

21.14 The Bellarine Peninsula

31/01/2019
C376pt1ggee
Proposed C395

21.14-1 Key issues and Influences

28/01/2010
C129(Part 1)

The Bellarine Peninsula comprises a series of contained townships separated by non-urban rural and coastal breaks. It has experienced strong population growth in recent years driven by the scenic location, lifestyle opportunities and proximity to Geelong.

It is also highly valued for its, tourism function, agriculture and environmental attributes.

Managing urban growth on the Bellarine Peninsula will be critical to retaining its identity and attributes.

~~The Bellarine Peninsula comprises a series of contained townships separated by rural and coastal areas.~~

~~The rural and coastal areas on the Bellarine Peninsula form an important non-urban break between settlements. They are highly valued for their scenic attributes, tourism function, environmental function and lifestyle appeal.~~

~~The Bellarine Peninsula is one of the fastest growing areas in the City of Greater Geelong. Population growth on the Bellarine Peninsula is being driven by the attractiveness of the peninsula as a relaxed lifestyle destination within close proximity to urban Geelong.~~

~~Appropriately managing urban growth on the Bellarine Peninsula will be critical to retaining the peninsula's identity and attributes.~~

21.14-2 Objectives

07/06/2018
C349
Proposed C395

- To protect and enhance the rural and coastal environment and landscapes on the Bellarine Peninsula and maintain non-urban breaks between settlements.
- To support the different roles and functions of townships on the Bellarine Peninsula.
- ~~To facilitate the development of Ocean Grove, Drysdale/Clifton Springs and Leopold as hubs of development and service provision on the Bellarine Peninsula. In all other townships on the Bellarine Peninsula provide retail, commercial and community uses and facilities that serve the daily needs of the community and encourage street based activity.~~
- To provide attractive and ~~for~~ sustainable industrial, commercial, retail, agricultural and tourism development in designated locations, to service the wider Bellarine community.
- To preserve the individual character, identity and role of each Bellarine township.

21.14-3 Strategies

31/01/2019
C376pt1ggee
Proposed C395

- Support the district towns of Ocean Grove, Drysdale and Leopold to fulfil their role as service hubs for the Bellarine Peninsula.
- Ensure all other townships provide retail, commercial and community uses and facilities that serve the daily needs of the community.
- Ensure that development responds to the identity and preferred character of the individual township in which it is located.
- Protect rural and coastal environments from inappropriate urban encroachment.
- Ensure land use and development proceeds generally in accordance with the relevant Structure Plan maps included in this Clause.
- 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.

- ~~▪ Direct the bulk of residential growth and retail development to Ocean Grove, Drysdale/Clifton Springs and Leopold consistent with the relevant Structure Plan maps included in this clause.~~
- ~~▪ Direct bulky goods retailing and industrial development to existing and future areas as identified in Structure Plan maps included in this clause.~~

St Leonards:

- Support a mix of retail, commercial, community and entertainment uses within the town centre.
- Encourage development which respects the coastal landscape setting of St Leonards by:
 - Providing reasonable sharing of views of the coast and foreshore.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the on-going management, enhancement and sensitive development of the foreshore, Salt Lagoon Wildlife Reserve and Edwards Point State Faunal Reserve.
- Protect the scenic qualities of Murradoc Hill and Swan Bay.
- Support the development of a focal building, comprising retail and tourist related activities, at the south west corner of Murradoc and Bluff Roads.
- Support the development of Growth Areas 1 and 2 identified on the Structure Plan map.
- Facilitate development of a community facility including an Early Years Learning Centre, preferably at 1345 Murradoc Road.
- Integrate the town centre and pier-foreshore area.

Portarlington:

- Support the on-going management, enhancement and sensitive development of the foreshore, including a place making project for the main activity node, Point Richards Flora and Fauna Reserve and Salt Lagoon Wildlife Reserve.
- Encourage development which respects the coastal landscape setting of Portarlington by:
 - Providing reasonable sharing of views of the coast and foreshore, where a view has been identified in an overlay.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the establishment of a Portarlington Community Hub.
- Support the redevelopment of the Country Fire Authority fire station.
- Support the integration of the Portarlington town centre and pier-foreshore area.
- Support the development of the development opportunity sites, as shown on the Structure Plan Map, including:
 - Development of a focal building at 22-34 Newcombe Street, Portarlington.
 - Redevelopment of the rear of 40-42 Newcomb Street in a manner that is sympathetic to and maintains the heritage context of the site.

- Redevelopment of the block behind Newcomb Street and Fenwick Street to improve pedestrian connectivity by creating a two-way rear lane system and additional shop front activation.
- Support development in the Portarlington town centre incorporating accommodation uses above ground level retail floor space, where such development meets all parking and access requirements.
- Support the use and development of 33-41 Mercer Street, Portarlington for aged care living.

Indented Head:

- Encourage development which respects the coastal landscape setting of Indented Head, by:
 - Providing reasonable sharing of views of the coast and foreshore, where a view has been identified in an overlay.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.

Ocean Grove:

- Contain urban development within the defined settlement boundary on the Structure Plan map.
- Encourage development which respects the coastal landscape setting of Ocean Grove, by:
 - Providing reasonable sharing of views of the coast and foreshore
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant trees and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the continued development of the north-east growth area as shown on the Structure Plan map.
- 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.
- Ensure development avoids impacts on environmental assets including the Coast, Buckley Park Foreshore Reserve, Goandra Estate, Ocean Grove Nature Reserve, Begola Wetlands, Barwon River/Lake Conneware and the Lake Victoria Wetlands.
- Ensure the Town Centre remains the primary retail centre for Ocean Grove by providing for a range of retail, business and accommodation uses.
- Ensure that the supply of car parking in the Town Centre increases commensurate with parking demands from new development.
- Preserve The Terrace as the potential long-term arterial route through the Town Centre.
- Support the development of a new Neighbourhood Activity Centre, including community uses, in the north-east growth area adjacent to Grubb Road.
- Support the development of the restricted retail and industrial precincts within the north-east growth area.
- Support the development of a strategic footpath network for the town that provides permeable and safe routes to key destinations and services,
- 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.

- Where appropriate, ensure new development contributes to the improvement of open spaces, key pedestrian links.
- Provide for a range of appropriately scaled and located tourism accommodation and activities, including opportunities for revitalisation of existing uses.
- Support further development of existing caravan parks and accommodation uses in residential areas, particularly those close to the beach and river, to provide a broader range of accommodation type and mix.
- Where appropriate, 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.
- 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.
- Support the provision of community and social infrastructure commensurate with population growth, including the investigation of a site for a new primary school in the north-east growth area.

Leopold:

- Support Leopold as a Sub Regional Retail Activity Centre for the Bellarine Peninsula, whilst providing local community, recreational and employment facilities to Leopold's residents.
- Ensure the retention of Leopold as an urban island - supporting urban growth contained to the settlement boundary and preserving the surrounding rural hinterland.
- Support the development of the Ash Road Growth Area and other areas identified for residential development on the Structure Plan map.
- Support increased housing densities around the Sub Regional Retail Activity Centre and neighbourhood shopping strips at Ash Road and Dorothy Street.
- Encourage the northerly expansion of the Sub Regional Retail Activity Centre, ensuring any development integrates with the existing centre and surrounding community facilities, and enhances its appearance and functionality.
- Support the local convenience role of the Ash Road and Dorothy Street neighbourhood shopping centres, whilst restricting any future expansion of these centres.
- Support the development of Council's Kensington Road Community Hub to provide a wide range of community, health, education and civic services/facilities.
- Encourage the creation of an additional local mixed use centre on the south east corner of Bellarine Highway and Melaluka Road. Any redevelopment of this site could accommodate restaurants, convenience shops, offices and residential development.
- Provide public open space within existing and proposed residential areas to cater for the passive and active recreation needs of the community.
- Provide an improved transport network which includes better traffic movements, pedestrian and cyclist linkages and public transport options.
- Ensure environmentally sensitive areas including Lake Connemara and Reedy Lake are protected from localised development pressure.
- Investigate opportunities for public access to Port Phillip Bay.

Barwon Heads:

- Maintain a compact urban form and avoid outward sprawl.

- Protect the unique character of Barwon Heads as a coastal village located within a sensitive environment and significant landscape setting.
- Ensure the Hitchcock Avenue shopping centre remains the focus of retail activity in Barwon Heads.
- Restrict new commercial development to the existing business and mixed use zones in Hitchcock Avenue between Bridge Road and Ozone Road and the south side of Bridge Road.
- Ensure new housing development complements the character of Barwon Heads and provides for a variety of housing sizes and types.
- Support the continued development of 13th Beach Resort as a tourist destination.
- Continue upgrading the Barwon Heads Village Park and foreshore reserves in accordance with established master plans.
- Support development of appropriate tourist accommodation around the Barwon Heads town centre.

Drysdale/Clifton Springs:

- Contain urban development within the defined settlement boundary on the Structure Plan map.
- Support the development of the Jetty Road Urban Growth Area and other areas identified for residential development on the Structure Plan map.
- Ensure new development incorporates sustainability principles including environmentally sustainable design, energy efficiency, connectivity and water sensitive urban design.
- Reinforce the Drysdale town centre as the primary retail centre including the development of an additional supermarket on the south side of Murradoc Road
- Provide for the expansion of the Drysdale town centre to the east along Murradoc Road.
- Locate future development of a service business or industrial nature in the identified precinct along Murradoc Road extending to the proposed Drysdale Bypass.
- Ensure new development opposite or in close proximity to the Drysdale Bypass road accords with the VicRoads Drysdale Bypass Access Management Strategy (October 2017) and minimises back fencing as viewed from the Bypass.
- Locate and integrate future education, community and recreation facilities to enhance their accessibility and to maximise joint use wherever possible.
- Develop the Council owned Palmerston Street site and the Drysdale Regional Community and Cultural Hub for community and recreation purposes.
- Ensure any development of short term tourist accommodation at the Curlewis Golf Course is located at the eastern end of the course in close proximity to the Jetty Road Urban Growth Area, functions as a minor component to the primary role of the site as a golf course and maintains the rural landscape character of the site.
- Provide additional bicycle and pedestrian opportunities throughout the townships including new footpaths and bicycle lanes.
- Provide for the creation of consolidated parking areas in the town centre.

Point Lonsdale

- Support low scaled and designed tourism opportunities on designated land identified on the Point Lonsdale Structure Plan map.
- Ensure new development strengthens the township’s coastal village character and landscape setting by requiring a high standard of architectural and urban design response including;
 - Low scale forms

- Articulation (materials, openings or features such as decks, balconies, wide eaves or canopies).
 - Contemporary design quality.
 - Use of materials such as timber, corrugated iron, weatherboard or light coloured render.
 - Limiting site coverage and provide front and side setbacks that reflect existing neighbourhood patterns and provide opportunities for maintenance and planting of native coastal and indigenous vegetation.
- Ensure that new urban development street works and road designs contribute to the implementation of the identified primary and secondary pedestrian/cycle routes and are designed to complement the informal coastal streetscape character.

21.14-4 Implementation

31/01/2019
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These strategies will be implemented by:

Applying Zones and overlays

Ocean Grove

Apply the Commercial 1 Zone to the surplus park at 94 The Parade.

Apply the Commercial 1 Zone to the surplus road reserve from upgrade of the Hodgson Street/The Parade intersection.

Apply the Design and Development Overlay to the Town Centre to implement the findings of the Ocean Grove Town Centre Urban Design Framework.

Apply the Design and Development Overlay to the Commercial 1 and Commercial 2 Zone precincts in the north-east growth adjacent to Grubb Road.

Apply schedule 20 to the Design and Development Overlay to the Industrial 3 Zone in the north-east growth area.

Apply the Public Acquisition Overlay to The Terrace rear laneway.

Leopold

Apply the General Residential Zone Schedule 1 and the Development Plan Overlay to land designated for future residential growth shown on the Leopold Structure Plan map included in this clause.

Apply a combination of commercial zones, a Design and Development Overlay and a Development Plan Overlay to facilitate the expansion of the Leopold Sub Regional Retail Activity Centre.

Drysdale

Apply the General Residential Zone Schedule 1 with a Development Plan Overlay based on the principles identified in the Structure Plan to Princess Street, Central Road and Oakden Road.

Support the application of the General Residential Zone Schedule 1 to identified residential infill areas with appropriate Development Plan Overlay and Developer Contribution Plan controls.

Support a joint rezoning and development application at the Curlewis Golf Club to facilitate short term tourist accommodation.

Point Lonsdale

Apply the General Residential Zone Schedule 1 with a Development Plan Overlay to the portion of the Lonsdale Golf Course shown for residential growth on the Point Lonsdale Structure Plan map subject to an amendment and EES process.

Apply appropriate design and environmental overlays to areas of consistent urban and landscape character.

Rezone the Commercial Zone land on the corner of Fellows Road and Bellarine Highway to facilitate tourism development.

St Leonards

Apply the General Residential Zone Schedule 1 to Growth Areas 1 and 2.

Apply the Development Plan Overlay to Growth Area 2.

Apply the Development Contributions Plan Overlay (or an equivalent agreement with landowners) in conjunction with the rezoning of Growth Areas 1 and 2.

Further work

[Review housing opportunities within townships to determine if localised housing intensification can be provided.](#)

[Work with the state government on the designation of the Bellarine Peninsula under the Distinctive Areas and Landscapes Act 2018.](#)

~~Review township structure plans as scheduled (in structure plans) to meet emerging needs of communities.~~

~~Review the planning framework for land identified in the Coastal Spaces Landscape Assessment Study as regionally significant in the south west of the Bellarine Peninsula to ensure the protection of landscape values is adequately addressed.~~

~~Undertake a strategic assessment to identify aged care needs across the Bellarine Peninsula, identifying design options and guidance to encourage older people to remain in their homes for as long as possible through adaptable housing design.~~

Point Lonsdale

Work with the Borough of Queenscliffe to address climate change issues in Point Lonsdale and implement any relevant outcomes.

Prepare detailed streetscape design plans for designated primary and secondary routes as identified in the Point Lonsdale Structure Plan.

Investigate opportunities to establish a railway station-transport interchange precinct to link with the Queenscliff tourist railway service.

Portarlington

Support Parks Victoria Safe Harbour Project, including ensuring appropriate integration with the adjacent foreshore reserve and Town Centre.

Ocean Grove

Work with VicRoads to prepare a network operating plan (SmartRoads) for the town.

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:

- land to the north, north-west and east of Ocean Grove.
- the role of Ocean Grove as a district town.
- other planned growth on the Bellarine Peninsula.
- development trends, lot supply and housing capacity within the settlement boundary.
- 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.

Leopold

Implement the Leopold Activity Centre Urban Design Framework, 2011.

Undertake further assessment of sites nominated as “Urban Consolidation” in the plan attached to this Clause.

Undertake a Flood Study to introduce controls over areas identified appropriate for Floodway Overlay (FO) or Land Subject to Inundation Overlay (LSIO).

Barwon Heads

Undertake a Landscape Assessment Study for the Ewing Blyth/Golf Links/Bridge Road and the Warrenbeen Court residential areas with the intention to apply an overlay to protect the existing character and vegetation.

Undertake a detailed study of Murtnaghurt Lagoon to establish whether the boundaries of the existing Environment Significant Overlay require review.

Consider the impacts of climate change on the future development of Barwon Heads in accordance with the Climate Change Adaptation Strategy to be developed by Council during 2010-2011.

Drysdale/Clifton Springs

Investigate the relocation of the Council depot site at 22A Collins Street

Prepare a Master Plan for the development of a community hub on the Council owned land at Palmerston Street site in the town centre.

Undertake a Drysdale Town Centre Community Facilities Planning Project to investigate and provide direction for future development and community use of 38 – 40 High Street and 2 – 8 Wyndham Street (senior citizens building) adjacent to the Town Square.

Prepare a Master Plan for the development of the Drysdale Regional Community and Cultural Hub.

Review the extent of the Heritage Overlay in the Drysdale Commercial Heritage Area.

References

Bellarine Peninsula Strategic Plan, City of Greater Geelong, 2006.

Ocean Grove Structure Plan, City of Greater Geelong, 2015 (amended September 2016).

Ocean Grove Urban Design Framework, City of Greater Geelong, 2014.

Portarlinton Structure Plan, City of Greater Geelong, September 2016 (amended July 2017).

Indented Head Structure Plan, City of Greater Geelong, May 2016.

St Leonards Structure Plan, City of Greater Geelong, 2015.

Leopold Structure Plan, City of Greater Geelong, 2011 (amended January 2013).

Leopold Urban Design Framework, City of Greater Geelong, 2011.

Barwon Heads Structure Plan, City of Greater Geelong, 2010.

Drysdale Clifton Springs Structure Plan, City of Greater Geelong, 2010.

Jetty Road Urban Growth Plan, City of Greater Geelong, 2007 (amended September 2008).

City of Greater Geelong Municipal Reference Document, Coastal Spaces Landscape Assessment Study, Planisphere, 2006.

Point Lonsdale Structure Plan, Planisphere, 2009 (amended November 2011).

Drysdale Urban Design Framework, City of Greater Geelong 2012.

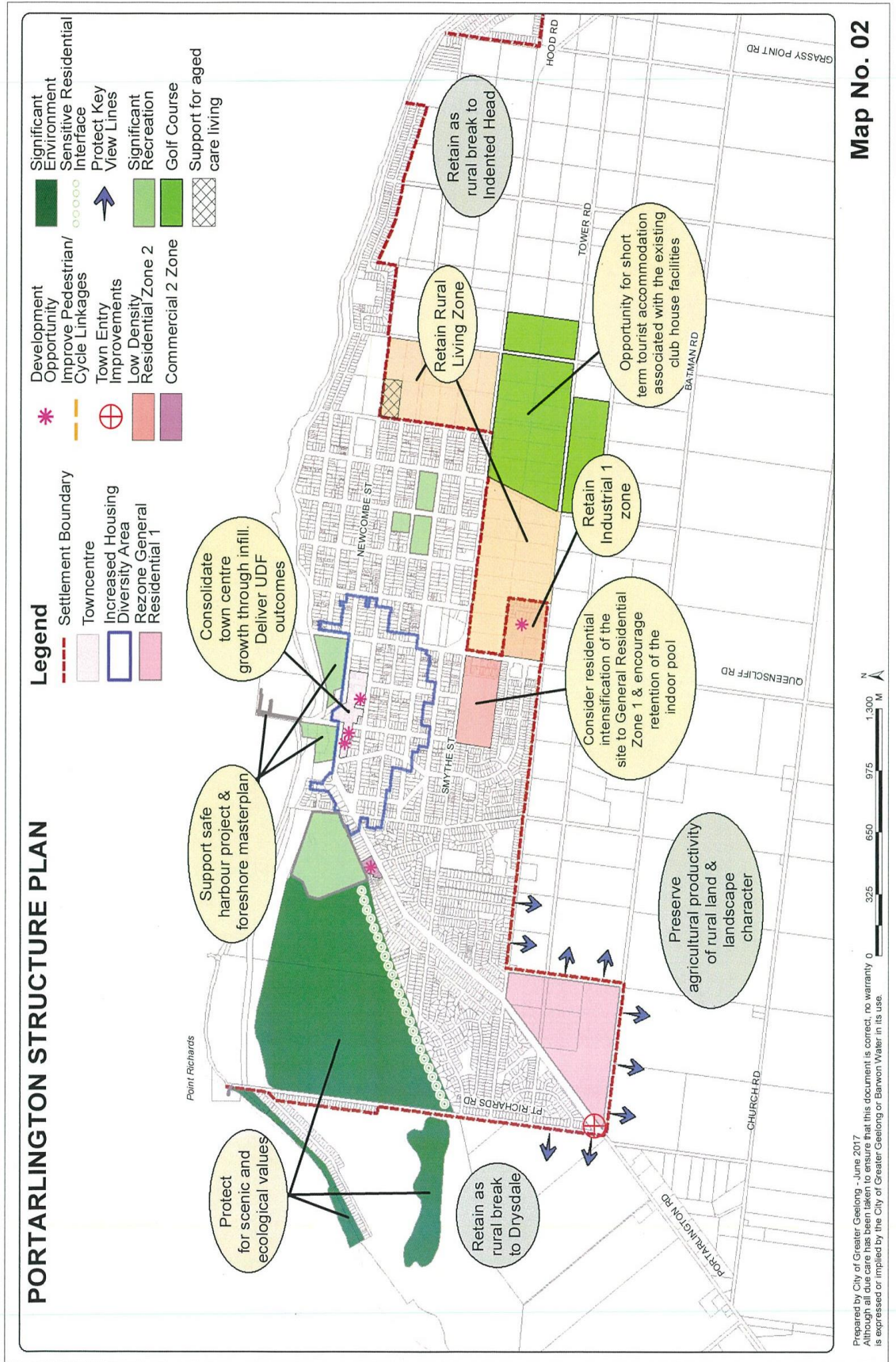
Drysdale Bypass Access Management Strategy, VicRoads October 2017.

[City of Greater Geelong Settlement Strategy, City of Greater Geelong, October 2018.](#)

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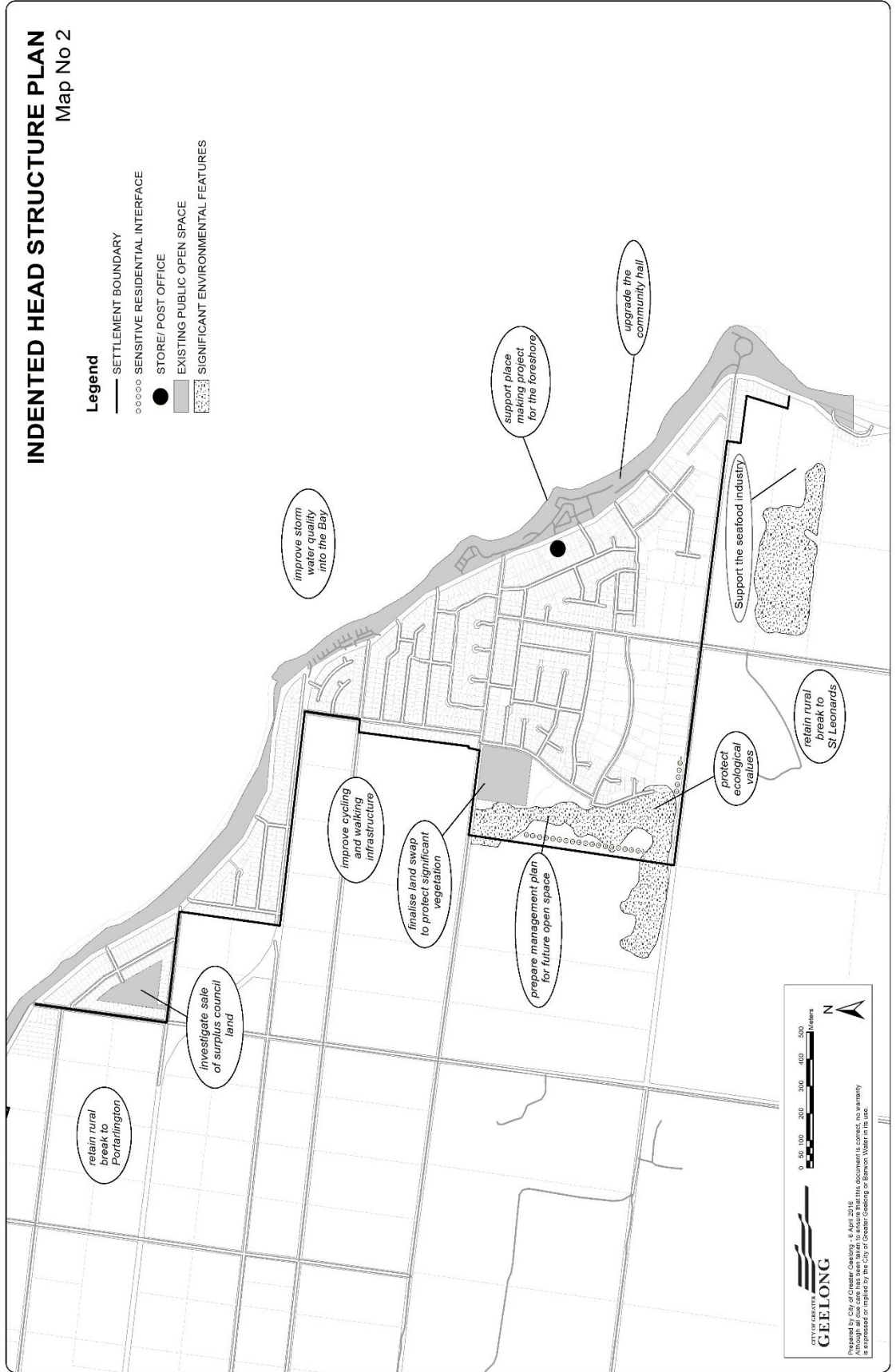
Portarlinton Structure Plan map

31/01/2019
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21.14-7 Indented Head Structure Plan map

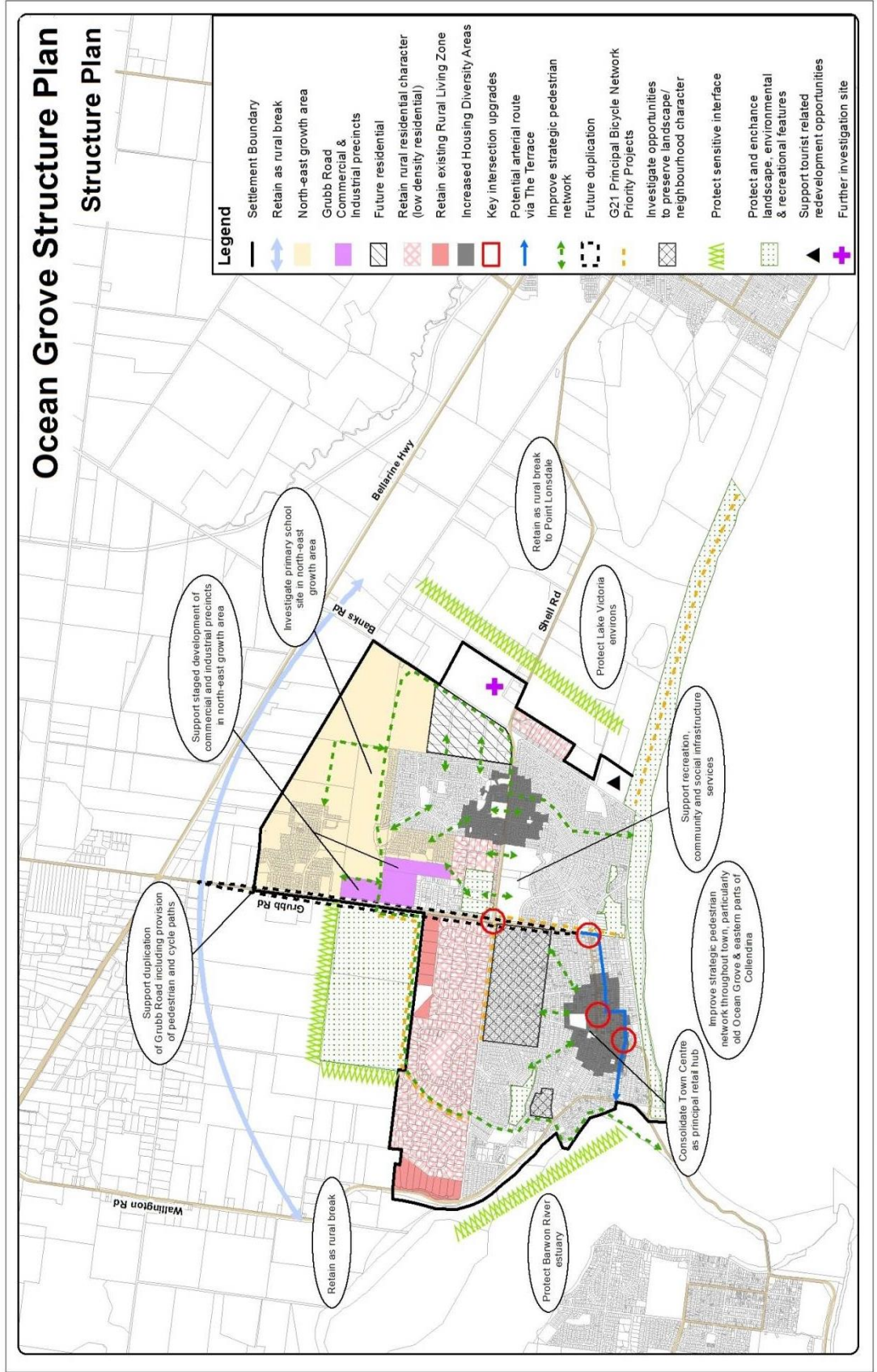
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Ocean Grove Structure Plan map

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Map No.4

Prepared by City of Greater Geelong - August 2016
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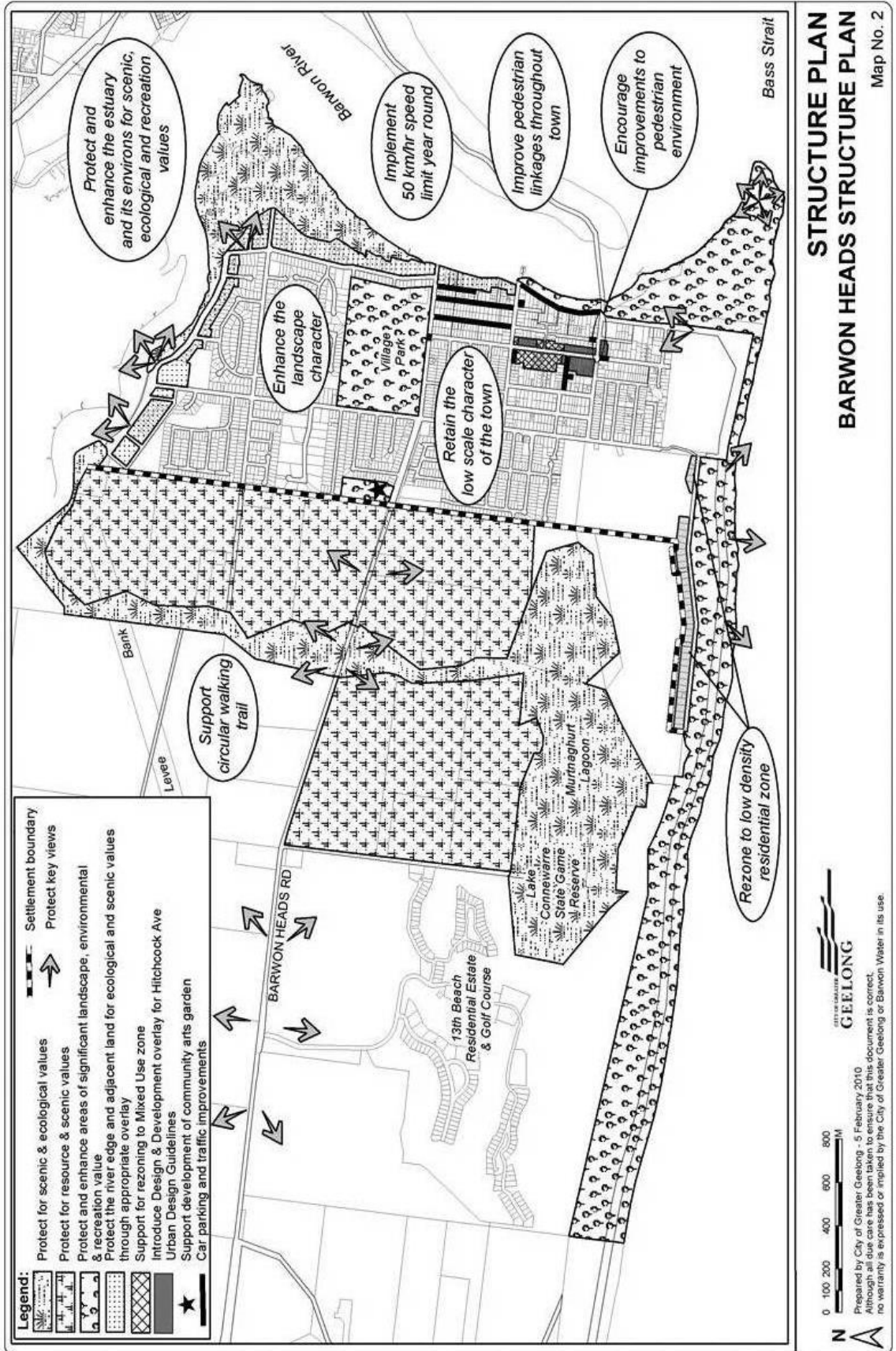
21.14-9 Leopold Structure Plan map

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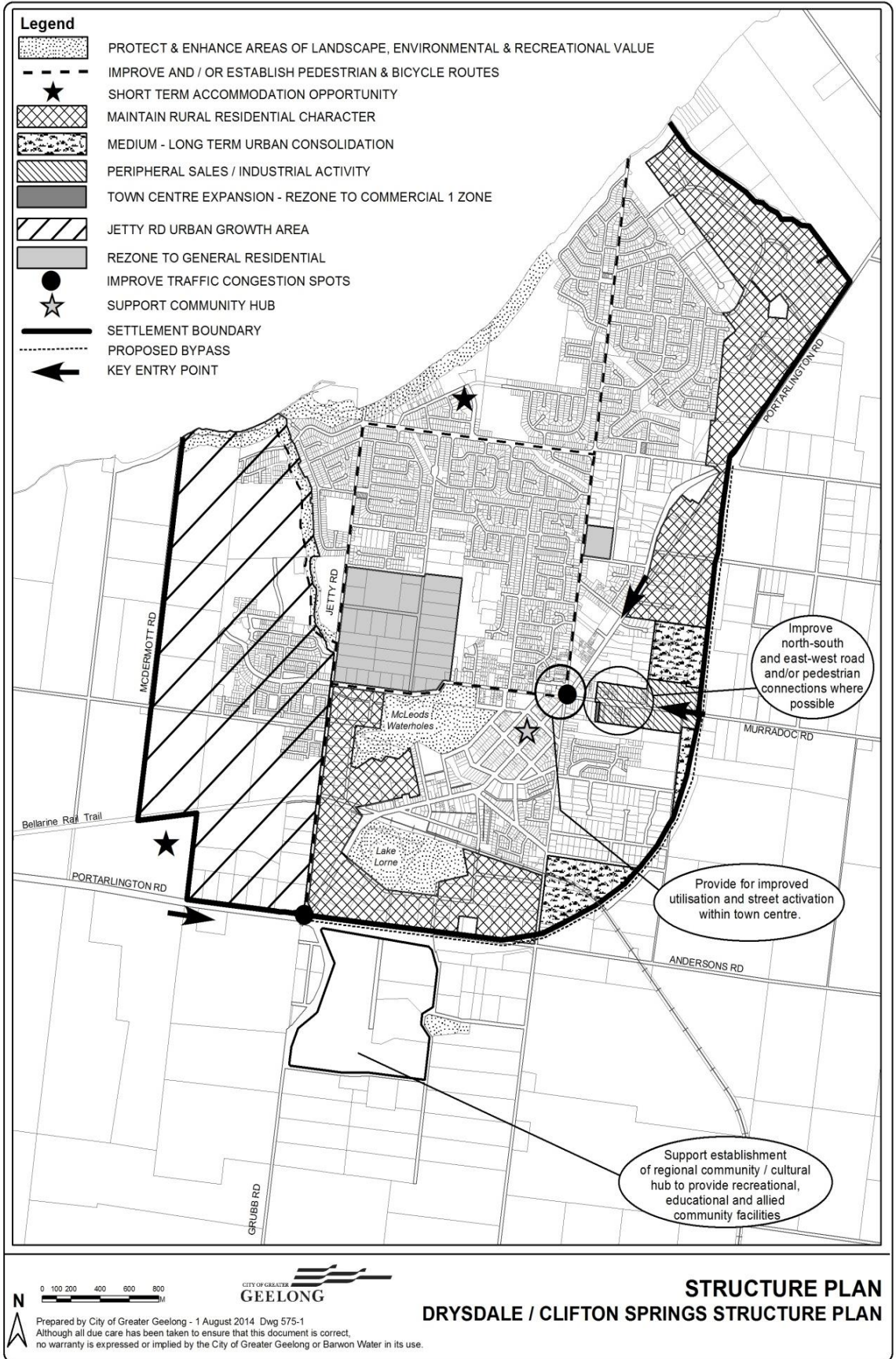
21.14-10 Barwon Heads Structure Plan map

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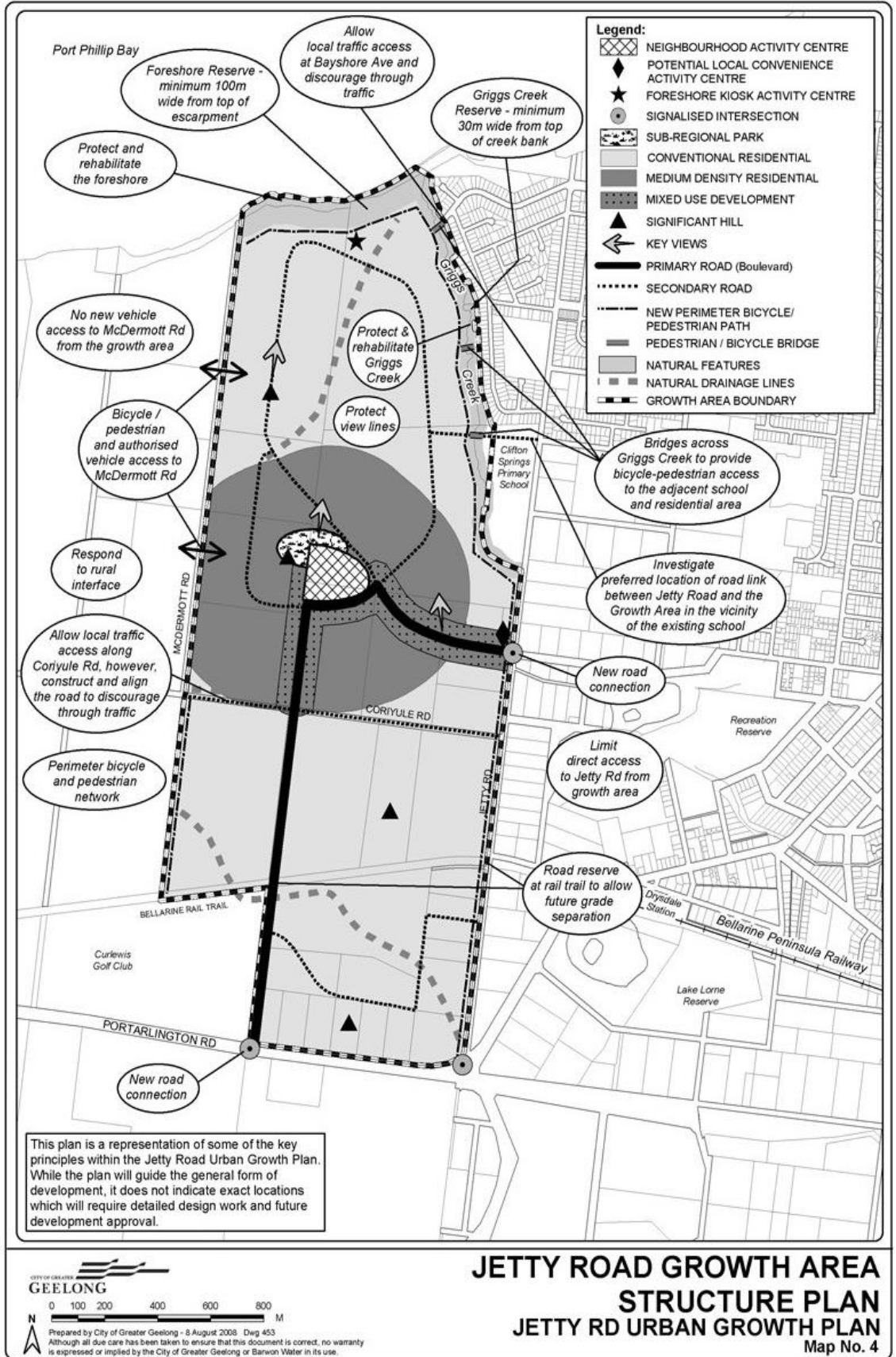
21.14-11 Drysdale Clifton Springs Structure Plan map

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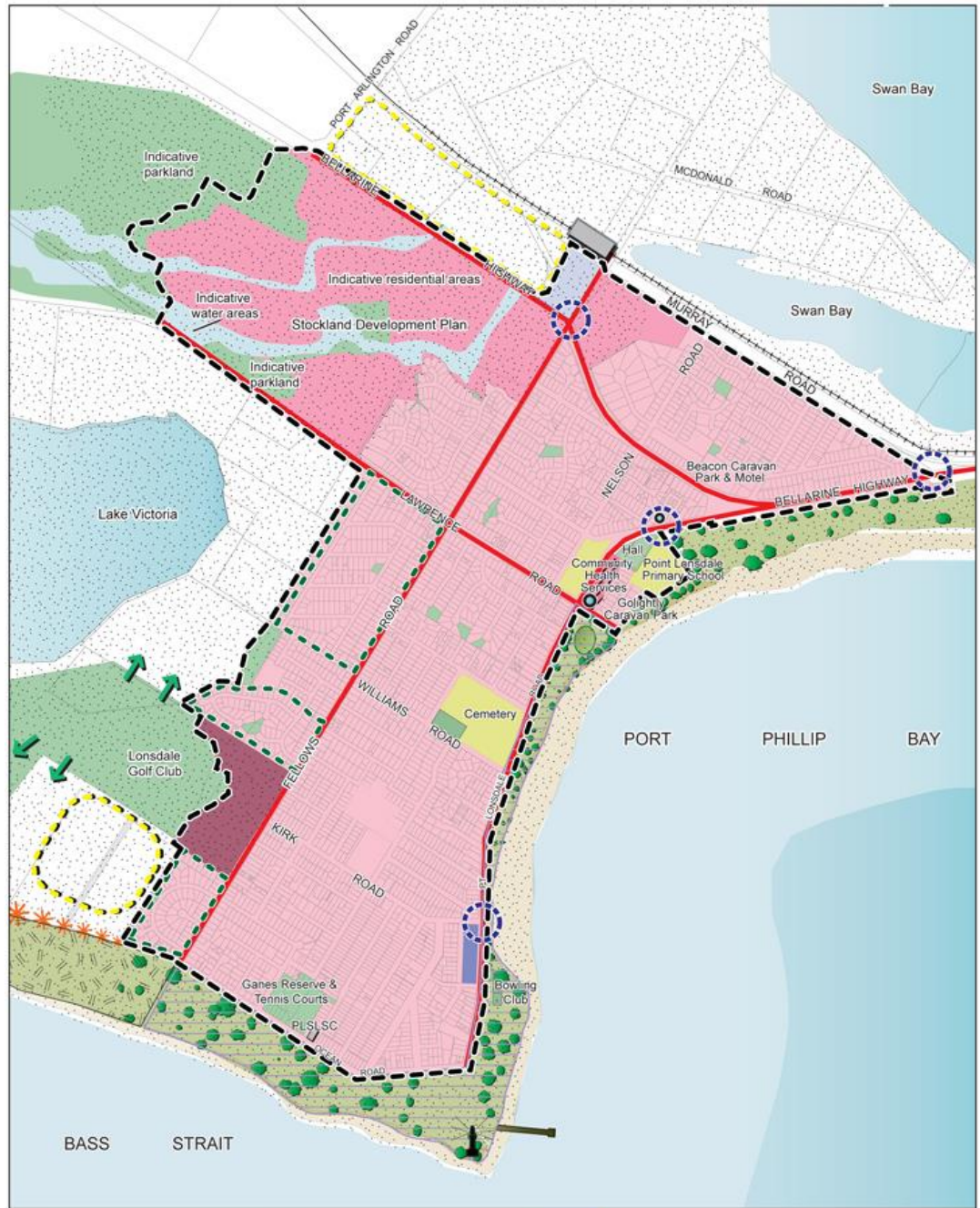
21.14-12 Jetty Road Urban Growth Plan map

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21.14-13 Point Lonsdale Structure Plan map

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Township Structure Plan

<p>Legend</p> <p>0 0.5 1 kilometres</p>		
<ul style="list-style-type: none"> Existing public open space and golf course Coastal dunes and vegetation Community infrastructure Queenscliffe Coastal Management Plan Area Buckley Park Management Plan Area Railway line, possible new station and interchange/parking area Point Lonsdale Settlement Boundary 	<ul style="list-style-type: none"> Minimal change residential areas Residential growth areas Potential residential growth area subject to an amendment and EES Rezone for tourist accommodation / activity Land with environmental constraints Primary pedestrian & cycle route Potential expansion of Golf Course subject to an amendment and EES 	<ul style="list-style-type: none"> Encourage revegetation to coastal dune edge Significant entry points Local shop Neighbourhood activity centre Proposed vegetation protection Opportunities for appropriately low scaled and designed tourism accommodation