented this Structure Plan into the planning scheme. The Panel commented that id. consulting was likely to have understated the future dwelling and population growth in Ocean Grove. This was partly because the projections relied on data for periods when supply was significantly constrained, in the mid-2000s and in 2011/2012 when broad hectare lot construction rates in Ocean Grove fell to zero.

Council's expert found that, based on 200 net additional dwellings per annum in Ocean Grove, the resultant population will be an additional 5,630 people over the next 15 years or 375 per annum. From 2016 to 2031, it is estimated that the population growth rate for Ocean Grove is 2.3% per annum, based on a 200 dwelling per annum requirement. This estimate is based on a constant occupancy rate of 77.6% (.id Consulting) and average household sizes of 2.46 to 2.37 from 2016 to 2031. (Source: Spatial Economics Expert Evidence C346 Panel).

Under this scenario, the 2015 population of 14,136 would increase to 19,766 by 2031 thus demonstrating that the 2007 Structure Plan's anticipated high population growth rate of 4% will not be met.

The majority of population growth over the lifetime of this Structure Plan, and as per the 2007 Structure Plan's intentions, will continue to be accommodated in the north-east growth area. Figure 1 shows a copy of the combined approved development plans for the north-east growth area.

Figure 1 Approved developments plans for the north-east growth area



On a more localised scale, the Bellarine Peninsula requires no further broadhectare residential land stocks. There is 14 years of zoned broadhectare land supply. In terms of future broadhectare land supply stocks (unzoned), there is an additional 10 years of supply to cater for projected demand across the Bellarine. Broadhectare residential land stocks within Ocean Grove ~~are~~ were approximately 3,193 lots at March 2015. ~~In addition to existing broadhectare land within the town, there are approximately 423 minor infill lots and 436 future residential lots at the recently rezoned land at Trethowan Avenue. Source: Ibid~~ As at March 2016, there was a residential lot capacity within broadhectare land supply areas in Ocean Grove of approximately 3,557 lots (Source: Spatial Economics Expert Evidence C346 Panel).

Adequacy of Land Supply

Under the various population growth and dwelling scenarios, Existing and future residential land stocks within the municipality, the region and the town, are sufficient to meet the demands of the forecast population by 2030.

Land identified within the nominated settlement boundary, principally within the north-east growth area, will accommodate the majority of the projected housing demand over the lifetime of this Structure Plan.

Settlement Boundary

In planning for a high population growth scenario, the 2007 Structure Plan identified two settlement boundaries shown in **Map 8 (Part C)**. They were:

- A boundary for the lifetime of the Structure Plan to the year 2020 to accommodate a total population of approximately 21,000 and a future residential land supply of at least 10 years.
- A potential (indicative) long-term settlement boundary for the period beyond 2020 or when land supply falls below 10 years to ensure future development and location of services does not result in poor planning outcomes in the long term.

For structure planning purposes, the ultimate population and urban development potential of Ocean Grove should be taken into consideration. Analysis of development trends, land supply and forecast population growth shows that the nominated settlement boundary will continue to provide enough land up to 2030, including the forecast population growth up to 21,000 persons identified in the previous Structure Plan. In turn, this means a supply in excess of 10 years.

In line with State Government guidance on implementing a coastal settlement boundary (Planning Practice Note 36), the nominated settlement boundary will provide a clear and logical coastal settlement boundary and will direct urban development away from the more sensitive environments surrounding the town. Defining a single, robust settlement boundary will also provide certainty for the community about the town's future growth direction. It is important to protect the unique setting and character of the town that makes it popular for residents and tourists alike and adheres to coastal planning principles. These principles are further supported by the Bellarine Localised Planning Statement 2015, which forms part of the State Planning Policy Framework in the Greater Geelong Planning Scheme. **Part C** provides further discussion about these matters.

Given the extent of land supply within the nominated settlement boundary, the need to consolidate development within settlement boundaries, the need to protect rural land and the need to protect the rural landscape and town identities on the Bellarine Peninsula and also, landscape and environmental features, land outside the nominated settlement boundary is not supported for urban growth as part of this Structure Plan. Consistency with Council's approach in the preparation of other Bellarine Structure

Plans in terms of urban growth is also an important factor. Notwithstanding this, as part of an overall opportunities and constraints analysis for the town, a number of urban fringe areas have been considered. **Part C** discusses these areas in further detail.

[As determined during the Panel hearing for amendment C346, the next review of the Structure Plan will need to undertake an assessment of long term growth options \(both infill and settlement expansion\) in order to establish an enduring settlement boundary for Ocean Grove.](#)

Urban Growth - Principles

- To protect the unique character of Ocean Grove as a coastal town within a sensitive environmental and significant landscape setting.
- To direct urban growth away from sensitive environmental and significant landscape areas to the south, east and west.
- To maintain a compact urban form within the nominated settlement boundary.
- To ensure new urban growth is provided with adequate provision of community and social infrastructure.

Urban Growth - Directions

- Identify a clear, logical and robust coastal settlement boundary around Ocean Grove.
- Retain the Farming Zone around the nominated settlement boundary to ensure the sensitive environmental and significant landscape setting is maintained.
- Support the continued subdivision and development of the north-east growth area as the key urban growth front in Ocean Grove to ensure there is sufficient land supply and necessary infrastructure to meet the needs of the growing population.
- ~~Ensure no further expansion is proposed east, south and west due to environmental and physical constraints.~~
- [Undertake an assessment of long term growth options \(both infill and settlement expansion\) in order to establish an enduring settlement boundary for the Ocean Grove township.](#)

3.3.2 Settlement and Housing

Housing Demand and Existing residential areas

The level of housing needed to accommodate the future population within Ocean Grove up to 2030 is based on declining household size and a relatively static housing occupancy rate.

The average household size in 2011 was 2.49 persons. It is expected to decrease to around 2.33 persons by 2030 ([Source: .id consulting](#)). Dwelling occupancy rate in 2011 was 77.62% and is forecast to remain relatively constant up to 2030. The dwelling occupancy rate is not expected to increase significantly as this is closely associated with population increase.

The anticipated demand for additional housing over the lifetime of this Structure Plan ~~is~~ was expected to be in the region of 1,200 dwellings [by .id- consulting](#). This projection is based on an estimated population increase of 2,250 people (2015-2030), an average household size of 2.41 persons and a dwelling occupancy rate of 77.62%.

[The .id- consulting dwelling forecasts estimate that from 2016 to 2036 there will be an average annual dwelling requirement of 102. An alternative scenario has found a future total dwelling requirement in](#)

[Ocean Grove in the short to medium term \(0 to 15 years\) will likely to average around 200 per annum \(Source: Spatial Economics Expert Evidence C346 Panel\).](#)

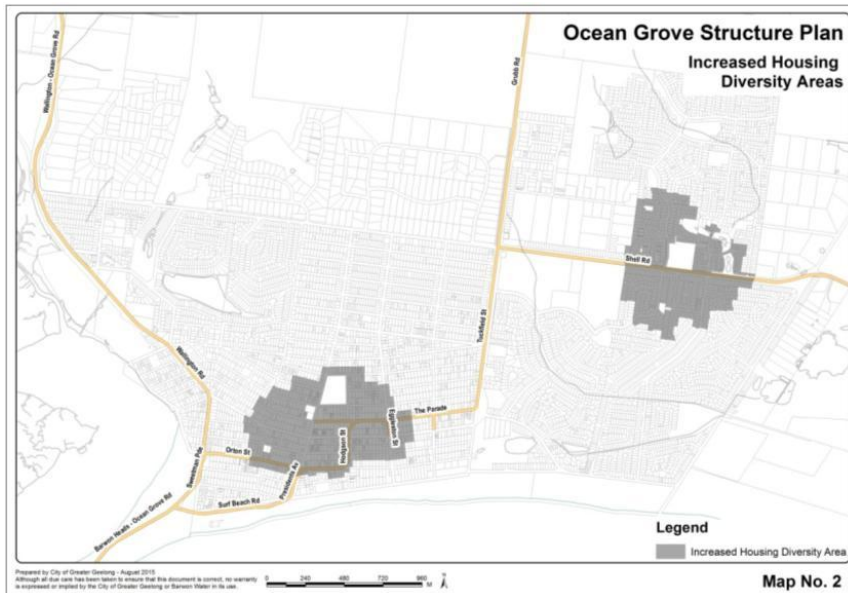
The anticipated demand for housing can be accommodated within the nominated settlement boundary based on the adequacy of land supply.

It is envisaged the majority of housing demand will be accommodated in single detached housing, with an increasing proportion of medium density housing located around activity centres.

The north-east growth area will provide the majority of new housing and be predominantly single detached dwellings. However, in an effort to create a more sustainable and compact urban area, this housing will be at a higher density (smaller lot size) than the town's older style subdivisions. The growth area will also include medium density development and this will be positioned close to activity areas and open space reserves.

Council's identified Increased Housing Diversity Areas (IHDAs) around the Town Centre and Marketplace (See **Map 2** below) support development at increased densities proximate to essential services. Medium density residential development including greater building heights up to 10.5 metres will be encouraged in these areas within 400 metres walking distance of each centre. For coastal areas such as Ocean Grove, Council has prepared a local planning policy to guide increased residential density development in a manner that contributes to the coastal character and nature of the town. Particularly within the IHDAs, a range of accommodation to meet the diverse needs of the tourist market is also required, with opportunities for tourist accommodation adjacent to and within the Town Centre itself. Provision of aged care accommodation services is also encouraged within close proximity to activity centres.

Map 2 Ocean Grove Town Centre and Ocean Grove Marketplace Increased Housing Diversity Areas



General infill development throughout the town, including within the IHDAs, will provide an incremental supply of residential development over the lifetime of this Structure Plan.

The Goandra Estate, north of Thacker Street, will continue to provide a low density residential style living offer to the community, within the town boundary. The estate will provide for the retention of significant vegetation and the provision of vegetated open space central to the estate.

Within the older parts of the town there is continued pressure on the drainage system. There is a need to consider the impacts of new development on the more established drainage network, which can be achieved by adopting a catchment wide assessment of potential impacts. There is also a need to better manage stormwater to protect the environmental values of the receiving areas from pollutants and sediments. It is essential that future urban areas be developed in accordance with best practice stormwater management principles including water sensitive urban design techniques.

Areas supported for future conventional residential purposes within the town

The Rural Living zoned area incorporating Ocean Grand Drive and Trethowan Avenue provides the town's best opportunity to make a moderate contribution to urban consolidation given its proximity to existing and proposed residential areas to the north and west and availability of services. The recently approved planning scheme amendment C203 rezoned this area to General Residential Zone including a new schedule to the Development Plan Overlay and a S.173 agreement to provide for the orderly development of the area.

Areas not considered suitable for rezoning for residential purposes within the town

The Coolamon Close subdivision, while offering sound locational attributes for conventional residential development, contains an extensive and consistent cover of native vegetation making this area unique, particularly given its role in enhancing the habitat values of adjoining land including Kingston Park. The area is also located close to the existing and expanded industrial estate areas. More conventional residential development and subdivision of these lots would result in a significant loss of vegetation and create potential amenity impacts.

The existing Low Density, Special Use and Rural Living zoned land between Wallington and Grubb Roads has significant environmental and landscape attributes given the extent of significant vegetation and exposed coastal views which make these areas unsuitable for increased development or conventional residential zoning. Low Density zoned lots east of Bonnyvale Road are also unsuitable for conventional residential development given their low lying nature, drainage constraints and proximity to significant environmental features.

Special Development Area- Collendina Resort and Motel

The Collendina Resort and Motel continues to be operational. Within this area there is also a derelict aged care accommodation site. This area should continue to be included within the nominated settlement boundary based on its existing urban land uses and historical support for revitalisation to build on its current tourist role. Until a sound planning proposal is presented to Council, the land should continue to operate under the Farming Zone, which would be subject to review upon the assessment of future proposals. Future development would need to be designed in a manner that complements the coastal setting and builds upon the coastal location adjacent to the primary dune system.

Special Investigation Area- land at north-east corner of Banks Road and Shell Road

This Farming Zone land was included within the settlement boundary of the 2007 Structure Plan to support a future 'eco-tourist facility development'. During the 2015 Structure Plan review, landowners subsequently requested that this area, including additional land to the north, be identified for urban growth building on the future development and infrastructure west of Banks Road. No part of the submission to the [2015 structure plan](#) review focused on the development of the land for an eco-tourist facility.

There is no requirement for additional residential land in the nominated settlement boundary nor has a proposal for an eco-tourist facility come forward since 2007. Should a proposal come forward for an eco-tourist facility in the future, it could be considered under the provisions of the Farming Zone and associated Planning Scheme provisions. However, the suitability of this land as a long term growth option will be further considered during the next Structure Plan review. Consequently, this land has been retained within the settlement boundary. ~~Consequently, removing this land from within the nominated settlement boundary will result in a logical finish to the eastern extent of the town defined by Banks Road.~~

Neighbourhood Character

The town benefits from an established coastal character that is principally achieved through retention of vegetation, use of appropriate buildings materials, siting, site coverage, building height and capturing views. Given the continued growth of the town through both greenfield and infill development, there is a need to protect the defined coastal character.

Vegetation is a significant contributor to the coastal neighbourhood character in the town. However, through redevelopment vegetation can often be lost. This is a particular issue in the older parts of the town south of Thacker Street. There are a number of ways to protect neighbourhood character in the town. The use of planning overlays to protect and manage significant vegetation in terms of its contribution to the overall coastal character of the older parts of the town is one method. The Significant Landscape Overlay and/or Vegetation Protection Overlays are planning tools that should be further investigated for these areas.

The Structure Plan also recommends the review of existing planning overlays, including Schedule 7 to the Significant Landscape Overlay- Ocean Grove Coastal Area (SLO7). SLO7 addresses building height, view sharing, and protection of vegetation. A review should investigate the specific development objectives relating to site coverage and retention of significant vegetation.

Settlement and Housing - Principles

- To ensure future housing development provides for a variety of housing sizes and types and, complements the coastal character of Ocean Grove.
- To encourage urban consolidation and infill development where compatible with established environmental, landscape and urban character.
- To promote sustainable development principles in new residential subdivisions and infill development including energy efficiency, connectivity and water efficiency
- To achieve a high standard of urban design, which integrates with the coastal character of the town and protects environmentally sensitive areas of the town such as the foreshore, Lake Connewarre, Lake Victoria environs and Ocean Grove Nature Reserve.
- To support the revitalisation of existing tourist nodes to deliver a greater offer to the community and tourists.

Settlement and Housing - Directions

- Support a mix of housing types, particularly around the Town Centre, including the provision of accessible and adaptable housing choices designed for disabled, aged persons and tourist accommodation.
- Ensure higher density housing and tourist accommodation up to 3 and 4 storeys in the Town Centre. Upper floor treatments should be substantially recessed to reduce building bulk and assist in streetscape integration. Roof forms should not incorporate high pitches and should provide

visual interest. Building form should provide for appropriate street activation and integration, use articulation and contemporary design treatments which contribute to a coastal town character.

- Support increased residential densities within the identified Ocean Grove Town Centre and Marketplace Increased Housing Diversity Areas to ensure urban consolidation objectives are achieved. Such development needs to be responsive to the coastal character and setting of the town.
- Encourage incremental infill medium density housing throughout the remainder of General Residential zoned areas, subject to neighbourhood character considerations.
- Encourage development which respects the coastal landscape setting of Ocean Grove by providing for contemporary design that addresses the existing scale, setback, site coverage, building spacing, forms and materials of the locality and which provides for reasonable sharing of views to the coast and foreshore.
- Support the future subdivision and development of the Ocean Grand Drive and Trethowan Avenue Rural Living Estate to Residential and ensure it has appropriate connections to existing and future planned residential areas to the north and west.
- With the exception of the Ocean Grand Drive and Trethowan Avenue Rural Living estate, the rezoning of land currently zoned Rural Living Zone (RLZ) and Low Density Residential Zone (LDRZ) to provide for conventional residential development is not supported.
- Ensure new subdivisions provide water sensitive urban design (WSUD) and stormwater treatment to ensure impacts on any environmentally sensitive land are minimised.
- Investigate flooding issues in the older parts of Ocean Grove to determine the potential impact of new development on the drainage system.
- Undertake a review of the older parts of the town to investigate the introduction of new planning overlay controls to protect important landscape and built form attributes.
- Amend the existing Significant Landscape Overlay – Schedule 7 provisions to ensure they better reflect the identified objectives of the overlay control and provide clearer guidance to the community, Council and applicants.
- Ensure subdivision within the areas currently covered by Significant Landscape Overlay – Schedule 7 has regard to the ability of lots to be developed in a manner which enables building site coverage and opportunities for vegetation retention or establishment in a manner consistent with the prevailing building site coverage and landscape character of the area.
- Encourage development that provides for additional planting, protection of significant vegetation around buildings and, minimal impacts on roadside vegetation.
- Establish the landscape character of new residential subdivisions by implementing early planting of street trees. This can be achieved through the use of respective Street Tree Planting Strategies reflective of native/indigenous species in Ocean Grove.
- Encourage the redevelopment of the Collendina Resort and Motel and dilapidated aged care accommodation buildings, to provide for improved tourist related facilities and other community related land uses.

3.3.3 Infrastructure

Community and social infrastructure

The town has seen significant investment in community and social infrastructure in recent years. Council has invested significantly in a range of social infrastructure including the Ocean Grove Community Hub, the Boorai Integrated Children's Centre, a new performance space – the Grove Pavilion at Ocean Grove Park, and ongoing construction of the new sport pavillion at Shell Road Reserve. Notwithstanding this, there will continue to be a need for investment in community infrastructure commensurate with the needs of the growing population.

There is an immediate need to expand the current library service. To accommodate the needs of an expanded library service, an extension to the existing building or a new site will be required. The preference is for a location within an activity centre.

Community and social infrastructure in the north-east growth area will be required to meet the needs of the growing population in this part of the town. Using a S.173 agreement, monies are being collected in the north-east growth area to deliver community infrastructure. This includes the provision of a sports pavilion within the regional open space site (8ha). Other community infrastructure will be delivered through the collection of a \$900/lot levy. Given the relative disconnection with the Town Centre, it is imperative that the broader growth area incorporates relevant community infrastructure to meet community demand.

The Department of Education and Training (DET) has reviewed its position regarding the need for a new State primary school in Ocean Grove. Based on the advice provided by DET, there will be a need for a new primary school to meet expected future student demand. The location of a new primary school should ideally be within the growth area. There is limited land available elsewhere in the town and the growth area was originally advocated as the most logical location in the previous Structure Plan. The Structure Plan acknowledges the need for a new primary school in the town based on the advice of DET. Council will continue to work with the State Government to review and assess provision of education service infrastructure in line with population requirements and the ability of existing infrastructure to accommodate future demand.

Services

To accommodate the extent of residential development in the north-east growth area, a coordinated approach was adopted by key service providers to ensure the provision of necessary infrastructure (water, drainage, sewerage, power, gas and telecommunications). There is sufficient capacity to accommodate the planned growth within the nominated settlement boundary, subject to augmentation of existing facilities and provision of new pumping station off Banks Road.

Powercor continues to indicate that a zoned substation requiring a site area of up to 1ha will be required to service future development within this growth corridor. This will be provided within the industrial area.

Vehicle access and movement

There is a need to build on the work undertaken as part of the Town Centre UDF in terms of establishing a clear road hierarchy for the broader town. Ocean Grove has an established road network but lacks any prioritisation of road users. This can be achieved through the preparation of a Network Operating Plan via VicRoads' SmartRoads assessment undertaken between key stakeholders.

The Structure Plan supports the key road network upgrades proposed in the Town Centre Urban Design Framework. This will ensure that issues surrounding traffic and pedestrian movement can be managed in a staged manner. Previous Structure Plans have supported The Terrace as the preferred arterial

route through the Town Centre. The long-term intention of establishing The Terrace as the priority arterial route will require extensive negotiations with key stakeholders, including VicRoads.

Given the importance of Grubb Road as a key entry point to the town, its future duplication continues to be supported by the Structure Plan.

There are currently a limited number of bus services providing public transport linkages to Geelong and other centres from Ocean Grove. The services are often infrequent and routes circuitous.

A local town loop bus service remains a key request by the community. This should be accommodated within the planning of activity centres and new urban development. In the interim, other local transport schemes should be supported.

A seasonal free shuttle bus service operates between Ocean Grove and Barwon Heads during the summer months, which assists in removing private cars from the local road network. A “park and ride” scheme continues to be advocated by key stakeholders, including Barwon Coast, to assist in relieving pressure on parking around popular beach access points during summer where small buses can depart from larger car parks located throughout the town including the Town Centre, Ocean Grove Market Place, proposed new activity centre on Grubb Road, Surfside etc.

The new signalised intersection at Shell Road into the Shell Road precinct is assisting in alleviating traffic related issues along this key arterial route and provides a much needed signalised pedestrian crossing point. The future provision of signals at the Marlin Drive/Tuckfield Street intersection will further assist in alleviating traffic issues at this key junction. Future intersection improvements around the town are likely to be warranted particularly the Grubb Road/Shell Road roundabout intersection, which should be determined once the duplication of Grubb Road is resolved.

Car parking continues to be an issue facing the town. With seasonal influx during summer months, car parking issues are exacerbated. The Town Centre UDF investigated short-term and long-term options for car parking. Whilst there is potential to provide additional spaces through reconfiguration of existing car parking spaces and removal of stopping restrictions, there needs to be a balance with safe pedestrian movements.

Pedestrian access and movement

The historical subdivision of the town lacks appropriate footpath and cycle path provision, particularly in areas south of Thacker Street and older parts of Collendina. Issues also relate to key road intersections where no provision has been made to accommodate pedestrian movements to key destinations such as the Shell Road precinct and the Town Centre. This is an ongoing concern for the community. The preparation of a Principal Pedestrian Network (PPN) and the support of the G21 Principal Bicycle Network (PBN) (including priority projects for the town) will ensure that priority work is undertaken to deliver a network of footpaths and cycle paths and that priority is given to key routes.

The Town Centre UDF also provides guidance as to improving access within the Town Centre and connection to the beach. Accessibility via all modes of transport to commercial, recreational and community uses is a key requirement for the community. The Structure Plan supports the ongoing work between the community and Council through the delivery of upgrades to footpaths and road carriageways.

Map 3 sets out the access and movement network associated with the future growth and expansion of Ocean Grove. The plan notes the importance of providing improved connections between existing and proposed estates, connections to Shell Road community hub, alignment of the environmental town link, links from the Town Centre to the beach with improved and connected pedestrian and bicycle paths being a priority.

Infrastructure - Principles

- To encourage the provision of a range of social and community services meeting the needs of current and future populations of both the town and wider Bellarine Peninsula.
- To provide adequate levels of public open space, both within the existing and proposed residential areas, to cater for the passive and active recreation needs.
- To improve pedestrian and cycling movement, access, safety and connectivity throughout all areas.
- To provide an improved transport and movement network throughout the town and linking with surrounding settlements.
- To ensure new development adequately addresses stormwater drainage, adopting a catchment – wide analysis, including downstream storage and management requirements and employs WSUD principles.
- To ensure the appropriate augmentation of water supply, sewerage and electricity infrastructure;
- To provide a sense of place and identity to the town through the inclusion of unique and interesting signage, landscaping and public art at the gateways of the town.
- To promote and reinforce key access points to the beach.

Infrastructure - Directions

Community and social infrastructure

- Ensure that community and social infrastructure is provided to respond to service needs commensurate with forecast population growth, particularly within the north-east growth area. This should form part of a broader town social infrastructure analysis.
- Ensure adequate aged care facilities are provided throughout the town and where possible within convenient access to an activity centre and medical facilities.
- Work with the Geelong Regional Library Corporation to plan for the expansion of library services to meet growing population demand in Ocean Grove.
- Work with the Public Transport Victoria to review opportunities to provide a town loop bus service, which includes linkages to the Potato Shed and linkages to Drysdale-Clifton Springs and Barwon Heads.
- Work with Barwon Coast to investigate opportunities for a “park and ride” scheme during school holiday periods and busy weekend periods. Continue to support the provision of the Ocean Grove-Barwon Heads peak summer season shuttle bus service.
- Work with the Department of Education and Training to investigate the provision of a new primary school, preferably within the north-east growth area.

Open space and recreation

- Establish a safe bicycle-pedestrian path network around the town connecting to key destination points including the foreshore, Barwon River, Nature Reserve, north-east growth area, Grubb, Banks and Bonnyvale Roads with linkages to Point Lonsdale, the 'Potato Shed' and Barwon Heads. This should align with the G21 PBN Priority projects for Ocean Grove, the adopted Geelong Cycle Strategy, and the draft City of Greater Geelong Principal Pedestrian Network.
- Support the establishment of a regional public open space site in the north-east growth area including a sports pavilion using developer contributions.

- Work with the community to deliver improvement works to the local road network, including footpath and bicycle network.
- Work with Barwon Coast and Parks Victoria and other agencies to create sensitive pedestrian connections along the coast linking the Barwon River, Lake Connewarre, The Spit and Lake Victoria environments including improving sensitive pedestrian connections through Buckley Park. Ensure adequate provision of both informal and formal open space to address the future recreational needs of the community.
- Work with the community and VicRoads to develop a landscape plan for the Tuckfield St/The Parade Reserve.

Services

- Support the augmentation of electricity, water supply and sewerage infrastructure, including the identification of land for a future Powercor zone substation within the industrial precinct on Grubb Road.
- Seek to have overhead powerlines relocated underground within the Town Centre and along major collector roads.

Vehicle access and movement

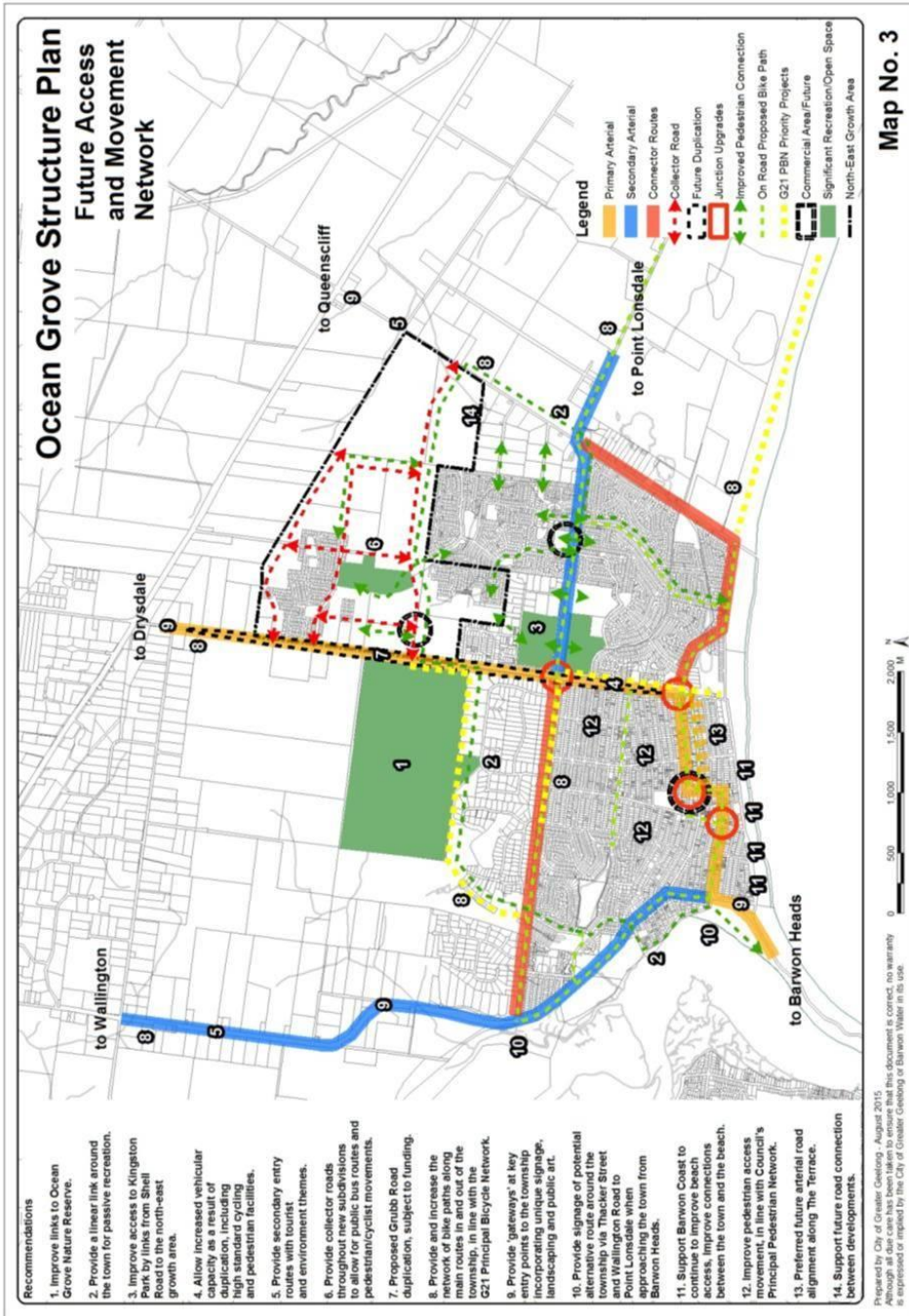
- Support the duplication of Grubb Road and its role as the main entry into Ocean Grove for traffic coming from Geelong, subject to adequate protection of significant vegetation along the road reserve.
- Encourage the retention of Wallington Road as a secondary and alternative entry, focussed on providing a tourist route and a more scenic approach into Ocean Grove.
- Encourage the retention of Banks Road as a secondary entry point to Ocean Grove and the north-east growth area, retaining a semi-rural appearance and fulfilling the roles of a route to the beach at Collendina and as a safe bicycle route providing linkages to the Bellarine Rail Trail, the Potato Shed and secondary schools in Drysdale.
- Establish signage to encourage through traffic to use an alternative route (Wallington - Thacker Street – Shell Road) around the town, in preference to going through the Ocean Grove Town Centre. Signage should be located at three intersections: Barwon Heads – Ocean Grove Rd and Orton Street roundabout; Wallington Road and Thacker Street intersection; and Thacker Street/Grubb Road/Shell/Tuckfield Road roundabout.
- Review existing roundabout at the intersection of Grubb Road and Shell Road. Consider signalising the intersection after duplication of Grubb Road and subject to review of the broader traffic network.
- Support intersection improvement works at corner of Orton Street and Presidents Avenue and Hodgson Street and The Parade, consistent with the Town Centre UDF.
- Maintain The Parade as the main thoroughfare through the town whilst preserving The Terrace as the preferred long-term main thoroughfare, as identified in the Town Centre UDF.
- Work with key stakeholders to develop a clear road hierarchy for the town.

Linkages, Boulevards and Streetscapes

- Establish a dedicated regional cycle path along both Grubb and Banks Roads, connecting to the Bellarine Rail Trail, Potato Shed and secondary schools. Grubb Road is to be the first priority associated with the duplication of the road. This should closely align with the G21 PBN.

- Support the upgrade of Grubb Road and Tuckfield Street as a major coastal boulevard. A streetscape plan should be prepared for this route which seeks to achieve the following:
 - duplication of Grubb Road from the Bellarine Highway through to The Parade.
 - strong informal coastal landscape theme.
 - a landscaped central median in Grubb Road which reinforces the remnant treed vegetation.
 - landscaped verges.
 - protects local indigenous vegetation and retains existing trees and vegetation, wherever possible.
 - a dedicated cycle path (separate from footpaths) along Grubb Road that provides a connection to Drysdale/Clifton Springs and the Bellarine Rail trail to the north.
 - limits direct access to Grubb Road from properties abutting the road.
- Development of properties abutting Grubb Road and Tuckfield Street shall accommodate setbacks and landscaping which complement the coastal landscape theme of the roads.
- Strengthen the role of Shell Road as a major informal coastal boulevard by preparing a streetscape plan that seeks to provide high standard cycling and pedestrian facilities and improving linkages to key commercial, community and recreation facilities.
- Upgrade the appearance and amenity of the main road through Ocean Grove, which follows The Parade – Orton Street route. This should build on the recommendations of the Town Centre UDF for the creation of 'green links'.
- Encourage new housing and development along The Parade – Orton Street route that provides for low, transparent fence treatments; discourages the erection of high solid fences; provides for landscaped front setbacks that complement the coastal landscape within the road reserve and enhance the overall appearance of the road corridor.
- Improve pedestrian access to the beach from the Town Centre along Hodgson Street and Presidents Avenue. This route is to be emphasised by landscape treatments to create 'green links' in line with the Town Centre UDF.
- Provide unique and interesting signage, key planting and landscaping, urban art installations, banners etc. at the key 'gateways' to Ocean Grove e.g. Barwon Heads – Ocean Grove near the intersection with Surf Beach Road; Wallington Road near the intersection with Thacker Street; and Grubb Road and Shell Road near the intersection with Banks Road.
- All future road works and traffic calming treatments should provide a high level of pedestrian safety and visual amenity.

Map 3 Future Access and Movement Network



3.3.4 Natural Environment

Ocean Grove is bound by significant environmental features such as the foreshore, Lake Connewarre (Barwon River estuary) and Lake Victoria environs. Other features include the Ocean Grove Nature Reserve and the Begola Wetlands. These natural features are integral to the habitat and biodiversity values of the local and wider environment. Importantly, they also contribute to the overall identity of the town and its community by providing a high quality rural/environmental edge. The nominated settlement boundary excludes many of these key environmental features from urban development.

The town is affected by a number of environmentally themed overlays. The Significant Landscape Overlay and Environmental Significance Overlay ensure that in planning for future urban development within the town, consideration is given to significant landscape and environmental features. These planning overlays also play an important role in managing the character of the town through the protection of vegetation, providing for a sharing of views and built form design guidance.

The established character of the town is a key feature valued by the community. The character evolves from the undulating coastal setting, which is defined by generally low scale buildings, canopy trees and overall vegetation cover which exist through parts of the town. However, the level of vegetation found throughout some neighbourhoods varies considerably, with new residential areas to the north having little vegetation or are subject to early landscaping waiting to mature. Some of the significant treed and landscaped areas include the original part of Ocean Grove town which extends to the foreshore area known as Buckley Park Foreshore Reserve, as well as Goandra Estate, the Ocean Grove Nature Reserve and Kingston Park.

The Structure Plan supports further vegetation and ecological assessment, particularly in the older residential areas south of Thacker Street generally defined by Tuckfield Street and Wedge Street and an area south of Blue Waters Lake Reserve by Blackwell Street. These areas are considered to significantly contribute to the character of old Ocean Grove through existing levels of vegetation. As discussed in section 3.3.2, depending on the outcome of further investigation of these areas, consideration should be given to the use of planning controls.

Significant trees species found in the town include Bellarine Yellow Gum and Moonah. The Structure Plan supports the mapping of these species and subsequent consideration of appropriate planning controls to provide adequate protection, where appropriate. This work should closely relate to the further work mentioned above.

Flooding is also an issue for the town, particularly in the low lying areas to the south and west. A number of areas are already subject to flood prone designation under the Building Regulations 2006.

Given the town's environmental context, there is the potential for new residential development to the north of the town to have adverse impacts upon the quantity and quality of storm water runoff into the nearby wetlands of Lake Victoria and Barwon Estuary. New development in the north-east growth area will need to ensure that substantive measures are put in place to successfully mitigate drainage issues in future subdivisions. There are important drainage lines running through the Ocean Grove Nature Reserve from the land to the north and west, the Goandra Estate towards Blue Waters Lake Reserve and also west of the Nature Reserve through the Farming Zone land into the Barwon Estuary. The catchments within which these drainage lines run play an important role for the town and future development within these catchments could have negative impacts on the natural environment around the town.

Future climate change in the form of sea level rise will need to be planned for in established areas to the west of the town along the Barwon River. Low lying areas along the Barwon River waterfront will be affected by future sea level rise and storm surge events. Adaptation measures will need to be considered to ensure existing land uses have the opportunity to adapt to these circumstances. New

development in these areas should have regard to adaptation measures and take a precautionary principle approach.

The key landscape features of the town and environs are managed by public land managers, such as the Barwon Coast Committee of Management (Barwon Coast), Parks Victoria and the City of Greater Geelong. In particular, the foreshore sand dune system plays an integral role in protecting the town from coastal impacts. The Structure Plan supports the ongoing management of these areas by the relevant agency, including the co-working relationships, where relevant, to ensure these areas are protected and enhanced in the long-term. The Structure Plan also supports the preparation of a Coastal Management Plan for Ocean Grove including a review of the Buckley Park Foreshore Reserve Masterplan.

Natural Environment - Principles

- To protect the environmental and landscape features of the town.
- To facilitate greater utilisation of existing parkland, whilst balancing protection of existing landscape and environmental qualities of the public open space.
- To ensure environmentally sensitive areas including the coast, Buckley Park Foreshore Reserve, Goandra Estate, Ocean Grove Nature Reserve, Barwon River / Lake Connewarre and the Lake Victoria environs are protected from development pressures.
- To ensure the existing and future neighbourhood and landscape character is adequately protected and enhanced with additional landscaping appropriate to the town's coastal location.
- To plan for anticipated climate change including coastal inundation and erosion.

Natural Environment - Directions

- Ensure protection and management of significant vegetation and that which contributes to the coastal character of the town.
- Encourage the implementation of water sensitive urban design measures for drainage and stormwater, energy conservation and water reuse within all residential, commercial and industrial development.
- Encourage the use of indigenous tree plantings in new development to enhance the coastal character of the town.
- Protect the environmental qualities of Buckley Park Foreshore Reserve to ensure that the sand dune structure and landscape characteristics are adequately protected and that pedestrian activity is appropriately managed in consultation with key agency stakeholders.
- Support the preparation of an Ocean Grove Coastal Management Plan and the implementation of the Barwon Coast Management Plan.
- Support the ongoing environmental management activities and improvements in infrastructure, restoration/regeneration of habitat and access to coastal public land by Barwon Coast, DELWP and Parks Victoria.
- Support the review of the application of the Significant Landscape Overlay 7 to ensure that this control best delivers the intended landscape outcomes.
- Ensure areas affected by future sea level rise, particularly in the western part of the town, are appropriately managed to avoid risk to future development.

3.3.5 Economic Development and Employment

As the population increases so will the demand for increased consumer goods and services. The demand for services has been considered as part of the planned growth in the town. The City of Greater Geelong Retail Strategy 2006 supports growth of retail floorspace within Ocean Grove over the period to 2021. This position is supported by the Structure Plan as meeting the future retail needs of the community. The Structure Plan also supports the ongoing review of the existing retail strategy to ensure future retail land use and development has regard to growing population and market demand.

The town currently has retail centres located in ~~four~~^{three} identifiable locations namely:

- **Town Centre** which accommodates the majority of the towns retail premises;
- **Ocean Grove Market Place** which is a neighbourhood activity centre that includes retail premises;
- **Madeley Street** which includes a small strip of convenience shops; ~~and~~
- **Kingston Village** which is a new neighbourhood activity centre on Grubb Road that will shortly commence development.

The existing Town Centre should remain the key focus for retail activity within Ocean Grove to foster activity and vitality of the town. The Town Centre has a number of key anchors including Coles supermarket, Post Office, Country Target and a number of Banks. **Part C** acknowledges that with the future growth of the town, additional retail and commercial floorspace will be required to meet the needs of both residents and tourists. Despite some vehicular accessibility and parking issues, which have been investigated as part of the Town Centre UDF, the Town Centre is viewed as being able to accommodate an improved range of retail goods and services.

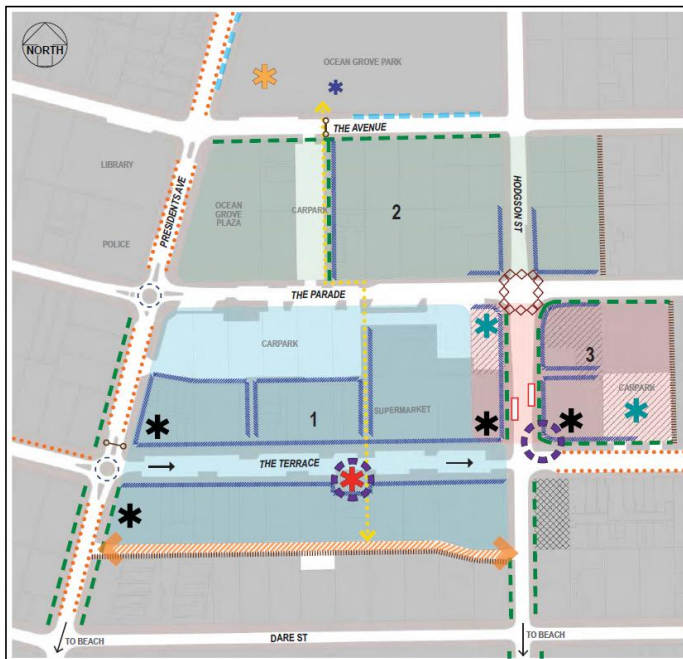
Since the 2007 Structure Plan, a number of efforts have been undertaken to improve the retail offer in the Town Centre. These include extending the Town Centre north to The Avenue; including the former CFA site and adjoining land within the Mixed Use Zone and supporting the increase in density of development and consolidation of the Town Centre.

The Town Centre UDF has built upon the directions of the 2007 Structure Plan. The guiding design principles of the UDF seek to:

- Enhance the quality of the experience for locals and visitors in the Town Centre by improving the public realm.
- Activate the perimeter block of the Town Centre with shops.
- Create vibrant outdoor shopping and eating areas.
- Promote economic diversity in the Town Centre.
- Reinforce the Town Centre as the primary retail centre for Ocean Grove in the face of new competition at Shell Road and Grubb Road.
- Create new meeting places and public spaces.
- Prioritise pedestrian and cyclist safety and amenity in new development and streetscape upgrades.
- Improve safety for drivers, cyclists and pedestrians.
- Create connections from the town centre to the beach and Ocean Grove Park.
- Ensure new development meets its car parking demand or provides additional spaces within the Town Centre.

Figure 2 illustrates planning and urban design principles and expansion opportunities for the Town Centre through the UDF.

Figure 2 Ocean Grove Town Centre Urban Design Framework- Framework Plan



LEGEND	PRECINCTS
<ul style="list-style-type: none"> Active frontages - shop & office Signature building New Town Square High quality landscaping & public art New bike path Small roundabout Improved pedestrian connection Proposed bus stop 'Squared-Up' intersection New pedestrian crossing Meeting point Rear access and loading Development sites Indent existing car parking Cenotaph relocated from The Parade New performance space Retain for future road widening Residential interface Off-set car parking within proximity to Town Centre or replace on-site 	<ol style="list-style-type: none"> 1. The Terrace Retail and Residential Precinct <ul style="list-style-type: none"> • Generally 3-4 storeys • - 4 storey in The Terrace limited to south side of the street • New development to address the street • Zero front setbacks • Upper level development to be set back and generally recessive • Maintain the human scale of the street 2. The Avenue Office and Residential Precinct <ul style="list-style-type: none"> • Generally 3 storeys • Upper level development to be set back and generally recessive • New development to address the street and nearby Ocean Grove Park • Strong landscape character and connection to Ocean Grove Park 3. Hodgson Street East Mixed Use Precinct <ul style="list-style-type: none"> • Generally 3-4 storeys • Upper level development to be set back and generally recessive • New development to address the street and nearby residential area • Minimal carparking visible from the street

Amongst other things, to enable the expansion of the Town Centre, a number of land use rezonings will be required. These include:

- rezoning the surplus park at 94 The Parade from Public Park and Recreation Zone to Commercial 1 Zone; and
- rezoning the surplus road reserve from the upgrade of the Hodgson Street/The Parade intersection from Road Zone Category 1 to Commercial 1 Zone.

Consideration should also be given the application of a Public Acquisition Overlay to rear laneway south of The Terrace to support a connection between Presidents Avenue and Hodgson Street.

Implementation of a Design and Development Overlay for the Town Centre, as identified in the Town Centre UDF is supported by this Structure Plan.

Ocean Grove Market Place is a secondary activity centre that serves the eastern and northern neighbourhoods of Ocean Grove and also, residents from other towns such as Point Lonsdale. The centre is bound by residential properties and has limited capacity for significant expansion.

The Madeley Street shopping strip is not anticipated to grow and will continue to serve a local catchment.

The ~~future~~ Grubb Road activity centre and restricted retail precinct, which form part of the north-east growth area, will provide for the needs of the growing population but also the needs of the broader town population, surrounding rural areas and the seasonal population influx.

The Grubb Road activity centre is expected to fall within the retail category of a 'neighbourhood activity centre', as defined by the City's adopted Retail Strategy 2006. As part of the first stage of the activity centre, ~~it is anticipated that~~ a full line supermarket and associated speciality retail shops and business and community services will be provided. The first stage of development ~~will be expected to~~ address both sides of the Main Street. This means that both the Commercial 1 Zone and Commercial 2 Zone land will form part of the first stage of works. The restricted retail precinct is expected to deliver an element of ~~small scale~~ retail uses fronting the Main Street and larger bulky goods type uses in the remainder of the precinct.

The *Grubb Road Activity Centre Framework Plan 2015* provides a platform to guide the future subdivision and development of the activity centre and restricted retail precinct. The framework plan provides a number of key urban design recommendations relating to issues such as:

- Pedestrian access and movement.
- Vehicular access and movement.
- Site interfaces.
- Building siting, form and scale.
- Distribution of land uses.
- Landscape character.
- Staging.

Part C provides further detail about the framework plan, including concept plans for the ultimate design of the two precincts and a summary of the key urban design principles. ~~Figure 3 below provides an indicative concept framework plan for the area.~~ [below is the Masterplan for the activity centre submitted for approval under the Development Plan Overlay.](#)

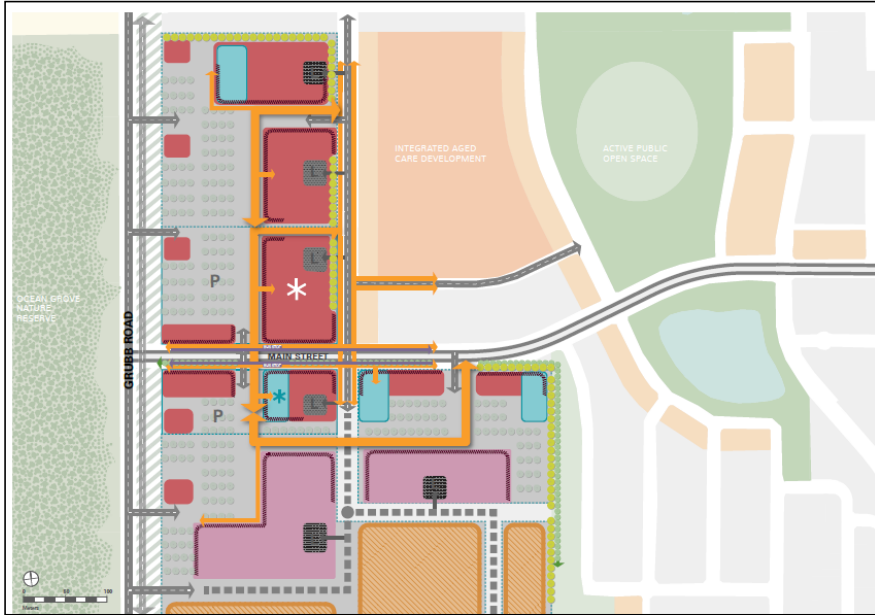


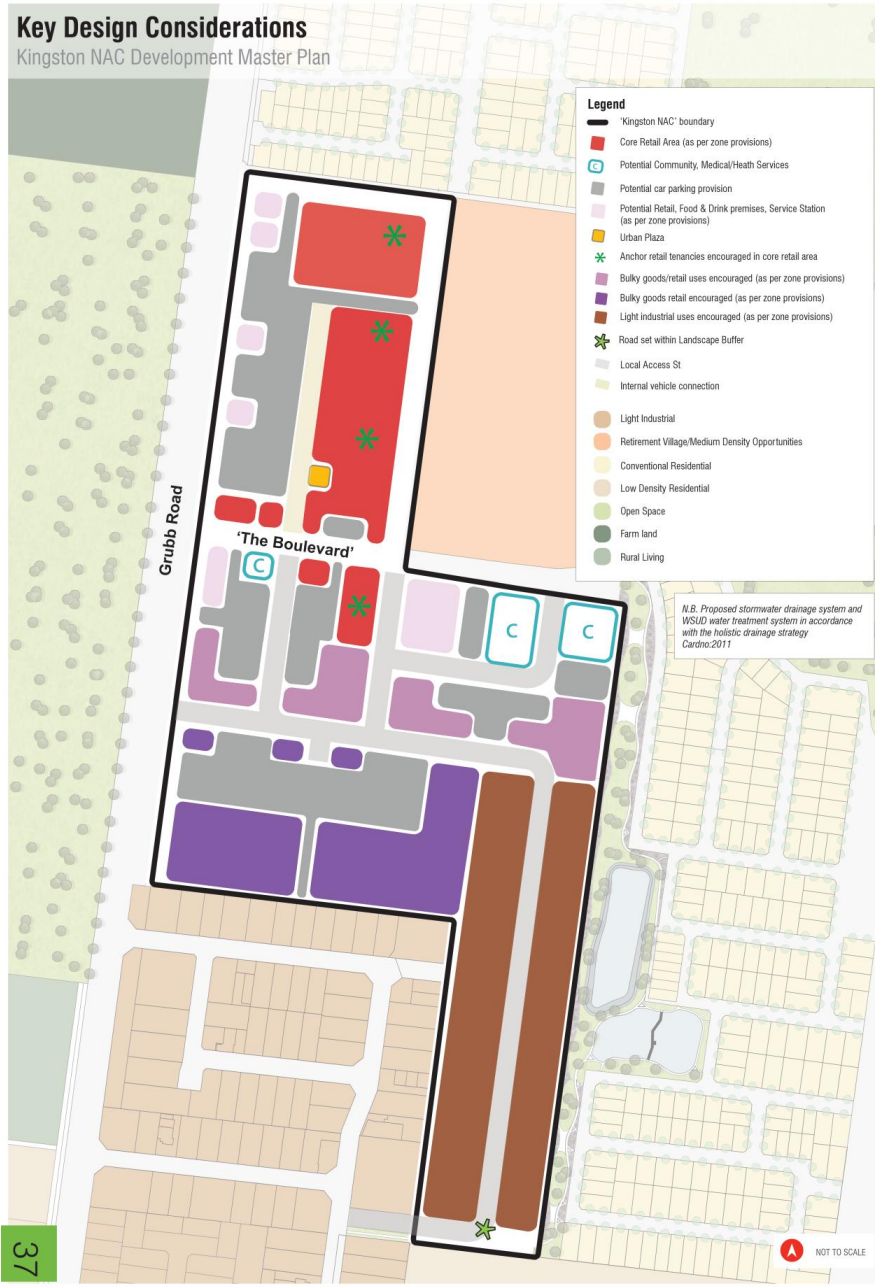
Figure 3 Indicative Urban Design Concept Plan- Grubb Road Activity Centre Framework Plan

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Figure 3 – Proposed Kingston NAC Development Master Plan (Source: Spiire.May 2016)

Key Design Considerations

Kingston NAC Development Master Plan



To ensure a robust design framework is in place to guide future buildings and works permits in the activity centre and restricted retail precinct, the Structure Plan supports the preparation of a new

schedule to the Design and Development Overlay. The new schedule would focus on the key urban design principles outlined above and provide a planning control in the Greater Geelong Planning Scheme to guide future stages of development in this key commercial area.

The existing Grubb Road industrial precinct has recently benefited from the rezoning of Barwon Water land on Smithton Grove from PUZ to IND1Z. The north-east growth area also includes additional industrial land (IN3Z) to the east of the existing industrial estate. Establishment of additional industrial zoned areas outside this precinct is not supported.

Tourism plays a significant role within the town's economy. Further growth of the local tourism industry is strongly advocated in a manner which supports existing accommodation providers and encourages a broadening of the tourist offer (activities, infrastructure, services and accommodation) to provide employment benefits and spreads tourism activity beyond a summer peak.

Tourism opportunities supported within the Structure Plan include:

- Supporting development of existing caravan parks and motels including broadening of accommodation type mix particularly on sites close to the Town Centre and the beach.
- Supporting new accommodation opportunities within and adjacent to the Town Centre.
- Opportunities for peripheral rural area based tourist activities related agriculture.
- Revitalisation of the Collendina Resort for tourist accommodation and entertainment services.
- Utilising existing parks such as Ocean Grove Park, Kingston Park and The Parade/Tuckfield reserve etc. for markets or other community/cultural events.
- Supporting further tourist information services.
- Foreshore linkages and improvements, pedestrian and bicycle linkages, signage etc.

Associated with these economic development outcomes is the generation of more local employment opportunities, a benefit which assists in building a sustainable community for Ocean Grove.

Economic Development and Employment - Principles

- To consolidate retail and commercial activity within the Town Centre as the key retail focus of the town with opportunities for residential and tourist accommodation on upper floors provided parking and access requirements are met.
- To encourage a contemporary built form in the Town Centre, which complements the coastal setting, contributes to an improved coastal character for the Centre and, promotes increased tourism.
- To ensure the development of a new neighbourhood activity centre and restricted retail precinct abutting Grubb Road that provides retail and commercial goods and services to meet the needs of the growing resident population in the north-east growth area.
- To ensure the development of the Industrial 3 Zone land east of the existing Grubb Road industrial estate to accommodate additional industrial activities to service the needs of the increasing population.
- To encourage the provision of additional accommodation and tourist related services and infrastructure, which are responsive to the coastal setting and environment.

Economic Development and Employment - Directions

- Maintain the existing Ocean Grove Town Centre as the principal activity centre in the town supported by existing and future retail centres.
- Support increased retail and commercial activity in the Town Centre, including offices, residential and tourist accommodation on upper floors provided these activities fulfil relevant parking and access requirements.
- Maintain the role and function of the Ocean Grove Marketplace as a neighbourhood activity centre providing a range of retail services.
- Maintain the local shopping role and function of the Madeley Centre providing convenience shopping to its immediate surrounds.
- Support the development of ~~the new~~ neighbourhood activity centre within the Grubb Road commercial precinct commensurate with the needs of the future residential area to the north of the town and in line with the adopted retail activity centre hierarchy.
- Support the development of entertainment facilities within or around the Town Centre.
- Encourage the use of open spaces such as Ocean Grove Park, Kingston Park, The Parade/Tuckfield reserve etc. for markets, summer open air cinema/plays or other community events and activities.
- Support development of existing caravan parks and motels including broadening of accommodation type and mix particularly on sites close to the Town Centre or the beach.
- Support new tourist accommodation opportunities adjacent to the beach and Town Centre.
- Support redevelopment of the Collendina Resort for tourist accommodation and entertainment services.

Ocean Grove Town Centre – Directions

- Support the following primary recommendations and projects identified in the Town Centre UDF:
 - Consolidate commercial land use within the existing zoned land to promote a compact Town Centre.
 - Create a town square in The Terrace.
 - Signalise the intersection of Orton Street and Presidents Avenue.
 - Promote high quality mixed use development of three and four storeys that respect the coastal setting of Ocean Grove.
 - Upgrade streetscapes in Presidents Avenue, Hodgson Street and The Avenue.
 - ‘Square up’ the intersection of Hodgson Street and The Parade.
 - Preserve The Terrace, east of Hodgson Street as the long-term arterial road through the Town Centre.
 - Improve footpath connections to the Town Centre – including the establishment of high amenity ‘green links’ from the beach to Town Centre and Ocean Grove Park.
- Support the UDF’s direction for the three distinctive precincts identified in the Town Centre as follows:
 - Precinct 1 – The Terrace – will continue as the retail heart of the Town Centre with vibrant on-street dining areas and active frontages.
 - Precinct 2 – The Avenue & The Parade – provides a transition from the retail heart to the park and residential areas. The pedestrian linkage from The Parade to The Avenue will be strengthened as part of streetscape works and new developments.

- Precinct 3 – Hodgson Street – the squaring up of the intersection of The Parade and Hodgson Street allows for a significant mixed use redevelopment of the Council and private land holdings east of Hodgson Street.
- Apply a Design and Development Overlay to the Town Centre to implement the findings of the Town Centre UDF relating to the design objectives and guidelines.
- Rezone the surplus park at 94 The Parade from Public Park and Recreation Zone to Commercial 1 Zone.
- Rezone the surplus road reserve resulting from the upgrade of the Hodgson Street/The Parade intersection from Road Zone Category 1 to Commercial 1 Zone.
- Apply a Public Acquisition Overlay to The Terrace rear laneway.
- For additional retail growth in the Town Centre, additional car parking spaces will be required. Given the high level of peak occupancy rates during holiday/non-holiday seasons of the year, there will be a need for new development to provide a commensurate amount of car parking spaces.

Future Grubb Road Activity Centre and Restricted Retail precinct- Directions

- Support the staged development of the Grubb Road activity centre and restricted retail precinct.
- Support the use and development of the two precincts, which:
 - Contributes to the development of a “Main Street” as the heart of the new centre. Active frontages should be encouraged on both sides of the Main Street, where appropriate.
 - Provides a network of priority pedestrian and cycle linkages to the centre along major boulevards and connector roads.
 - Ensures internal pedestrian networks are well connected to key anchor tenants.
 - Allows for multiple vehicle access points with a focus on the Main Street as the key connector route.
 - Ensures that loading areas are carefully designed to avoid adverse impacts on the public realm.
 - Provides car parking in a consolidated number of areas that can be shared between adjoining uses. Car parking areas should provide for adequate pedestrian footpaths and safe movement routes.
 - Ensures that built form is responsive to sensitive interfaces, incorporating appropriate setbacks, building heights, high quality landscaping and architectural treatments. Particular sensitive interfaces include Cheviot Road east of the Commercial 1 Zone land, the Grubb Road frontage to both commercial precincts, and the residential interface north of the Commercial 1 Zone precinct.
 - Ensures that built form is responsive to the preferred pedestrian movement hierarchy and interface qualities.
 - Encourages higher built form towards the Main Street.
 - Provides a range of uses in the Commercial 1 Zone land including retail, community and recreation. Uses in the Commercial 2 Zone should be largely reflective of a restricted retail nature, with a focus on active frontages along the Main Street, where possible.
 - Provides a high quality landscape at the public realm interface and the integration of the surrounding landscape qualities, particularly into the Commercial 1 Zone land.
 - Supports the implementation of sustainability and WSUD measures.

- Apply a Design and Development Overlay to the activity centre and restricted retail precinct to ensure the staged development of the area is guided by a range of consistent and relevant urban design principles.

Existing Industrial precinct along Grubb Road and future Industrial 3 Zone - Directions

- Retain the existing Grubb Road industrial area (Industrial 1 Zone), including the Industrial 3 Zone land, as the only industrial areas in Ocean Grove.
- Include provision for a 1.0ha site for a zoned electricity substation within the expanded industrial precinct.
- Support the staged development of the Industrial 3 Zone precinct. Encourage uses to be reflective of an nature.
- Apply schedule 20 to the Design and Development Overlay to the Industrial 3 Zone precinct.
- Support the creation of a pedestrian/bicycle connection from the industrial area to Coolamon Close.

3.3.6 Rural Areas

The Bellarine Peninsula is a predominantly rural area, with a defined settlement hierarchy. The definition of settlement boundaries for existing towns is a valuable tool to contain urban development and growth and ensure that land outside the nominated settlement boundary will be retained for rural purposes. The rural hinterland surrounding Ocean Grove is a key component of its setting and character. State Government policy is clear about defining logical and robust coastal settlement boundaries.

Council's Rural Land Use Strategy 2007 supports the Bellarine Peninsula (including rural land around Ocean Grove) retaining its unique, high quality rural landscapes associated with viticulture, horticulture, cropping and grazing. This is also consistent with the findings of the Bellarine Strategic Plan 2006-2016, which seek to ensure that unique, high quality rural landscapes of the Bellarine Peninsula be maintained through ongoing support for agriculture in the rural areas. It states that the rural character of the Bellarine Peninsula is highly valued by local residents and visitors, and is a fundamental part of the livability and identity of Geelong.

In the preparation of the Structure Plan review, Council has received requests from landowners outside the nominated settlement boundary to identify land for future urban growth. Landowners to the north and east of the settlement boundary have made submissions to the Structure Plan review.

Ocean Grove is bound by rural land to the north and east, which includes significant environmental and landscape qualities. The town is also dissected by a number of road connections to Geelong and other towns within the Bellarine Peninsula.

It is important to maintain a non-urban break between the Bellarine Highway and the nominated settlement boundary. Approved development plans for both the Oakdene and Kingston Estates have provided for a low style residential development interface within this area to complete the northern settlement boundary. The retention of a green corridor along the Bellarine Highway in this location will ensure a non-urbanised environment is maintained along this key tourist route through the Peninsula.

Land to the east of the settlement boundary is subject to Schedule 11 to Significant Landscape Overlay Lake Victoria environs, which among other things seeks to maintain a natural landscape break between settlements, protect locally significant views and land as a working farmed landscape. Banks Road is a logical and robust physical boundary to define the extent of the urban environment.

Land to the north of the Ocean Grove Nature Reserve, formerly within the “indicative long term settlement boundary”, provides an attractive rural backdrop to the town and acts as a settlement break with Wallington. The Ocean Grove Nature Reserve is of both environmental and landscape importance including acting as an ecological haven. It is also affected by the Wildfire Management Overlay (WMO), including land abutting its boundaries. Existing rural activities within this area should continue to operate. Existing rural related uses can continue to be undertaken. Established operations such as Oakdene winery could potentially expand its operations where sited in a manner which consolidates or clusters non-production activities.

Land west of the Ocean Grove Nature Reserve, north of the Special Use Zone and Low Density Residential Zone on Thacker Street has historically been seen as the northern settlement boundary on the basis of the environmental attributes and physical constraints of the Ocean Grove Nature Reserve and the landscape qualities of the surrounding farming land, which in part are affected by Schedule 10 to the Significant Landscape Overlay.

In accordance with State and Local Planning policies and strategies, no provision is made for rural residential development.

The Structure Plan supports the continued annotation on the Structure Plan map to preserve the existing rural/residential edge to the north of the town. This principle also applies to land east of Banks Road.

Rural Area - Principles

- To ensure the preservation of the surrounding rural landscape and setting of Ocean Grove coupled with its use primarily for rural purposes.
- To ensure sustainable farming practices are retained on the land surrounding the town and recognise the ‘right to farm’.

To provide for a limited number of non-farming related land uses in rural areas outside the settlement boundary provided they meet relevant policy, zone and overlay provisions.

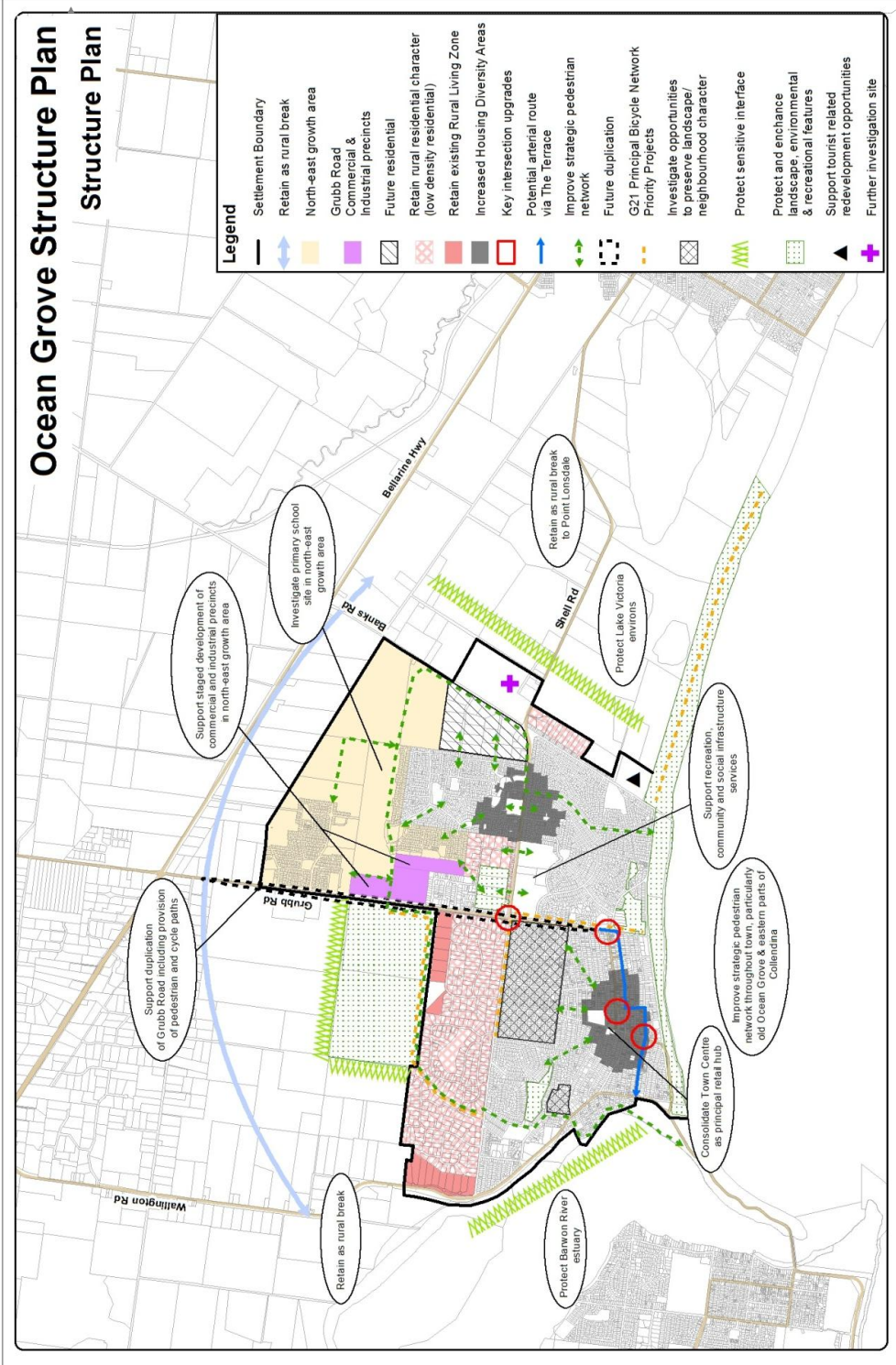
Rural Area - Directions

- Identify a settlement boundary.
- Retain the Farming Zone outside the settlement boundary.
- Discourage any new or further expansion of the Rural Living Zone.
- Maintain a rural, green break between the Bellarine Highway and the north-eastern settlement boundary.
- Ensure any land use activities within Farming Zone retain an agricultural focus and preserves the rural, environmental and landscape qualities of the land.
- Support the investigation of alternative rural land uses for the redundant Barwon Water tank west of Grubb Road.
- Support the future expansion of existing farm-rural based tourism activities adjoining the settlement boundary in a manner which responds to the rural character and setting.
- Support the establishment of a limited number of small scale farm based tourism activities in a manner which responds to the rural character and setting and does not impact upon the environment and existing rural production.

|

Map No. 4 Structure Plan map

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Ocean Grove Structure Plan

Structure Plan

Legend

	Settlement Boundary
	Retain as rural break
	North-East Growth Area
	Future Grubb Road Commercial & Industrial precincts
	Future residential
	Retain rural residential character (low density residential)
	Retain existing Rural Living Zone
	Increased Housing Diversity Areas
	Key intersection upgrades
	Preferred arterial route via The Terrace
	Improve strategic pedestrian network
	Future duplication
	G21 Principal Bicycle Network
	Priority Projects
	Investigate opportunities to preserve landscape/ neighbourhood character
	Protect sensitive interface
	Protect and enhance landscape, environmental & recreational features
	Support tourist related redevelopment opportunities



Map No.4



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PART B IMPLEMENTATION AND REVIEW

1. Implementation of the Ocean Grove Structure Plan

Implementation of the Structure Plan directions is to be achieved through a variety of means, primarily through statutory implementation within the Greater Geelong Planning Scheme to guide development on 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 by undertaking works (either by Council or other agencies).

Implementation Plan	
Using policy and the exercise of discretion	<ul style="list-style-type: none"> • Include the Structure Plan, including Key Principles and Directions, within the Greater Geelong Planning Scheme as a Reference Document at Clause 21.14 Bellarine Peninsula.
Applying Zones and Overlays	<ul style="list-style-type: none"> • Rezone the surplus park at 94 The Parade from PPRZ to C1Z. • Rezone the surplus road reserve from the upgrade of the Hodgson Street /The Parade intersection from RDZ1 to C1Z. • Apply a Design and Development Overlay to the Grubb Road Activity Centre and Restricted Retail precinct. • Apply schedule 20 to the Design and Development Overlay to the Industrial 3 Zone. • Apply a Design and Development Overlay to the Town Centre. • Apply a Public Acquisition Overlay to The Terrace rear laneway.
Recommended further strategic work	<ul style="list-style-type: none"> • Work with VicRoads to prepare a network operating plan (SmartRoads) for the town. • Undertake a review of Schedule 7 to the Significant Landscape Overlay as per Part C of the Structure Plan. • Undertake a review of the older parts of Ocean Grove as identified on the Structure Plan map to investigate the introduction of new planning overlay controls to protect important landscape and built form attributes. • <u>Review the Structure Plan including an assessment of long term growth options (both infill and settlement expansion) for Ocean Grove by no later than 2021. The assessment should include consideration of:</u> <ul style="list-style-type: none"> ○ <u>land to the north, north-west and east of Ocean Grove.</u> ○ <u>the role of Ocean Grove as a district town.</u> ○ <u>other planned growth on the Bellarine Peninsula.</u> ○ <u>development trends, lot supply and housing capacity within the settlement boundary.</u>

	<ul style="list-style-type: none"> ○ the desirability of providing a diversity of living options. ○ physical and environmental constraints, including the importance of protecting the biodiversity values of the Nature Reserve and maintaining a rural break between settlements. ○ the protection of landscape values and implications for the character of approaches to Ocean Grove township along the Bellarine Highway, Grubb Road and Wallington Road. ○ the implications for significant agricultural uses and their employment generating potential. ○ whether any adjustments to the settlement boundary are required.
<p>Other City of Greater Geelong Actions</p>	<ul style="list-style-type: none"> ● Support the implementation of the Town Centre Urban Design Framework key recommendations, including the preparation and implementation of a Principal Pedestrian Network. ● Support the review of the adopted Retail Strategy 2006 and the role of the existing and future retail activity centres in Ocean Grove. ● Investigate opportunities to improve community and visitor utilisation of the reserve located to the east of the intersection of The Parade and Tuckfield Street. ● Support the implementation of the G21 Principal Bicycle Network Priority projects as identified on the Structure Plan map. ● Support the development of a round town pedestrian and cycle link with the provision of appropriate connections and infrastructure within Council controlled roads and reserves. ● Undertake further social infrastructure analysis in response to population growth. ● Undertake the mapping of significant tree species in the town including Bellarine Yellow Gum and Moonah and consider the need for planning controls to provide adequate protection. ● Support the review of the Buckley Park Foreshore Reserve Masterplan and the preparation of a Coastal Management Plan for Ocean Grove.
<p>Key Agency relationships</p>	<p>A number of directions require the support of key agencies and/or Council support for the work of key agencies including:</p> <ul style="list-style-type: none"> ● Department of Education and Training- provision of a new primary school in the north-east growth area. ● Public Transport Victoria – development of a local town loop bus service and timely/frequent bus service between Geelong and Ocean Grove. ● Barwon Water – coordinated provision of sewerage and water supply infrastructure. ● Powercor – undergrounding of overhead powerlines within vicinity of Town Centre and along Grubb Road, supply of services to future growth areas including the provision of a future zone substation in the Grubb Road Industrial Estate. ● VicRoads – duplication of Grubb Road, support for key intersection upgrades, streetscape, signage and other urban design improvements

	<p>along major traffic routes.</p> <ul style="list-style-type: none"> • Barwon Coast – ongoing improvements to foreshore areas, implementation support for 'round town pedestrian/cycle link' and investigation into a seasonal 'park and ride' scheme. • Parks Victoria – ongoing improvements to key park and wetland areas and implementation support for 'round town pedestrian/cycle link'. • Bellarine Community Health – on going support and expansion of social and community health and support infrastructure. • Geelong Regional Library Corporation- work with the GRLC to plan for expanded services. • Tourism Greater Geelong and the Bellarine – support tourism and signage initiatives.
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2. Review of Structure Plan

~~The take up of land and redevelopment within Ocean Grove needs to be regularly monitored and it is appropriate that a basic review of development trends and lot supply within the town be undertaken every 5 years.~~

~~Given this Structure Plan identifies a nominated settlement boundary with significant land rezoned for urban growth, it is not anticipated that any subsequent review would need to examine further areas for urban development.~~

The next review of the Structure Plan will be undertaken by 2021 (5 years after the anticipated approval of Amendment C346 which implements this current Structure Plan into the Planning Scheme). The review will include an assessment of long term growth options (both infill and settlement expansion) in order to establish an enduring settlement boundary for the Ocean Grove township.

The review of growth options for Ocean Grove will be undertaken in the context of a broader settlement strategy for the municipality to be prepared by the City of Greater Geelong.

PART C BACKGROUND REPORT

1 Introduction

1.1 Background

The development and planning of Ocean Grove has to date been guided by previous Structure Plans adopted in 2007 (Amended 2008), 1993 and 1979 and also, State and Local Planning Policies about broad urban growth and coastal policies. State Government Policy documents and numerous Council reports and studies have also provided guidance on issues surrounding the future growth of the town in context with Geelong and the Bellarine Peninsula.

This report examines the demographic profile of the town and future population projections, urban growth areas, physical and social infrastructure provision, housing supply and diversity, environmental and open space considerations, economic development concerning primarily retail and industrial floorspace and rural land issues.

Consultation has occurred with an extensive number of Council units, external agencies and resident groups to obtain background information and issues regarding the study area. An informal drop-in information session was also held in Ocean Grove about key issues facing the town.

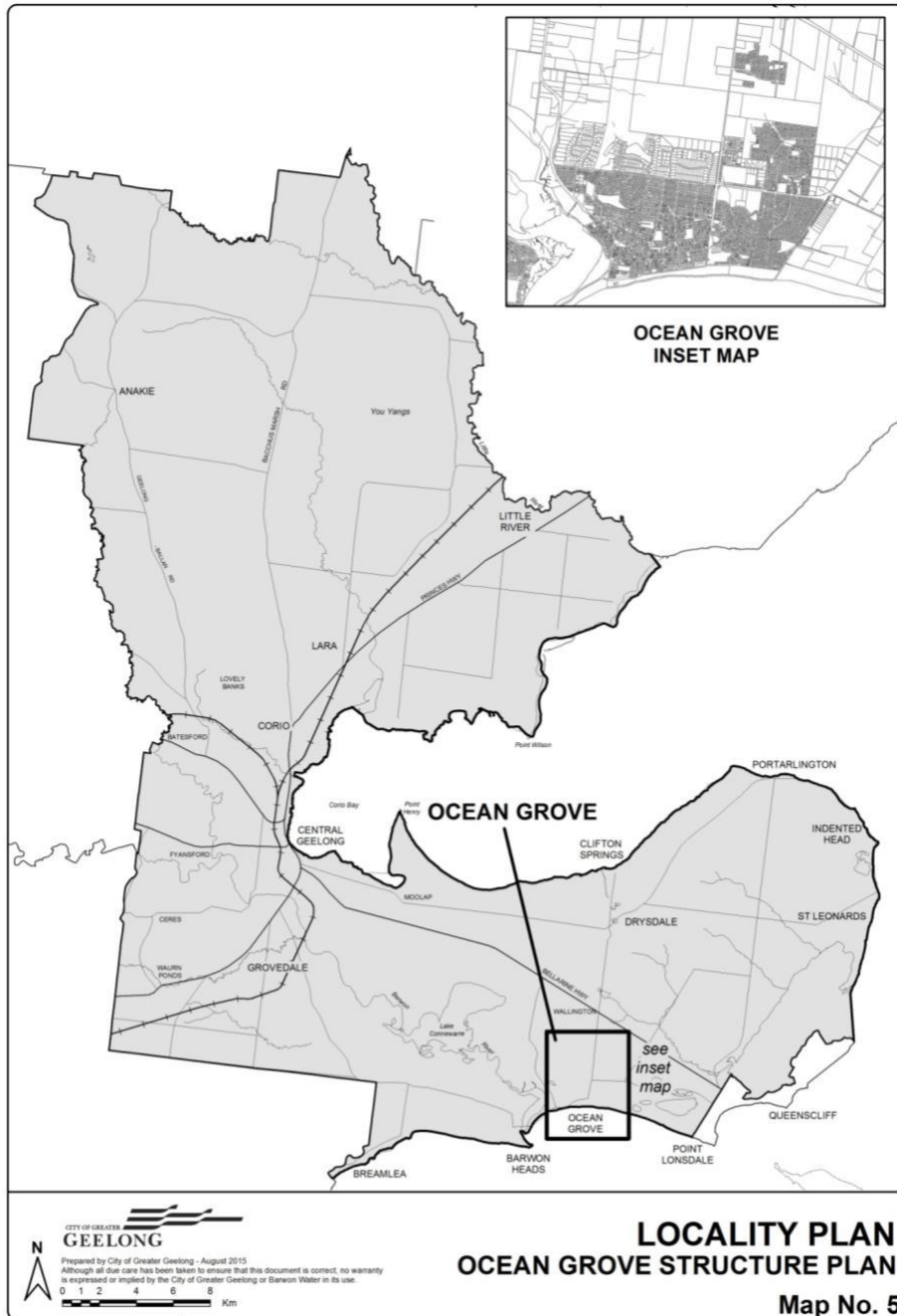
Workshop sessions were held with Council departments and external agencies. These provided an overview of issues particular to their areas of expertise and influence. Information obtained from the Background Report provides the basis for key principles and directions in the Structure Plan. A background policy review is essential to appreciate and understand the study area and to develop ideas and strategies for accommodating future growth. The study area has been taken from the 2007 Structure Plan, which provides an appropriate area to consider as part of this review.

The role of the Structure Plan is to identify the key strategic planning issues and opportunities facing the town and to articulate the preferred future directions including the location of a clear and robust settlement boundary, future residential and commercial growth and future community service provision, as well as identifying appropriate planning controls.

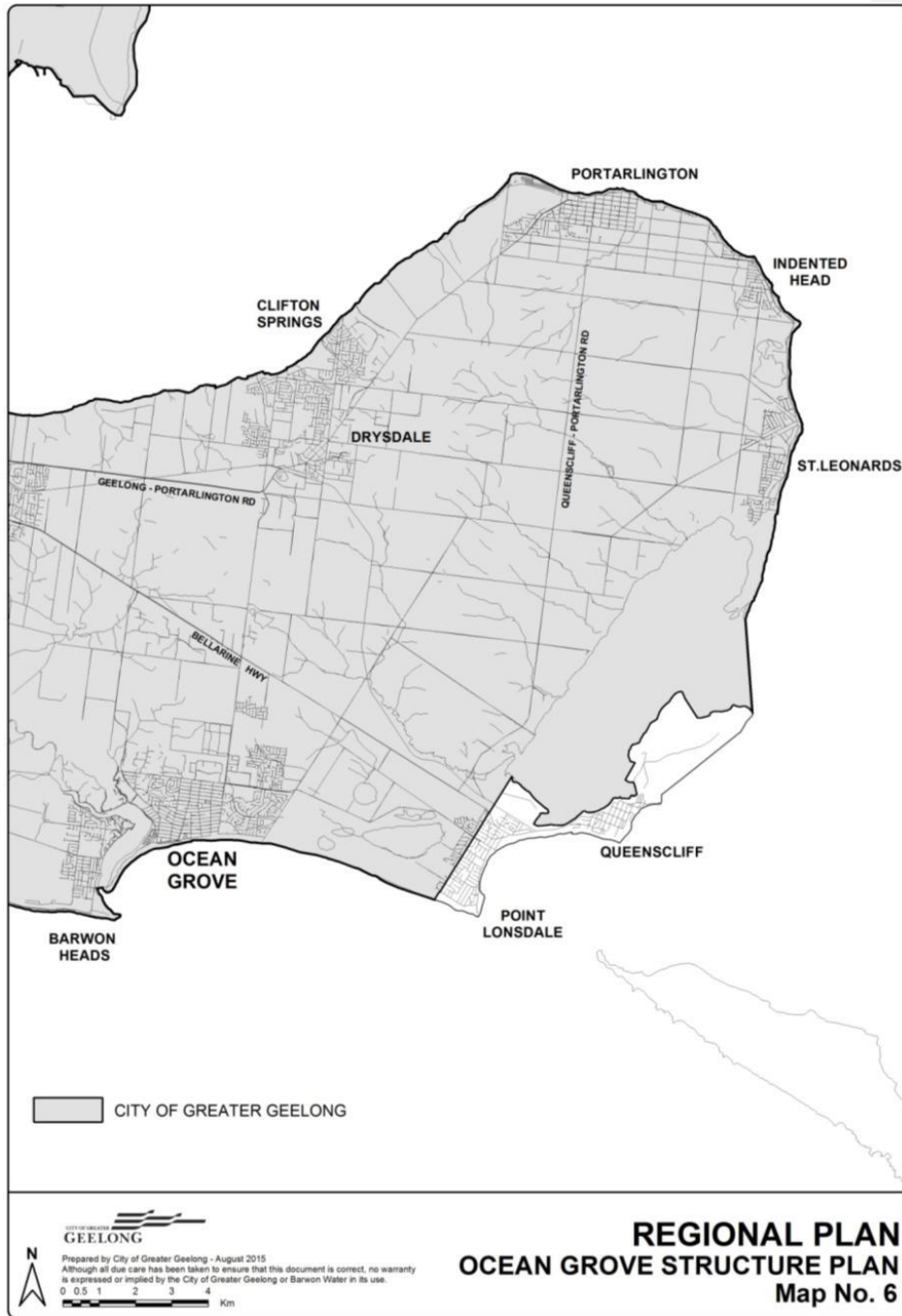
1.2 Location

Ocean Grove is located on the southern coast of the Bellarine Peninsula. It is the largest of nine coastal settlements, which vary in terms of their role in the Bellarine. The town is located approximately 20km from Geelong on the Bellarine Highway. Map 5 and 6 show Ocean Grove in a local and regional context. The primary entryway to the town is from Geelong via the Queenscliff Road and then Grubb Road from the north. This route is the primary roadway through the town via the Town Centre and links to Barwon Heads to the west. The secondary entryways are via Wallington Road from the west and Shell Road from the east.

Map 5 Locality Plan- Ocean Grove



Map 6- Regional Plan-Ocean Grove



The town is constrained by natural features to the south, east and west. The southern boundary is formed by the coast with locally significant vegetation and Bass Strait. To the west is the Barwon River and Barwon Heads beyond; and to the east are the Lake Victoria wetlands. The northern boundary of the town abuts rural land and the Ocean Grove Nature Reserve. The topography is gently undulating in the northern areas to steeply sloping within the town, closer to the foreshore and the natural dunes formation underlying. There are limited views to all of these features but some clear sea views centrally from the corner of Tuckfield Street and The Parade.

The settlement boundary is drawn tightly around existing land uses in Ocean Grove including the north-east growth area, east of Grubb Road. Within the settlement boundary, a range of zones have been applied to reflect the various land uses. Outside of the settlement boundary, the Farming Zone (FZ) prevails as the main land use zone. The primary General Residential Zone areas are located east of Grubb Road, north of Shell Road and south of Thacker Street. Land east of Grubb Road, within the north-east growth area, is being subdivided in a staged manner at typical suburban densities. The growth area also includes Commercial 1 and Commercial 2 Zone land, which is identified for a neighbourhood activity centre and restricted retail. To the north of Shell Road there are a range of land uses including General Residential Zone, Public Park and Recreation Zone (PPRZ), Commercial 1 Zone (C1Z) in the form of the Ocean Grove Marketplace neighbourhood activity centre and Rural Living Zone at Trethowan Avenue.

To the north of Thacker Street, there are a range of urban edge treatments, including the Low Density Residential Zone (LDRZ), Rural Living Zone (RLZ) and Special Use Zone (SUZ), which provide a transition to the Farming Zone. Also, to the east between Shell Road and Bonnyvale Road another Low Density Residential Zone forms part of the town edge.

1.3 Role of the Town

Ocean Grove is identified as a district town in the Greater Geelong Planning Scheme through the State Planning Policy Framework. District towns play an important role in supporting and building on planned growth and providing for community needs. Other district towns in the region include the towns of Drysdale-Clifton Springs and Leopold. St Leonards also provides for growth, but it is not identified as a district town.

The town has a dual role as a coastal town and a tourist destination and contributes to a unique collection of small towns in the Bellarine Peninsula. It provides a range of facilities for both residents and visitors which supports its dual role. These include a vibrant town centre, sport and recreation facilities, tourist accommodation and coastal assets. Whilst the town is identified for urban growth in the Greater Geelong Planning Scheme, there is also emphasis on protecting its coastal character.

Ocean Grove's current role and its growth trend are clearly illustrated in its population forecasts. The total resident population in 2011 was 12,573 people. The population in 2001 was 10,391 and in 2006 was 11,271. Between the period of 2001 and 2011, the population grew by 2,182. It is estimated the population will grow to 16,000 + by 2030.

The town's role as a key tourist node in the Bellarine is confirmed by the significant population influx during the months of December and January, where the peak overnight population at times can double that of the permanent resident population.

1.4 History

The majority of the history of Ocean Grove is sourced from the study titled: *The Pleasure Grounds of the Barwon Coast: A History*, Dr David Rowe Authentic Heritage Services Pty Ltd 2002. This report includes references to the original inhabitants and William Buckley, European explorers including Wedge Exploration in 1835, Wills's survey of the mouth of the Barwon in 1855, the development of Ocean Grove, establishment of Ocean Park Reserve and the growth of coastal recreation in the 19th Century.

Indigenous Heritage

Until the latter 18th century, the Barwon Coast area, as part of the southern coast of New South Wales (as Victoria was then called) was unknown to explorers and settlers from the Northern Hemisphere. Yet, the area was the land of the indigenous Australians and particularly the Wathaurong. The Wathaurong Aborigines consisted of several different clans whose territory stretched from Bass Strait to north of Beaufort and west to Lake Bolac. These different clans of the Wathaurong had access to the Bream Creek area, including Barwon Heads. With plentiful shellfish and fish, areas including the Barwon Heads Park and the Barwon Heads Village Park, were important sites to the Aborigines.

Cultural Heritage Management

The regulations of the Aboriginal Heritage Act specify the circumstances in which a Cultural Heritage Management Plan (CHMP) is required for an activity or class of activity, which is specified as 'high impact' in areas of Aboriginal cultural sensitivity and also prescribes standards for the preparation of such plans. Advice from Aboriginal Affairs Victoria (AAV) will be essential to ascertain when and if a CHMP is required for different activities and for different areas.

In the Geelong region, Aboriginal sites tend to fit the following locational patterns (although not limited to):

- Burials, artefact scatters, isolated artefacts and scarred trees will be found on river flats, terraces, slopes and the top of valley escarpments within 500 metres of major watercourses i.e. where permanent water is found.
- Artefact scatters and isolated artefacts will be found on high ground which commands extensive views of surrounding plains.
- Freshwater shell middens are likely along the terraces of the major rivers, where no ploughing or disturbance has occurred.
- Sites with extensive sub-surface archaeological deposits are most likely depositional rather than erosion environments, e.g. undisturbed river terraces.

Areas adjacent to rivers and watercourses are potential archaeological sensitivity areas. As Ocean Grove is located adjacent to the sea and river there is a high degree of likelihood that Aboriginal artefacts will be found in the Ocean Grove area.

Post-contact History

The first European to set eyes upon the Ocean Grove and Barwon Heads area was William Buckley in 1803. A convict who had escaped from the settlement at Sorrento, Buckley trekked from Swan Island to Spring Creek (near Torquay). He was discovered by the Aborigines at Maamart, a swamp west of Barwon Heads and adopted into the tribe with whom he lived for the next thirty years. Buckley's travels along the Barwon coastline are now acknowledged, with the reserve spanning from Ocean Grove to Point Lonsdale called Buckley Park. The caves on the coast nearby Point Lonsdale are also named after 'the wild white man'.

In 1854, William Bonsey bought the land upon which Ocean Grove is now situated, which consisted of 629 acres. A small community of fishermen and farmers formed the population of the Newington and Ocean Grove areas from the 1860s and 1870s. Around this time a jetty was constructed at the end of Guthridge Street, and ten or twelve fishing boats operated from this location for the next 50 years. A small weatherboard shed was also built at the end of the jetty. By 1879, the jetty was named after the Blackwells, an early fishing family, and was met by a road, now known as Guthridge Street.

In 1887, the Ocean Grove area was subdivided as a unique development based on the precepts of the Methodist Episcopal Church. Auctioned by the estate agents Grigg and Kimberley, the Ocean Grove town was formed according to the ideals espoused by the American Methodist clergy, who came to Victoria and conducted tent missions. A consortium of Victoria's Wesleyan Methodist Church clergy and businessmen were persuaded to support the Americans' plan for establishing a summer settlement around a camp meeting site similar to the Ocean Grove settlement in New Jersey, U.S.A. About 2,500 blocks of land were offered for sale, with roads and streets named after Victorian Methodist ministers or places associated with Methodism.

Like the covenant imposed upon the settlement in New Jersey, alcoholic, intoxicating, spiritous or venerous liquors were prohibited from sale and manufacture in the proposed Ocean Grove Methodist resort town. A Coffee Palace was also constructed as part of the settlement, although it was part of a proprietary limited company and not completely controlled by the Methodist consortium. The onset of the depression of the 1890s witnessed the end of a truly Methodist-inspired settlement at Ocean Grove, as the clergy and businessmen who had invested in the venture suffered in the financial collapse at the time. However, the subdivision and infrastructure established by the Grigg and Kimberley plan remains to the present day.

The Bellarine Heritage Study (1996) has documented sites of cultural heritage significance in Ocean Grove.

Ocean Grove contains a small number of European (post contact) sites. A total of 11 cultural heritage sites have been identified in Ocean Grove which are subject to the provisions of the Heritage Overlay

pursuant to Clause 43.01 to the Greater Geelong Planning Scheme. These sites are predominantly of Local significance but it also includes places of State and Regional Significance. The majority of these significant sites are houses associated with the early development of Ocean Grove but they also include a school, hall, church, shop and park.

The majority of these significant sites were identified in the Bellarine Heritage Study prepared for Council by the Deakin University Team in 1996. Nine sites were identified from the Bellarine Heritage Study 1996, one from the Geelong Region Historic Buildings and Objects Study 1986 prepared for the Geelong Regional Commission and one was identified and protected through a proposed redevelopment of the site including the demolition of the significant timber house in The Avenue.

The study notes that Ocean Grove has a very different history from other Bellarine Peninsula towns. In the 1860s it was a small farming, wattle bark trading and fishing settlement revolving around a few families. In the 1880's Ocean Grove became the site for Methodist summer residence and camp development, modelled on a similar American venture of the same name on the New Jersey (USA) coast. The construction of the Barwon Heads Bridge across the mouth of the river in 1927 had the effect of orientating Ocean Grove towards Barwon Heads and away from the Bellarine Peninsula hinterland, accentuating its difference from the other Peninsula towns. The study ranks Ocean Grove behind only Leopold, Portarlington and Drysdale as a town within the Bellarine Peninsula with the most culturally significant places.

An issue that has arisen is the possible location of original but altered and adapted boat houses built in the 1880's that previously lined the Barwon River in Barwon Heads that were relocated from 1936. It appears many of these distinctive boat houses were later moved to Ocean Grove.

2. Policy Context

Ocean Grove is located within the municipality of the City of Greater Geelong and is affected by various policies and strategies formulated by the State Government and Council. The following policies and strategies have specific relevance to Ocean Grove and have guided the development of this Structure Plan.

2.1 Coastal

Coastal Spaces Landscape Assessment Study – State Overview Report (September 2006)

The Coastal Spaces Landscape Assessment Study provides a thorough assessment of landscape characteristics and identification of visually significant landscape along the Victorian coast. The project identifies and maps individual landscape characteristics within these coastal regions, identifies significant landscapes and provides an implementation framework to assist local government and other agencies in managing development impacts within coastal landscapes.

The study identifies a number of Landscape Character Types and Areas for the Bellarine Peninsula. Ocean Grove adjoins or is located in the following Landscape Character Areas:

- *Landscape Character 2.1 Lake Connewarre Flats*

This area is mostly flat and is seasonally inundated or under large lakes. The area extends from Breamlea to Barwon Heads and to Point Henry. The area extends partially into Ocean Grove adjacent to the Barwon River estuary and along Wallington Road to the north and west of an

existing rural residential subdivision an area which is highly visible viewed from Barwon Heads and users of the waterway.

- *Landscape Character Area 2.2: Lonsdale Lakes*

A small, very flat and seasonally inundated landscape is found between Point Lonsdale and Ocean Grove in the Swan Bay catchment. The Character Area is dominated by waterbodies and wetlands, including Lake Victoria, and is mostly pastoral in the remainder. High, vegetated sand dunes at the coastal edge and prominent slopes inland are important topographic features that provide a backdrop to open views. Part of this area extends into the town west of Banks Road in an area nominated for future urban growth.

- *Landscape Character Area 4.1: Bellarine Hill (Murradoc Hill)*

This hilly to gently undulating Character Area covers much of the central and northern Bellarine Peninsula. As the major topographic feature of the peninsula, this Character Area forms a significant landscape backdrop to many towns and viewing locations, and offers expansive outviews. While it is largely open and cleared, cultural vegetation patterns of windbreaks, vineyards and established exotic trees around homesteads are important landscape features.

From the above, the Study goes on to identify significant coastal landscapes which Ocean Grove is categorised as being within both a locally and regionally significant coastal landscape.

The findings of the study include the application of a number of Significant Landscape Overlays being:

- *Significant Landscape Overlay Schedule 10 Lake Connewarre Escarpment* (affecting land to the north-west of the town).
- *Significant Landscape Overlay Schedule 11 Lake Victoria and Yarram Creek* (affecting land west of Banks Road/Bonnyvale Road).

Amendment C177 to the Greater Geelong Planning Scheme applied the abovementioned overlays.

Significant Landscape Overlay Schedule 7 Ocean Grove Coastal Area was implemented by Amendment C74. This relates to the locally significant landscapes.

Victorian Coastal Strategy (2014)

The *Victorian Coastal Strategy 2014* (VCS) sets a long term vision and framework for how we plan and manage the coast, guided by the Hierarchy of Principles, policies and actions. The VCS 2014 builds on the principles and actions of the last three strategies. The Strategy also identifies five key issues that need to be addressed if our coast is to continue to provide benefits to all Victorians into the future.

The *Coastal Management Act 1995* (the Act) requires the Victorian Coastal Strategy to provide for the long-term planning of the Victorian coast, in order to:

- ensure the protection of significant environmental features
- provide clear direction for the future use of the coast, including the marine environment
- identify suitable development areas and development opportunities
- ensure the sustainable use of natural coastal resources.

The purpose of the Strategy is to:

- provide *guidance* for agencies and statutory decision-making along the coast and in marine and estuarine environments.

- provide a *framework* for related Regional Coastal Plans, Regional Growth Plans, Regional Catchment Strategies, Local Planning Schemes, and Management Plans for coastal Crown land.
- *engage* the community to continue to value the coast and marine environments and to participate in its planning and management.

A hierarchy of principles sets the foundation of the Strategy. The hierarchy of principles provides the basis for a series of policies and actions to guide planning, management and decision-making on coastal private and Crown land, as well as in coastal catchments, estuarine and marine waters. The Hierarchy of principles include:

- **Principle 1:** Ensure protection of significant environmental and cultural values.
- **Principle 2:** Undertake integrated planning and provide clear direction for the future.
- **Principle 3:** Ensure the sustainable use of natural coastal resources.

The five key and interrelated issues are:

- Managing population growth- defining settlement boundaries; using planning controls
- Adapting to a changing climate- projecting sea-level rise and appropriate mitigation measures/benchmarks
- Managing coastal land and infrastructure- asset maintenance; provision and funding
- Valuing the natural environment- managing the relationship between coastal industry and ecosystems
- Integrating marine planning- planning and managing cumulative and combined changes in threats

Central Regional Coastal Plan March 2015

The Plan seeks to implement the state-wide directions by identifying regional values, initiatives and management gaps. The Plan takes direction from the Victorian Coastal Strategy.

The Plan outlines a number of Priority Regional Coastal issues that can be related to Ocean Grove. They include:

- Population growth- balancing and valuing the natural environment.
- Adapting to a changing and increased coastal hazards.
- Integrating coastal planning and management.
- Sustainable and equitable funding mechanisms for coastal infrastructure and management.
- Oversee the implementation of the Recreational Facilities Framework for the Central Coast Region.
- Sustainable visitation and tourism infrastructure service level hierarchy.
- Protecting significant coastal ecosystems and habitats.
- Promoting leadership, co-ordination and capacity building.

The Plan sets a framework to guide the preparation of Coastal Management Plans at a local level. For Ocean Grove, Barwon Coast prepares the coastal management plan for a large part of the foreshore. The City of Greater Geelong manages the Buckley Park foreshore area.

Barwon Coast Committee of Management Barwon Coast Coastal Management Plan 2012/13 to 2014/15

The Barwon Coast Committee of Management (Barwon Coast) was established in 1995 and is responsible for the management of the coastal reserves between Collendina and the west end of Thirteenth Beach – Blue Rocks (the Barwon Coast). This area is contained within beach access points, 7W and 42W.

Barwon Coast is responsible for the management of the coastal Crown land reserves previously managed by the Barwon Heads Park Committee and the Ocean Grove Foreshore Reserve Committee. The report emphasises the key working relationship between Barwon Coast and the City of Greater Geelong.

The report provides strategic direction about Planning (Climate Change; Influx to the Coast; Vehicle parking within coastal reserves), Natural Resource Protection, Natural Resource Development (Landscape Character Zones; Common issues across Zones; Zones- Issues and Actions) and Accommodation (Occupancy trends; Competitor Analysis; Marketing of Accommodation Operations; Accommodation operations).

City of Greater Geelong Buckley Park Coastal Management Plan December 2005

The Coastal Management Plan provides the basis and direction for the future coastal landscape management of Buckley Park Foreshore Reserve.

The Buckley Park Foreshore Reserve is predominantly bound by a mix of private residential land owners and varying commercial uses to the north. The Plan notes the significance of the reserve to the residents of Ocean Grove as well as the wider community and visitors to the area. The Plan sees no future need or requirement for the reserve to fulfil any role as a recreation zone or hub.

City of Greater Geelong Climate Adaptation Strategy 2011

The Strategy aims to prepare Council and the broader Greater Geelong community for climate change impacts. It is designed to foster an understanding of how climate change is likely to affect the region and to assist Council in prioritising short and long term adaptation actions. Given Ocean Grove's proximity to the coast, adaptation to climate change is and will continue to be a key issue for the town.

Council's strategic objectives for adaptation include:

1. Acknowledge the links between climate change and other challenges and opportunities for the City of Greater Geelong.
2. Plan for decisions that remain viable under the widest possible range of climate futures.
3. Use lessons from the results of past decisions to inform better decisions in the future.
4. Implement solutions that:
 - a. are cost effective
 - b. are transparent and defensible
 - c. recognise the needs of vulnerable groups
 - d. ensure equitable outcomes.

Port Phillip Bay (Western Shoreline) and Bellarine Peninsula Ramsar Site Boundary Description Technical Report DEPI December 2013

Swan Bay, Lake Connewarre and Reedy Lake form part of the Port Phillip Bay (Western Shoreline) and Bellarine Peninsula Ramsar Site.

The Bellarine wetlands are of significant value in terms of providing habitat, refuge and feeding grounds for wildlife including threatened and endangered bird species. Thousands of migratory birds which inhabit these wetlands fly in from as far away as Russia and Alaska. These birds link us to other parts of the world through their migratory paths. The wetlands they rest in along the way are one of the most threatened ecosystems in the world.

The Bellarine's hills, remnant woodlands, coastal foreshores, rural, residential and industrial areas are intrinsically linked to the surrounding wetlands and marine environments. Land management activities in these surrounding catchment areas make a major impact on the wetlands and the survival of these bird species.

Siting and Design Guidelines for Structures on the Victorian Coast (May 1998)

These guidelines seek to define and raise awareness of the issues which should be considered in the siting, design and construction of new structures and the improvement of existing structures in coastal areas. The guidelines are broken up into three key headings as follows:

- *Functional Guidelines* - which deal with utilitarian aspects of the development and seek to ensure the efficient use of the limited resources.
- *Cultural & Aesthetic Guidelines* - address cultural issues and the appearance of structures and the way these relate physically and visually to the surroundings.
- *Ecological Guidelines* - address the impact of development on coastal ecosystem.

2.2 Environment

City of Greater Geelong Environment Management Strategy 2014-2017 (EMS)

The purpose of the EMS is to demonstrate how the City of Greater Geelong will work to improve the environment and wellbeing of the community over the next three years and beyond. The EMS builds on the success of the Environment Management Strategy 2006-2011 and the first Strategy in 1999. It is the key document for guiding Council planning, decision-making and activities that impact on the Greater Geelong environment.

The EMS identifies the key drivers of environmental change and threats that the EMS must plan for and contend with. They are:

- Climate Change.
- Population Growth.
- Lifestyle- Consumption and Ecological Footprint.
- Economic Model- unsustainable growth.

The EMS identified Buckley Park foreshore reserve and Kingston Park as significant biological components for the ongoing viability of the international, national and state important ecosystems in the area.

City of Greater Geelong Biodiversity Strategy 2003

The vision of this Strategy is for the City to be a place "*within which biodiversity plays an important role, where the right of future generations to healthy, complete and vibrant biodiversity is entrenched, and to be a City that actively protects its biological wealth and prioritises long term responsibility over short-term gains*".

A number of Strategic Objectives are identified to ensure the long term protection and enhancement of biodiversity in Geelong. These strategic objectives include:

- Primary Biodiversity Conservation – protection of formal conservation areas, waterways, coastal areas and wetlands and threatened indigenous vegetation recognising the importance of ecological systems, corridors and links.
- Secondary Biodiversity Conservation – the role that general open space and protection of native and some exotic vegetation may play in the enhancement and protection of biodiversity, linkage functions and greenhouse reduction opportunities.
- Biodiversity planning and legal protection – The need for appropriate planning controls, incentives, zoning and policies to safe-guard biodiversity.

Ocean Grove is recognised as one of the few major refuges left in the City of Greater Geelong that contains natural habitats for vertebrate fauna due to the massive clearance of vegetation / fauna habitat in the past. Ocean Grove is identified as a primary biodiversity zone indicating that it requires active management in regards to biodiversity conservation with key biodiversity sites including:

- Ocean Grove Nature Reserve.
- Goandra and Woodlands Estates.
- Kingston Park.
- Isolated pockets north of Kingston Downs.
- A number of coastal locations.

City of Greater Geelong Wetlands Strategy 2006

The Strategy is an essential part of a larger program the “Geelong Region Wetlands Project” a partnership between the City of Greater Geelong and the Corangamite Catchment Management Authority (CCMA) providing on-ground works, protection of wetlands through the Greater Geelong Planning Scheme and a community education and engagement program.

The Strategy provides a framework for Council to protect and enhance the biodiversity and ecological values of the City’s wetlands.

The Barwon River is major permanent saline wetland in the municipality, which plays an important ecological role. A key strategic objective (no.1) of the strategy is to establish planning controls that will be effective in protecting existing wetland values and provide a framework for wetland use and development. This can be achieved through the Planning Scheme by using appropriate zones and overlays for wetlands and also for land surrounding wetlands.

Corangamite Regional Catchment Strategy 2013-2019

The Regional Catchment Strategy (RCS) provides a vision for the integrated management of natural resources in the Corangamite region. It is a blueprint for catchment health in the future and builds on the achievements and lessons from the past.

This RCS has been prepared under the provisions of the *Catchment and Land Protection Act 1994* (Vic.). It has been developed in accordance with the requirements of Commonwealth and State legislation and policies relating to biodiversity, land and water resources. The content of the RCS has been informed by guidelines from the Victorian Catchment Management Council and the Department of Environment and Primary Industries.

Decision making by the planning authority must have regard to this strategy as required by the State and Local Planning Policy Framework of the Greater Geelong Planning Scheme at Clauses 14.02 Water and 21.05 Natural Environment.

2.3 Urban Growth and Land Use Planning

Planning Practice Note 36 Implementing a Coastal Settlement Boundary August 2015 (PPN 36)

PPN36 states that a settlement boundary which is clearly articulated in the planning scheme provides an appropriate level of transparency and necessary statutory weight to help guide decision-making. A coastal settlement boundary is a fixed outer boundary of urban development and represents the future growth expectations for a settlement. A coastal settlement boundary is established on the premise of a minimum 10 year planning horizon.

PPN36 notes that unmanaged growth can lead to loss of environmental and landscape values, the inability to provide cost effective infrastructure and other urban services, a proliferation of urban uses on rural land and a loss of productive agricultural land.

A key parameter for implementing a settlement boundary is to identify areas suitable for future urban development inside the settlement boundary.

PPN36 advises that any change to a coastal settlement boundary should be the product of a comprehensive strategic review. This will involve assessment of progress against the established coastal settlement boundary in the context of other planning issues arising across the municipality.

G21 Regional Growth Plan

The G21 Regional Growth Plan (Growth Plan) manages growth and land use pressures to 2050. It pulls together the strategic land use and growth planning already undertaken across the region including the G21 Geelong Region Plan and builds on this to identify where future residential and employment growth will occur. It also identifies the key infrastructure required to manage and support this growth.

For Ocean Grove, the Growth Plan provides a key direction in relation to:

- supporting the growth of district towns and areas on major transport corridors including Armstrong Creek, Bannockburn, Drysdale/Clifton Springs, Colac, Lara, Leopold, Ocean Grove and Torquay/Jan Juc.

The Growth Plan reinforces the role of Structure Plans as the key policy document to provide more detailed growth planning for towns, including Ocean Grove.

Importantly, the Growth Plan allows for *'growth of larger district towns to be contained to existing settlement boundaries as generally identified in Structure Plans. Allowances for minor boundary adjustments should follow a Structure Plan review process.'* The Growth Plan advises that the potential exists to contain a significant proportion of Geelong's population within existing settlement boundaries and to encourage infill opportunities in key development areas and activity centres.

G21 Regional Growth Plan- Implementation Plan

The Implementation Plan aims to build on the work of the Growth Plan by:

- identifying the critical infrastructure required to support housing and employment growth.
- providing land supply data and incentives for achieving adequate and diverse housing options.
- identifying key considerations for the planning of longer term growth areas.

The Implementation Plan seeks to do this in the context of the G21 Vision and the Growth Plan's principles and recommended directions.

For Ocean Grove, the Implementation Plan identifies the following needs:

- Grubb Road duplication- delivery timeframe 2020-2025 at an indicative cost of \$30 million.
- Electricity new zone substation- delivery timeframe 2025-2035 at an indicative cost of \$20 million.
- Water Supply upgrades- delivery timeframe 2014-2025 at an indicative cost of \$26 million.
- Sewer upgrades- delivery timeframe 2014-2025 at an indicative cost of \$30 million.
- Gas upgrades distribution pipeline- delivery timeframe 2014-2020.

Other key challenges and opportunities include early years and neighbourhood centres, community health facilities and library development in Drysdale/Clifton Springs, Leopold and Ocean Grove. For the Bellarine Community Health Centre, the development of a sub-acute primary health care facility in Ocean Grove.

The Growth Plan prepared a number of land supply reports. The reports identify broad hectare, major infill, minor infill and rural residential supply levels to provide richer, 'real supply' data for different housing supply segments. The Implementation Plan recommends that the G21 Councils use the land supply data to manage the timing of strategic growth area planning and land release to ensure adequate infill and broadhectare land supply for housing and industry. The land supply data is also recommended to inform the review of Structure Plans and timing of zoning of identified planned growth.

Bellarine Localised Planning Statement September 2015

The Localised Planning Statement (LPS) identifies the key valued attributes of the Bellarine and puts in place objectives and strategies to ensure that they are preserved and enhanced for ongoing use by present and future generations.

The LPS acknowledges the residential and tourist role of the town and its status as an urban growth area whilst also acknowledging the importance of maintaining non-urban breaks with open farmed landscapes between settlements.

Three key policy objectives and strategies relating to Ocean Grove include:

- 1) **To protect and enhance the rural and coastal environment on the Bellarine Peninsula and maintain non-urban breaks with open farmed landscapes between settlements.**
 - a. Protect rural and coastal environments from inappropriate urban encroachment and development.
 - b. Protect the scenic qualities of key landscape features.
 - c. Ensure development outside of settlement boundaries (as shown in the Structure Plan maps) does not compromise the rural, environmental and landscape values of the non-urban breaks, significant views or long term growth opportunities.
- 2) **To facilitate the planned residential growth of Drysdale/Clifton Springs, Leopold and Ocean Grove, consistent with adopted Structure Plans and as service hubs for the Bellarine Peninsula.**
 - a. Ensure land use and development proceeds generally in accordance with the relevant Structure Plans.
 - b. Direct the bulk of growth and retail development to the designated growth locations of Drysdale/Clifton Springs, Leopold and Ocean Grove consistent with the relevant Structure Plans.

- 3) To support and encourage diverse and sustainable tourism as a key economic activity in towns and in rural areas where it complements and respects the farmed rural landscape of the area, does not impact upon existing farming activities and contributes to the local economy.
- Support a range of appropriately scaled and located tourism accommodation and activities within town boundaries.
 - Support the development of rural land for tourism where development will not compromise the farmed rural landscape.
 - Ensure that tourism uses in rural areas will not compromise agricultural activities on adjoining land.

Figure 3 - Bellarine Localised Planning Statement- Framework Plan



City of Greater Geelong Ocean Grove Structure Plan 2007 (Amended 2008)

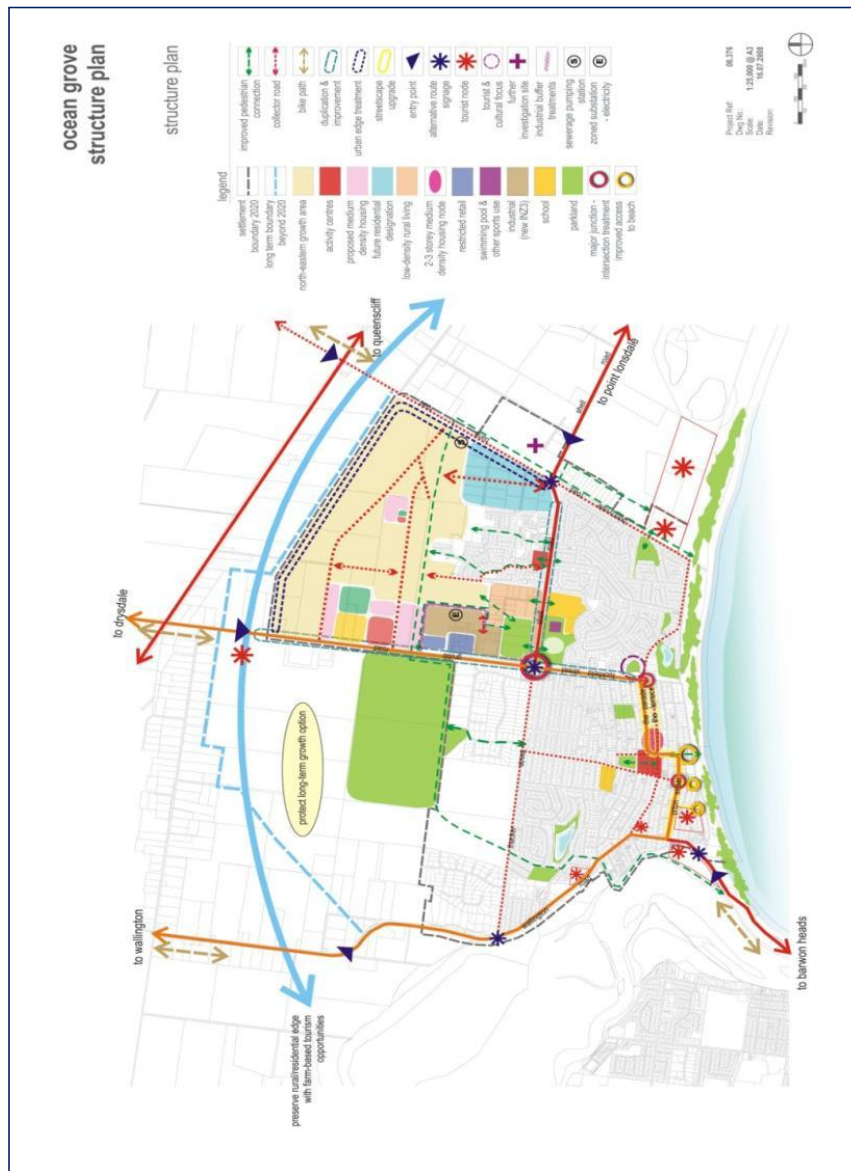
The 2007 Structure Plan planned for a population of 21,000 persons by 2020, adopting a high growth scenario. The majority of the anticipated population growth was to be accommodated in the identified north-east growth area, east of Grubb Road. The previous Structure Plan (1993) also identified land in this area for future urban growth. Future urban growth was directed north of the town to protect the key environmental assets adjoining the eastern and western boundaries of the town.

The Structure Plan also planned for a long-term population up to 25,000 to 30,000 through the identification of an indicative 'long-term settlement boundary', which encompassed rural land west of Grubb Road and north of the Nature Reserve.

Other key directions of the Structure Plan included:

- Improvements to the Town Centre.
- Improvements to Open Space and Access and Movement.
- Provision of additional community and social infrastructure to serve the growing population.
- Direct medium density development around activity centre.
- Protect and enhance natural environment assets.
- Protect rural areas surrounding the town and encouraging land use opportunities that support rural areas, including opportunities for tourism related activities.

Figure 4 Ocean Grove Structure Plan 2007



City of Greater Geelong Ocean Grove Town Centre Urban Design Framework 2014

The Urban Design Framework (UDF) describes and illustrates how planning and design policies and principles should be implemented in Town Centre where there is a need to manage, guide and promote change.

Key recommendations included in the UDF are to:

- Consolidate commercial land use within the existing zoned land to promote a compact Town Centre.
- Create a town square in The Terrace.
- Signalise the intersection of Orton Street and Presidents Avenue.
- Promote high quality mixed-use development of three and four storeys that respects the coastal setting of Ocean Grove.
- Upgrade streetscapes in Presidents Avenue, Hodgson Street and The Avenue.
- Square up the intersection of Hodgson Street and The Parade.
- Preserve The Terrace, east of Hodgson Street as the long term arterial road through the Town Centre.
- Improve footpath connections to the Town Centre.

City of Greater Geelong Housing Diversity Strategy 2008

The Housing Diversity Strategy (HDS) recommends that residential areas that are within 400 metres of an identified activity centre should be subject to increased housing diversity. The HDS maps Increased Housing Diversity Area (IHDA) boundaries around existing activity centres in the municipality. It recommends that areas identified for increased housing diversity should:

- Encourage increased residential densities, particularly within defined business zones and immediately adjoining business zones where mixed use and higher use of residential land can support the concepts of urban villages and activity centre planning. This may include the redevelopment of under-utilised commercial and industrial sites to provide additional housing. The intensity and scale of such development will need to be in keeping with the scale of individual centres.
- Acknowledge that residential character in these areas will adapt and evolve over time, particularly close to the centre of business areas.
- Ensure that greater consideration is given to the existing residential character/preferred character at the edges of IHDAs, where the existing and preferred character of adjoining incremental change areas will dominate.
- Promote greater use of walking and non-private vehicle transport through design of new development that supports safe and accessible pedestrian environments to and through activity centres and IHDAs.

The Ocean Grove Town Centre and Marketplace neighbourhood activity centre have been identified as Increased Housing Diversity Areas (See **Figures 5** and **6** below).

Figure 5 Ocean Grove Town Centre Increased Housing Diversity Area

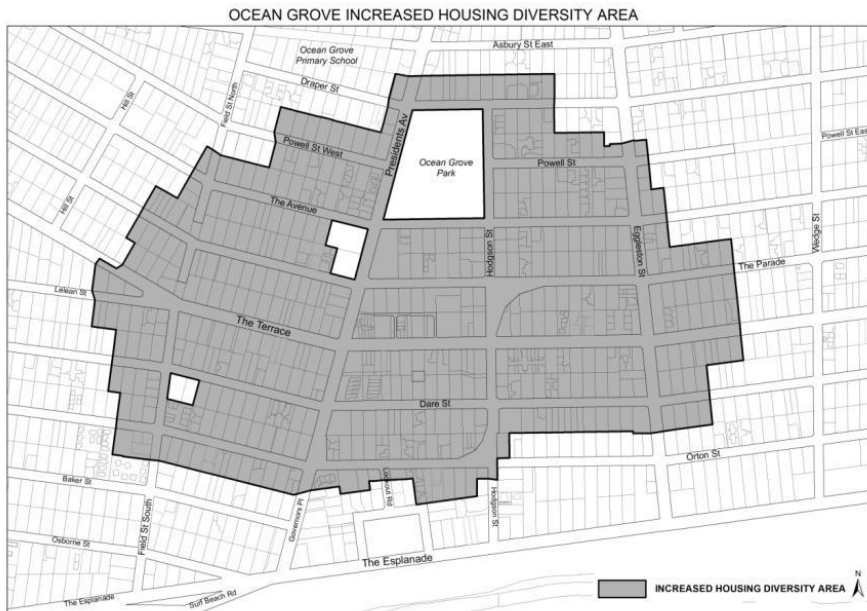
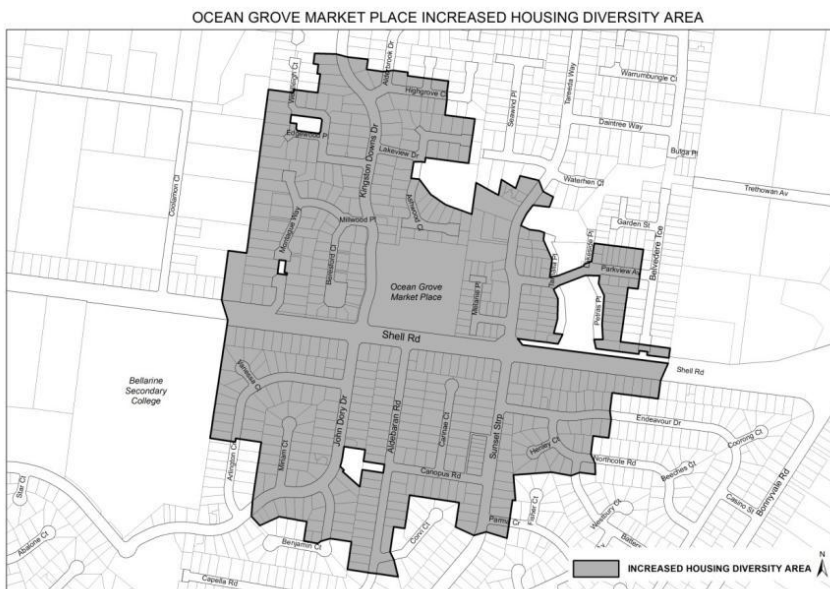


Figure 6 Ocean Grove Marketplace Increased Housing Diversity Area



City of Greater Geelong Rural Land Use Strategy 2007

The purpose of the Rural Land Use Strategy is to establish a new policy regime for appropriately regulating rural land use and development in the context of changing agricultural practices and continued rural land development pressures. It identifies key directions in relation to the application of the State Government's previous Rural Zones and planning policies for the rural areas, including policies for animal keeping and training, dwellings and subdivisions, and tourism development in rural areas.

A number of key issues and findings are identified in the Strategy, including:

- Rural land has values and opportunities over and above agricultural values.
- Importance of protecting opportunities for agricultural activities that can contribute to the regional economy.
- Recognising the value of the rural areas and the farming landscape to the liveability of Geelong, wellbeing of the community and the ability to attract tourists and visitors.

The Strategy's vision for the Peninsula (including Ocean Grove) is to maintain it as an agricultural/farming area as these activities contribute to the unique landscape and character of this area, the regional agricultural economy, the liveability of Geelong, community wellbeing and the ability to attract tourists and visitors to the municipality.

Major Planning Scheme Amendments

Amendment C203 Trethowan Avenue/Ocean Grand Drive

Amendment ~~C203~~²⁰⁷ rezoned land in the Trethowan Av/Ocean Grand Dr area from Rural Living Zone to General Residential Zone Schedule 1. The 2007 Structure Plan identified this land as suitable for urban consolidation and that it required coordination of multiple landowners to prepare a rezoning application supported by a Development Plan Overlay. It is expected that this area will yield approximately 430 dwellings but it is likely to be released in manner determined by the ability of individual landowners to release land and other market forces in the town. A Development Plan Overlay and Section 173 agreement have been prepared to guide development and subdivision of the area.

Amendment C60

C60 rezoned land identified in the 2007 Structure Plan for urban growth north-east of the town, now known as the Oakdene and Kingston Downs Estates. The amendment was originally submitted to Council prior to the adoption of the 2007 Structure Plan and subsequently, consideration of the application was deferred. The amendment was implemented into the Greater Geelong Planning Scheme in 2010.

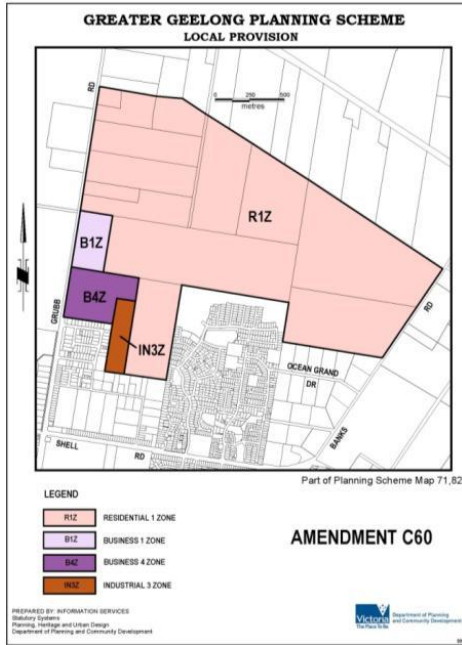
The amendment rezoned land from Farming Zone to Residential 1 Zone (now known as General Residential Zone Schedule 1). Land was also rezoned for commercial purposes along Grubb Road, including an activity centre, bulky goods precinct and industrial precinct. The land was rezoned with a Development Overlay Schedule (DPO22) which required a development plan to be prepared to coordinate the future land use and development of the growth area.

Land take areas:

- General Residential: approx 290ha
- Commercial 1 Zone: approx 9ha
- Commercial 2 Zone: approx 15ha

- Industrial 3 Zone: approx 7ha

Figure 7 Amendment C60- Zoning Map



Amendment C129

C129 implemented the Ocean Grove Structure Plan 2007 into the Greater Geelong Planning Scheme. The amendment included a full review of the MSS.

Amendment C309

C309 reviewed existing low density residential areas in the municipality in response to the Minister’s decision to reduce the default minimum lot size in the Low Density Residential Zone from 0.4 hectares to 0.2 hectares reticulated sewerage is available.

Ocean Grove contains four pockets of low density residential zoned land. All three areas were not supported for future subdivision of land down to 0.2 hectares and subsequently were included in Schedule 1 to the Low Density Residential Zone which restricts subdivision of lots to 0.4 hectares.

2.4 Community Development

Bellarine Peninsula Strategic Plan 2006 – 2016

The Bellarine Peninsula Strategic Plan is a broad community plan for the Bellarine Peninsula developed in recognition of significant growth pressures within the Peninsula characteristic of the ‘sea change’ phenomena. The Plan includes visions and actions for the Bellarine and each of its towns.

The Plan identified a community vision for Ocean Grove in the year 2016:

Ocean Grove is a major town offering a range of lifestyles, culture and natural environmental assets. While it is a designated growth town, Ocean Grove will retain its coastal urban character and protect and promote the attributes of the natural environment. As an integral part of the Bellarine Peninsula, Ocean Grove shares the attributes of other towns, the rural sector and our natural environment. Active community participation is encouraged to maintain all these linkages and attributes.

The Ocean Grove town objectives were established from public consultation sessions held by a local community group to oversee the process.

The Plan includes a Community Service Plan which considers social and community needs associated with population growth. To date, a large number of the key recommendations have been delivered in the town.

Community Services Plan Ocean Grove

The 5 key recommendations of the Community Service Plan 2006 – 2016 include:

- Explore option to relocate Ocean Grove Neighbourhood Centre and the Bellarine Community Health Centre to Surfside Centre (Shell Road).
- Encourage out-posting of services such as health and employment agencies to the redeveloped Surfside Centre.
- Promote existing sport, recreation and cultural opportunities available in Ocean Grove.
- Inform private child care providers of CoGG Early Years research findings for Ocean Grove.
- Future and strategic planning and rezoning work, including the Kingston Parks Estate and the Ocean Grove Structure Plan, consider site zoning for neighbourhood facilities.

Other infrastructure

- Ensure social infrastructure is in place to meet demand of growing population and changing demographics.
- Provide a multi-purpose entertainment venue including improved access to existing Bellarine Peninsula venues (e.g. Potato Shed).
- Upgrade existing town infrastructure (e.g. water, sewer, stormwater) to meet ESD principles.
- Increase accessibility to public transport both within Ocean Grove and on the Bellarine Peninsula as a whole. Increased frequency of public transport and connections to Geelong and other locations within the Bellarine Peninsula. Consideration of a circuit bus, similar to the shuttle bus that operates during summertime;
- Improve traffic movement and management through and around Ocean Grove.
- Implement all the recommendations of the Bellarine Peninsula Recreation and Leisure Needs Study 2005, specific to Ocean Grove.
- Improve walkability and connectivity for the community particularly the young, elderly, families with prams and those less mobile and increase the provision of footpaths throughout existing and new residential estates.

Progress Audit of the Implementation of the Bellarine Peninsula Strategic Plan 2006-2016 (August 2013)

Since its adoption in June 2006, the BPSP has been utilised by Council as a key planning and reference document for determining Council priorities and actions on the Bellarine Peninsula. The BPSP is also widely used by community organisations, other levels of government, individuals, business and local

communities who are interested and active in planning, providing services or addressing community priorities.

Key outcomes for Ocean Grove up to 2013 included:

- Ocean Grove Structure Plan
- Shell Road Master Plan completed
- Ocean Grove Traffic Study Improvements, 2007–2008
- Shell Road Reserve – contribution towards construction of playground, 2008–2009
- Design of the Ocean Grove Integrated Children’s Centre (Surfside) construction –\$10 M, with construction to commence 2012–2013
- Extension of Ocean Grove Kindergarten The Avenue completed, 2011–2012
- Skate parks completed at Ocean Grove
- Memorial Park Pavilion upgrade completed

City of Greater Geelong- Children’s Services Infrastructure Plan October 2013-2030

This Plan aims to determine the demand for children’s services and infrastructure across the City of Greater Geelong between 2013 and 2030. The Plan identifies current and future needs and provides recommendations regarding short, medium and long term infrastructure provision.

The Plan looks at Planning Areas as opposed to individual towns. The Plan states that Planning Area 2 which encompasses Barwon Heads, Breamlea, Ocean Grove, Point Lonsdale and Wallington will see an increase of 24% in the number of 0-4 years old between 2013 - 2030.

The Plan ranks Planning Areas in terms of priority for infrastructure provision. Planning Area 2 is ranked *low-moderate*. **Table 1** below provides a summary of key priority projects for Ocean Grove some of which have been completed.

Table 1 Priority Projects- Ocean Grove

Facility	Status	Timing	Delivery
1 John Dory Dr City Learning & Care MCH Centre Surfside Kindergarten	Replaced	Completed	Existing facilities at this location have been replaced by a new Community Hub centre. New centre will accommodate the relocated Neighbourhood House
78 Presidents Av MCH Centre	Replaced	Completed	As above.
114 The Avenue Ocean Grove Kindergarten	Maintain	Long	Facility was expanded in 2012 (increased capacity from single room to double room kindergarten; improvements to office, kitchen and outdoor area.)
15 Wyatt Street Woodlands Pre School	Maintain	Long	Single room kindergarten private child care centre. Limited capacity for further expansion

52-60 Shell Rd Bellarine Aquatic and Sports Centre Outside School hours Occasional Child Care	Replaced	Short	Existing Occasional Child Care facilities at this location have been replaced by the Boorai Centre. New centre has expanded current capacity in the area.
4-50 Shell Rd Boorai Centre Integrated children's Centre	New Development	Completed	Replace existing children's facilities to meet future population demand.

The anticipated demand for services in Planning Area 2 are: 2013 (Moderate demand) for Four Year old Kindergarten Programs and Outside School Hours Care Centres; by 2020 (Moderate demand) for all early childhood services; and by 2030 (Moderate demand) for all early childhood services.

2.5 Economic Development

G21 Economic Development Strategy

The G21 Economic Development Strategy identifies the economic opportunities and advantages in the G21 region and outlines strategies to support regional development that is accommodating of the G21 region's anticipated growth. These strategies include:

- Prioritise new and existing economic development opportunities.
- Identify opportunities that will lead to an increase in wealth, prosperity and regional standards of living.
- Identify the genuine competitive advantage of the G21 region.
- Produce a compelling and evidence-based map showing how to 'build value' into the G21 regional economy.
- Provide advice on the most appropriate governance model to implement the strategy.

The Strategy sees tourism as an integral element of the Region's economy and acknowledges the Bellarine Peninsula's potential for increased tourism activities.

Bellarine Peninsula Strategic Plan- Community Vision 2006-2016 – Tourism

The plan notes that the tourism industry is vital to the Bellarine peninsula driving the local economy and providing social opportunities. Tourism issues and strategies identified include:

- Planning – ensure planning on the Bellarine maintain the qualities of the Peninsula that visitors find attractive and communities value. Low scope for development that complements and strengthens the local tourism industry. Actions and strategies include limiting urban development to designated urban boundaries, protecting rural amenity and ensuring that planning policies are not at odds with tourism.
- Transport – improve transport services for benefit of tourists and tourist operators.
- Seasonality – smooth demand for Bellarine as a tourist destination by improving trading in traditional off peak seasons and midweek and encouraging new conference facilities.
- Environment – ensure tourism industry understands importance of natural and built environment and protection.

- Community – promote community that is positive to tourism and visitors and mutually beneficial outcomes.

Tourism Greater Geelong and the Bellarine Strategic Plan 2014-2017

The vision for the Strategy is for Greater Geelong and The Bellarine to be a globally recognised destination that delivers world standard visitor experiences. The mission for the Strategy is that Tourism Greater Geelong and The Bellarine exists to facilitate sustainable tourism development, related economic growth and employment.

Key focus areas include Promotion; Development; Partnerships and Governance.

2.6 Infrastructure

G21 Region Public Transport Strategy 2014

The goal of this Strategy is to increase utilisation of public transport and in turn reduce traffic congestion, improve the environment and overcome social isolation.

The Strategy sets out four strategic objectives:

- **Access for All**- a base level service should be available to all across the region and that all services should be accessible to potential users.
- **A Well Connected Region**- A public transport network that will serve the need for access to and between the Region's centres.
- **Urban Public Transportation from an Urban Centre**- Developing a 'Go Anywhere' public transport network in Geelong by reshaping and simplifying the current network.
- **Improving Information, Planning and partnerships**- G21 region to take leadership role in finding new ways to implement better public transport, sooner.

G21 Road Transport Plan 2009

The goal of this Plan is to guide development of strategic regional transport infrastructure particularly for the local road network.

The Plan sets out four key objectives:

- **Objective 1: Economic**- Provide an efficient transport system that enhances the competitiveness of regional industries in the global market.
- **Objective 2: Social**- Provide integrated transport system that assists all users access the full range of community services, activities and economic opportunities in a manner that flows smoothly from the user's origin to their destination.
- **Objective 3: Safety**- Provide improved network safety and reduced conflict between visitors, freight industry, public transport, commuters and local users.
- **Objective 4: Environment**- Provision of a safe transport system that is sensitive to the environment.

Department of Transport Public Transport Guidelines for land use development 2008

The guidelines aim to facilitate walking, cycling and public transport in new urban and regional developments.

Purpose of the guidelines:

The guidelines show how development and infrastructure can be designed to encourage walking, cycling and the use of public transport. They emphasise that:

- safety is a critical (for example, the Victorian Government policy discourages new level crossings and they are unlikely to receive approval).
- public transport, walking and cycling should be given priority.
- careful design will deliver an efficient transport network, improving service speeds and reliability.
- proposals should be designed to expedite, not impede, public transport.

The guidelines will deliver broad community benefits, by:

- encouraging sustainable travel options.
- alleviating traffic congestion.
- improving urban amenity, connectivity and accessibility between communities, workplaces and urban centres.

What the guidelines cover:

The guidelines set out design principles and provide advice on where to access detailed public transport and planning information. This includes advice on trains, trams, buses and interchanges. There is particular advice on:

- bus routes in new subdivisions.
- road design.
- walking and cycling.
- design requirements for public transport infrastructure such as stops and parking facilities.
- Disability Discrimination Act requirements for public transport.

City of Greater Geelong Integrated Comprehensive Transport Plan January 2015

The Plan provides a cohesive transport and land use planning framework for the City. The Plan outlines short, medium and long term actions for planning, development and management of an integrated transport system.

The Plan outlines a number of actions and challenges facing the municipality that are relevant to Ocean Grove. These include: *Action 1b*- Investigate the funding and delivery options available to ensure footpaths are provided where they are required; *Action 1c*- identify those streets in populated areas where footpaths either do not exist or are not provided on both sides of the road; *Action 1d*- Produce a prioritised delivery program for providing footpaths in populated areas where they do not exist or are not provided on both sides of the road (Medium to Long term); *Action 1e* Undertake research to establish if there are safety issues for people travelling by active transport, where these issues exist and the extent to which they discourage active transportation (Short term); *Action 1g*- Work with VicRoads to prioritise and deliver the proposed Principal Bicycle Network (PBN) and ensure that it is regularly reviewed to consider new development in growth areas and changing transport needs (Short term).

2.7 Open Space and Recreation

Cycling into the Future 2013-23

The Victorian Government's cycling strategy, *Cycling into the Future 2013-23*, recognises the important role that cycling plays in our state – as part of the transport system, as an enjoyable recreation activity, a healthy form of exercise and a tourism draw card.

For the first time in Victoria, Cycling into the Future 2013-23 will take a holistic approach to cycling by considering the needs of transport and recreational cyclists, as well as metropolitan and regional requirements.

It aims to make it easier for people to get out on their bikes and safer for people who already ride. It will improve the well-being of all Victorians, create better places to live, support a stronger economy and generate jobs and contribute to a healthier environment.

The Strategy will:

- improve our understanding about opportunities to increase cycling so we can make more informed decisions.
- make it easier to deliver cycling infrastructure, facilities and events by streamlining the processes for planning and approvals.
- reduce safety risks and help people feel more confident about riding their bikes.
- identify opportunities to support local economies through cycling.
- target investment in a strategic way in areas it will make the most difference.

G21 Principal Bicycle Network

VicRoads and BikeSafe have developed a Principal Bicycle Network (PBN) for the G21 Region in consultation with Council and relevant agencies. The PBN prioritises a connected cycling network across the municipality.

The PBN provides cyclists with safe, accessible, and connected cycling routes within Geelong. The aim of the PBN is to elevate the importance of selected routes within the overall bicycle network and to prioritise works to be undertaken to improve conditions for cyclists.

Ninety percent of on-road bicycle lanes and off-road paths that are identified in the PBN are consistent with existing Council and VicRoads plans. A number of priority projects are identified for Ocean Grove. These include:

Table 2 Priority Projects- Ocean Grove

Name	Description	Total Distance
<i>Coastal New Two Way Bike Paths</i>		
17. Point Lonsdale to Ocean Grove	Sealed path along edge of Buckley Park Reserve linking with new Lonsdale Golf Club Estate development	3.9km
18. Ocean Grove Reserve to Coast Connect	Shell Road Recreation Reserve to Coast along Tuckfield Street road reserve	1.3km
19. Ocean Grove: Kingston/Oakdene to River Connect	New Estates in Growth Area on Grubb Road connect via Nature Reserve Boundary to Blue Water Drive to River.	2.8km
25. Thacker Street	Bikes lanes to AustRoads Standards	

City of Greater Geelong Cycle Strategy 2008

The Strategy has been developed to provide Council with guidance on expanding Geelong's regional on and off road cycle network, improving facilities, enhancing cyclist education and delivering promotions that encourage people to cycle as a means of transport, recreation and sport. Some recommendations included in the Strategy area:

Network Priorities:

- Install bicycle lanes along Presidents Av to connect to Orton St. (Priority B) (Council funding).
- Install bicycle lanes along Wallington Road between Thacker and Orton Streets, and connect to the path at Blue Waters Lake Reserve via Lake Ave. (Priority C) (Council funding).
- Install bicycle regulatory signing and driver warning and guidance signage along Aldebaran Road to connect to the Waterfront. (Priority D) (Council funding).
- Install bicycle lanes along Madeley Street from Tuckfield Street to Blue Waters Lake Reserve. (Priority D) (Council funding).
- Review bicycle lanes on Shell Road. (Priority E) (Council funding).
- Install bicycle lanes along Thacker Street between Wallington Road and Tuckfield Street. (Priority E) (Council funding).

Long term proposals

- Work with Barwon Coast Committee of Land Management to investigate an off road shared path along the Buckley Park Foreshore Reserve connecting Ocean Grove to Queenscliff. (Priority Low)

The Cycle Strategy and G21 Principle Bicycle Network are closely aligned.

City of Greater Geelong Study of Open Space Networks 2001

Whilst a dated document, some of the key recommendations remain relevant to the Structure Plan. The Background Report lists the recommended priorities for action that remain relevant to the future direction of the town. For Ocean Grove, the following recommended priorities include:

- (Acquire and) develop Linear Linkage sites, which allow improved pedestrian, and cyclist movement both north-south and east-west through the town. Ensure that safe crossings of Thacker Street and Shell Road are provided at appropriate locations.
- (Acquire and) develop Linear Linkage sites which allow improved pedestrian and cyclist movement between Ocean Grove and other towns in the district, including Drysdale to the north, Barwon Heads to the west and Point Lonsdale to the east.
- Support the community development of Ocean Grove Park (Ingamells) as an important Landscape and Amenity and Informal Park for community use in accordance with the management plan for this site.
- Investigate the development of walking trails to and around Lake Victoria to Ocean Grove and Point Lonsdale. In doing so ensure the Coastal Sand Dunes are protected from inappropriate use and development.

Future Networks, Themes and Opportunities

- Explore opportunities to provide bicycle access between Drysdale and Ocean Grove.
- Provide for future sports recreation opportunities, in particular to service the growing residential areas of Ocean Grove.

- Provide shared bicycle and pedestrian access paths where possible around the foreshore, or via links to the foreshore in areas of poor access or environmental sensitivity.
- Encourage and facilitate tourist activities that take in the agricultural themes/wineries.
- Restrict access to sensitive dune areas between Breamlea and Point Lonsdale.

Zone Actions

- (P1) Protect important views as areas of significant landscape including the Portarlington ridgeline, the western facing hillsides to Lake Connewarre from Wallington Road and the minor ridge that forms the western boundary of Ocean Grove through local policy and/or overlay controls.
- (P4) Promote a safe bicycle link between Ocean Grove and Drysdale/Clifton Springs preferably through an off road trail either adjacent or within the Road Reservation.
- (P6) Retain the Council policy of urban containment to protect the rural and coastal landscape.
- (P8) Promote opportunities for sensitive private recreation facilities that can enhance the experience of these perceived open spaces of the rural landscape (e.g. wineries, host farms, fruit picking, horse riding etc.)

City of Greater Geelong Bellarine Peninsula Recreation and Leisure Needs Study 2005

Whilst a dated document some of the key actions remain relevant to the Structure Plan. This Study investigates and quantifies the recreation, open space and leisure needs of the current and future Peninsula communities. The focus of the Study is to provide broad direction on future resource allocation to meet the current and anticipated future leisure needs of the Peninsula communities.

Overall, the Study found the provision of open space in Ocean Grove is significant and the area is well serviced by a range of recreational options, ranging from formal sporting clubs, indoor facilities, community centres, library, foreshore, river and conservation areas. However, the report indicated there were distinct gaps in certain categories including Landscape & Amenity, Linear Links and to a lesser extent Informal Parks.

Existing sports sites, Ocean Grove Memorial Reserve, Collendina Reserve and Shell Road Reserve are constrained by the fact that they are single oval facilities which limits their flexibility and capacity to cope with growing demand of a range of sports which has led to over-use issues. Further, there is an inadequate supply of sports sites to cater for growing recreational demand and the significant growth in junior sports participation across a range of activities, in particular cricket, football, soccer and basketball. Some of the relevant key recommendations for Ocean Grove include:

- Incorporate a safe pedestrian/cycle link across Grubb Road to the Nature Reserve from the Kingston Downs future residential area, eastward to Bonnyvale Road and to the foreshore, providing a link around the entire town.
- Improve all entrances to Kingston Park reserve through landscape improvements; provide a safe crossing of Shell Road and links to the residential area to the east.
- Investigate opportunities to improve community use of Begola Wetlands area.

Kingston Park Masterplan

Kingston Park is a 12.5 ha reserve located to the north-east corner of the intersection of Grubb Road and Shell Road. The Masterplan guides the future management of both the conservation reserve area and the recreational facilities.

2.8 Planning Scheme Provisions

Many of the strategies and guidelines detailed above form part of the Greater Geelong Planning Scheme, and are included as reference documents to guide the exercise of discretion when considering applications for uses and/or development within Ocean Grove.

The key State and Local Planning Policies, together with the zone and overlay provisions, affecting the town are summarised in **Tables 3, 4, 5 and 6**.

Table 3 State Planning Policies

Clause	Key Objectives & Provisions	Implications for the study area.
11: Settlement	Seeks to anticipate and respond to the needs of existing and future communities through provision of zoned and serviced land for housing, employment, recreation and open space, commercial and community facilities and infrastructure.	Relates to activity centres, urban growth and land supply, regional development, structure plans, open space, coastal settlement.
12: Environmental and Landscape Values	Planning should help to protect the health of ecological systems and the biodiversity they support (including ecosystems, habitats, species and genetic diversity) and conserve areas with identified environmental and landscape values.	Relates to coastal areas, native vegetation, water quality and landscapes particularly in relation to urban growth.
13: Environmental Risks	<p>Planning should adopt a best practice environmental management and risk management approach which aims to avoid or minimise environmental degradation and hazards.</p> <p>Planning should identify and manage the potential for the environment, and environmental changes, to impact upon the economic, environmental or social well-being of society.</p>	Relates to areas that could be affected by climate change, flooding, soil degradation, noise and air, and bushfire.
14: Natural Resource Management	Planning is to assist in the conservation and wise use of natural resources including energy, water, land, stone and minerals to support both environmental quality and sustainable development.	Protect productive farmland, protect waterways and water quality through catchment planning and management..
15: Built Environment and Heritage	Planning should ensure all new land use and development appropriately responds to its landscape, valued built form and cultural context, and protect places and sites with significant heritage, architectural, aesthetic,	Ensure quality designed communities through the implementation of principles in relation to subdivision, urban design, safety, character etc.

	scientific and cultural value.	
16: Housing	Planning should provide for housing diversity, and ensure the efficient provision of supporting infrastructure, access to services and affordability.	Provides for housing to be located in appropriate areas and for a range of housing types to meet increasingly diverse needs. Recommendations relating to future residential and rural residential development must be consistent with state policy.
17: Economic Development	Planning is to provide for a strong and innovative economy, where all sectors of the economy are critical to economic prosperity. Planning is to contribute to the economic well-being of communities and the State as a whole by supporting and fostering economic growth and development by providing land, facilitating decisions, and resolving land use conflicts, so that each district may build on its strengths and achieve its economic potential.	Any recommendations relating to the further development of retail areas must be consistent with the broader municipal/regional retail hierarchy. Provides opportunity to establish objectives and policy relating to improvements to town centres and development of tourism based facilities commensurate with the scale and role of the town.
18: Transport	Planning should ensure an integrated and sustainable transport system that provides access to social and economic opportunities, facilitates economic prosperity, contributes to environmental sustainability, coordinates reliable movements of people and goods, and is safe.	Transport infrastructure provision must be efficient, sustainable and relate to key needs.
19: Infrastructure	Planning for development of social and physical infrastructure should enable it to be provided in a way that is efficient, equitable, accessible and timely.	Relates to the provision of physical, social and community infrastructure to meet the needs of the local community.

Table 4 Local Planning Policies

Clause	Key Objectives & Provisions	Implications for the study area
21.05: Natural Environment	The municipality includes a rich diversity of flora and fauna, including rare and unique species and communities, major waterways, large coastal areas and complex freshwater and marine wetlands.	Urban development should consider and minimise impacts on waterways, water quality, native vegetation, flooding etc. Climate change should also be a key consideration for future urban development. Ocean Grove is affected by all of the above and urban development must have regard to these

		significant factors.
21.06: Settlement and Housing	Between 2006 and 2031, it is estimated that the municipality will need to accommodate an additional 63,000 persons. This level of population growth will generate demand for approximately 41,000 new dwellings.	<p>Ocean Grove is a designated urban growth location- district town. The north-east growth area will accommodate significant population growth over the lifetime of the Structure Plan. Any future urban development, likely to be urban consolidation, should provide for a range of housing types and increased densities.</p> <p>Increased housing density should be encouraged around the Ocean Grove Town Centre and Marketplace, which have been identified as an Increased Housing Diversity Areas in the Housing Diversity Strategy 2007 and at Clause 22.63.</p> <p>Neighbourhood character in Ocean Grove will adapt and evolve over time as a consequence of urban consolidation, especially in increased housing diversity areas. New development must be responsive to the established character.</p>
21.07: Economic Development and Employment	The provision of high quality living, working and recreational environments is critical to attracting and retaining highly skilled people and the businesses in which they work.	<p>Ensure that new retail development is directed to activity centres and is consistent with the role and function described in the adopted Retail Activity Centre Hierarchy. Ocean Grove Town Centre and Marketplace are identified in the retail hierarchy. The future neighbourhood activity centre at Grubb Road is also identified in the retail activity centre hierarchy. The Town Centre is considered to be the primary retail node for the town and this principle will be continued. The future Grubb Road activity centre has the potential to provide a significant amount of retail floorspace in the future.</p> <p>Support the development of food, horticulture and viticulture industries in appropriate locations, particularly on the Bellarine Peninsula.</p> <p>Supporting tourist related uses in Ocean Grove will enhance the role of the town as a key tourist destination in Victoria.</p> <p>Importance of protecting and enhancing rural areas in the Bellarine Peninsula as productive rural areas with highly significant landscapes based on farming and environmental features.</p>
21.08: Development and Community	Establishes the need to provide social and community infrastructure and other key infrastructure	Ensure that development and community infrastructure is provided in a sustainable and timely manner in all areas, with particular regard to the

<p>Infrastructure</p>	<p>such as utilities, roads, rail, port, public transport in an efficient and timely manner</p>	<p>servicing of new communities in new urban growth areas and large urban infill areas.</p> <p>Ocean Grove has seen significant investment in social and community infrastructure in recent years, particularly in the Shell Road precinct. Improvements to education infrastructure will be necessary and increased library floorspace to meet the needs of the growing population.</p>
<p>21.14: The Bellarine Peninsula</p>	<p>The Bellarine Peninsula is one of the fastest growing areas in Geelong. Population growth is being driven by the relaxed lifestyle destination within close proximity to urban Geelong. Managing urban growth will be critical to retaining the Peninsula's identity and attributes.</p>	<p>To facilitate the development of Ocean Grove as a hub of development and service provision on the Bellarine Peninsula.</p> <p>Ensure that development outside of settlement boundaries (as shown in the Structure Plan maps included in this clause) does not compromise the rural, environmental and landscape values of the non-urban breaks or longer term growth opportunities.</p> <p>Direct new greenfield residential development to the designated growth area in the north-east of the town, as shown on the Structure Plan map.</p> <p>Encourage a range of accommodation and housing options, including aged care within and adjacent to the town centre and other existing and proposed activity centres.</p> <p>Ensure development avoids impacts on environmental assets including the Coast, Buckley Park Foreshore Reserve, Goandra Estate, Ocean Grove Nature Reserve, Barwon River/Lake Conneware and the Lake Victoria Wetlands.</p> <p>Ensure the town centre remains the primary retail centre for Ocean Grove by providing for a range of retail, business and accommodation uses.</p> <p>Support expansion of the town centre, particularly in a northerly direction up to the Avenue.</p> <p>Support development of the new Neighbourhood Activity Centre on Grubb Road, to service the future population of the north-east growth area.</p> <p>Support the continued development of industrial, restricted retail and associated businesses on Grubb Road, and support the expansion of this</p>

		<p>type of development to the east and north, as shown on the Structure Plan map.</p> <p>Where appropriate, ensure new developments assist in the establishment of a safe bicycle-pedestrian path network around the town connecting the foreshore, river, nature reserve, Grubb, Banks and Bonnyvale Roads as shown on the Structure Plan map.</p> <p>Where appropriate, ensure new development contributes to the improvement of open spaces, key pedestrian links and roads as identified on the Structure Plan map.</p> <p>Provide for a range of appropriately scaled and located tourism accommodation and activities.</p> <p>Encourage a range of appropriately scaled tourism related activities on the rural periphery of the town which are complementary to the environmental and rural setting.</p> <p>Support the duplication of Grubb Road in a manner which preserves significant roadside vegetation, provides an attractive town entry, safe crossing points, pedestrian/cycle paths and undergrounding of powerlines.</p>
22.01: Discretionary Uses in Residential Areas	Protecting the amenity of the City's residential areas requires a balance between the need for goods and services that serve local residents and workers and the potential for negative impacts on residential amenity.	<p>Non-residential uses are located so as to benefit and be convenient to local residents.</p> <p>Non-residential uses generally are encouraged to locate on sites which have access to a Road Zone.</p>
22.03 Assessment criteria for Retail Planning Applications	This policy applies where a planning scheme amendment or planning permit application is required for new or expanded provision of retail floor space.	To ensure that applications for new centres establish the retail need for such use and development and demonstrate that there are no adverse impacts on the operation of the retail activity centres hierarchy.
22.04 Discretionary Uses in Rural Living and Low Density Residential Areas	This policy applies to use and development applications in the Rural Living and Low Density Residential Zones.	To protect the amenity of rural living and low density residential locations from activities incompatible with the primary residential purpose of the zones.
22.09: Cultural Heritage	This policy applies to all properties covered by a Heritage Overlay.	The policy provides direction to Council when considering planning permit application for buildings and works within the Heritage Overlay. The policy requires the consideration of impacts

		on heritage.
22.63 Increased Housing Diversity Areas	This policy applies to all residential land located in Increased Housing Diversity Areas.	<p>This policy provides guidance on development in Increased Housing Diversity Areas (IHDA). IHDA's have been identified around activity centres and have significant capacity to accommodate residential growth and increased housing diversity. These areas can provide residents local shopping needs and/or are serviced by public transport. New development in these areas should encourage walking by residents and discourage reliance on cars for all trips.</p> <p>Identified improvements to the Town Centre included in the UDF will complement this policy in so far as encouraging new development close to the town centre and also, the Marketplace Increased Housing Diversity Area.</p>

Table 5 Zones

	Zones
Residential Growth Zone Schedule 3 (RGZ3)	The RGZ3 has been applied to land surrounding activity centres, known as Increased Housing Diversity Areas. The RGZ3 supports the provision of housing at increased densities and a range of housing types in locations offering good access to services and transport. The RGZ3 allows for a maximum building height of up to 10.5 metres.
General Residential Zone Schedule 1 (GRZ1)	The main purpose of the zone is to provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.
General Residential Zone Schedule 2 Zone (GRZ2)	The majority of land within Old Ocean Grove is zoned General Residential Zone Schedule 2. This zone has been applied to areas known as incremental change areas. The main purpose of the zone is to provide residential development that respects neighbourhood character and to provide development at a range of densities with a variety of dwelling types. The GRZ2 allows for a maximum building height of 9 metres.
Rural Living Zone (RLZ)	This zone has been applied to areas such as West View Grove. The main purpose of the zone is to provide for residential use in a rural environment.
Low Density Residential Zone (LDRZ)	This zone has been applied to areas such as Woodlands Drive, north of Thacker Street. It has been applied to land shown to be appropriate for subdivision into lots which are both large enough to contain all wastewater on site and small enough to be maintained without the need for agricultural techniques.
Farming Zone (FZ)	The majority of the land outside the settlement boundary is zoned FZ. The purpose of the zone is to provide for the sustainable use of land for extensive animal husbandry and crop raising.

Commercial 1 Zone	The Town Centre is zoned Commercial 1. The main purpose of the zone is to create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses and to provide for residential uses at densities complementary to the role and scale of the commercial centre.
Commercial 2 Zone (C2Z)	Land within the north-east growth area and land north of the existing Industrial 1 Zone is zoned C2Z. The main purpose of the zone is to facilitate office, manufacturing and industries, bulky goods retailing and other commercial related uses. It also allows for the use of land for a supermarket up to 1,800 sq.metres.
Mixed Use Zone (MUZ)	Land within the Town Centre has been zoned MUZ. The main purpose of this zone is to provide for a range of residential, commercial, industrial and other uses that are suitable for areas with a mixed use character.
Industrial 1 Zone (IN1Z)	Land east of Grubb Road is zoned IN1Z. This is the main zone applied to most industrial areas. It includes additional requirements for land in proximity to residential areas.
Industrial 3 Zone (IN3Z)	Land within the north-east growth area is zoned IN3Z to ensure an appropriate land use buffer between adjoining sensitive areas and residential land.
Public Park and Recreation Zone (PPRZ)	Public open space areas are zoned PPRZ. These areas include the foreshore, Blue Lake and Shell Road Reserve. The purpose of the 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 (PCRZ)	The Barwon River, foreshore and Nature Reserve are zoned PCRZ. The purpose of the 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.
Rural Conservation Zone 9 (RCZ)	This zone has been applied to properties fronting Orton Street and The Esplanade in Ocean Grove. The zone has been applied to protect the primary dune from urban encroachment, over use and development that would be detrimental to its environmental stability.
Special Use Zone 8 (SUZ8)	The SUZ8 has been applied to land within the Goandra Estate north of Thacker Street to provide for the low density residential development of the land and to ensure the protection and management of Bellarine Yellow Gums and other significant vegetation. The main purpose of this zone is to provide for the use of land for a specific purpose.
Road Zone (RDZ1)	RDZ1 has been applied to Grubb Road which is key route into Ocean Grove from the Bellarine Hwy. The purpose of the zone is to identify significant existing roads and identify land which has been acquired for a significant proposed road.
Road Zone (RDZ2)	RDZ2 has been applied to Wallington Road and Shell Road.
Public Use Zone 1 (PUZ1)	Generally applied to land owned by infrastructure service providers such as Barwon Water i.e. land adjoining the IN1Z at Grubb Road. The main purpose of this zone is to

	recognise the use of land for a public purpose.
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Table 6 Overlays

	Overlays
Design and Development Overlay – Schedule 14 (DDO 14)	The DDO affects the majority of residential land south of Shell Road and Thacker Street. It does not affect land within the Increased Housing Diversity Area. The purpose of the DDO is to ensure that the siting, height and visual bulk of dwellings achieves a reasonable sharing of views between properties to significant landscape features.
Design and Development Overlay – Schedule 11 (DDO 11)	The DDO applies to Orton Street and The Esplanade. It seeks to provide for the conservation and enhancement of the coastal dune system by ensuring development is compatible with the local environment.
Design and Development Overlay – Schedule 16 (DDO 16)	The DDO applies to land at Presidents Avenue. The main purpose of the DDO is to ensure the design and finish of new buildings or works complements the built form and character of Ocean Grove.
Design and Development Overlay – Schedule 20 (DDO 20)	The DDO applies to Industrial 1, 2 and 3 zones and is used across the municipality. For Ocean Grove it applies to the IN1Z area east of Grubb Road. A key objective is to improve the visual appearance and image of industrial areas through well designed site responsive developments.
Design and Development Overlay – Schedule 27 (DDO 27)	The DDO applies to land at 19 and 21 Hodgson Street and 89 and 91 The Parade. The main purpose of the DDO is to implement the Town Centre objectives identified in the Structure Plan and to maximise the development opportunity of the precinct.
Development Plan Overlay Schedule 22 (DPO22)	This overlay affects the north-east growth area. Development Plans have been approved for the two main estates in the growth area, Oakdene and Kingston Downs. Future development plans will be prepared for the commercial and industrial areas.
Heritage Overlay (HO)	Heritage properties are dispersed throughout the town and consist of significant dwellings, the Ocean Grove Primary School, former St Peter’s Church of England, the Uniting Church, the General Store and stables and outbuildings at 252-262 Shell Road.
Environmental Significance Overlay – Schedule 1 (ESO1)	This overlay applies to land east of the town and is noted by this overlay as an area of significant flora and fauna habitats and areas of geological and natural interest.
Environmental Significance Overlay – Schedule 2 (ESO2)	This overlay comprises the Barwon River, the Begola Wetlands and wetlands within Collendina.

Vegetation Protection Overlay – Schedule 1 (VPO1)	This overlay applies to land throughout the town including significant roadsides and linear reserves. The land is primarily along Grubb Road, Wallington Road and Woodlands Drive.
Vegetation Protection Overlay – Schedule 2 (VPO2)	This land is located along Thacker Street between Bellevue Drive and Sylvan Lane. The area is known as Goandra land. This area is known for its significant vegetation particularly the Bellarine Yellow Gum.
Land Subject to Inundation (LSIO)	This land is primarily to the east of the town. A smaller parcel of land is affected by the overlay within the town centre along Lake Avenue between Wiltons Road and Blue Waters Drive.
Flood Overlay (FO)	This overlay covers the Barwon River which is suited to the immediate west of Wallington Road and includes Lake Connewarre.
Public Acquisition Overlay 3 (PAO3)	This land will facilitate the future duplication of Grubb Road.
Public Acquisition Overlay 6 (PAO6)	This land is located (in sections) to the immediate west of Wallington Road. VicRoads has acquired this land as a proposed Category 2 Road.
Significant Landscape Overlay Schedule 6 (SLO6)	This overlay applies to land within the West View Grove area, east of Wallington Road, which falls within the Rural Living Zone. It is a very prominent area at the entrance to Ocean Grove and rises steeply from its Wallington Road frontage.
Significant Landscape Overlay Schedule 7 (SLO7)	This overlay generally applies to residential zoned land between the Barwon River extending eastwards to Tuckfield Street. The primary purpose of this overlay is to preserve the balance between roof tops and vegetation in long distance views of the town and respect the sharing of views to the ocean and Barwon River.
Significant Landscape Overlay Schedule 10 (SLO10)	This overlay applies to land north of the Belle Vue Drive Estate and extends west across Wallington Road. More broadly it encompasses the Lake Connewarre Escarpment. The primary purpose of this overlay is to protect the prominent escarpment that wraps around the northern and eastern edges of lake Connewarre.
Significant Landscape Overlay Schedule 11 (SLO11)	This overlay applies to land east of Bonnyvale Road and extends into the Marcus Hill area covering lake Victoria and Yarram Creek. The main purpose of the overlay is to protect this regionally significant landscape, which includes visually important escarpment and landscape edge that provides a backdrop to Ocean Grove.
Wildfire Management Overlay (WMO)/(BMO)	This overlay applies to the Nature Reserve and land adjoining the reserve boundary. The main purpose of the overlay is to ensure that the development of land prioritises the protection of human life and strengthens community resilience to bushfire and to identify areas where the bushfire hazard warrants bushfire protection measures to be implemented.

Key Influences

- Ocean Grove is a district town and an identified urban growth location and will provide for significant population growth over the lifetime of the Structure Plan up to 2030.
- There is a need to clearly define a coastal settlement boundary for the town and to support consolidation of land and increased densities through new and infill residential development.
- There is a need to prevent urban development from encroaching onto land that is constrained by natural and physical attributes.
- Protection of the non-urban break between Wallington and non-urban break between Point Lonsdale is important.
- There is a need to support the enhancement of the Town Centre through the provisions of the Town Centre Urban Design Framework.
- Whilst the town is identified as an urban growth location, there is strong policy direction at both State, Regional and Local levels for:
 - Defining a clear coastal settlement boundary with a 10 year planning horizon.
 - Providing adequate residential and employment land supply.
 - Protecting the rural environment and agricultural activities.
 - Protecting sensitive environments and landscapes.
 - Protecting coastal environments.
 - Enhancing the design and built form of the town.
 - Consideration of Climate Change Impacts.

3. Urban Growth

3.1 Demographics

Past Population

As a baseline indicator, data from the Australian Bureau of Statistics (ABS) census demonstrates that during the period 2006 to 2011 the population of Ocean Grove grew from 11,271 persons to 12,573 persons. This equates to an increase of 1,281, an annual average change 2.21%. *(These figures relate to the ABS approximation of Gazetted Localities, being State Suburbs and Usual Place of Residence. The area of land known as the north-east growth area at Grubb Road is not included in these figures. Notwithstanding this, at the time of the Census survey, the population difference would be negligible given the timing of rezoning applications, development plan approvals and construction of housing in the growth area.)* Figure 8 below shows the ABS State Suburb for Ocean Grove.

Figure 8 ABS State Suburb- Ocean Grove



Source: .id

Estimated Population 2015

The estimated population in Ocean Grove for 2015 is 13,855 (Source: .id). **Figure 9** shows the small area population forecast boundary used by forecast.id. The forecast area boundary drawn by .id does not include land to the northern extent of the Oakdene Estate within the north-east growth area. As of March 2015, land within this part of the Oakdene Estate did not contain constructed dwellings.

Figure 8-9 forecast.id area boundary- Ocean Grove



Source: .id

The forecast population is calculated using the population forecasting methodologies provided by forecast.id. The forecasting methodology uses a combination of three statistical models. They include a cohort component model, a housing unit model and a household propensity model. Each of the models has a series of inputs, which when linked to the other models gives the forecast outputs.

[An updated assessment of eEstimated rResidential pPopulation prepared by Spatial Economics using up to date dwelling construction data estimated the 2015 population to be 14,136 \(Source: —Spatial Economics Expert Evidence C346 Panel\).](#)

Peak Population

Ocean Grove is a key tourist centre on the Bellarine Peninsula. During the summer months, a significant population influx occurs. Being a coastal town, it is also affected by dwelling occupancy issues. A dwelling occupancy rate of 77.62% between 2011 and 2031 is projected by forecast.id. This figure is factored into the population growth scenarios discussed later in this section.

The peak overnight population between December 2013 and January 2014 for Ocean Grove was 30,759 people. This latest figure is illustrated in **Table 7** below and provides a snapshot of the distribution of tourist/holiday maker accommodation in the town. By comparison, the peak overnight population was 30,289 people for the period December 2011 and January 2013 people and for the same period in 2011 was 29,167. There has been a slight progression in peak overnight population in recent years.

Table 7 Peak Population December 2013 - January 2014

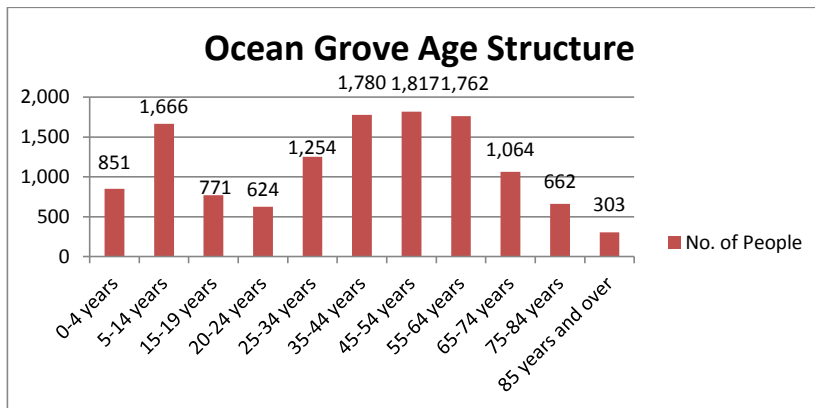
Permanent population 2013	Population Holiday Homes	Population Caravan parks, Cabins & Camping Sites	Population Hotels, Motels, Apartments, Units & B&Bs	Peak overnight Population
13,105	10,174	7,280	200	30,759

Source: Geelong Economic Indicators Bulletin 2013

Age Structure

The age structure statistics provide a valuable insight into the demography of the town- whether there is a mix of age cohorts or whether the town is heavily represented by a specific cohort. **Figure 9** illustrates the age structure for Ocean Grove as at Census 2011.

Figure 9 Age Structure 2011- Ocean Grove



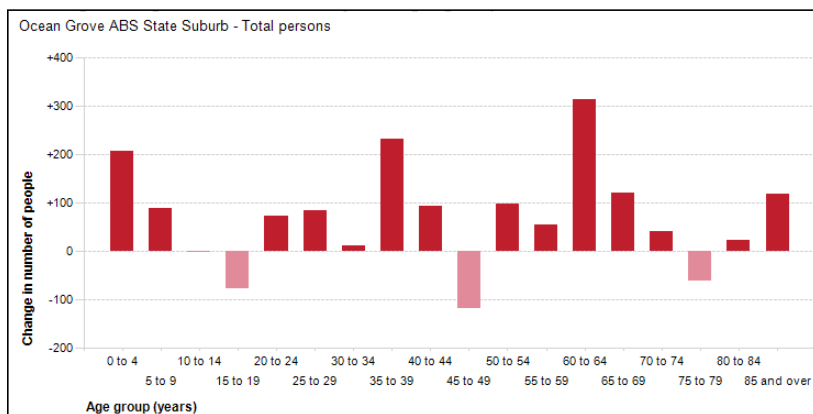
Source: ABS Census 2011

Age structure statistics indicate that a large proportion of the population ranges between 25 and 74. Age cohorts 35-44, 45-54, 55-64 comprise the key age groups in Ocean Grove. This represents 61% of the total population. There is a large population in the 5-14 years age cohort, which represents 13%.

The median age of persons was 40, whereas the median age for the municipality was 39.

Key changes in age structure between 2006 and 2011 are shown in **Figure 10** below:

Figure 10 Change in Age Structure (five year age groups 2006-2011) - Ocean Grove



Source: .id

The largest changes in the age structure in this area between 2006 and 2011 were in the age groups; empty nesters and retirees (+436 people), babies and pre-schoolers (+208 people); parents and homebuilders (+206 people) and older workers; and pre-retirees (+152 people).

Dwellings and Household Size

The average household size in Ocean Grove in 2011 was 2.49, which was the same for 2006. In comparison, the average household size for the municipality in 2011 was 2.4 (Source: ABS Census 2006/2011). .id forecasting assumes an average household size of 2.41 between 2011 and 2031.

There is a clear dominance of two person households in Ocean Grove followed by single person households and four person households.

The distribution of household size within the town is displayed below in **Table 8**.

Table 8 Household Size 2011- Ocean Grove

Household Size	No. of People	%
One	1,112	23.9
Two	1,689	36.3
Three	658	14.1
Four	801	17.2
Five	283	6.9
Six or more	101	2.1
Total	4,644	

Source: ABS Census 2011

Family households comprised 73.7% of the total number of households in Ocean Grove with Non-family households comprising 26.3%. In comparison with the municipality, 69.1% comprised Family households and Non-family households at 30.8%.

In terms of dwelling structure, the ABS Census 2011 shows that there were 4,645 occupied private dwellings comprising of 11,525 persons. The total number of unoccupied private dwellings was 1,767. This aligns with the dwelling vacancy percentage previously discussed in this section i.e. affiliation with the role of the town as a holiday destination and allowance for seasonal variations.

Table 9 below provides a more detailed breakdown of the structure and number of occupied private dwellings in Ocean Grove at 2011:

Table 9 Dwelling Structure- Ocean Grove

Dwelling type (Occupied private dwelling)	Dwellings	No. of people
Separate House	4,219	10,815
Semi-detached, row or terrace house, townhouse etc.	133	251
Flat, unit or apartment	283	449
Other dwelling	10	10

Source: ABS Census 2011

Of the total number of occupied private dwellings, 38.5% were owned outright, 37.2% were owned with a mortgage. The number of rented properties in the town equates to 22% of the total number of occupied private dwellings. The above percentages are broadly similar to that of the wider municipality being 36.2% for occupied private dwellings being owned outright, 34.4% for owned with a mortgage and 25.9% for rented properties.

Labour Force & Income

ABS Census 2011 data identifies the "labour force" as consisting of persons aged 15 years and over who are employed, or those who do not have a job but are actively looking for work. The number of persons aged 15 years and over in Ocean Grove at 2011 was 10,041.

In 2011, 6,255 people were in the labour force. **Table 10** provides a detailed breakdown of employment status.

Table 10 Labour Force- Ocean Grove

Employment type	No. of People	% of Labour Force
Full-time	3,377	53.9
Part-time	2,204	35.2
Employed but away from work	396	6.3

Unemployed looking for work	278	4.4
-----------------------------	-----	-----

Source: ABS Census 2011

In comparison, of the total labour force in the broader municipality 55.5% are employed full-time, 32.6% are employed part-time, 6% are employed but away from work and 5.5% are unemployed but looking for work. Ocean Grove was trending similar to the broader municipality in all employment types (Source: ABS Census 2011).

In 2011, the most common responses for occupation for employed persons aged 15 years and over were:

Table 11 Occupation- Ocean Grove

Occupation	%
Professionals	24.4
Technicians and trade workers	16.7
Community and personal service workers	12.3
Clerical and administrative workers	12.3
Managers	11.7

Source: ABS Census 2011

The weekly median incomes for various household types in Ocean Grove are provided in **Table 12**.

Table 12 Median Weekly incomes

Area	Weekly Personal Income	Weekly Family Income	Weekly Household Income
Ocean Grove	\$586	\$1,477	\$1,197
Australia	\$577	\$1,481	\$1,234

Source: ABS Census 2011

Socio-economic Index

ABS provides Socio-Economic Indexes for Areas (SEIFA) that ranks areas in Australia according to relative socio-economic advantage and disadvantage. The indexes are based on information from the five-yearly Census.

The City of Greater Geelong SEIFA Index of Disadvantage measures the relative level of socio-economic disadvantage based on a range of Census characteristics. It is a good place to start to get a general view of the relative level of disadvantage in one area compared to others and is used to advocate for an area based on its level of disadvantage.

The index is derived from attributes that reflect disadvantage such as low income, low educational attainment, high unemployment, and jobs in relatively unskilled occupations. When targeting services to disadvantaged communities, it is important to also look at these underlying characteristics as they can differ markedly between areas with similar SEIFA scores and shed light on the type of disadvantage being experienced.

A higher score on the index means a *lower* level of disadvantage. A lower score on the index means a *higher* level of disadvantage.

For the year 2011, the rating given to the municipality is 992.09. The rating given to Ocean Grove is 1,051.0. The Australian average is set at 1,000. According to SEIFA 2011, the City of Greater Geelong is relatively disadvantaged.

Journey to Work

ABS Census 2011 demonstrates that for those who use a single mode of transport to get to work, the private car is the dominant mode of transport. For those people that travelled to work by car (either as a driver or passenger) amounts to 92%. Other methods of travel to work who use a single mode of transport include bicycle at 1.1%, train at 1.04%, bus at 0.82% and walking at 2.82%.

Population projection to 2030

There are a number of methods for calculating population projection over the lifetime of the Structure Plan. Council ~~primarily~~ typically relies on the population forecasts provided by forecast.id as its basis for population growth.

[forecast.id - population forecast](#)

In forecasting population change, .id look at key factors such as age structure of the existing population, the housing markets attracted to and away from the area and their associated demographics (fertility patterns, household types etc.) and the supply of dwellings and mix of housing stock in the area.

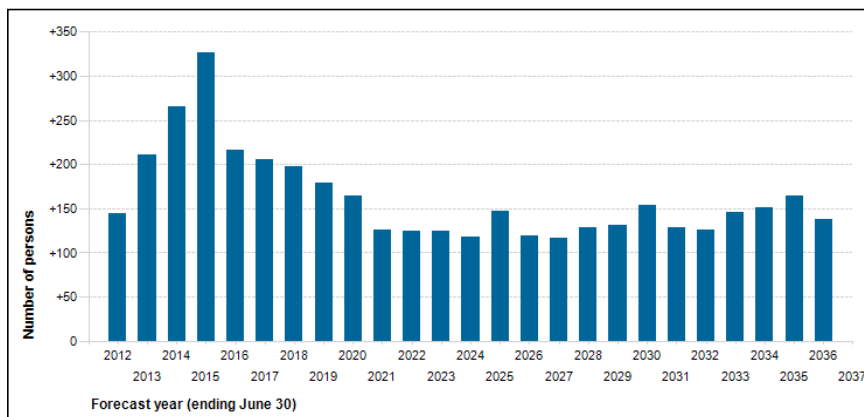
Table 13 below shows the forecast population increase between 2011 and 2031, which is approximately 3,327. The forecast population by 2030 is 16,105. **Table 13** also shows that the average annual population change is expected to decrease by 50% between this period.

Table 13 forecast.id- Population projection

Ocean Grove	Forecast Year				
Summary	2011	2016	2021	2026	2031
Population	12,907	14,071	14,942	15,575	16,234
Average annual change (%)		1.74	1.21	0.83	0.83

Source:- .id

Figure 11 forecast.id - Population change



Source: .id

The 2007 Structure Plan planned for a total population of 21,000 persons by 2020 including the identification of an indicative future growth boundary to accommodate the potential for a long term population of 25,000-30,000. The 2007 Structure Plan planned for the majority of the anticipated population growth by 2020 to be accommodated in the north-east growth area.

Given the expected population of 16,105 by 2030, it is clear to see that the projected population in the 2007 Structure Plan of 21,000 people by 2020 will not be surpassed [under the forecast.id consulting scenario](#). ~~Population growth has not grown as anticipated by the 2007 Structure Plan.~~

[Under the forecast.id consulting scenario, B](#) between 2015 and 2030, the population is forecast to grow by 2,250 people. Adopting an average of 2.41 persons per household over this period and a dwelling occupancy rate of 77.62%, the projected demand for housing in Ocean Grove is expected to be approximately 1,152 dwellings for the period 2015 to 2030.

[Further expert analysis on population growth, land supply and dwelling projections was presented at the May 2016 Panel Hearing for Amendment C346. Council's expert from Spatial Economics Pty Ltd found that, based on 200 net additional dwellings per annum in Ocean Grove, the resultant population will be an additional 5,630 people over the next 15 years or 375 per annum.](#)

[From 2016 to 2031, Spatial Economics estimates that the population growth rate for Ocean Grove is 2.3% per annum, based on a 200 dwelling per annum requirement. This estimate is based on a constant occupancy rate of 77.6% \(forecast.id Consulting\) and average household sizes of 2.46 to 2.37 from 2016 to 2031. \(Source: Spatial Economics Expert Evidence C346 Panel\).](#)

[Under this scenario, the 2015 population of 14,136 would increase to 19,766 by 2031.](#)

There is no need to plan for additional population growth beyond the lifetime of this Structure Plan based on the population forecasts provided by [either forecast.id or Spatial Economics](#) and the projected demand outlined above. The north-east growth area will continue to accommodate the majority of population growth in Ocean Grove.

The following section will consider residential land supply, which will give further confirmation of the adequacy of land supply in the context of future population growth outlined above.

3.2 Residential Land Supply

Recent trends in Residential Development

Ocean Grove has seen a range of development including urban growth to the north-east, urban consolidation of land north of Thacker Street, and incremental infill development around the Town Centre in Old Ocean Grove.

Within the settlement boundary, there are a number of residential land use zonings from Residential Growth, General Residential Zone, Low Density Residential Zone, Rural Living Zone and Special Use Zone. All of these areas have seen change through development.

Land within the Special Use Zone (Schedule 8) north of Thacker Street known as the Goandra Estate continues to be subdivided for low density style residential purposes. This area is known for its significant native vegetation, in particular Bellarine Yellow Gums.

The 2007 Structure Plan identified land north-east of the town for significant urban growth. This key land use recommendation stemmed from the previous Structure Plan in 1993. In 2010, the land was rezoned from Farming Zone to Residential including land for commercial uses along Grubb Road. The north-east growth area will provide for significant residential development in the range of 3,200 plus dwellings according to approved development plans. The area comprises two residential estates known as Oakdene and Kingston Downs. Development has commenced in a staged manner on both estates.

Residential Lot Supply

Council's preferred source of establishing land supply data within the municipality and for individual towns is the G21 Region (Geelong) Residential Land Supply Monitoring Project June 2015. The land supply report and online land supply monitoring tool for Geelong details the residential land supply and demand situation for the municipality.

Council's are required to consider residential land supply on a municipal basis, rather than a town-by-town basis. However, it is useful to review more localised development trends to inform the Structure Plan review process. These are considered below.

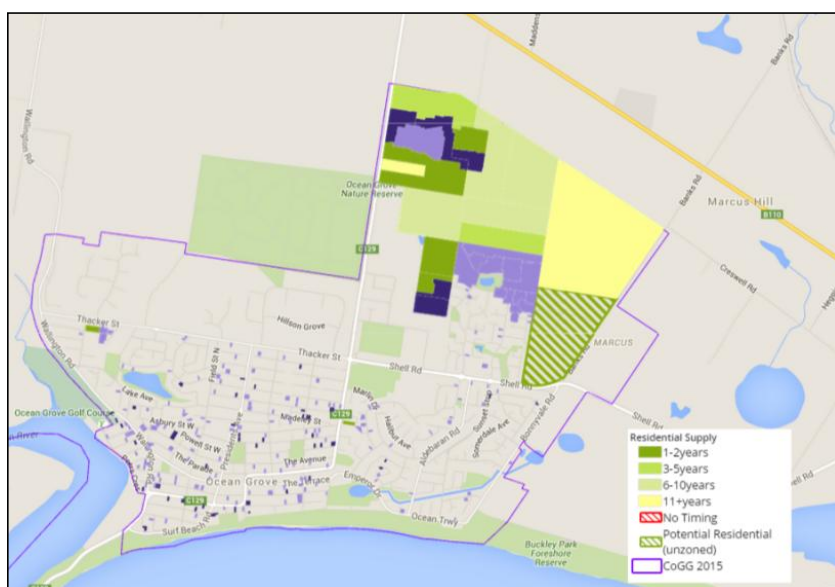
Figure 12 shows the anticipated lot release timing for Ocean Grove, primarily for the north-east growth area. Note: **Figure 12** does not show the expected delivery of residential lots within the Yellow Gums estate, which is zoned Special Use.

Figure 12 shows the north-east growth area, east of Grubb Road. The timing for release of the Oakdene Estate ranges between 1-2 years, 3-5 years and 11 + years starting the base year 2015. The Kingston Downs Estate is again staged at 0-2 years, 3-5 years, 6-10 years and 11 + years. Note: The timing identified in **Figure 12** is purely indicative (typically overstated) and not a reflection of years supply or adequacy of supply. It reflects commencement of development and not completion.

The Oakdene Estate, which has an approved development plan and subsequent planning permits for subdivision, is already under construction with approximately 165 dwellings constructed as of March 2015 (Source: NearMap). The Oakdene Estate development plan provides for approximately 1000 dwellings. The Kingston Downs Estate, which also has an approved development plan, is already under construction with approximately 72 dwellings constructed as of March 2015 (Source: NearMap). The approved Kingston Downs Estate development plan provides for approximately 2,200 dwellings. Note: the dwelling yield stated in the approved development plans is indicative, subject to subdivision.

Figure 12 also shows the 'potential unzoned land' at Trethowan Avenue. This land has been rezoned since the publication of the land supply report in June 2015. There is an indicative lot supply of 436 dwellings from this urban consolidation site. There is no anticipated timing for release at this stage.

Figure 12 Residential Land Supply- Anticipated lot release- Ocean Grove



Source: Spatial Economics- Land Supply and Monitoring Tool June 2015

The G21 Residential Land Supply Monitoring Project (June 2015) uses various supply type definitions for residential land. These are:

Broadhectare is defined as new development on Greenfield sites (sites that have not been used for urban development previously or previously subdivided for normal density development), typically on the fringe of the established urban areas.

Major Infill is defined as undeveloped land or sites identified for redevelopment within the existing urban area, zoned for residential development, and parent lot or existing lot greater than 5,000sqm and with an expected lot/dwelling yield greater than 10.

Minor Infill is defined as vacant land within the existing urban area or within broadhectare land release areas, zoned for residential development, and existing lot sized less than 5,000sqm. (The identification of minor infill lots does not provide an estimated dwelling yield. Rather it identifies the vacant allotment by size, zoning and location.)

Future (potential) Residential is land identified by the relevant municipal authority for future residential development and current zoning not supportive of 'normal density' residential development. Land which has an 'Urban Growth Zone', and a precinct structure plan has not yet been approved, falls into this category.

Rural Residential is defined through the zoning, in particular Low Density Rural Residential (LDRZ) and Rural Living (RLZ) zones.

Table 14 shows the broadhectare residential lot supply, anticipated staging for lot construction and potential residential (unzoned) supply. **Table 14** largely relates to broadhectare supply in the north-east growth area.

Table 14 Broadhectare Residential Supply and Potential Residential Supply- Timing/Expected delivery

Suburb	1-2 years	3-5 years	6-10 years	11+ years	No Timing	Total Zoned (lots)	Potential Residential (unzoned)	Total (lots)
Ocean Grove	452	397	1074	1270	0	3193	436	3629

Source: Spatial Economics- Land Supply and Monitoring Tool June 2015

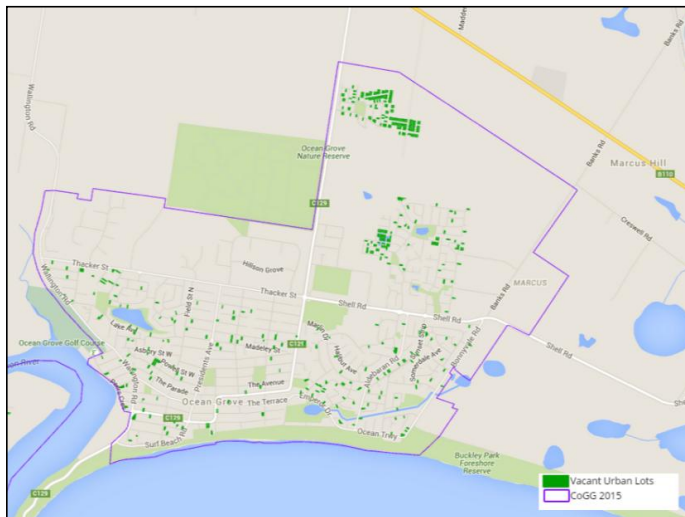
Table 15 shows the vacant urban lot supply. **Table 15** relates to the supply of vacant lots within the town, including the north-east growth area.

Table 15 Minor Infill (Vacant Urban) Supply- by Lot Size

Suburb	Less than 500 sqm	500-800 sqm	800 to 1200 sqm	1200 to 2000 sqm	2000 to 5000 sqm	Total (Lots)
Ocean Grove	97	274	47	4	1	423

Source: Spatial Economics- Land Supply and Monitoring Tool June 2015

Figure 13 Minor Infill (Vacant Urban) Lots- Ocean Grove



Source: Spatial Economics- Land Supply and Monitoring Tool June 2015

Table 16 Summary of Land Supply in Ocean Grove

Region/Urban Centre/LGA	Broad hectare	Major Infill	Potential Residential (unzoned)	Minor Infill Lots	Rural Residential	Total Lots
Ocean Grove	3,193	0	436	423	7	4,059

Existing Growth Opportunities/Trends

A good indication of how Ocean Grove is trending in terms of lot supply is to review historical lot construction trends over a specific period (2006-2014) for different residential land use categories. For the purposes of this Structure Plan, lot construction trends have been extracted from the G21 Residential Land Supply Monitoring project (Geelong) June 2015. This provides a reliable pattern of activity in the town. *(The G21 Residential Land Supply Monitoring project defines a constructed lot by the year of construction and the finalisation of certificate of title. Lot construction is determined via the assessment of the residential cadastre and the application of the cadastre to the land supply types identified in the monitoring project.)*

Lot construction will generally track faster than building approvals. As a general rule of thumb, building approval rates are roughly 10% less than lot construction rates. Whilst lot construction will not result in an immediate increase in population as dwelling approvals might do, the analysis of subdivision (lot construction) is considered to reflect land supply more accurately than building approval rates. Conversely, the release of large subdivision (constructed lots), does not automatically lead to the requirement to identify additional land for residential development.

For Ocean Grove, consideration needs to be given to broadhectare and minor infill lot construction rates. **Table 17** provides an indication of annual lot construction rates for both broadhectare and minor infill lot construction activity. These figures have been calculated using both the June 2015 residential land supply monitoring report June 2015 and the online residential monitoring mapping tool. This enabled a more detailed figure for lot construction rates relative to Ocean Grove, excluding Barwon Heads data.

Table 17: Broadhectare and Minor Infill Annual Lot Construction 2006/07-2014/March 2015

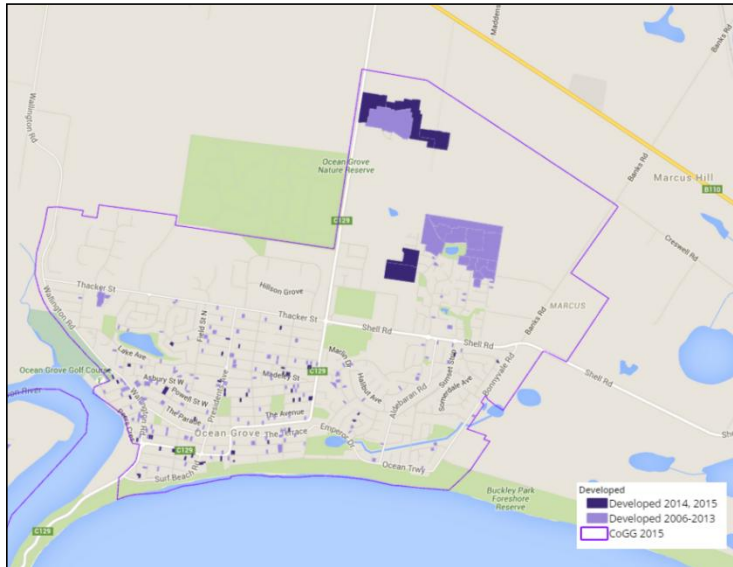
Land Use	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	Total	Average Annual Lot yield
Broadhectare	37	16	64	165	96	0	149	116	177	820	91
Minor Infill	21	56	27	57	56	22	27	39	30	335	37
Total	58	72	91	222	152	22	176	155	207	1,155	128

Source: Spatial Economics- Land Supply and Monitoring Tool June 2015

Figure 14 shows lot construction since 2006. The main concentration of lot construction has been in the Kingston Estate, south of the north-east growth area and the Oakdene Estate. The Yellow Gums Estate, north of Thacker Street, which is low density style subdivision in the Special Use Zone, is subject to

incremental development but has not been considered as part of the land supply monitoring tool exercise.

Figure 14 Constructed lots 2006-2015



Source: Spatial Economics- Land Supply and Monitoring Tool June 2015

Historical building approvals are also an important consideration in reviewing lot supply. In the same period 2006-2014, the average dwelling approval rate is 155 which includes both broadhectare and infill development.

Notwithstanding the requirements of the State Planning Policy Framework to consider residential land supply on a municipal basis rather than a town-by-town basis, through analysis of land supply figures for the various supply type definitions and lot construction activity rates since 2006, it is possible to provide a general picture of years of supply for broadhectare and minor infill supply types.

There are three possible growth scenarios within Ocean Grove based on *broadhectare*, *minor infill*, and *land availability* (future supply).

Broadhectare Land Supply

Based on the figures provided by the G21 Residential Land Supply Monitoring Project (Geelong) June 2015, 3,193 broadhectare lots would create approximately 35 years of land supply adopting an average of 91 constructed broadhectare lots per annum for the period 2006/07-2014/March 2015. Given the level of fluctuation in terms of lot construction over the last 9 years, it is reasonable to adopt the average broadhectare lot construction rate as part of this Structure Plan. However, the assumption that annual lot construction rates may increase in the short to medium term is realistic and should be factored into the five year review of the Structure Plan in order to continue to provide a reliable and accurate information base for the community and landowners in the town. On this basis, should the average broadhectare lot construction rate increase to 180 lots/annum (similar to the period July 2014-March 2015), land supply would drop to 18 years.

Minor Infill (Vacant Urban) Land Supply

The G21 Residential Land Supply Monitoring Project (Geelong) June 2015 shows that Ocean Grove has a minor infill lot supply of 423 lots spread across a range of lot sizes.

There has been an average construction rate of 37 minor infill lots per annum between the period 2006/2007 and 2014/2015. Based on this calculation, there is 11.4 years supply of minor infill land. As with broadhectare lot construction rates, minor infill lot construction activity has the potential to increase in the short to medium term and this should be factored into the five year review of the Structure Plan. On this basis, should the average minor infill lot construction rate increase to 80 lots/annum, land supply would drop to 5 years.

Future Residential Land Supply

In addition to the available land currently zoned for residential development, the 2007 Structure Plan identified an area of rural living zoned land west of Banks Road, generally within the Trethowan Avenue/Ocean Grand Drive area, to be rezoned for residential purposes. An amendment to the Greater Geelong Planning Scheme to rezone the land was initiated by a consortium of landowners in the area. It is expected that Amendment C203 to the Greater Geelong Planning Scheme will be approved by the time the review of the Structure Plan has been finalised.

It is important to consider the likely future supply from this area. The G21 Residential Land Supply Monitoring Project (Geelong) June 2015 identified this area as having capacity for approximately 436 dwellings. Using the supply type definitions outlined above, it reasonable to assume that as part of a future review of the land supply monitoring tool this area would be considered a 'major infill' opportunity. Ocean Grove does not contain any other major infill areas. Consequently, estimating the years of supply for this site is a difficult task, especially given its historical rural residential land use, physical constraints and future infrastructure delivery issues. The annual lot construction rate for this site is likely to be staged in an incremental manner meaning a potentially low annual average output spread over a medium term timeline.

Future Dwelling Construction Trends

Forecast residential development trends are provided by [forecast.id](#) up to 2036. The projected residential development trends include expected dwelling construction output for the Yellow Gums Estate, north of Thacker Street, which the G21 Land Supply Monitoring Project (Geelong) June 2015 does not consider. **Table 18** and **Figure 15** provide an overview of the forecast dwelling construction output for development areas in Ocean Grove.

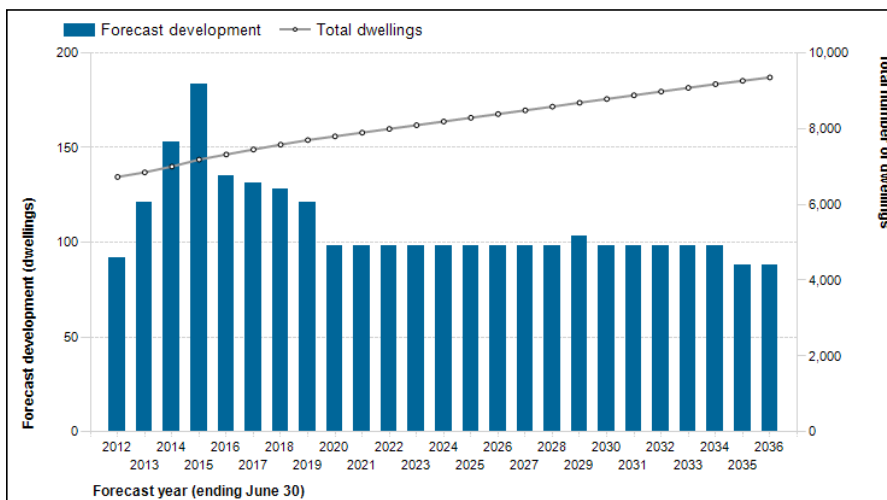
Table 18 forecast.id - forecast residential development trends

Development Area	Output (Dwelling construction)	Timing
Kingston (north-east growth area)	809	2014-2036
Oakdene (north-east growth area)	795	2013-2036
Kingston Downs Tareeda	135	2012-2019
Yellow Gums Estate	161	2012-2029

Low level in-centre	4	Per annum
Moderate level infill	24-35	Per annum

The above forecast residential development trends have been collated in collaboration between Council officers and .id forecasters. Residential development trends are not static and may be subject to change over the lifetime of the Structure Plan. (Note: the .id forecast residential development trends do not take account of the recently rezoned land at Trethowan Avenue. The anticipated output being 436 dwellings constructed over their period 2015-2036.)

Figure 15 ~~forecast.id-~~ ~~Forecast~~ ~~forecast~~ residential development- Ocean Grove



Source: .id

Figure 15 shows a forecast residential development activity of 1,781 dwellings for the period 2011-2030. This equates to an average annual dwelling yield of 111.

Updated dwelling and lot construction forecasts (2016)

Spatial Economics further reviewed Ocean Grove’s dwelling and land supply projections as part of expert evidence presented to the Amendment C346 Panel. The key findings from this update are provided below:-

“Key findings include:

1. In the last five years, residential dwelling approval activity has averaged 173 per annum and the last three years, activity has averaged 192 per annum.

2. From July 2012 to March 2016 residential lot construction activity has averaged 209 per annum, in 2015/16 to the March quarter there were 197 lots constructed.

3. Of this lot construction activity as measured from 2012/13 to 2015/16 (period of increasing activity at an average of 209 per annum):

a. 74% was broadhectare;

b. 17% was dispersed infill; and

c. 9% rural residential.

4. Since 2011 to 2015, population growth has averaged around 207 persons per annum, an average annual growth rate of 2.3%. From 2013 to 2014, population growth estimates have increased by 337 persons (2.5% growth) and 387 persons from 2014 to 2015 (2.8% growth).

5. From 2011 to 2016 actual dwelling growth was around 175 per annum. Dwelling projections undertaken by id Consulting indicate that from 2016 to 2036 there will be an average annual dwelling requirement of 102.

6. Spatial Economics perceive that a future total dwelling requirement in Ocean Grove in the short to medium term (0 to 15 years) will likely average around 200 per annum.

7. Based on future demand of 200 dwellings per annum in Ocean Grove, the resultant population will be an additional 5,630 people over the next 15 years or 375 per annum.

8. As at March 2016, there was a residential lot capacity within broadhectare land supply areas in Ocean Grove of approximately 3,557 lots.

CONCLUSION

Based on two demand scenarios that assume historically high rates of housing demand of 200 and 250 dwellings per annum within Ocean Grove, there is between 19 to 24 years of currently zoned residential broadhectare land stocks in Ocean Grove.”

(Source: Spatial Economics - Residential Land Supply & Demand Assessment: Ocean Grove, Expert Evidence to Amendment C346 Panel, March 2016).

Planning Policy and Projected Demand

The Greater Geelong Planning Scheme *Clause 11.02-1 Supply of urban land* seeks to ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses. To achieve this objective, it seeks to plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur. Residential land supply will be considered on a municipal basis, rather than a town-by-town basis.

An analysis of projected dwelling requirements and land supply within the municipality, including Geelong Urban and the Bellarine Peninsula is provided below. The summary below shows that the adequacy of land supply in the municipality is sufficient to accommodate the projected population demand.

The G21 Residential Land Supply Monitoring Report has considered the data published within the 'Victoria in Future 2014' (VIF 2014), the State Governments' population projections undertaken by the Department of Environment, Land, Water and Planning (DELWP) to determine future demand for dwellings within Greater Geelong. In addition to VIF2014, the report also considers population and dwelling projections undertaken by .id consulting (.id 2015) as an additional projection/scenario.

In Summary:

Greater Geelong Municipality

Projected dwelling requirements sourced from VIF 2014 indicate that from 2015 to 2031 there will be a total dwelling requirement of 35,004 (2,059 average per annum).

As measured from 2015 to 2031, the average annual projected demand by Region within the municipality of Geelong is:

- *Geelong Urban: 1,377 dwellings per annum; and*
- *Bellarine Peninsula: 682 dwelling per annum.*

The above dwelling requirements equate to an average annual 1.5% population growth rate and a 1.8% dwelling growth rate (measured from 2016 to 2031).

Projected dwelling requirements sourced from .id 2015 indicate that from 2015 to 2031 there will be a total dwelling requirement of 35,890 (2,111 average per annum).

As measured from 2015 to 2031, the average annual projected demand by Region within the municipality of Geelong is:

- *Geelong Urban: 1,412 dwellings per annum; and*
- *Bellarine Peninsula: 699 dwellings per annum*

The above dwelling requirements equate to an average annual 1.6% population growth rate and a 1.8% dwelling growth requirement (measured from 2016 to 2031).

The difference in annual projected demand between VIF 2014 and .id 2015 is minimal.

*It is considered there is no need for additional broadhectare residential land stocks across the municipal area of Geelong, from a land supply and demand basis. Based on dwelling projections contained within VIF 2014 and .id consulting 2015, there is **24 to 25 years** of zoned broadhectare land supply. It is considered the broadhectare lot construction trend demand scenario considerably understates demand, due to historic broadhectare land supply constraints. This demand scenario equates to 33 years of zoned stocks.*

*In terms of the future broadhectare land supply stocks (PSP required and unzoned), based on the two dwelling projections contained in VIF 2014 and .id consulting 2015, there is an additional **13 years** supply to cater for projected demand across the municipality.*

Geelong Urban Region

*It is considered that there is no need for additional zoned broadhectare residential land stocks across the Geelong Urban Region of Geelong. Based on dwelling projections contained in VIF 2014 and .id consulting 2015, there is **29 to 30 years** of zoned broadhectare land supply.*

*In terms of the future broadhectare land supply stocks (PSP required and unzoned), based on the two dwelling projections contained in VIF 2014 and .id consulting 2015, there is an additional **14 years** of supply to cater for projected demand across the municipality.*

Bellarine Peninsula Region

*It is considered that there is no need for additional zoned broadhectare residential land stocks across the Bellarine Peninsula Region of Geelong. Based on dwelling projections contained in VIF 2014 and .id consulting 2015, there is **14 years** of zoned broadhectare land supply.*

*In terms of the future broadhectare land supply stocks (PSP required and unzoned), based on the two dwelling projections contained in VIF 2014 and .id consulting 2015, there is an additional **10 years** of supply to cater for projected demand across the municipality.*

Note: The above assumptions exclude minor infill land figures and for the Bellarine, the unzoned potential land supply also includes the recently rezoned land at Trethowan Avenue.

Release of Land for Urban Growth

Future release

From a land supply perspective, there is no need to identify further land beyond the existing settlement boundary [as part of this Structure Plan](#). Recent large scale rezoning of land for urban growth within the municipality, has significantly increased future land supply. On the Bellarine Peninsula, land supply stocks at Jetty Road urban growth area and Leopold also contribute significantly to adequacy of supply.

The existing settlement boundary includes the north-east growth area, which has sufficient capacity to accommodate a growing population over the lifetime of the Structure Plan. In addition to broadhectare land, there is an incremental supply of vacant urban lots, and incremental lot construction in rural residential areas. The recent rezoning of land at Trethowan Avenue has added approximately 436 lots to the overall available land supply.

In addition to the vacant urban lots, the significance of the identified Increased Housing Diversity Area around Ocean Grove Town Centre and Marketplace is important to note. The purpose of the IHDA is to support increased residential densities around existing activity centres. The intent of IHDA's has also been supported through the application of the Residential Growth Zone (Schedule 3). Whilst an increase in densities around the Town Centre and Marketplace will be incremental, it is nonetheless an important factor to consider in terms of urban consolidation and utilisation of existing services in a coastal town with significant landscape and environmental attributes. The Regional Growth Plan supports building on the role of district towns including planned areas and urban consolidation.

All identified land for urban development within the settlement boundary is planned and has access to services, subject to upgrading requirements etc. Certainty is provided to the people of Ocean Grove in terms of future residential land supply and associated land uses.

~~A review of development trends, lot supply and population statistics can be undertaken as part of the next review of the Structure Plan. As part of the next Structure Plan review in approximately five years, an assessment of long term growth options (both infill and settlement expansion) will be undertaken in order to establish an enduring settlement boundary for the township. This will provide an up to date analysis of key factors that affect the need for additional land for housing. The requirement to review municipal land supply rather than town by town supply will ensure a strategic approach is undertaken to identifying land for housing and this should be supported by a full land capability assessment to determine the suitability of new growth areas.~~

Long-term Settlement Boundary

Given the adequacy of municipal land supply, there is limited merit in retaining the indicative "long term settlement boundary for the period beyond 2021", as identified in the 2007 Structure Plan. **Map 8** shows the 2007 Structure Plan indicative long term settlement boundary. The 2007 Structure Plan identified the long term settlement boundary as a potential future urban area beyond 2020 or when land supply

falls below 10 years to ensure future development and location of services does not result in poor planning outcomes in the long term. At the time of preparing the 2007 Structure Plan, land supply was largely focused on a town-by-town basis and the town's status as an urban growth location.

Map 8 Ocean Grove Structure Plan 2007- Existing and Long term settlement boundaries



Cognisant of state, regional and local planning policy about the need to define a clear coastal settlement boundary and the adequacy of land supply discussed above, the identification of an indicative long-term settlement boundary on the Structure Plan map is considered unnecessary. The indicative long-term settlement boundary sets an unclear direction for the town and uncertainty in regards to future development of Farming Zone land/land outside the nominated settlement boundary.

Whilst a district town and a designated urban growth location, the extent of planned growth and associated infrastructure and services has largely met this status and role. Building and strengthening the town does not necessarily mean further urban growth.

State Government guidance advises that there is a need to define the allowable extent of urban use and development that enables landowners and authorities to make investment decisions about land use and development both inside and outside the settlement boundary with greater certainty. State Government advice also discusses the need to plan for a minimum 10 year planning horizon in coastal settlements. The G21 Regional Growth Plan also states that growth of larger district towns should be contained to existing settlement boundaries as generally identified in Structure Plans. Allowances for minor boundary adjustments should follow a Structure Plan review process. This Structure Plan supports the review of existing settlement boundaries through a review process as this is the typical approach undertaken by the City.

For the purposes of this Structure Plan, it is not necessary to retain the indicative long-term settlement boundary as shown in **Map 8**. Whilst land supply is a key consideration, there are a number of additional factors for not considering land beyond the nominated settlement boundary at this time.

These include:

- The nominated coastal settlement boundary for Ocean Grove should be clear and easy to justify.
- There is sufficient land supply within the municipality and in the town over the lifetime of the Structure Plan up to 2030 to accommodate future population growth, which will be predominantly delivered by the north-east growth area.
- There is a need to maintain a non-urban break between Wallington and Ocean Grove with open farmed landscapes.
- It is important to reduce land-use conflict at the urban/rural interface and to safeguard productive agricultural land.
- There is a need to encourage more compact and efficient urban development within the existing coastal settlement boundary.
- Potential for disconnection between this area and the Town Centre and associated community related infrastructure.
- Land north of the Special Use Zone and Low Density Residential Zone on Thacker Street has historically been seen as the northern urban edge of the town due to proximity to environmental constraints.
- The area is within and adjoins bushfire prone land.
- There is a need to protect and manage coastal and environmental values. The environmental qualities of this area are considered significant enough to preclude development at this point in time. This relates to proximity of the land to the Ocean Grove Nature Reserve and the significant flora, fauna and wildlife qualities that exist within the reserve.
- Land fronting Grubb Road along its western boundary provides an important gateway entry to the town and future development could impact upon the attractiveness of this entry.
- The Barwon River Estuary and Lake Victoria environs are of significant environmental and ecological importance and should be protected from development pressures that may result in environmental impacts from stormwater drainage and runoff. Land north-west of the town drains to the Barwon River Estuary.
- The landscape character of this area provides an important backdrop to the town providing an undeveloped rural character and edge.
- The area contains waterways and drainage lines that require retention to ensure that flows downstream through areas such as the Nature Reserve, Barwon River and Lake Victoria Environs are not adversely impacted upon.

Other Areas not considered appropriate for Rezoning for Residential Development

Low Density Residential Zone (LDRZ) adjacent to Kingston Park (Coolamon Close)

This area is not considered appropriate for rezoning within the lifetime of this Structure Plan.

- Whilst the area offers potential for urban consolidation close to an existing activity centre (Marketplace neighbourhood activity centre), its physical and environmental characteristics are a constraint.
- Extensive cover of native vegetation extending to Kingston Park to the west. This vegetated area is unique to the town and of a high biodiversity value. Development of smaller lots and additional dwellings on the land will significantly compromise habitat values within the lots and the habitat values of adjoining vegetation within Kingston Park.
- Providing additional residential development adjacent to existing and future industrial areas is not supported and could potentially impact on the operation and viability of the industrial estate.
- The area has a rural-type drainage system and Coolamon Close is unsealed.
- The area is only partly seweraged and there are infrastructure constraints.

- Amendment C309 to the Greater Geelong Planning Scheme included this area within Schedule 1 to the Low Density Residential Zone, which restricts subdivision to a minimum lot size of 0.4 hectares where there is no connection to the reticulated sewerage network.

Land generally between Wallington Road and western edge of Ocean Grove Nature Reserve

This area was included in the indicative long term settlement boundary of the 2007 Structure Plan. This area is not considered appropriate for future development for the following reasons:

- The environmental qualities of this area are considered significant enough to preclude development. This relates to proximity of the land to Ocean Grove Nature Reserve and the significant flora, fauna and wildlife qualities that exist within the reserve.
- This area would not be appropriate for a rural residential zone given the State Government direction on limiting land to be rezoned for rural residential purposes.
- The area is an important gateway entry to the town and future development could impact upon the attractiveness of this entry.
- Population projections up to 2030 indicate that north-east growth area can accommodate the proposed population increases forecast for the town and therefore further residential development to the east of Wallington Road is not necessary.
- The southern boundary of the Ocean Grove Nature Reserve has historically been seen as the edge of the town. Development beyond this point is contrary to the providing a sense of containment to development east of Grubb Road.
- The Barwon River Estuary is of regional significance and therefore the landscape character of this area should be protected from development pressures that may result in environmental impacts from stormwater drainage and runoff.

Special Development Areas

The 2007 Structure Plan identified a number of Special Development Areas. These areas are considered to represent good opportunities for either revitalisation of existing uses and/or redevelopment. These areas remain relevant in so far as continuing to support the locational and physical attributes of these areas.

Land generally located at the north-east corner of Bonnyvale Road and Ocean Throughway, Collendina, also known as 139 Bonnyvale Road

- The area comprises the Collendina Resort including a hotel, motel, boat shed and associated infrastructure. It also includes a dilapidated (partly constructed) retirement village, north of the Collendina Resort facilities. Existing facilities are modest and do not utilise the attributes of this site to the fullest potential. The site has the potential for improved tourist related development, subject to consideration of environmental implications and sensitive design response.
- This land is located within the Farming Zone, is within a flood prone area, is affected by the 2100 year coast line and is affected by the Significant Landscape Overlay Schedule 11.
- In the early 2000's, a permit was issued for a retirement village of approximately 160 dwellings, communal facilities and an aged care hostel (40-60 beds) on land north of the Collendina Resort.
- The retirement village has been developed in part but is now a state of disrepair as a consequence of financial difficulties. It never operated as a business. It has subsequently been renamed Warrawee Village and was put on the market for sale.
- Future redevelopment of this land provides potential for improvement of the existing Collendina Resort facilities and also, the partly constructed retirement village or perhaps in the case of the later, demolition. Redevelopment of this area is supported where the site design complements the coastal setting and character. While the rural zoning has not impacted upon the capacity to

consider development applications for various uses, an examination of the best zone for the site is warranted closer to ultimate development completion or as part of a combined planning scheme amendment and permit application.

- As part of a future permit application or rezoning application, the existing constraints would need to be considered, particularly where these may be supported by planning tools.
- The site was included within the settlement boundary as part of the 2007 Structure Plan. Given the level of development on the site and historical land uses, the site should remain within the settlement boundary.

The Collendina Caravan Park

- The Collendina Caravan Park occupies an outstanding location at the rear of the primary dune system running along the coast and to the east of the Collendina Resort.
- This land is located within the Farming Zone/Rural Conservation Zone Schedule 11 and is affected by the Significant Landscape Overlay Schedule 11 and Environmental Significance Overlay Schedule 1.
- It is an environmentally sensitive area adjacent to the Lake Victoria wetlands and Buckley Park Foreshore Reserve.
- Existing facilities are modest with some 300 sites. Capacity exists to provide for additional sites. Further expansion could only be supported if development can be delivered in a manner that does not impact upon the environmental significance of the location (including dunes and wetlands) and provided that design treatment is consistent with and contributes to the strong coastal landscape character. Acknowledgement of existing and future physical constraints is important, particularly where these may be supported by planning tools in the future.

Determination of an appropriate land use zoning and development type for these sites should consider the following matters:

- Use for tourism or environmental and related facilities only.
- A master planned approach to the development of the site.
- Development displays a high degree of sensitivity and responsiveness to the environmental features and characteristics of the site and its surrounds.
- Development achieves a high quality design outcome.
- Development does not adversely impact on the coastal foreshore environment or, on the wetlands of Lake Victoria, and which includes measures to enhance environmental features of the area.
- Significant environmental enhancements are proposed in conjunction with the development of the land.
- Development includes the opportunity for use by the general public i.e. public access through the sites to assist in the establishment of the environmental town link.

Consideration could be given to the application of a relevant planning control to ensure the above matters are taken into consideration during the assessment of a rezoning application.

Special Investigation Area – North-east corner of Banks Road and Shell Road

The 2007 Structure Plan identified the land at the north-east corner of Banks Road and Shell Road as a possible location for an environmentally sensitive, master planned eco-tourist facility given its unique views of the coast, significant wetlands and proximity to the urban edge. No further explanation of what an eco-tourist facility would comprise is provided in the 2007 Structure Plan. The 2007 Structure Plan included a portion of the total site within the settlement boundary with the indication that the boundaries may require further refinement.

It is currently under single ownership, located in the Farming Zone and is affected by Significant Landscape Overlay Schedule 11. The land is approximately 38ha, which is roughly comparable to the Rural Living Zone land on the opposite side of Banks Road. It is a sizeable area which has the potential to provide for a sizeable tourist related development under the provisions of the Farming Zone.

No rezoning or development proposals for an eco-tourist facility have been put before Council since inclusion of the land in the settlement boundary. As part of the review of the 2007 Structure Plan, landowners in this area up to Creswell Road, submitted that the land should be identified for future urban growth, as a logical extension to the town.

The Farming Zone provisions have recently changed and provide for a more liberal approach to uses in rural areas. These changes to the Farming Zone post-dated the inclusion of the land within the settlement boundary in 2007.

It is considered that the Farming Zone and other provisions in the Planning Scheme provide a suitable basis to assess a future tourist use on this site without the need for the land to be included in the settlement boundary. Council's proposed local planning policy on Tourism Development in Rural Areas seeks to encourage proposed tourist related development that respects the farmed landscape and to be in conjunction with the primary agricultural use of the land. There is also no requirement for additional land for future urban growth.

Banks Road is considered a logical and robust settlement boundary for the town. However, the suitability of this land as a long term growth option will be further considered during the next Structure Plan review. Consequently, this land has been retained within the settlement boundary. It is recommended that the town boundary be reviewed in this area to align with Banks Road. The site will retain an urban edge location proximate to existing activity centres and road infrastructure at the eastern extent of the town.

Key Influences

- There is a need to define a clear coastal settlement boundary around the town that provides certainty for residents and landowners, protects the area's fragile coastal environment and retains the historical coastal character of the town.
- The G21 Regional Growth Plan allows for growth of district towns to be contained to existing settlement boundaries as generally identified in Structure Plans.
- There is no requirement to release land for urban growth under this Structure Plan. The north-east growth area will accommodate the majority of the needs of the growing population.
- The ongoing development of the north-east growth area is a key land use activity in the town and both residential and commercial uses should be supported to provide a good planning outcome for the community.
- The town caters for both holidaymakers and permanent residents with future growth requiring the integration of community facilities and urban services in a sustainable and accessible manner.
- Medium density housing should be supported around activity centres to encourage urban consolidation.
- As the town expands and consolidates its urban activities, there is a need to maintain a sense of place and identity throughout Ocean Grove through landscaping, built form and design.
- There are a number of potential redevelopment sites within the town and these should be supported to provide for improved community and tourist related services.

4. Settlement and Housing

4.1 Urban Environment

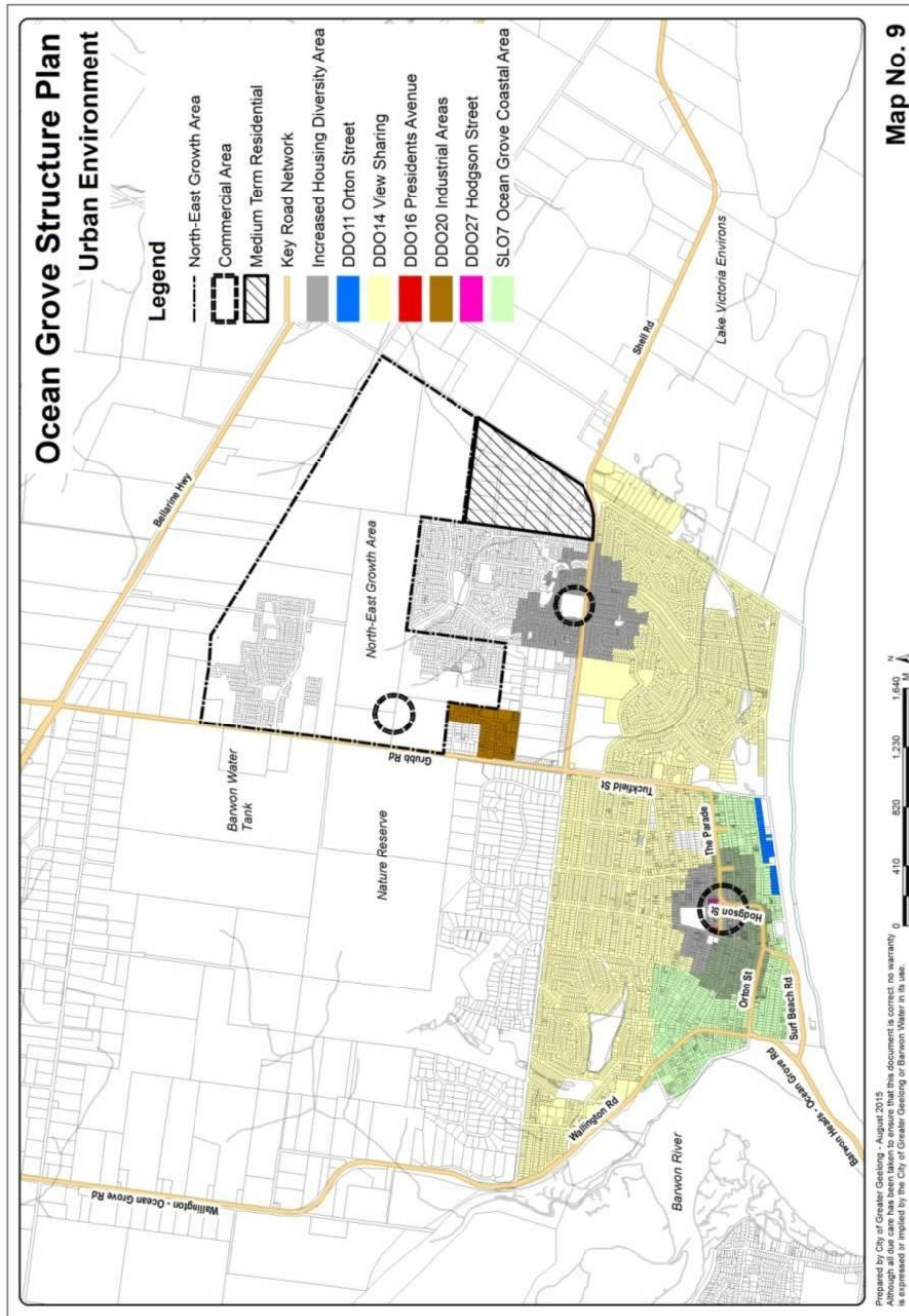
The urban environment of Ocean Grove is dominated by housing that is distinguishable between the Old Ocean Grove area defined by Thacker Street, Wallington Road and Tuckfield Street and general residential areas to the east/north-east in Collendina and Kingston Downs. Low density residential/rural living style housing is located to the north of Thacker Street and east of Bonnyvale Road.

The town includes a Town Centre at the heart of the Old Ocean Grove area along The Parade and The Terrace and a neighbourhood activity centre at Marketplace on Shell Road. The town also includes an established industrial estate and bulky goods precinct at Grubb Road.

The urban environment is controlled by a number of residential and commercial land use zonings including planning overlays that guide the design and development of the built environment.

Map 9 provides an overview of the Urban Environment in terms of cadastral layout, planning controls and key activity centres.. **Map 7 Existing Zones** also provides context to the various urban land uses within the town by zoning definition.

Map 9 Urban Environment



Increased Housing Diversity Areas (IHDAs)

The two Increased Housing Diversity Areas in the town reflect the Council's aspiration to encourage residential development at increased densities and building heights around existing activity centres. The Ocean Grove Town Centre IHDA and Marketplace IHDAs provide good opportunities to support increased densities around these activity centres and reduce reliance on broadhectare land releases.

The main purpose of the IHDAs is to support urban consolidation and, thereby, reduce urban sprawl. Encouraging higher densities around activity centres will make better use of existing infrastructure and enable residents to have better access to services.

New residential development within the IHDAs will be guided by Clause 22.63 Increased Housing Diversity Areas of the Greater Geelong Planning Scheme. Specific guidance in Clause 22.63 for coastal IHDAs seeks to encourage innovative architecture that respects the coastal setting and captures views, retains the openness of the streetscape by avoiding the use of front fences or by providing low permeable fences and encouraging landscaping to be incorporated into the overall development including planting of a canopy tree and/or large shrubs within front setbacks.

Whilst supporting increased densities, the policy will seek to ensure that the established neighbourhood character is not lost through new development and that new development seeks to reflect the built form and landscape attributes of these areas.

New Residential Zones

The town and wider municipality was the subject of an extensive reform of the residential zones in 2014, which saw the implementation of two new residential zones in the town. The former Residential 1 and Residential 3 Zones were replaced by the Residential Growth Zone Schedule 3 Coastal Areas, General Residential Zone Schedule 1 General Residential Areas and the General Residential Zone Schedule 2 Incremental Change Areas.

The Residential Growth Zone Schedule 3 (RGZ3) was applied around the Town Centre and Marketplace neighbourhood activity centre. The extent of the RGZ3 was defined by the boundaries of the Increased Housing Diversity Areas for both activity centres. The RGZ3 reflects the aspirations of the IHDAs in so far as supporting increased densities close to existing services and infrastructure, including supporting building heights up to 10.5 metres.

The General Residential Zone Schedule 1 (GRZ1) was applied to Residential 1 Zone areas such as Collendina, Kingston and the North-East growth area. The GRZ1 reflects the typical style of residential subdivision and development found across the municipality and in the town.

The General Residential Zone Schedule 2 (GRZ2) was applied to former Residential 3 Zone areas, principally in the Old Ocean Grove area. The GRZ2 is used to reflect established suburban garden character and in the case of Ocean Grove, to reflect the established coastal landscape character of the old town. The GRZ2 also contains a restriction on building height of 9 metres and the requirement for larger private open space areas.

The new residential zones and associated schedules will guide future residential development in manner that best reflects the respective residential areas of the town.

Planning Overlays

Map 9 shows a number of design and development overlays and significant landscape overlays that seek to control built form within the town and in turn contribute to defining and maintaining the residential character of the town.

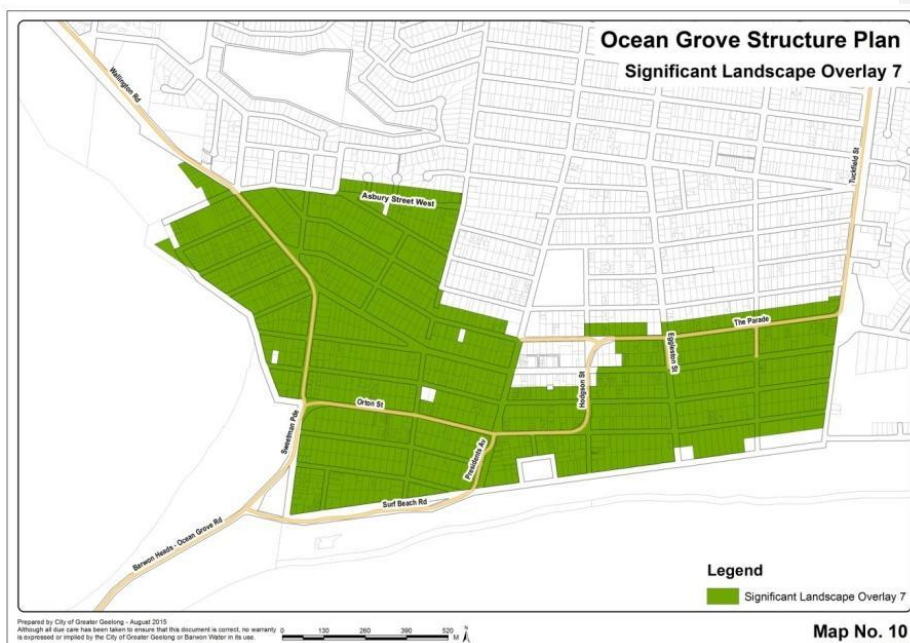
Design and Development Overlay Schedule 14- Dwellings over 7.5 metres in areas with access to views (DDO14)

DDO14 is the overarching planning overlay affecting built form in the town. DDO14 is effectively a permit trigger that seeks to control dwellings over 7.5 metres ensuring that the siting, height and visual bulk of dwellings achieves a reasonable sharing of views between properties to significant landscape features. DDO14 is of particular importance to the town to ensure that views are protected through new housing development.

Significant Landscape Overlay Schedule 7- Ocean Grove Coastal Area (SLO7)

SLO7 generally affects the residential area between the Barwon River and Tuckfield Street, extending as far north as Asbury Street West and The Parade to the east. **Map 10** outlines the extent of the overlay.

Map 10 Significant Landscape Overlay Schedule 7



The intent of the overlay is to protect the landscape character of the coastal area, whilst balancing development pressure with landscape qualities. The objectives of SLO7 include:

- Preserve the balance between roof tops and vegetation in long distance views.
- Encourage development to fit within the landscape and not dominate the streetscape and long distance views.
- Minimise projection of buildings above the tree canopy.
- Provide space around buildings for retention of and planting of vegetation, particularly high canopied coastal trees.
- Maximise opportunities for view sharing.
- Protect vistas of the ocean and the river from public viewing points.

The particular issues covered by SLO7 include building height, location of outbuildings, site coverage and removal of vegetation.

A planning permit is triggered by SLO7 if any of the following are proposed:

- buildings exceed 7.5m in height.
- outbuildings normal to a dwelling project forward of the front building line.
- site coverage of buildings or impervious surfaces exceed 70 per cent.
- removal of vegetation subject to a number of exemptions.

Key issues discussed in the 2007 Structure Plan background report relate to the effectiveness of the SLO7 in protecting of vegetation, impact of over development (site coverage) and subdivision, provision of design guidance and direction in relation to achieving a seaside character in the original parts of the town.

One point of discussion that was made in the 2007 Structure Plan related to the need to control subdivision given the provisions of SLO7 cannot control land subdivision. No changes were made in this regard however with the recent implementation of the General Residential Zone Schedule 2 Incremental Change Areas, there is a requirement in the GRZ2, '*When any of the lots being created are less than 500 square metres, a subdivision application must be accompanied by a development application or approved planning permit plans for the site for the construction of the dwellings.*' This effectively means Council have both the ability to assess the subdivision of land which has the potential to impact on the landscape character of an area and also the built form which can impact on the coastal character of these areas. The requirements of GRZ2 also seek the provision of '*one canopy tree per dwelling.*'

Issues:

A number of the suggested changes in the 2007 Structure Plan were implemented via Amendment C300. Amongst other things, the major change to SLO7 was the inclusion of application requirements. The application requirements relate to a schedule of construction materials and a written design response for new development. Other consequential changes were made to the overlay.

During the review of the Structure Plan, a number of queries were also raised by Council officers about the effectiveness of the SLO7. Specific queries related to:

- 1) Conflict with the purpose of the Residential Growth Zone/Increased Housing Diversity Area.
- 2) Clarity of meaning of permit trigger requirements.
- 3) Effectiveness in protecting vegetation through a review of the permit triggers.
- 4) Usefulness of the Decision Guidelines.

The above matters should be further investigated as part of a review of the Schedule 7 to the Significant Landscape Overlay.

Town Centre UDF- DDO

As part of the Town Centre UDF, Council is preparing a new Design and Development Overlay which will replace the existing Design and Development Overlay 16 for Presidents Avenue and Design and Development Overlay 27 for Hodgson Street. Amongst other things, the purpose of the DDO will be to strengthen the role of the Ocean Grove Town Centre as the commercial and civic heart of Ocean Grove through high quality urban design, redevelopment of underutilised land, improved accessibility for all modes of transport and provision of adequate car parking. The new DDO will be implemented into the Planning Scheme via a separate planning scheme amendment process.

North-east growth area

The north-east growth area will provide for significant population growth over the lifetime of the Structure Plan. Once fully developed, the town of Ocean Grove will have dramatically grown in size in line with its status as an urban growth area. Frontage with Grubb Road will become urbanised through residential and commercial development in the growth area. Consequently, the character of the main entry route to the town will be significantly altered.

The growth area will comprise a range of housing styles and densities but will largely be subdivided in a typical residential subdivision manner.

The population within the growth area will be substantial and will require commensurate commercial and social facilities to meet the need of the growing population. The north-east growth area comprises Commercial 1 and Commercial 2 zoned land, which will be sufficient to enable commercial land use and development commensurate with population growth. The growth area also includes Industrial 3 Zone land which will provide for a range of employment and service opportunities.

As the growth area develops, the urban environment of Ocean Grove will continue to change. However, it is considered that for the broader town to retain its coastal role and character, future expansion should be contained within the nominated settlement boundary as part of this Structure Plan.

Existing/Other Subdivisions

The Trethowan Avenue/Ocean Grand Dr area (Shown on **Map 9** as a 'medium term residential') will provide an opportunity for urban consolidation within the nominated settlement boundary. The anticipated lot yield for this area is approximately 436 units. Given the intricacies of multiple landownership and known physical and natural constraints, it is unlikely that this area will come forward in the short term. The development of this Rural Living Zone area for general residential purposes will lead to the removal of a rural western edge at Shell Road/Banks Road. The requirements of the schedule to the Development Plan Overlay affecting the land will require landscaping treatments to provide an attractive entrance to Ocean Grove along the frontages to Shell Road and Banks Road using local indigenous species which complements and enhances the existing indigenous vegetation.

Streetscapes and Residential Character

The town has a defined coastal character that is supported by significant environmental qualities. These attributes are very important to the community and Council.

The coastal character of the town is supported by the desire to retain and use native coastal vegetation species, use appropriate building materials, appropriate siting to reflect spacing patterns, managing site coverage to maintain a balance between built form and vegetation, and ensuring building height does not dominate the streetscape, hinder long distance views or view sharing.

There is a wide variety of building styles, materials and eras in the residential areas and the Town Centre of Ocean Grove. The building styles generally range from the 1950' to present with the built form of the town changing at different rates dependent on proximity to services and relevant planning controls (zones and overlays). Style of architecture and building design includes varied forms and materials including non conventional roof forms, a high degree of articulation and varied materials often utilising considerable amount of timber, metal, glass, earth colours or brighter coastal colours.

The overall building form is of a low-scaled, suburban village with occasional two and three storey forms along the beach front, Town Centre and primary through routes.

It is important to maintain established coastal character in the town through built form and landscaping and ensure new development is responsive to the existing context. Particular emphasis should be placed on key entry routes to and through the town to encourage greater integration of built form and landscaping that contributes to the seaside context.

Issues:

There have been concerns raised by the community and Council officers about the preferred neighbourhood character for the town and the important role that vegetation plays in providing the established character, particularly in the old Ocean Grove area south of Thacker Street. Within this area, established vegetation can be found within road reserves and private land. Vegetation in this area contributes positively to the overall neighbourhood character.

Whilst SLO7 only affects part of the town as described above, the issue of neighbourhood character and the importance of vegetation, particularly large trees, is a matter that requires further investigation. Further investigation should be undertaken for land generally south of Thacker Street.

This work will inform the preparation of a potential future planning recommendation in relation to the implementation of controls to protect the removal of vegetation that contribute to the overall neighbourhood character of the town. Planning controls that could be used include the Vegetation Protection Overlay, which seeks to protect areas of significant vegetation, ensure that development minimises loss of vegetation and to preserve existing trees and other vegetation. Vegetation Protection Overlays do not include buildings and works or subdivision requirements, which can be helpful in terms of retaining existing vegetation through new development. Alternatively, the Significant Landscape Overlay could be used where protection of vegetation is of primarily aesthetic or visual importance in the broader landscape.

Further discussion about this work is contained in the Natural Environment section.

Key influences

- New residential development should be accommodated through a combination of sensitively designed subdivisions and infill housing.
- A range of housing types and forms from single dwellings to medium density housing is required to cater for the needs of the community as it ages and grows, as well as the diverse needs of the tourist market.
- New housing should be designed to reflect the established coastal character of the respective residential areas of the town, including the coastal vegetated landscape.
- Support higher density residential development in Increased Housing Diversity Areas.
- The established character of the town is valued by the community. The undulating coastal setting, generally low scale of buildings and canopy trees in parts of Ocean Grove are integral to this character.
- The opportunity to reinforce a coastal character may be addressed through reference to the coastal vegetation, undulating topography, focus on future public spaces and availability of limited sea views.
- There is a need to ensure that new development, particularly in the older residential areas of Ocean Grove, does not result in the loss of vegetation that positively contributes to the established neighbourhood character.

5. Infrastructure

5.1 Services Infrastructure

The provision of physical infrastructure commensurate with the growth of the town is critical.

Map 11 shows the existing water and sewerage network in the town.

Water Supply

Barwon Water advises that potable water is currently supplied to Ocean Grove via the Bellarine Transfer Main from Geelong via Leopold. The water is supplied to the Ocean Grove tank (capacity of 20 million litres (ML)) west of Grubb Road and south of the Ocean Grove basin site, which feeds Ocean Grove from that location. The 216ML basin was the original water supply system for the area and is no longer in service. The Ocean Grove open basin is now surplus to Barwon Water's requirements. Barwon Water is currently reviewing the status of its surplus infrastructure across the municipality.

There is currently sufficient potable water capacity to cater for additional growth (greenfield and infill) in Ocean Grove as identified in the 2007 Structure Plan up to 2020 settlement boundary.

Given the settlement boundary will not change in the lifetime of this Structure Plan and that the likely population will not reach that foreseen by the 2007 Structure Plan by 2020 or by 2030, the position of Barwon Water remains relevant over the lifetime of this Structure Plan up to 2030.

Barwon Water has been progressively upgrading the Ocean Grove water supply system to cater for growth in the town. Recent upgrade works include:

- Bellarine Transfer Main Duplication- Constructed 2007
- Ocean Grove North Pump Station- Constructed 2011
- Ocean Grove North Feeder Mains- Constructed progressively from 2010

As development proceeds in Ocean Grove, Barwon Water will undertake the following works to maintain and improve security of supply and provide capacity for large scale urban growth:

- Ocean Grove North Feeder Mains
- Banks Road Feeder Mains
- Ocean Grove North Pump Station Upgrades

Sewerage System

Barwon Water advises that the town is currently serviced by a series of gravity sewers, pump stations and pressure mains. There are four sewer pump stations servicing the town, which have all recently been upgraded. Sewage is then transferred via pressure sewer mains through Ocean Grove and Barwon Heads (under the Barwon River) to the Black Rock Water Reclamation Plant (WRP) at Breamlea.

The Bellarine Sewerage Strategy 2007 determined the necessary upgrade works to the sewer system associated with urban growth up to 2045 for the Bellarine. The report assumed urban growth in Ocean Grove within the 2020 settlement boundary. The study found that the system was approaching capacity and recommended several upgrades to key Ocean Grove sewer assets to cater for projected growth in the Ocean Grove north-east growth area.

As a result of these works and planned works, the Ocean Grove sewerage system has capacity to accept growth in accordance with the 2020 settlement boundary identified in the 2007 Structure Plan. The 2007 Structure Plan identified the majority of these works as necessary to facilitate future urban growth in the town.

Barwon Water has been progressively upgrading the Ocean Grove sewerage system to cater for growth in the town. The recent upgrade works include:

- Ocean Grove Pump Station No.1- Upgraded 2009
- Ocean Grove Pump Station No.2- Upgraded 2010
- Ocean Grove Rising Main 2 (inc Barwon River crossing)- Replaced 2010
- Ocean Grove Pump Station No.3- Upgraded 2012
- Ocean Grove Pump Station No.4- Upgraded 2010
- Ocean Grove Rising Main No. 4- Upgraded 2010
- New Ocean Grove Emergency Storage (Bonnyvale Road)- Constructed 2010
- Ocean Grove North Gravity Interceptor Sewer- Constructed 2013

Barwon Water advises that as development proceeds in Ocean Grove, it will undertake the following works to provide capacity for large scale urban growth:

- Ocean Grove Banks Road Sewerage Pump Station and Rising Main

The new sewer pump station and rising main is required to cater for additional growth in the north-east growth area. The pump station is currently scheduled for construction in 2018/19 as outlined in Barwon Water's Infrastructure Sequencing Plan.

Barwon Water has not investigated the servicing of land identified in the 2007 Structure Plan's 'long-term settlement boundary beyond 2020'.

Map 11 Water and Sewerage- Ocean Grove



Power Supply

Power supply is generally available but subject to the extent of urban expansion and associated demand for power may require upgrade/augmentation of High Voltage Supply.

Powercor has long term plans for a Zone substation to be located in the Grubb Road Industrial estate.

Powercor has advised that a site with the dimensions of 100m x 100m (1ha) would be required.

Gas Supply

An adequate gas supply is available for existing planned urban expansion.

Telecommunications

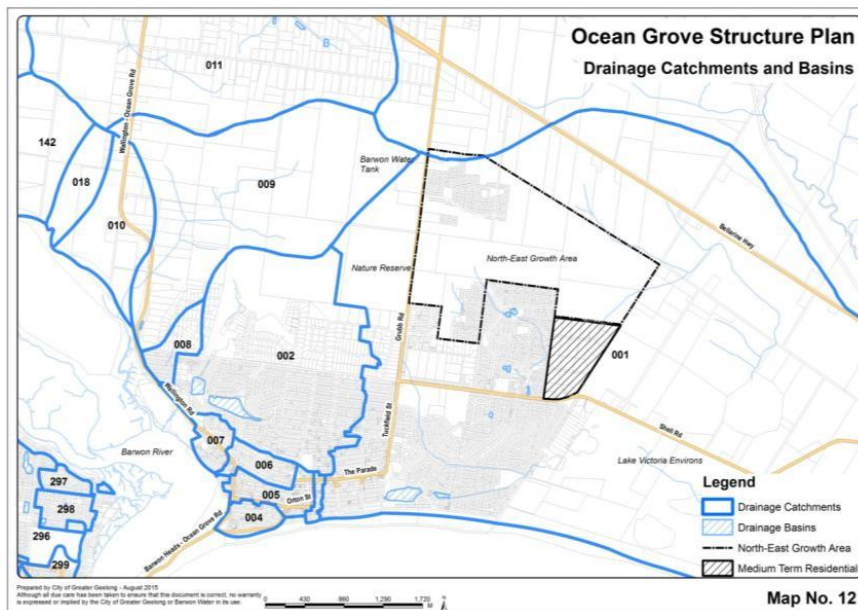
Adequate facilities are available for existing planned urban expansion.

Stormwater/Drainage

Map 12 below shows Ocean Grove in the context of the principle drainage catchments, drainage basins and water corridors, including:

- Catchment C001- Lake Victoria- discharges through Lake Victoria.
- Catchment C002- Central Ocean Grove- discharges through Blue Lake.
- Catchment C009- Western Catchment- discharges through Barwon Estuary.

Map 12 Drainage Catchments and Drainage Basins



Prior to the mid-1980's, Ocean Grove was primarily developed for residential development. However, new residential development was poorly serviced by stormwater drainage systems.

Council's Engineering Department advise that there are shortfalls in the quality of drainage infrastructure recording. This implies that infill investigations should include verification of existing infrastructure prior to development planning or building approval. Further guidance is provided by the Engineering Department about the need to outline the type of work required of rezoning applications or infill development to better understand the shortfalls in specific catchments.

Assessments need to be undertaken on a catchment-wide basis (upstream and downstream) to ensure any shortfalls in aged or inadequate infrastructure are identified and any remedial work is at least considered or factored in to future catchment management.

The City of Greater Geelong prepared a *Stormwater Management Plan* in 2003 to guide Council in improving the environmental management of stormwater. The Plan identifies key threats facing stormwater quality and its management. Urban development results in changes to catchment areas. Typically, urbanisation results in increased run-off volumes and the introduction of a variety of pollutant sources.

The Plan identifies a number of sub-catchments within the municipality. The Plan divides Ocean Grove between the *Ocean Grove sub catchment* and *Swan Bay sub catchment*.

Ocean Grove

The Plan indicates that the Ocean Grove sub catchment is located on the lower reaches of the Barwon River, and contains the Barwon River Estuary draining to Bass Strait via Barwon Heads. The sub catchment is predominantly rural, with large conservation areas, comprising largely of Barwon River Estuary. Residential areas include the town of Barwon Heads and Breamlea, and the western portion of Ocean Grove, with rural residential areas generally located in the sub catchment's northeast, in Wallington. Bass Strait, Barwon River and its estuary are the major waterways in the sub catchment, with others including Salt Swamp, Blue Waters Lake Reserve in Ocean Grove, Lake Murtnaghurt west of Barwon Heads and Thompsons Creek in the southwest of the sub catchment.

Runoff from urban areas in this sub catchment generally drains directly into the Barwon River Estuary. However, runoff from some of the areas in the Ocean Grove Town Centre drain directly into Bass Strait via drains and soakage pits.

The Plan indicates a number of key stormwater threats and their ratings, including residential land use run-off (moderate to high); land and infrastructure development (moderate to high); building site run-off (moderate); and commercial land use run-off (moderate to high).

Swan Bay

The Swan Bay sub catchment is located on the southeast portion of the Bellarine Peninsula adjacent to Port Phillip and Bass Strait. The sub catchment is predominantly rural with residential areas located in the eastern portion of the Ocean Grove Town 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 Lake Victoria, Begola Wetlands and Kingston Estate Wetland (Lonsdale Lakes/Bonnyvale Wetlands/Emily Street Basin).

The Plan indicates a number of key stormwater threats and their ratings, including Residential Land Use Runoff (high); Land and Infrastructure Development (moderate to high); Building Site Runoff (moderate to high) Agriculture (moderate to high); and Major Road/Transport Runoff (low to moderate).

Development in the upper and middle catchment of C001 needs to carefully consider downstream impacts.

Management of stormwater is critical in order to protect the environmental values of the receiving areas from pollutants and sedimentation. It is essential that future urban areas, where identified in the Structure Plan, be developed in accordance with best practice stormwater management principles, including water sensitive urban design techniques.

In order to ensure the highest possible level of stormwater quality, future developments will be required to set aside areas for pre-treatment of stormwater using methods such as artificial wetlands and sediment basins. All developments will be required to model the treatments proposed to outline the levels of Nitrogen, Phosphorous, suspended sediments and litter that will drain from the site. All new developments will also be required to incorporate stormwater re-use into the design so as to reduce total volumes draining from the expanding areas of the town.

5.2 Access and Movement Infrastructure

The transport network within Ocean Grove is principally focused on road based movements with the private car being the key mode of transport. There is a need to improve both pedestrian and bicycle networks throughout the town including working with public transport operators to provide an efficient service for the community.

Roads

Ocean Grove has two key access points to the Bellarine Highway via Grubb Road and Wallington Road and key access points to the east and west via Shell Road and Barwon Heads-Ocean Grove Road. Banks Road also offers an entry to the town from the highway. The Barwon Heads-Ocean Grove Road provides a key access point between the towns and during the summer months is a major thoroughfare. Shell Road provides the east link to the town of Point Lonsdale.

The Bellarine Highway is in a Road Zone Category 1 and is a VicRoads declared highway. Up to the Wallington roundabout intersection with Grubb Road, it is a four-lane highway divided by a median-strip. Bicycle lanes are provided in both directions. East of the Wallington/Grubb Road roundabout intersection, it becomes a two-lane highway with bicycle lanes in both directions.

Grubb Road is in a Road Zone Category 1 and is a VicRoads declared road. It is considered the main arterial route into Ocean Grove from the Bellarine Highway. Where it meets the Bellarine Highway, there is a roundabout intersection with pedestrian facilities. Grubb Road is a two-lane transport route to the town.

Grubb Road has long been identified by VicRoads for future duplication with land being reserved for future road widening along its eastern extent. VicRoads advise that whilst the land has been reserved for future duplication, there are no plans in the short/medium term to undertake the duplication works.

A new signalised intersection has been constructed at the entrance to the Oakdene residential estate on Grubb Road. A future signalised intersection will also be constructed at the entrance to the Kingston Downs Estate on Grubb Road, which will act as the primary entrance into the new estate and future commercial precincts.

Wallington Road is in a Road Zone Category 2 and provides a more rural themed transport route through the rural living areas to Ocean Grove. Where Wallington Road meets the Bellarine Highway, there is a signalised intersection with pedestrian facilities. Wallington Road is a two-lane transport route to the town.

Banks Road is a Category 3 Collector Road (Rural). At present, the road provides a two-lane transport route to the town from the Bellarine Highway. It is likely to require upgrading to accommodate future vehicle movements due to the north-east growth area. Banks Road will provide a secondary point of access to the Kingston Downs Estate in the north-east growth area. The approved Development Plan for the Kingston Downs Estate states that a channelised intersection at the access point onto Banks Road will be provided. This will provide a protected right turn lane and separate left turn deceleration land. A service road will also be provided for properties fronting Banks Road.

Barwon Heads/Ocean Grove Road is in a Road Zone Category 1 and is a VicRoads declared road. The road is a major thoroughfare between the two towns and is supported by the Barwon Heads Bridge crossing the Barwon Estuary. The bridge is also VicRoads declared.

Shell Road is a Category 4 Main Distributor- Urban Road and is a VicRoads declared road. It provides the main route into the town from the east for people travelling from Point Lonsdale.

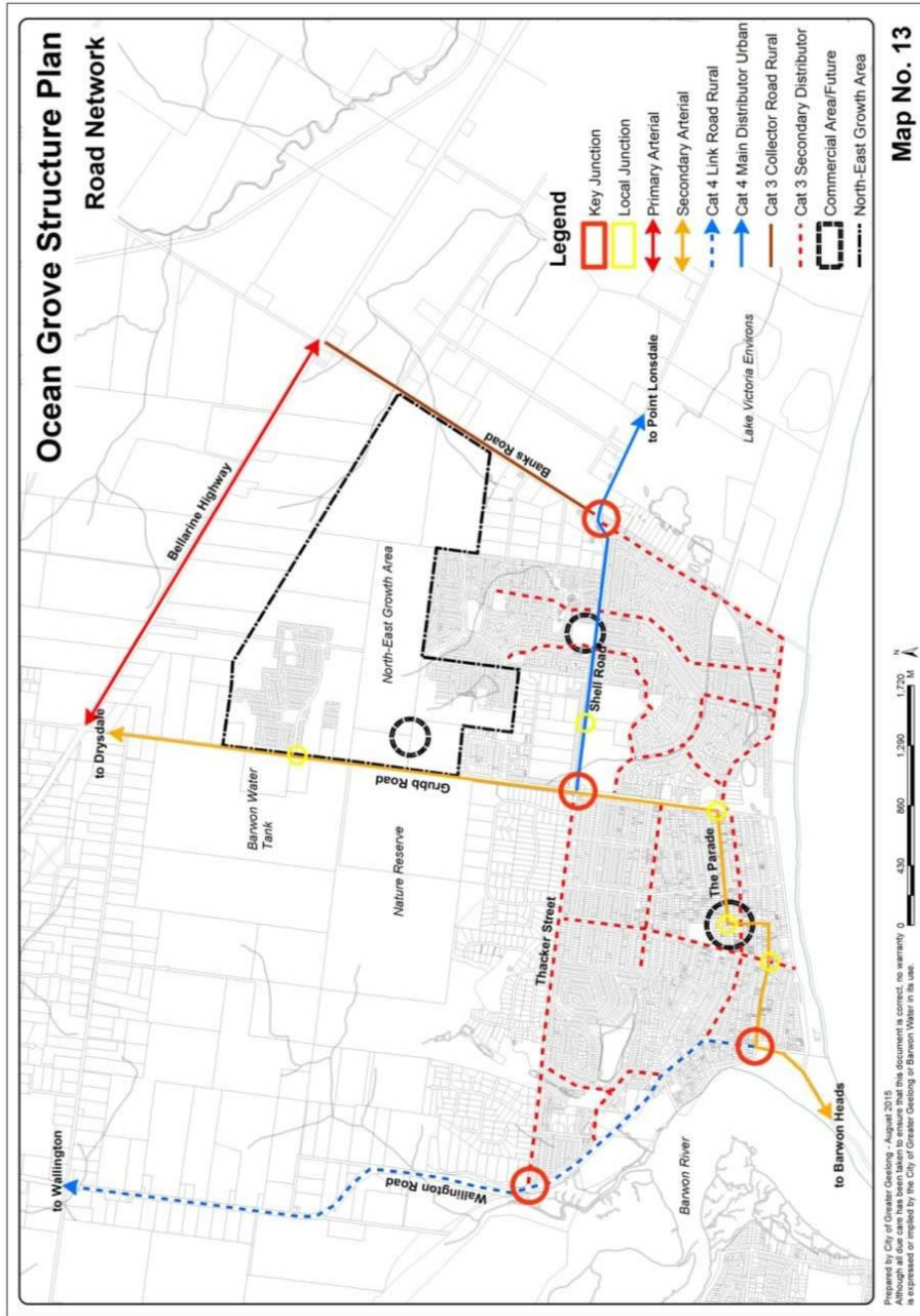
A number of key upgrades to the road network in and around the town have been completed or committed:

- Signalisation of Shell Road/Bellarine Aquatic Centre intersection- completed May 2015.
- Signalisation of Marlin Drive/Tuckfield Street intersection- funding commitment by State Gov (Labour).

Map 13 shows the road network for the town. **Map 13** clearly shows the road categorisation in the town. While the roads have been categorised according to their ability to accommodate traffic volumes et al, there is a need to undertake as further work the preparation of a network operating plan via a Smart Roads Network assessment. This would give particular modes of transport priority on certain roads at particular times of the day. Smart Roads will assist with the detection of conflicts between user groups that should be resolved.

A Smart Roads Network for the Ocean Grove Town Centre was developed as part of the UDF. The Smart Roads Network only looked at the Town Centre and its immediate environs. It considered all road user groups (pedestrians, cyclists, freight and cars) and assigned the priority of each to the various routes within the Town Centre.

Map 13 Road Network- Ocean Grove



Map No. 13

The Ocean Grove Town Centre Urban Design Framework considered the road network within the Town Centre. The arterial road network was found to be a significant barrier to pedestrian amenity and safety. The Orton Street/Presidents Avenue intersection was identified as a key concern by the community due to traffic volumes, poor sightlines and lack of pedestrian crossing facilities.

The UDF also looked at key road network upgrades. In particular, discussion focused on the diversion of the arterial road (The Parade) to The Terrace. Whilst desirable, this upgrade was considered unachievable due to high costs associated with the connection to Tuckfield Street. A phased approach was proposed for road upgrades to meet community priorities and available funding.

- **Phase 1a:** Signalise Orton Street/Presidents Avenue and improve pedestrian and cycle link on Presidents Avenue.
- **Phase 1b:** Local treatments to Presidents Avenue
- **Phase 2:** "Square up"- Hodgson Street/The Parade Intersection
- **Phase 3:** Long term diversion of arterial road to The Terrace

Figure 16 below illustrates the phased approach to road network improvements in the Town Centre proposed by the UDF.

Figure 16 Ocean Grove Town Centre UDF proposed road network



Source: City of Greater Geelong

Public Transport

Ocean Grove contains an existing local bus service linking Ocean Grove with Geelong and Queenscliff. This local service comprises two different bus services with different routes, which are expected to be maintained. The bus routes are:

- **Route no. 55** Geelong Station to Ocean Grove via Marshall Station and Barwon Heads
- **Route no. 56** Geelong Station to Queenscliff via Ocean Grove

Public Transport Victoria is investigating the implementation of an improved service offering in both efficiency and coordination.

McHarrys Buslines operate the above services. Only bus route no. 56 operates along Grubb Road. Given Grubb Road will in time become the formal entry point to the town and the location of the north-east growth area, it is envisaged that bus services will operate within the north-east growth area to serve the resident population. The approved Development Plan for the Kingston Downs Estate shows how a future bus network will service the growth area linking Grubb Road and Banks Road.

Frequency of services is low and routes circuitous. The journey time between Ocean Grove and Geelong is approximately 1 hour.

PTV has indicated that a review of the requirement for a town bus service will be undertaken in 2015. The community continues to seek a local town loop bus service.

Provision of public transport services through new subdivisions should be considered at the rezoning stage to enable new roads to be designed to accommodate buses in accordance with the "Public Transport Guidelines for Land Use and Development 2008".

Through partnership between the City of Greater Geelong and Barwon Coast, the Ocean Grove-Barwon Heads summer circuit bus manages traffic volumes over the peak summer period. This service was originally offered as a precursor to a park and ride service within the town. Barwon Coast continue to advocate the relevancy of a park and ride facility in the town which gives the community and tourists access to key destinations.

Pedestrian and Bicycle Network

Ocean Grove suffers from a lack of footpaths, bicycle paths and shared paths, especially in the Old Ocean Grove area. There is a genuine need for improved pedestrian and bicycle infrastructure.

Lack of pedestrian and bicycle infrastructure at key intersections is also an ongoing concern for the community, particularly at the Grubb Road/Shell Road intersection. Lack of accessibility to existing services via these modes of transport creates an over reliance on the use of the private car.

Pedestrian Network

The older parts of the town present challenges for the community who wish to travel via walking to key commercial activity areas, recreational precincts and towards the beach. Challenges are based on ease of access and safety. More contemporary subdivisions such as Collendina, Kingston Park and Oakdene clearly show the improved provision of footpaths. However, these networks are internal and lack any connectivity to other areas in the town. **Map 14** shows the lack of footpath provision in the town.

Map 14 Footpath Network- Ocean Grove



The Town Centre UDF identified the need for a strategic and coordinated approach to developing a comprehensive footpath network for all of Ocean Grove. The UDF recommends that a Principal Pedestrian Network (PPN) be prepared for the town. A PPN is effectively a strategic footpath network. The preparation of the PPN commenced in late 2015. As part of improving the streetscape network, the UDF also discussed the provision of green links including the integration of appropriate street tree planting. **Figure 17** below shows some of the UDF recommendations for the provision of infill footpaths and green networks.

Figure 17 Ocean Grove Town Centre UDF Green link concept plan



Source: City of Greater Geelong Ocean Grove Town Centre UDF

Council is currently engaged with local residents in Ocean Grove through the Special Rate and Charge Scheme. This is one method of jointly delivering key upgrades to the road network including the provision of footpaths and bicycle lanes. Ongoing projects include:

- South side of Thacker Street between Tuckfield Street and Presidents Avenue- proposed to be constructed with funding coming via a Special Rate and Charge Scheme. Works will include a bike lane, vehicle parking lane, kerb and channel and footpath.
- Baker Street Group- proposed to be constructed via a Special Rate and Charge Scheme. Works will include a proposal for the construction of the unsealed sections of Baker Street, Osborne Street, Inskip Street and Field Street South. Field Street South will be constructed to a conventional pavement width of 7.5 metres and include car parking and a footpath section along one side. No footpath will be provided on the other streets.

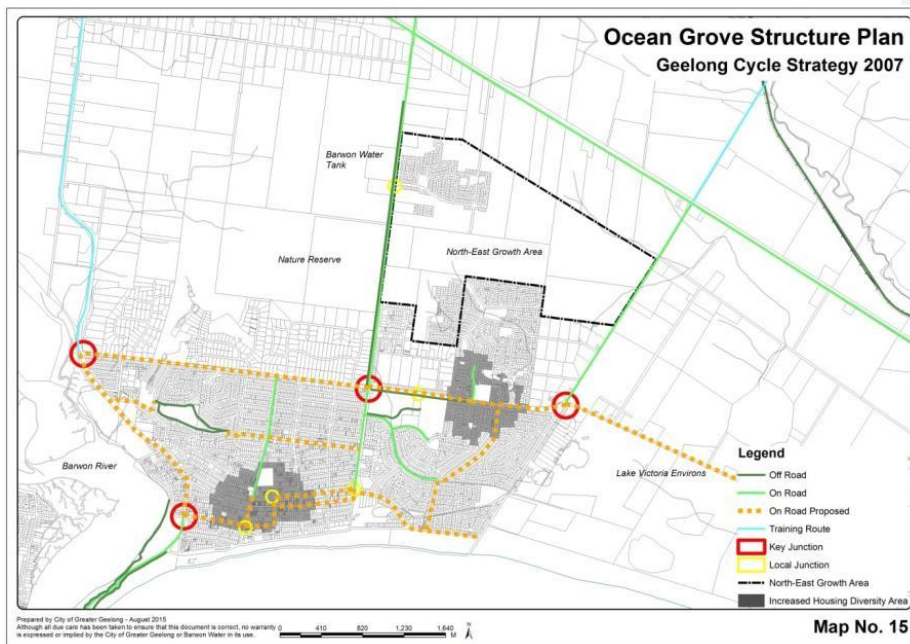
In recent times, Council finalised the following schemes:

- Bonnyvale Road/Ocean Throughway footpath Special Rate and Charge Scheme- the construction of a new 1.2 km section of footpath between Lockyer Court and Pembroke Road.
- The Terrace Special Rate and Charge Scheme- the construction of The Terrace between Hodgson and Tuckfield Streets. Cycle lanes were introduced as part of this work with footpaths already in place.

Bicycle Network

The City of Greater Geelong Cycle Strategy 2007 identifies works for Ocean Grove that include installing bicycle lanes along Presidents Avenue to connect to Orton Street, review bicycle lanes on Shell Road, install bicycle lanes along Thacker Street between Wallington Road and Tuckfield Street, install bicycle lanes along Madeley Street from Tuckfield Street to Blue Waters Lake Reserve. These works remain relevant for the purposes of this Structure Plan.

Map 15 City of Greater Geelong Cycle Strategy 2007- Ocean Grove



De facto bicycle lanes are available for cyclists along Presidents Avenue when cars are not parked in these zones. Hard shoulders are also available for cyclists along other key feeder routes in the town. However, Thacker Street remains a key issue for cyclists with the requirement to upgrade the road to accommodate both cyclists and pedestrians.

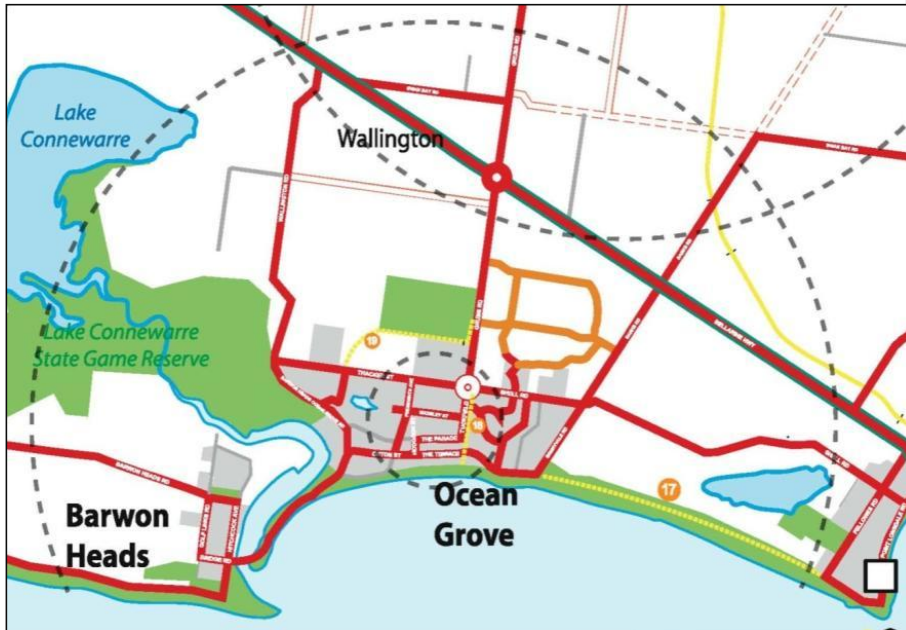
The G21 Principal Bicycle Network (PBN) sets out a number of priority projects for the town. These are:

- **Point Lonsdale to Ocean Grove**- Sealed path (3.9kms) along edge of Buckley Park Reserve linking with new Lonsdale Golf Club Estate development (#17)
- **Ocean Grove Reserve to Coast Connect**- Shell Road Recreation Reserve to Coast along Tuckfield Street road reserve- shared off-road path (1.3kms) (#18)
- **Kingston/Oakdene Estates to River Connect**- New Estates in Growth Area on Grubb Road connect via Nature Reserve Boundary to Blue Water Drive to River. (#19)
- **Thacker Street**- Bikes lanes to AustRoads Standards- 1.5 metre- 2 metre from Grub Road to Field Street North.

The priority projects will require to have regard to the surrounding sensitive environments and in particular the priority project identified between Point Lonsdale and Ocean Grove along the Buckley Park foreshore reserve.

Figure 18 shows the PBN and priority projects relative to Ocean Grove.

Figure 18 G21 Principal Bicycle Network- Ocean Grove



Source: City of Greater Geelong

The Structure Plan should support these priority projects in order to deliver an integrated cycling network for the town and the broader area. These projects have been included on the Structure Plan map (Map 4).

The Town Centre UDF proposes a bike network that was configured during the preparation of the UDF. The UDF states that The Terrace provides the best opportunity to improve cycling access to the Town Centre and connects to a future off-road path proposed at Tuckfield Street. The UDF advises that the link could either be on-road or off-road on one side, depending on project funding. The UDF also discusses the issue of bike parking and the need for spaces to be provided in the Town Centre potentially through the removal of car parking spaces, either on a temporary or permanent basis. **Figure 19** shows some of the UDF recommendations.

Figure 19 Ocean Grove Town Centre UDF- proposed cycle network



Source: City of Greater Geelong Ocean Grove Town Centre UDF

Car Parking

The Ocean Grove Town Centre UDF considered car parking needs. Car parking is a key issue for the Town Centre moving forward. The 2007 Structure Plan identified the need to prepare a car parking precinct plan for the town centre. The benefit of a parking precinct plan was investigated as part of the Ocean Grove Town Centre Car Parking Study prepared to inform the UDF. The study recommended that a parking precinct plan was not necessary as the car parking rates in the planning scheme were appropriate and insufficient revenue would be generated to cover the substantial costs associated with purchasing and constructing additional car parking sites.

The UDF identified a total of 456 public off-street car parking spaces and 235 spaces provided on-street. The Town Centre attracts high demand for car parks and this is particularly seen during the peak holiday season. Occupancy rates can be in excess of 90% during peak season. **Figure 20** below shows the level of car parking provision and occupancy during December 2012 (off-season peak occupancy).

To enable retail growth in the Town Centre, additional car parking spaces will be required. Given the high level of peak occupancy rates during holiday/non-holiday seasons of the year, there will be a need for new development to provide a commensurate amount of car parking spaces.

The UDF identified the main off-street car park on The Parade as having operational and safety challenges. The fundamental issue being an over supply of vehicle spaces at the expense of pedestrian amenity. The UDF provides a short-term and long term solution to resolving these issues through the reconfiguration of car spaces and road infrastructure.

There is opportunity to provide additional car parking in the Town Centre subject to the reconfiguration of existing car parking spaces on The Terrace and removal of stopping restrictions on Presidents Avenue and The Avenue to allow additional space on the south-side of The Avenue.

Figure 20 Ocean Grove Town Centre- Car Parking Capacity



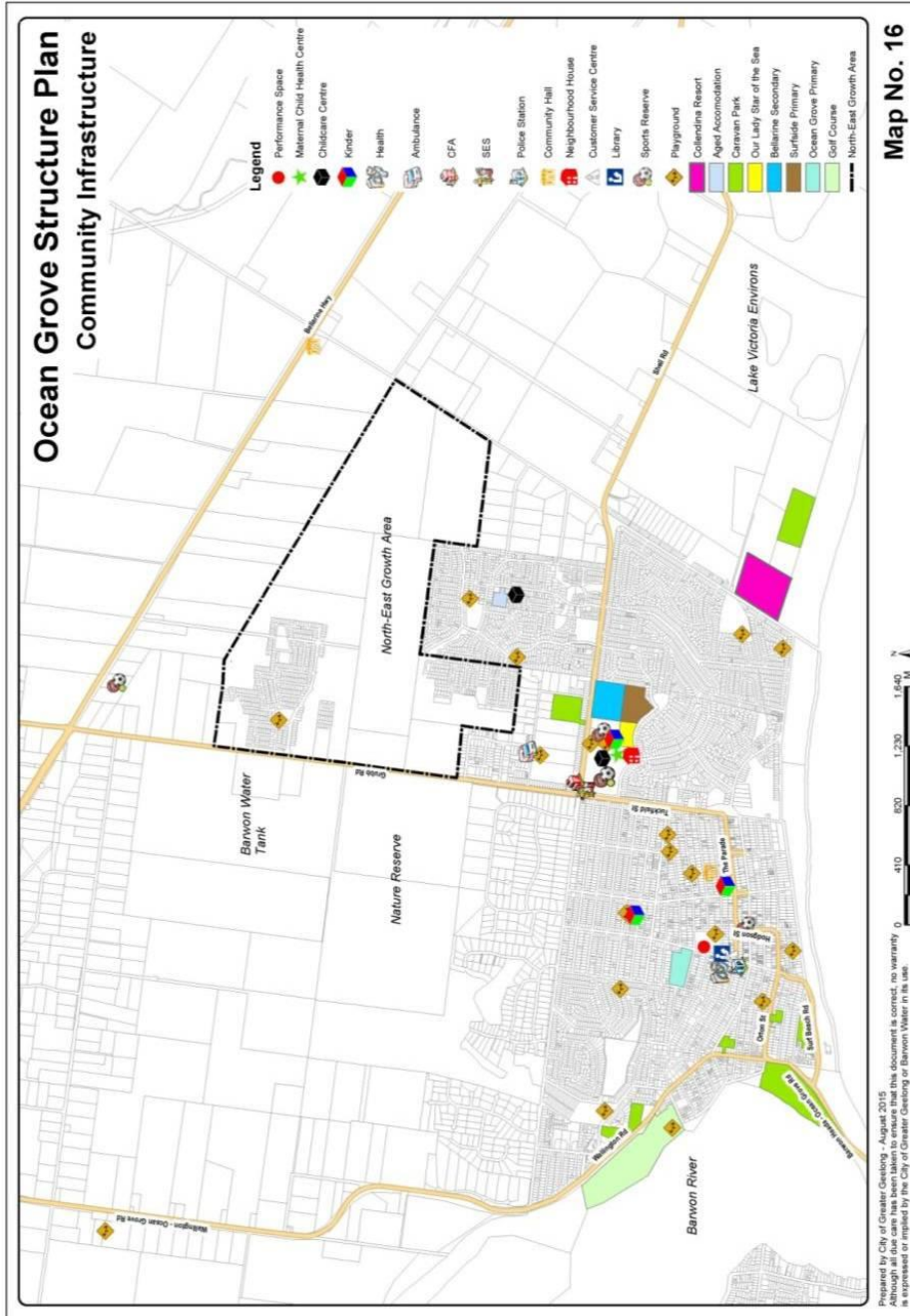
Source: City of Greater Geelong Town Centre UDF

5.3 Community Infrastructure

Ocean Grove benefits from an established and recently upgraded community infrastructure network. Since the 2007 Structure Plan, Ocean Grove has seen dramatic improvements in the provision of community infrastructure, particularly in the Surfside precinct with redevelopment of the former Surfside Community Centre, now known as the Bellarine Aquatic and Sports Centre, the development of the Boorai Centre (Integrated Childrens Centre) and ongoing development of the new sports pavilion.

Map 16 shows the location of community infrastructure in Ocean Grove.

Map 16 Community Infrastructure- Ocean Grove



Child Care and Kindergarten

The City of Greater Geelong's Municipal Children's Services Infrastructure Plan states that Ocean Grove is a 'low-moderate' ranking for future children's services infrastructure planning.

At present, there is sufficient supply of sessional kindergarten and long day care provision with capacity to absorb moderate growth in the short to medium term.

The Boorai Centre, an integrated facility, provides contemporary community services including Long Day Care available for children from 6 weeks to 6 years of age, Kindergarten, Occasional Care services, Maternal and Child Health Services, Ocean Grove Toy Library, Child and family support services based on needs identified by the Ocean Grove community. The centre opened in March 2014 and was constructed through funding by contributions of \$8.5 million from the City of Greater Geelong and \$1 million from the Victorian Government.

There is constrained scope to expand existing early childhood services on current sites. Existing early childhood services indicate no plans for physical expansion of facilities.

Education- Primary and Secondary

The town currently has three primary schools- Surfside Primary, Ocean Grove Primary and Our lady Star of the Sea Catholic Primary. All three primary schools are currently operating within capacity but Surfside Primary will require expansion in the future. Wallington Primary and Point Lonsdale Primary are also located within the general locality of Ocean Grove.

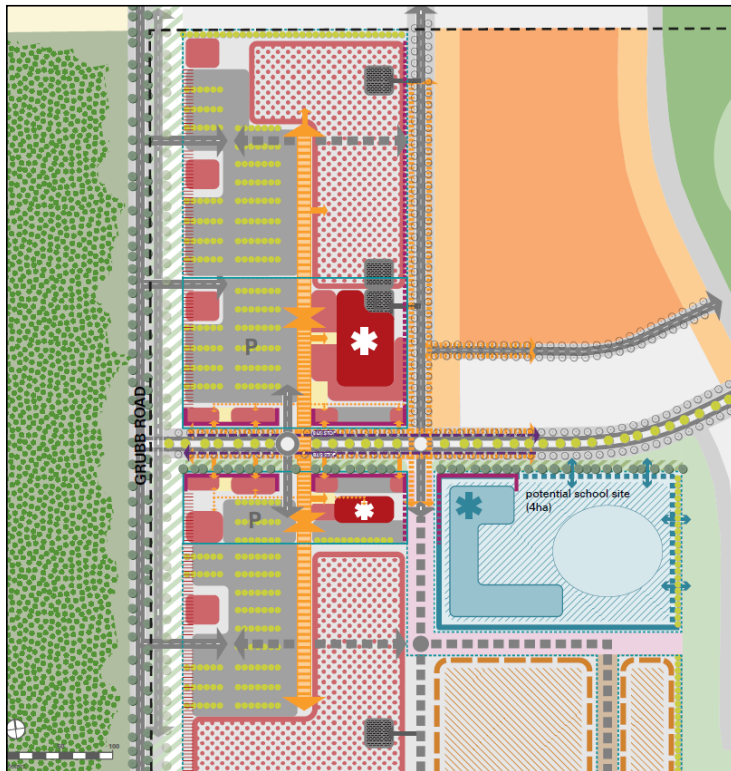
The 2007 Structure Plan identified land within the north-east growth area for a new primary school to accommodate the needs of the future resident population north of Shell Road. However, at the time of approving the subsequent development plans for the north-east growth area, the Department of Education and Training advised Council that there was no requirement for a new school. Consequently, two development plans have been approved for the growth area without the identification of a school site.

As part of the review of the Structure Plan, the Department of Education and Training (DET) advised that there was an immediate need for a new primary school to serve the needs of the future resident population. Whilst the DET confirmed the need for a new primary school, no planning or timing for the provision of a new school has been established.

Given the identified need, Council officers undertook an options testing exercise for a new school site within the growth area as part of the preparation of urban design guidance for the Grubb Road activity centre and restricted retail precinct. **Figure 21** below shows how a school site could potentially be delivered in the restricted retail precinct adjacent to the Grubb Road activity centre. The location of a school in this area provides good accessibility utilising access to the collector road network and future retail and community related services. **Figure 21** has no status in terms of confirming an agreed position by the Department or the landowner [and is not part of the Master Plan for the Activity Centre that has been submitted for approval under the Development Plan Overlay \(see Figure 3\)](#). However, it demonstrates Council's desire to strategically plan for key infrastructure as part of a growth area and to deliver a good community outcome.

The Structure Plan acknowledges the need for a new primary school based on the advice of DET and will continue to work with the State Government to review and assess provision of education service infrastructure in the area in line with population requirements and the capacity of existing infrastructure to meet demand.

Figure 21 Indicative location of potential school in north-east growth area



Source: City of Greater Geelong

Ocean Grove has one secondary school, Bellarine Secondary, located on Shell Road. The Ocean Grove campus houses year 7 and 8 students. Years 9, 10, 11 and 12 are located on the Drysdale campus. DET advises that secondary school provision is adequate in the short term period.

In terms of Out of School Hours Care (OSHC) at the Bellarine Aquatic and Sports Centre (BASC), existing services are limited with the current program running at full capacity (both morning and after school). There is significant demand for additional OSHC services. The OSHC service and BASC incorporates both Surfside Primary and Star of the Sea. Ocean Grove Primary runs an OSHC but is currently at capacity. Woodlands offer an after school program out of Wallington Primary with the majority of children being bussed from Surfside and Star of the Sea.

Open Space, Recreation and Entertainment

There is a need to provide appropriate areas of open space in the town to accommodate the recreational needs of the growing population. Council's Recreation and Open Space Unit advises that should the town's population grow beyond 21,000, as projected in the 2007 Structure Plan, there would be a need for new active recreation reserve/s as well as passive open space to ensure the recreation needs of the future community are met. In terms usable public open space, Council's position is that land must be unencumbered and above the 1:100 year flood event, where relevant.

In the north-east growth area, a regional public open space site (8ha) will be delivered including two multi-use ovals, netball courts, sports pavilion and other informal park facilities. Other community infrastructure will be delivered through the collection of a \$900/lot levy. Council will need to undertake a social infrastructure review in order to determine the appropriate use of monies collected through the community infrastructure levy charge.

There have been significant improvements to recreation infrastructure in Ocean Grove and importantly, funding commitments by various State Governments since 2007.

The Bellarine Aquatic and Sports Centre (BASC), formerly known as Surfside Community Centre, has seen significant improvement in recent years. Its facilities are heavily utilised by the community and future expansion is being planned.

A Masterplan is being prepared for the centre to include a gym, warm water pool and two additional sports courts. Subject to funding, the intention is to provide a gym within the blueprint of the existing building and the additional facilities in the short to medium term. The centre struggles with car parking capacity and this is likely to continue with the construction of the identified projects mentioned above.

The Shell Road Reserve is currently being developed in the western section for the provision of a new \$6 million sports pavilion. The pavilion will be shared by the Ocean Grove Football and Netball Club, Surfside Waves Soccer Club and the Ocean Grove Cricket Club. The pavilion is expected to be constructed by winter 2016.

The Ocean Grove Surf Life Saving Club has seen significant funding commitment from the State Government for improvements to the club house. The State Government has pledged \$2.6 million for the redevelopment of the premises. The redevelopment of the club house facilities is necessary to meet the needs of the growing population, visitation levels during peak season, and need for independent training facilities. There will be a need for increased patrol presence in areas of the pit and the Ocean Grove Dunes Zone (7W and 13W).

The 'Grove Pavilion' was substantially funded by the State Government and provides all-weather indoor and outdoor facilities for the local community events including the annual Carols in the Park, as well as concerts, festivals, community and private events. The pavilion provides a much needed cultural asset for Ocean Grove.

There is an identified lack of youth services in the town.

The car park serving the boat ramp and Ocean Grove Golf Club is currently at capacity. Council's Environment Unit advise that any further population will place significant pressure on the local residential streets in the local area. The boat ramp is beyond its capacity on days of favourable boating conditions.

Health and Wellbeing

Bellarine Community Health shares a building with Council's Customer Service Centre and the Ocean Grove Library on the corner of Presidents Avenue and The Avenue. The building is at capacity with no identified room for expansion.

Lifelong Learning

The City of Greater Geelong's Public Library Buildings Development Strategy (2009) recommends for Ocean Grove that "investigations be undertaken to expand the library space and develop as a sub-regional library either within the existing facility or in alternative leased or Council owned premises". At 370 square metres, the library space is insufficient for the current population and the requirements of a

contemporary library service. The Ocean Grove Library services a 5 to 10 km radius catchment that includes Barwon Heads and the southern rural part of Greater Geelong. It is estimated that the catchment now is around 18,000 people. The number swells during holiday periods and usage of the library increases as people access free Wi-Fi and other services. There is a need for the library to increase threefold in size to accommodate future population growth- floorspace of approximately 1,380 square metres.

In identifying a suitable location for a library service consideration and priority is given to matters such as: main street or shopping centre location; highly visible location; ground floor and street frontage; fully accessible; accessible from local schools; priority pedestrian access; walk to public transport; accessible for all vehicles; and future expansion.

Opportunities for the provision of an improved library facility in the Town Centre are limited. Given the criteria mentioned above for the siting of a library facility, there needs to be a strategic review of sites in Ocean Grove to determine the suitability of a preferred location.

The draft Social Infrastructure Plan 2015 recommends the development of a concept design for a library within 3 years.

In March 2015, the Neighbourhood House relocated to the former Surfside Kindergarten precinct on John Dory Drive. The new \$1.4 million Ocean Grove Community Hub provides a contemporary and multi-purpose building for the local community.

Emergency Services

A new CFA station is based on the corner of Grubb Road and Shell Road. The new facility, opened in 2014, provides an integrated fire station including six bedrooms and new extensions to the utility-turnout area.

In 2007, a new Ambulance Station was opened within the Industrial precinct off Grubb Road. The station provides 24-hour emergency response and is home to 11 full-time paramedics to help meet population growth and demand for services across the Greater Geelong region.

Aged Care

An aged care facility was approved and partly constructed on Bonnyvale Road during the preparation of the 2007 Structure Plan. However, since this time the facility has never been used as an aged care service and the site has fallen into disrepair. The location of the aged care facility was on the eastern urban edge of the town adjacent to the Collendina Resort Hotel.

Existing aged care facilities in the town are found at Sea Views Manor on Tareeda Way which provides low care beds (75), high care beds (75) and respite care. Other aged care facilities within the vicinity of Ocean Grove can be found at Wallington and Point Lonsdale.

Given the current lack of aged-care facilities in the town, there will be a need for additional facilities in the future to cater for the ageing population. The Kingston Downs estate in the north-east growth area has allocated a site for a retirement village/aged care facility adjacent to the commercial activity centre. The provision of a retirement village/aged care accommodation close to the future activity centre will provide residents with good access to essential services.

Provision of aged care facilities should be directed towards central, accessible locations to enable residents to utilise existing town services. Ideally, such uses should be located in or close to the activity centres in the town rather than urban edge locations.

Key Influences

- Barwon Water is satisfied that there is sufficient capacity, including planned projects, to accommodate future growth of the town within the defined settlement boundary.
- Continue to support the augmentation of existing physical infrastructure (drainage, water, sewerage, power, gas and telecommunications) in a coordinated and staged manner to serve the growing population.
- The need to adopt an Integrated Water Cycle Management (IWCM) practice for new development in the town.
- The drainage infrastructure within established residential areas is under pressure and there is a need to carefully consider impacts of new development on the system, adopting a catchment-wide assessment of potential impacts.
- Opportunity to establish a clear road hierarchy and improve the design and appearance of the road network throughout the town to ensure a safer, more attractive, cohesive and sustainable community.
- The Town Centre UDF will play a pivotal role in guiding improvements to the Town Centre including transport network upgrades, greater accessibility and car parking.
- Opportunity to improve pedestrian and bicycle linkages throughout the town and within open spaces to support greater accessibility.
- There is a need to continue to support existing social and community infrastructure in the town and provide new facilities in line with anticipated population growth.
- Opportunity to improve provision of open space for both informal and formal recreation purposes.

6. Natural Environment

Ocean Grove is acknowledged for its natural landscape, coastal setting, significant natural habitat and biodiversity and substantial range of recreational options. As these natural features make Ocean Grove one of the most attractive coastal towns in Greater Geelong, protection and management of these assets is fundamental to the town's future. Natural processes also affect the town such as flooding and climate change.

6.1 Flooding

Ocean Grove is adjoined by significant wetlands being the Barwon River to the west and Lake Victoria environs to the east. Within the town, Blue Lake holds an elevated position just south of Thacker Street west. The Begola wetlands are located in Collendina.

A number of drainage lines flow towards the Blue Lake and Barwon River from rural land to the north. Within the north-east growth area, drainage lines flow north-west/south-east and have been planned for within the proposed subdivision layout.

Given the age and limitation of the drainage and flood management infrastructure in the town including a number of other natural factors such as topography, flood mapping indicates that there are ongoing impacts, especially for areas in Collendina, land west of Blue Lake to the west, and land west of Wallington Road.

Map 17 shows the extent of designated flood prone areas in the town. In effect, it shows the flood extent of the largest recorded historical flood event or estimated 1% Annual Exceedance Probability (AEP) flood event. The land subject to inundation is designated flood prone under the Building Regulations 2006.

The town is affected by flooding in the Collendina area, particularly along the drainage line that runs through the Collendina Reserve and the Begola Wetlands associated with the Lake Victoria environs. Residential areas west of Wallington Road in the Peers Crescent locale and also, the Ocean Grove Golf Course and Riverview Family Caravan Park, are subject to flood prone designation. These are particularly low-lying areas given their adjoining location to the Barwon River. The impact of flooding can also be seen as far east as residential areas at Orton Street, east of Sweetman Parade.

Council's Engineering Department recommend that in light of ongoing development in the town, flood mapping should be revisited and new studies carried out where necessary, particularly in relation to those areas discharging to Coxs Lagoon, Lake Victoria and Swan Bay via Yarram Creek.

6.2 Climate Change

The issue of climate change is complex and requires an integrated and collaborative risk management approach.

Ocean Grove's location on the Bellarine Peninsula coast confirms its susceptibility to climate change impacts, particularly those low-lying areas along the foreshore and adjoining the Barwon River.

Furthering the objectives of Council's Climate Adaptation Strategy 2011, one of the priority work areas, Coastal Planning, has seen the preparation of a 3rd Pass Local Coastal Hazard Assessment. This project also builds on the State Government's Coastal Inundation Dataset (2nd Pass Assessment). The project is currently underway but its purpose is to provide data sets and spatial mapping of Geelong's coastline and potential future inundation as a result of sea level rise, storm surge and estuarine flooding. Upon completion of the 3rd Pass assessment, the findings of the report will assist planners and land and infrastructure managers to make decisions about land use and development on a local scale.

The Victorian Coastal Inundation Dataset provides a high level assessment of the potential risks from sea level rise and storm surge at a state-wide to regional scale for four different time periods (2009, 2040, 2070 and 2100). It can be used as an indicative assessment of which areas are likely to be at risk over different timeframes where a more detailed local assessment is not available. The Greater Geelong Planning Scheme requires Councils to plan for the 2100 year sea level rise (0.8 metres) for new greenfield development. In planning for possible sea level rise, an increase of 0.2 metres over current 1 in 100 year flood levels by 2040 may be used for new development in close proximity to existing development (urban infill).

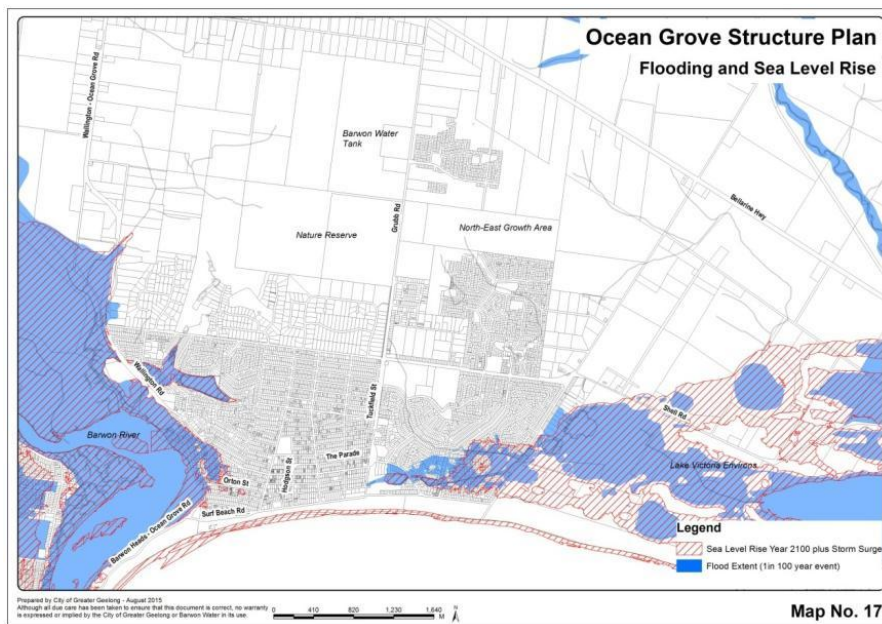
The Victorian Coastal Inundation Dataset is intended to be used at a regional scale to assist strategic planning and risk management. For instance, the dataset can be used to inform state-wide and regional adaptation plans, state-wide and regional risk management, strategic land use planning, Regional Growth Plans, Regional Catchment Management Strategies and Coastal Action Plans.

There is a broader discussion about the need for specific planning controls to guide land use and development in coastal adaptation areas, such as a new planning zone or planning overlay. These would need to be developed by the State Government. Until sufficient adaptation investigations have been undertaken on a state-wide basis, it is unlikely that such controls will be prepared. There has been discussion about the potential to amend the Land Subject to Inundation Overlay to include coastal sea level rise hazard but this would need to be supported by detailed adaptation investigations.

Map 17 shows the extent of projected inundation in Ocean Grove as a result of possible sea level rise and storm surge. It is clear to see that those areas affected by the 1 in 100 year flood event are closely aligned to the year 2100 projected coastal inundation event, particularly the urban areas in the west of the town. It must be reiterated that the 3rd Pass assessment will provide far more detailed plans than the 2nd Pass assessment. Consequently, **Map 17**, in terms of coastal inundation, is considered indicative for the purposes of this strategic planning exercise.

The impact of coastal inundation by the year 2100 will require careful coastal planning in the future. While most of these areas have established land uses, where new development is proposed it will need to be planned and assessed with regard to the State Planning Policy Framework, Local Planning Policy Framework including State Government advice on coastal planning matters and importantly, the findings and recommendations of the 3rd Pass Local Coastal Hazards Assessment and Councils Climate Change Adaptation Strategy.

Map 17 Flood and Sea Level Rise Plan- Ocean Grove



6.3 Key Environmental Features

The landscape and coastal setting of Ocean Grove provides robust natural edges to the town and shapes the direction of future development. There are significant ecological areas in and around the town that need to be carefully managed and preserved. **Map 18** shows Ocean Grove's key landscape and environmental features.

To the north, the town is bounded by rural land and the Ocean Grove Nature Reserve. The Nature Reserve, managed by Parks Victoria, is a substantial environmental haven for native vegetation and wildlife and is an important recreational asset for the community. It is the last remaining stand of original woodland on the Bellarine Peninsula. North of Thacker Street, the Goandra low density residential estate, contains significant native vegetation comprising remnant Bellarine Yellow Gum – Coast Manna Gum Grassy Woodland, Bellarine Yellow Gum and other State and regionally significant plant species.

To the south, the town overlooks the beach and the ocean with limited views due to the undulating topography and natural vegetation. The topography is steeply undulating and rises up to a high point to the north of the town where the Barwon Water tank is located. A ridgeline forms an arc around the existing urban area and provides views to the sea and surrounding natural features. The natural

vegetation to the north is a scattering of indigenous trees and grasses that reflect the harsh environment of sea breezes and coastal soils.

The foreshore is managed by Barwon Coast Committee of Management and the City of Greater Geelong. Barwon Coast manages coastal crown land reserves from Collendina on the eastern boundary of Ocean Grove, through to Blue Rocks to the west of 13th Beach. The City of Greater Geelong manages the foreshore further east including the Buckley Park Foreshore reserve. The Buckley Park Foreshore and beach are an important nesting bird conservation area. A Coastal Management Plan (CMP) for land managed by the City of Greater Geelong should be prepared to provide appropriate direction for the management of this sensitive ecological environment. Given the passive nature of the foreshore by Buckley Park in comparison to the Barwon Coast managed land which is actively used by locals and visitors, there will need to be careful consideration of the interface between both CMPs.

The foreshore landscape is significant for its high environmental and conservation values including fragile dunes, long beaches and estuarine system and also, its recreational offer to the community. The Spit, beaches and Buckley Park foreshore reserve are key environmental and recreational assets.

To the east, the settlement boundary is adjoined predominantly by rural land but also, the Lake Victoria environs further to the east. The Lake Victoria environs form part of the larger Swan Bay system. Lake Victoria is a shallow sub-coastal lagoon forming part of the Swan Bay systems of wetlands on the Eastern Bellarine Peninsula. It is part of the Lonsdale Lakes Nature Reserve administered by Parks Victoria. The lake is of international significance for Red-Necked Stints, Banded Stilts and the globally endangered Orange-Bellied Parrot. The main concern relating to Lake Victoria is its frequent flooding experienced during prolonged periods of heavy rainfall. The Lake Victoria Wetland environs are affected by Schedule 1 to the Environmental Significance Overlay- Area of Flora and Fauna Habitat and of Geological and Natural Interest.

To the west, the Barwon River estuary meanders through wetlands that create an open feature that divides Ocean Grove from Barwon Heads. The Barwon River estuary (up to the Barwon River Bridge) is part of the Port Philip (Western Shoreline) and Bellarine Peninsula Ramsar site. The wetland provides a natural habitat for a variety of birds and wetland species and provides open views on approach to the town from the west. The River estuary also contains an extensive mangrove community, which is unique this far south in Victoria. The Barwon River is affected by Schedule 2 to the Environmental Significance Overlay- Areas of Flora and Fauna Habitat and of Geological and Natural Interest.

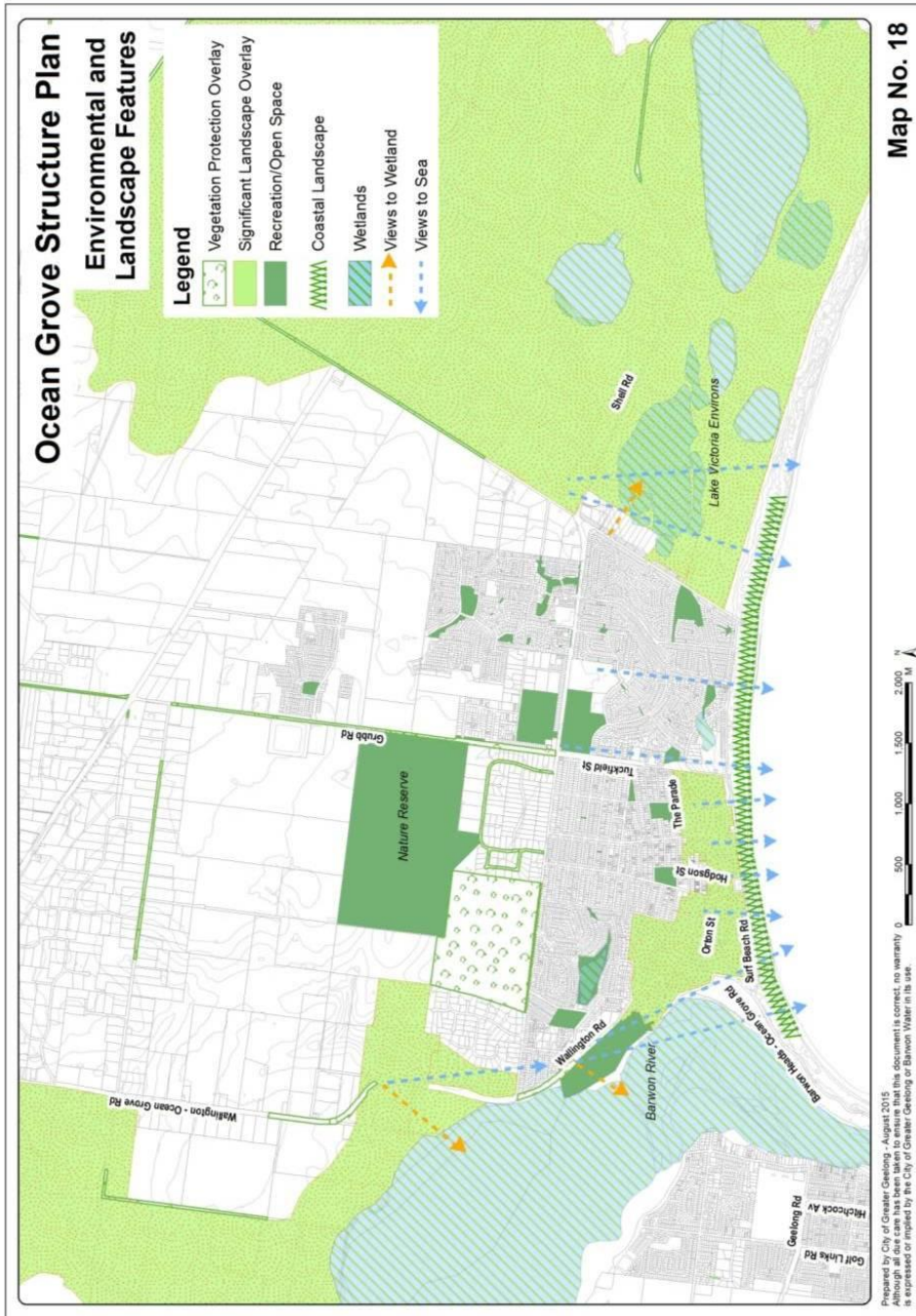
The Begola Wetlands, located between Emperor Drive and Tuckfield Street, is a freshwater wetland replenished solely by stormwater runoff from part of the Ocean Grove residential area. It was formally known as the Collendina Lagoon. Some time ago a weir was constructed at the eastern end adjacent to Emperor Drive, which now enables water to be retained in the wetland for extended periods. The wetlands are an important haven for an abundance of wildlife.

The Begola Wetlands is part of a natural drainage system that runs from west to east behind the coastal sand dunes for 7kms through to Swan Bay. It is the first of a chain of dune wetlands and lakes that extend between Ocean Grove and Point Lonsdale. The Begola Wetlands are affected by Schedule 2 to the Environmental Significance Overlay - High Value Wetlands and Associated Habitat Protection.

Land surrounding the town also contains significant landscapes, which are protected by Significant Landscape Overlays. These areas are known for their significant visual contribution to the landscape through important views, significant vegetation and other key natural assets. **Map 18** shows the relevant Significant Landscape Overlays around the town.

The domestic landscape features include well developed suburban gardens particularly in the north western and older parts of Ocean Grove. Kingston Park is an established public open space area with significant remnant native vegetation.

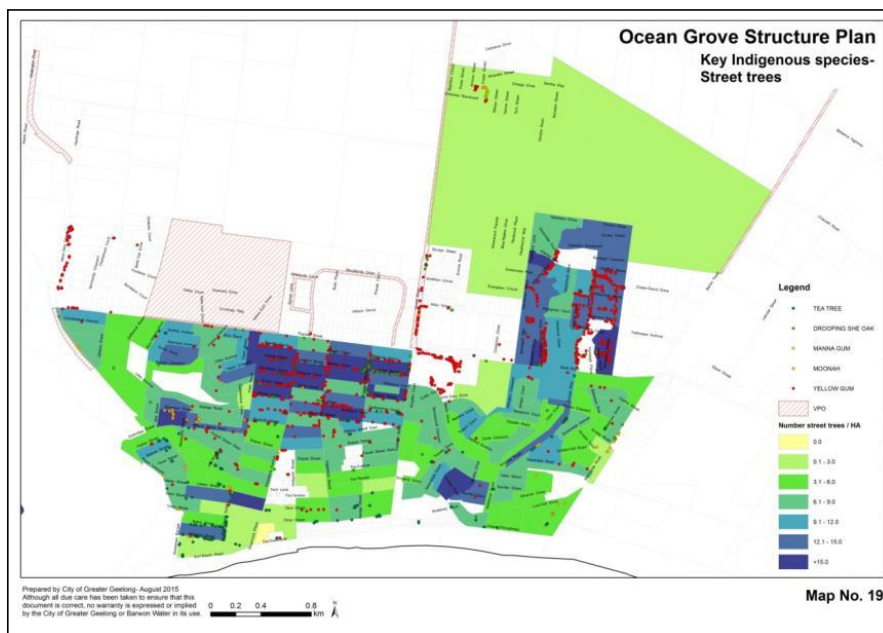
Map 18 Environmental and Landscape Features- Ocean Grove



Within the town, street trees reflect native and indigenous species that are either remnant or informally planted, especially in the older areas. Native and indigenous street tree plantings provide an opportunity to further reinforce the coastal character of the town. Some existing stands of native trees, such as along Grubb Road, within the Woodlands Drive residential area and along Wallington Road, provide valuable natural features. These areas are affected by Schedule 1 to the Vegetation Protection Overlay-Significant Roadside and Linear Reserves.

Vegetation, particularly in the old Ocean Grove area north of the Town Centre, contributes significantly to the established neighbourhood character of the town. This is something which is greatly appreciated by Council and the community. **Map 19** shows the extent of key indigenous species of street trees in the town (Note: this plan does not include trees on private property.) Key indigenous species within the town include the Bellarine Yellow Gum and Moonah. Through redevelopment in this area, important vegetation is being lost, which is having a detrimental impact on the character of the area. In addition to redevelopment, the provisions of the Greater Geelong Planning Scheme Clause 52.48 Bushfire Protection: Exemptions- exemptions for creating defensible space around buildings used for accommodation enable the removal of vegetation for bushfire protection reasons. There is a need to investigate the significance of street trees and trees on private property in this general area. In turn, this will assist in determining the need for new planning controls to protect trees either for their level of significance and/or their contribution to the coastal neighbourhood character. The further investigation work should consider recommended options (permit triggers) for the protection of significant trees should be investigated.

Map 19 Key Indigenous species- Street tree



Key influences

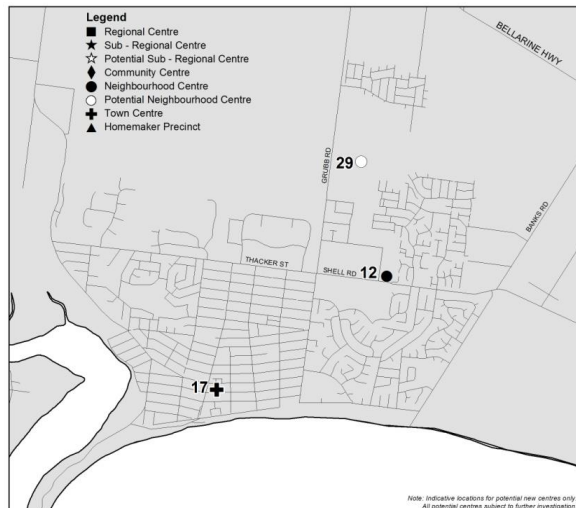
- Opportunity exists to manage the future impact on known flooding extents through new development (both infill and greenfield).
- Climate change through sea level rise and storm surge has the potential to impact low-lying areas in the town.
- The need to support public land managers in the ongoing management of the environment.
- Ocean Grove is bound by significant environmental features including the foreshore, Lake Connewarre (Barwon Estuary), Lake Victoria, Ocean Grove Nature Reserve and the Begola Wetlands. These and other natural features of the town need to be managed and protected.
- Whilst various overlays currently protect the natural environmental assets and significant landscapes of the town and environs, expansion of these overlays and, potential inclusion of new overlays, will be necessary if the sensitive landscapes and ecosystems of the area are to be protected.
- Opportunity exists for the consolidation and expansion of the vegetation cover throughout the town to reinforce its coastal character and visual amenity.
- Significant coastal tree species including the Bellarine Yellow Gum and Moonah require adequate protection.

7. Economic Development and Employment

7.1 Retail Analysis

There is an established retail hierarchy in Ocean Grove, as defined by Clause 21.07 of the Greater Geelong Planning Scheme. Council's adopted Retail Activity Centre Hierarchy shows three centres, two of which are established and one potential centre. **Figure 22** shows the established retail hierarchy in the town.

Figure 22 Established Retail Activity Centre Hierarchy- Ocean Grove



Source: City of Greater Geelong

The purpose of the Retail Activity Centre Hierarchy is to define the role of each centre in the municipality. Town Centres serve a town role and also serve surrounding non-urban areas. They are similar to Neighbourhood Activity Centres in terms of strong food retail offer. Many town centres also offer a strong seasonal and tourist related offer. They have a very important non-retail role in terms of facilities such as post offices, banks, professional services and medical services, including community services. Neighbourhood centres typically focus on providing convenience and day-to-day retailing, with larger centres offering a supermarket. Larger centres can also provide non-retail commercial and community facilities. Council is committed to protecting the role and function of the established retail activity centre hierarchy, including potential centres.

Town Centre

The Ocean Grove Town Centre (#17) is the principal node of retail activity. The Town Centre consists of approximately 13,000 sq.m of retail floor space and 3,600 sq.m of office floor space. Its role serves Ocean Grove and Barwon Heads but is also an important destination for tourists and visitors during peak holiday periods.

The Town Centre provides the daily shopping needs for the western part of the town and includes a Coles supermarket, restaurants, offices, speciality retail, hardware, medical services, banks, real estate agents, police and community services and facilities.

Marketplace

The Ocean Grove Marketplace (#12) at Shell Road comprises the secondary retail area in Ocean Grove and is defined as a Neighbourhood Activity Centre. The Marketplace has a current retail floorspace of 5,300 sq. m with the potential to expand a further 2,000 sq.m. Whilst benefitting from the potential to increase floorspace by 2,000 sq.m, the site is generally considered to be constrained as it is land locked.

The Marketplace at Shell Road comprises a full line Woolworths and speciality retailing. The centre serves an important role as a day-to-day retail destination for residents in the general area but also for residents in other towns such as Point Lonsdale. The centre operates without compromising the role of the Town Centre.

Grubb Road Activity Centre- future

The future Grubb Road Activity Centre (#29) is identified as a 'potential neighbourhood centre' in **Figure 22**. It will provide for the needs of the growing population in the north-east growth area. A total of 9.7 hectares of land has been zoned to Commercial 1 Zone. No floorspace cap for Shop has been included in the schedule to the Commercial 1 Zone.

Retailing to 2030 and beyond

Given the extent of existing retail provision in the town and the potential future retail activity in the north-east growth area, there is likely to be sufficient retail services to meet the needs of the growing population including seasonal population influx (tourists). The 2007 Structure Plan and subsequent Amendment C60 to the Greater Geelong Planning Scheme, identified a large amount of commercial land in the north-east growth area. Specifically, 9.7 of Commercial 1 Zone and 14.5 of Commercial 2 Zone land.

Grubb Road Activity Centre Framework Plan June 2015

An activity centre framework plan was prepared by Council to largely facilitate the design and development of the activity centre and restricted retail precinct.

The framework plan establishes a set of urban design principles and a concept plan to assist Council's Statutory Planning Department assess future development plans and subsequent permit applications for buildings and works. Given the extent of commercial land in this area, development will be staged with the ultimate completion of the two precincts unlikely to be completed in the short-medium term.

The design exercise included a key stakeholder workshop with affected landowners and future developers. Key issues included the need to guide the planning and development of an attractive entrance to the growth area along the Main Street and to ensure new development addresses Grubb Road (which is the principal gateway to the broader town). Other issues included ensuring the activity centre is accessible, has regard to surrounding sensitive uses and provides a mix of uses to meet the needs of the growing population. The inclusion of the restricted retail precinct within the activity centre framework plan ensured that a comprehensive approach was adopted for the overall area and for both sides of the collector road entrance to the Kingston Downs Estate to facilitate a main street feel.

The key urban design principles are set out below in **Table 19**. [The recommendations in Table 19 can be used to guide assessment of future development proposals. Where the recommendations use the word "must" this can be read as "should" as they are non-mandatory recommendations.](#)

Table 19 Grubb Road Activity Centre Framework Plan June 2015- Urban Design recommendations

Urban Design Element	Design Recommendations
Pedestrian Access and Movement	<p>Prioritise pedestrian and cycle access to the Activity Centre from the local residential area.</p> <p>Promote a clear set of pedestrian priority routes, both along major boulevards and connector streets towards the Activity Centre.</p> <p>Ensure major anchors within the Activity Centre are linked by well designed and logical pedestrian links that can form a spine promoting movement.</p> <p>Encourage pedestrian movement along the Main Street and access to retail frontages along the Main Street.</p> <p>Promote straight routes and direct desire lines with clear visibility and easy wayfinding, wherever possible.</p> <p>Locate the bus stop away from Grubb Road to ensure that the catchment surrounding the stop covers the whole activity centre (not the Nature Reserve).</p> <p>Provide weather protection for pedestrians wherever active building frontages are provided and preferably throughout the Activity Centre.</p> <p>Provide a high-quality pedestrian experience through the design of pavement materials, landscape features and location of road crossings.</p>
Vehicular Access and Movement	<p>Allow for the duplication of Grubb Road through retaining a generous setback from the carriageway.</p> <p>Provide for multiple vehicle access points to the sites but avoid the potential for shortcut routes around signalised intersections.</p> <p>Ensure the road carriage ways are scaled and detailed to promote pedestrian and cyclist safety and movement.</p>

Urban Design Element	Design Recommendations
	<p>Allow for future provision of bus stops in a convenient location linked centrally to the pedestrian network.</p> <p>Encourage narrower carriageway widths (while allowing for projected traffic volumes) and corner radii designed for tighter turning circles in order to promote a pedestrian friendly street environment.</p> <p>Use signalised intersections as an alternative to roundabouts where possible to encourage slower vehicle movements and improved pedestrian access.</p> <p>Encourage truck access routes that avoid the Main Street, where possible.</p> <p>Where truck access routes interact with pedestrian priority areas the truck routes should cross at right angles rather than run parallel to the pedestrian route.</p> <p>Ensure that there are safe sightlines and clear visibility for all vehicle intersections.</p> <p>Provide for a single vehicle crossing from Main Street into each of the activity centre areas. Preferably this crossing should be located between Grubb Road and the north-south pedestrian crossing. Discourage additional crossovers from Main Street.</p>
Loading Areas	<p>Loading areas must be carefully designed to avoid significant impacts to the public realm. Loading areas should not visually dominate the public realm.</p> <p>Loading bays must be fully screened from the public view, preferably embedded within larger built forms with active uses or high quality landscape treatments fronting the street.</p> <p>Loading bays must have roof structures where these are located adjacent to sensitive land uses, including multi-storey development.</p> <p>Loading bays must be treated to minimise the noise impacts on sensitive uses such as retail, commercial, community or residential in the surrounding area.</p> <p>Loading bays should be configured as efficiently as possible. Some potentially acceptable solutions might include:</p> <ul style="list-style-type: none"> -- Using a truck turntable. -- Providing a loading bay aligned perpendicularly to the street boundary. <p>Ensure that truck crossovers are configured efficiently and have a limited frontage to the street. Provide gates to screen the width of the loading bay entry.</p> <p>Loading areas should be shared between tenancies where possible to reduce the number of individual loading areas needed.</p>
Car Parking	<p>Car parking should be located in a small number of consolidated parking areas shared between adjoining land uses.</p> <p>Car parking should be located away from residential interfaces.</p> <p>Ensure there is an efficient layout of internal access roads and parking aisles. Where possible, avoid additional internal access roads in favour of a simpler aisle layout.</p>

Urban Design Element	Design Recommendations
	<p>The dimensions of individual car spaces need to allow for ease of use and movement, particularly in high turnover areas. Australian Standard dimensions are a minimum standard and are not advisable in larger, high volume short stay car parks.</p> <p>Provide pedestrian footpaths and safe movement routes through larger car parks.</p> <p>Incorporate significant levels of appropriate landscape treatments, including the use of local indigenous species. Include opportunities for trees with spreading canopy to provide shade for car park areas.</p> <p>Incorporate WSUD opportunities in car park areas to sustainably reuse storm runoff and reduce contaminant levels from hard paved areas.</p> <p>Consider the arrangement of lighting to encourage safe pedestrian movement at night.</p>
Site Interfaces	<p>Built form along each interface should be contextually responsive.</p> <p><i>Arterial Road Interface:</i></p> <ul style="list-style-type: none"> -- Built form along the arterial road should be of high quality as seen from higher speed vehicles along this route. -- Built form should not present a blank facade or back of house uses towards the road. -- Entries and pedestrian-oriented active interfaces are not necessarily required along this frontage -- Ensure there are generous breaks between buildings to allow for views from the road through to the Activity Centre. Continuous built form presenting as a wall toward the arterial road is inappropriate here. -- Examples of appropriate frontages at this interface include large glazed retail/restaurant frontages or glazed offices demonstrating well considered built form. -- Consideration should be given to the design of roof forms as a composition along Grubb Road. -- Weather protection is not required to footpaths in this location. -- Signage should be well designed and considered in relation to the landscape design. Preferably consolidate multiple signs into a more limited number of structures. <p><i>Main Street Interface:</i></p> <ul style="list-style-type: none"> -- Provide pedestrian-scaled active interfaces oriented towards the Main Street. Buildings should generally be built up to the property line along this frontage. -- Building entries should be accessible from the street and pedestrian priority routes. Avoid blank or inactive frontages. -- Continuous weather protection should be provided along building frontages through shop awnings or verandas.

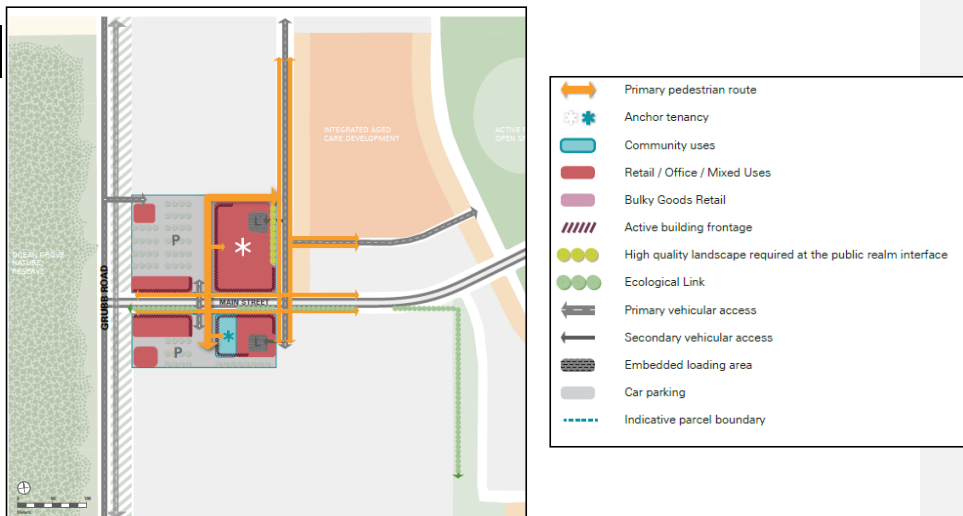
Urban Design Element	Design Recommendations
	<p>-- Signage should preferably be incorporated into the built form of the buildings or shop awnings along this interface.</p> <p><i>Local Street Interface:</i></p> <p>-- Provide pedestrian-scaled interfaces to local streets that encourage local walking and cycling.</p> <p>-- Provide regular breaks in any built form for the purpose of allowing pedestrian links into the activity centre or commercial site. These breaks should preferably be provided at 80-100m intervals and must not be more than 150m apart.</p> <p>-- Continuous active interfaces are not necessary along these frontages. However, a variety of frontage configurations including a proportion of active frontages is strongly encouraged.</p> <p>-- Provide passive surveillance through building entrances and windows oriented towards the street.</p> <p>-- A continuous blank frontage is not an acceptable design response.</p> <p>-- Include high quality landscape opportunities within the setback to the street along this frontage.</p> <p><i>Landscape Interface:</i></p> <p>-- Provide opportunities for continuous landscape including trees along the property boundary to act as a visual transition between the larger built forms of the activity centre and the more sensitive adjoining uses.</p> <p>-- Where the landscape interface is located adjacent to residential uses, ensure that any noise or odour sources are controlled to protect the amenity of adjoining sites.</p> <p>-- Where the landscape interface lies adjacent to public open space encourage links towards the open space. Avoid fencing in this location where possible. At a minimum, provide visual links towards this landscape.</p> <p><i>Industrial Interface:</i></p> <p>-- The industrial interface is less sensitive than other interfaces. However, opportunities to provide landscape pockets should be encouraged to provide visual amenity.</p> <p>-- Encourage regular breaks in built form to provide for pedestrian connections between the light industrial areas and the activity centre.</p>
Built form and building scale	<p>Ensure that the built form responds to the preferred pedestrian movement hierarchy and interface qualities.</p> <p>Wrap bulky built form anchors (e.g. supermarkets) with finer grain specialty retail or hospitality uses.</p> <p>Encourage higher built form oriented towards the main street. Generally provide 2 storey buildings along this frontage, with additional storeys encouraged at key landmark locations.</p> <p>Built form should be configured to limit the overshadowing of the public realm,</p>

Urban Design Element	Design Recommendations
	<p>where possible.</p> <p>Provide well defined entries that link to pedestrian networks. Preferably locate entrances in line with or in proximity to other entries across the street, open space or car park.</p> <p>Larger built forms should be detailed with articulation and generous recesses to break up continuous frontages into a composition of distinct masses.</p> <p>Emphasise corners and ensure that building treatments (massing and materiality) return around the corner to give a sense of formal composition. Avoid flat facades that reveal insubstantial expression.</p> <p>Encourage a designed composition of materials and textures for all prominent facades visible from pedestrian priority areas to provide visual interest and moderate the scale of the built form.</p> <p>Embed loading areas within the mass of the built form</p> <ul style="list-style-type: none"> — reduce the width of loading areas where they meet the public realm. <p>Ensure that service and waste areas for individual buildings are preferably embedded within the building footprint.</p> <p>Ensure that entries to waste and service areas are in visually unobtrusive locations and do not significantly detract from the facade treatments.</p>
Distribution of land use	<p>Encourage multistorey buildings with a vertical mix of uses throughout the Activity Centre.</p> <p>Larger buildings should preferably have multiple tenancies with multiple entries from the public realm.</p> <p>Larger tenancies should be combined with smaller tenancies particularly where these adjoin pedestrian priority areas.</p> <p>Areas at the southern end of the Restricted Retail precinct should provide an employment focus as a transition to the adjoining light industrial areas.</p> <p>Encourage the inclusion of non-retail land uses within the Activity Centre, particularly for health services and employment uses.</p> <p>Provide opportunities for community facilities within the Activity Centre coordinated with Council and education requirements.</p> <p>Preferably community-oriented uses such as health services or childcare should be easily accessed from Main Street, primary pedestrian routes or public open space networks.</p>
Sustainability and WSUD	<p>Encourage the use of rooftop solar collectors and other energy efficiency measures.</p> <p>Encourage the use of low-glare LED lighting for the public realm.</p> <p>Encourage opportunities to use natural light within larger footprint buildings through insulated skylights.</p> <p>Encourage natural ventilation for buildings. Orient buildings to maximise passive</p>

Urban Design Element	Design Recommendations
	<p>solar access and screen to control summer sun angles.</p> <p>Collect and reuse rainwater runoff to support the public landscape within the activity centre. Encourage the use of rainwater for toilet flushing and other non-potable uses.</p> <p>Provide a range of WSUD initiatives across the activity centre to limit runoff from roofs, structures and impermeable surfaces.</p> <p>In appropriate locations encourage the provision of rain gardens and swales to improve the water quality of stormwater leaving the centre and slow down peak water runoff during storm events.</p>

Using the key urban design recommendations, concept plans have been prepared to guide Council and the landowner in the future land use and development of the precincts. The concept plan for stage 1 of the activity centre is included in **Figure 23** below. **Figure 3 (Part A of the Structure Plan)** provides [the developer's Masterplan for the activity which responds to the a-concept plan prepared by MGS for Council for the overall area comprising the activity centre, restricted retail precinct and the industrial precinct.](#)

Figure 23 Grubb Road Activity Centre Framework Plan June 2015- Urban Design Concept Plan- Stage 1



Source: City of Greater Geelong

The Structure Plan supports the urban design principles for the future development of the areas. It is important that Council has an established position for the preferred urban design outcome for these areas.

The Structure Plan (**Part A**) incorporates key directions as to the future growth of these precincts. The Structure Plan supports the preparation of a new schedule to the Design and Development Overlay of the Greater Geelong Planning Scheme to ensure a consistent approach is taken by Council in the assessment of future buildings and works permit applications for all three precincts. The new schedule should incorporate the urban design principles in **Table 19**.

Retail Analysis

Given the extent of Commercial 1 Zone land in the Grubb Road activity centre, there is the potential for the centre to become a large scale retail precinct. Council's priority is to retain the Town Centre as the principal retail hub in the town and consequently, there is potential for the role and viability of existing centres in the town to be impacted by future retail development.

The Commercial 1 Zone land is not affected by a floorspace cap, which is Council's usual and preferred method for controlling the extent of Shop related uses in an activity centre, in line with the adopted Retail Activity Centre Hierarchy. This in itself has the potential for the centre to grow to a point where the existing role and viability of other centres in the town might be impacted.

Council's adopted Retail Strategy 2006 is under review. The review will adopt a comprehensive approach to the overall strategy and consequently look at existing and future centres, including their role, size and in relation to future centres, the potential impact on existing centres. The role and size of the Grubb Road activity centre should be reassessed as part of the overall Retail Strategy review. This will ensure its appropriate location within the established retail hierarchy.

Extension of the Town Centre

The 2007 Structure Plan supported the extension of the Town Centre in a number of directions, which have been implemented since adoption of the plan.

Northwards extension

The 2007 Structure Plan supported the extension of the Commercial 1 Zone (Business 1 Zone) north of The Parade consistent with existing non-residential land use character and the Target. This was to provide opportunities to accommodate further retail floor space increase within the Town Centre and provide more efficient consolidated car parking. Since the rezoning of this area from Residential 1 Zone to Business 1 Zone, there has been limited planning activity with the exception of a few change of use and buildings and works applications for development.

Eastward expansion – north of The Parade

The 2007 Structure Plan also supported the utilisation of the former CFA site (19 Hodgson St) and land to the south of this site to accommodate peripheral uses such as medical centres, offices and accommodation with the Mixed Use Zone.

Planning scheme amendment C217 applied the Mixed Use Zone to the land, which was supported by a planning permit application for the use of the former CFA building as an office, with minor buildings and works and reduction of 1 car space.

Town Centre Urban Design Framework

The Town Centre is a vibrant and thriving shopping strip that provides a dual role as a destination for visitors and a key service and retail centre for local residents. The centre also provides shopping and services for nearby towns such as Barwon Heads and Point Lonsdale.

The Town Centre has developed along the Terrace and extended north to The Parade and The Avenue. The Town Centre consists of approximately 13,000 sq.m of retail floor space and 3,600 sq.m of office floor space.

The Town Centre provides the daily shopping needs for the western part of the town and includes a Coles supermarket, restaurants, offices, speciality retail, hardware, medical services, banks, real estate agents, police and community services and facilities.

Figure 24 Ocean Grove Town Centre



Source: City of Greater Geelong

Council prepared an urban design framework (UDF) in June 2014. The UDF formalised the discussion and direction in the 2007 Structure Plan about the Town Centre. The UDF study area generally encompasses land south of Powell Street; Properties on the east and west of Presidents Avenue; north of Dare Street; and West of Eggleston Street.

Figure 25 Ocean Grove Town Centre- Study Area



Source: City of Greater Geelong Ocean Grove Town Centre UDF

The UDF describes and illustrates how planning and design policies and principles should be implemented for the Town Centre to manage, guide and promote change.

The UDF addresses the following:

- movement within and around the Town Centre.
- provision of space for businesses, services, commercial and community facilities needed as the community grows.
- how to preserve and build on Ocean Grove's character and identity.

The UDF provides a number of guiding design principles which are based upon the need to improve the existing Town Centre. They include:

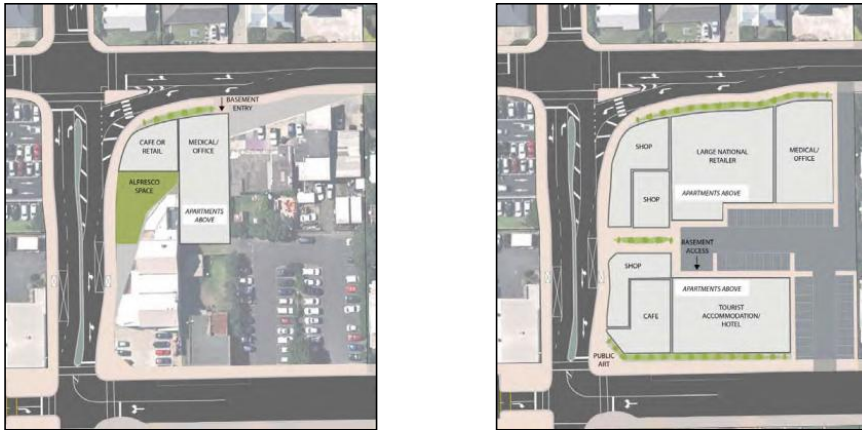
- Enhance the quality of experience for locals and visitors in the Town Centre by improving the public realm.
- Activate the perimeter block of the Town Centre with shops.
- Create vibrant outdoor shopping and eating areas.
- Reinforce Ocean Grove Town Centre as the primary retail centre in Ocean Grove.
- Create new meeting places and public spaces.
- Prioritise pedestrian and cyclist safety and amenity in new development and streetscape upgrades.
- Improve safety for drivers, cyclists and pedestrians.
- Create connections from the town centre to the beach and Ocean Grove Park.
- New development meets its car parking demand or provides additional spaces within the Town Centre.

The UDF also prepared an implementation table that outlines short, medium and long term implementation milestones to be achieved over a 10+ year period. The implementation of identified projects will in many cases require a combination of public and private partnerships.

The UDF sets a robust framework to guide the betterment of the Town Centre over the short/medium and long term. It provides a basis to ensure the heart of the Ocean Grove settlement is given priority and continues to be the focal point for retail, commercial, residential and tourist related uses.

The UDF identifies a development site at Hodgson Street East- see **Figure 26**. Through the squaring up of the intersection at The Parade/Hodgson St, this would assist in realising the commercial potential of land in this precinct. The area comprises both private and Council owned land. For the development site to be maximised, the ability to square up the intersection would be need to be founded upon significant works and a range of statutory and commercial processes. The benefits of this opportunity site to the Town Centre would be to increase the provision of retail offer and non-retail commercial/community uses and also be a stage in the resolution of the long-term preferred arterial route option via The Terrace.

Figure 26 Example of individual development site and comprehensive development options



Source: City of Greater Geelong Ocean Grove Town Centre UDF

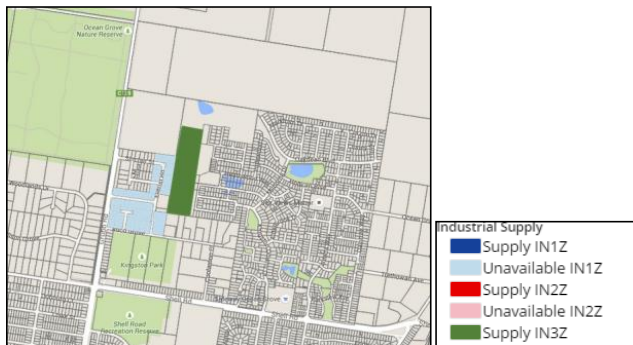
The Structure Plan should support the implementation projects identified in the UDF in order to realise some of the potential development opportunities in the Town Centre which could lead to commercial and community gain. A number of land use rezoning and overlays will be necessary to assist in implementing the above projects identified in the UDF. These are referred to in **Part B** of the Structure Plan.

7.2 Industrial Analysis

The 2007 Structure Plan identified land for future rezoning for industrial use, specifically Industrial 3 Zone (INZ3), within the north-east growth area. The INZ3 land is an extension to the existing industrial estate on Grubb Road. This area, in addition to the restricted retail precincts and activity centre will act as employment nodes for the growing population.

Ocean Grove currently has 18.5 hectares of Industrial zoned land- 11.2 ha of Industrial 1 Zone and 7.3ha of Industrial 3 Zone. See **Figures 27** below.

Figure 27 Industrial land supply -Ocean Grove



Source: Spatial Economics- Land Supply and Monitoring Tool June 2015

Figure 27 shows the established Industrial 1 Zone area (light blue area/unavailable IN1Z). **Figure 27** also shows the supply of Industrial 3 Zone.

Supply of Industrial 3 Zone is shown in green shading. This corresponds with the area of land identified in the 2007 Structure Plan. This land is yet to be developed for industrial use.

There are few opportunities for new industries to establish in rural Geelong. Notwithstanding the identification of Ocean Grove as an urban growth area, Ocean Grove is not recognised as an area appropriate for industrial land growth. There is also limited land within the settlement boundary that would be suitable for future industrial land use especially given the predominant residential land uses. The Industrial 3 Zone land was identified to facilitate future growth in the industrial service sector and to support the needs of the growing economy.

The historical take-up of lots within the Industrial 1 Zone area has been successful, albeit, at a gradual pace. This proves the point that employment nodes are necessary to come on-line with population growth and to deliver services to the community.

7.3 Tourism

The tourism industry within the Geelong Region makes a significant contribution to the local economy and has many positive benefits associated with employment, diversity of cultural experiences and tourism opportunities and expanded infrastructure (improved facilities, upgraded amenities, walking and bicycle tracks, environmental improvements etc). The Bellarine Peninsula alone significantly contributes to the tourism industry in the Geelong Region.

Ocean Grove continues to be a popular family holiday location and popular day visit locality given its reputation as a relaxed coastal location with affordable accommodation options. Some of the factors that make Ocean Grove popular as a tourist destination include:

- Beaches, both safe family beaches and surf beaches (with surf life saving club).
- Barwon River and estuary.
- Water based activities such as sailing, boating, diving, fishing.
- Natural features including Lake Connemara, Lake Victoria, The Spit, Buckley Park, Begola wetlands, lookout reserve, Ocean Grove Nature Reserve and associated trails.
- Parklands – Ocean Grove Park, Blue Waters Lake Reserve, Kingston Park.
- Entertainment/recreational facilities including Ocean Grove Bowling Club, Ocean Grove Golf course, Adventure Golf, A Maze 'n' Games, Tennis Club, Wallington Recreation Reserve, Bellarine Aquatic and Sports Centre, equestrian centre.
- Rural based attractions such as Oakdene winery.
- Local shops, restaurants and cafes.

Enhancement of these activities, improvements to associated infrastructure and support for the establishment of tourist related activities will broaden the tourist appeal of the town and deliver other associated community benefits.

Commercial accommodation options are primarily focused on caravan parks adjacent to coastal areas and a limited number of motels including:

- Apartments- Blue Waters Apartments; Ti Tree Village.
- Motels – Riverside Ocean Grove Motor Inn and Boat Ramp Motel.
- Caravan Parks – Ocean Grove Holiday Park, Riverview Caravan Park, Green Valley Caravan Park; Wynndean Caravan Park, Collendina Caravan Park.

- Camping – The Spit and the Geelong Revival Centre Camp.

These existing operations are important to the town's tourism base. They contribute to the coastal character and attractiveness of the town. These uses should be encouraged to further invest in their operations or diversify the range of on site accommodation options.

The seasonal nature of tourism in the region means that substantial stress is placed on road networks, parking at the Town Centre and at key beach access points. Opportunities exist to broaden the accommodation mix/offer, redevelop existing facilities such as the Collendina Hotel/resort and develop additional tourism attractors near the foreshore, Town Centre and some rural based localities.

Key influences

- The Town Centre should remain the key focus for retail activity within Ocean Grove and strategies developed to expand and consolidate the centre alongside improved access and parking facilities, where possible.
- There is a need to support the enhancement of the Town Centre by implementing the Town Centre Urban Design Framework.
- Ocean Grove Market Place is a secondary activity centre, which is constrained in terms of future development. Therefore, the existing Town Centre and the future activity centre to the north abutting Grubb Road will meet new residents' demands.
- The future activity centre and restricted retail precinct abutting Grubb Road will provide essential services and employment for the growing population. It is important that the future activity centre grows in line with the established retail activity centre hierarchy.
- There is sufficient land supply to accommodate the retail and commercial needs of the growing population, including industrial land.
- Tourism is a significant component of the local economy. Opportunities exist to support and improve tourist accommodation options, tourism activities and uses, which help broaden the tourism visitation period and improvements of facilities and access to the beach, waterway and environmental areas.

8. Rural Areas

Ocean Grove, like other towns on the Bellarine Peninsula, is surrounded by rural land. There are a number of existing uses that are located in the rural area within proximity of the town. These include:

- Oakdene Vineyards, including bed and breakfast accommodation, café, restaurant located on Grubb Road approximately 800m south of the Bellarine Highway; and
- Collendina Resort and Collendina Caravan Park located to the east of Bonnyvale Road adjacent to the foreshore area.

State Government policy recommends that settlement boundaries be applied to rural towns, particularly coastal towns to provide a clear future direction for towns. State Government advice also states that the location of coastal settlement boundaries should be established through a strategic planning process with a 10 year planning horizon. Furthermore, the Bellarine Localised Planning Statement is clear about the need to protect non-urban breaks between towns with open farmed landscapes.

Land indicatively identified in the 2007 Structure Plan for "*protection for long term growth option*" is valued open rural landscape and, in parts, is affected by a Significant Landscape Overlay. This large area of agricultural land is an attractive rural back drop, provides an essential buffer between Wallington and Ocean Grove and consists of rolling topography with significant environmental and biodiversity

values. Rural land between the Bellarine Highway and the north-east growth area also plays an important role in maintaining a rural edge to the town.

It is important to protect valuable agricultural land and non-urban breaks. Designating a clear and robust settlement boundary that provides sufficient land supply for future growth, will protect land from ad-hoc conversion to residential use. By doing this, dwelling development and subdivision will not remove properties from agricultural use.

The Structure Plan should support the continued annotation on the Structure Plan map showing the preservation of the rural/urban edge to the north and north-west of the town.

Key landowners in the growth area have made submissions in regards to the final completion of the northern settlement boundary and how a strategic response to addressing the Bellarine Highway should be achieved. Further, the argument has been presented by the landowner within the growth area that the proposed interface transition measures in the approved development plan for the Kingston Estate would result in a very poor urban design outcome. The landowner has put forward the proposal to support further general residential development and rural residential living style development north of the existing settlement boundary to complete the northern extent of the town and address the Bellarine Highway.

The 2007 Structure Plan defined the extent of the existing settlement boundary to the north of the growth area. This left a strand of Farming Zone land fronting the Bellarine Highway to act as a rural/urban edge. Subsequent development plans have been prepared that have paid particular attention to the interface between the future residential land and agricultural land. The approved development plan for the Kingston Estate and also for the Oakdene Estate shows the provision of lower density residential lots adjoining the northern settlement boundary and advises that an average lot size of 1,000 sq. metres will be provided to ensure an appropriate transition. This is considered an acceptable land use transition between the growth area and the Farming Zone land to the north. The retention of the Farming Zone land between the Bellarine Highway and the northern settlement boundary should continue to be a key principle of this Structure Plan. The justification to allow further residential development north of the existing settlement boundary to enable a more strategic approach to the interface with the Bellarine Highway is considered unnecessary.

The Bellarine Highway provides an important rural arterial connection between urban Geelong and the Peninsula. It is considered that the highway should remain in a largely rural context on the Bellarine Peninsula. It is acknowledged that land fronting the Bellarine Highway in this broader area, including land around the Grubb Rd/Bellarine Hwy intersection at Wallington, requires further strategic consideration in terms of how future land use and development in the Rural Living Zone and Farming Zone addresses the Bellarine Highway. These areas have not been included in the Study Area as part of this Structure Plan review.

Tourism activities in the Farming Zone, particularly around Ocean Grove's urban edge, should continue to be guided by the underlying land use zone but importantly, Clause 22.06 Tourism Development in Rural Areas of the Greater Geelong Planning Scheme. Tourism related activities should respect the farmed rural landscape surrounding the town.

Rural activities to the east of the town beyond Bonnyvale Road are likely to be limited because it is policy to protect the agricultural resource base and to maintain the non-urban break between Ocean Grove and Point Lonsdale.

The rural areas surrounding the town also play an important drainage function both upstream and downstream. There is a need to manage existing drainage catchments and corridors to ensure there is no detrimental impact on the functionality of these features.

This Structure Plan seeks to reaffirm the existing settlement boundary for the town and consolidate the two settlement boundaries into one clear and robust boundary for the town. The nominated settlement boundary will be defined by the extent of the urban area which is depicted on the Structure Plan map (**Map 4**).

Given the extent of land supply in Ocean Grove and the broader municipality, there is no need to consider rezoning additional rural land to accommodate future urban growth as part of this Structure Plan. The north-east growth area has sufficient land supply to accommodate the projected population demand according to the G21 Region (Geelong) Residential Land Supply Monitoring Project June 2015. Additionally, projected population growth has not reached the anticipated growth rates planned for in the 2007 Structure Plan.

[The next review of the Structure Plan will include an assessment of long term growth options \(both infill and settlement expansion\) and will consider areas to the north, north-west and east of Ocean Grove. The review will include consideration of physical and environmental constraints, landscape values, significant agricultural uses and whether any adjustments to the settlement boundary are required. Part B of the Structure Plan provides further detail on the review.](#)

Rural areas surrounding the town should be protected and enhanced and supported for uses appropriate to the area.

Key influences

- Protect the [important environmental and landscape qualities of the](#) rural areas to the north, east and west of the town from urban encroachment. ~~particularly as these areas also have important environmental and landscape qualities.~~
- There is a need to maintain the non-urban break between Wallington and the non-urban break between Point Lonsdale.
- There is a need to manage non-rural land uses within the Bellarine Highway corridor to the north of the town.
- Retain the right to farm for landowners and utilise land for rural activities to maintain sustainable farming practices.
- Tourism related activities in rural areas around the town, where supportable, must respect the farmed rural landscape and contribute to the area's economy.
- Design, construct and manage urban stormwater management systems discharging to rural land that regulate quantity and quality of flows in a manner that produce no adverse impacts on enjoyment of the rural land for pastoral, agricultural or horticultural uses.