

Drysdale/Clifton Springs



Adopted Drysdale/Clifton Springs Structure Plan.

Prepared by the
Geelong Regional Commission
in consultation with the
Shire of Bellarine

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Geelong Regional Commission



DRYSDALE/CLIFTON SPRINGS STRUCTURE PLAN

Prepared By:

Geelong Regional Commission in
Consultation with the Shire of
Bellarine, 1982/83.

This Structure Plan was adopted by the Shire of Bellarine
on the 16th November 1983, and the Geelong Regional
Commission on the 1st December, 1983.

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FOREWORD

In August, 1982 the Geelong Regional Commission released the Drysdale/Clifton Springs Structure Plan - Public Discussion Document. That document contained a detailed account of the physical and planning constraints affecting the Study Area and proposed a strategy to guide development into the 21st Century.

The Discussion Document was exhibited for a period of three months, but attracted very little public comment. During the period of exhibition the Shire of Bellarine commissioned the preparation of a comprehensive study of retail facilities on the Bellarine Peninsula. On the 20th April, 1983, Council adopted the Bellarine Peninsula Retail Strategy. Whilst the Commission has not endorsed that document, those recommendations applicable to the Drysdale/Clifton Springs area have been investigated and are considered acceptable. The Retail and Commercial Development Policies of this Structure Plan have been modified to include the recommendations pertinent to the Study Area.

Apart from these changes and minor "cosmetic" changes (including condensation of the descriptive and analytical sections) this adopted Structure Plan for Drysdale/Clifton Springs is consistent with the proposals contained in the Public Discussion Document. Reference is made throughout to the Public Discussion Document, which should be utilised as a data resource base. Additional reference can be made to the relevant sections of the Bellarine Shire's Bellarine Peninsula Retail Strategy as required.

Due to the nature and extent of residential subdivision in the late 50's (some 3,000 lots were subdivided in Clifton Springs alone) and the subsequent formalisation of urban boundaries under the Geelong Regional Interim Development Order and Planning Scheme, this Structure Plan is not concerned with extending urban boundaries, as there is sufficient zoned capacity within the study area to accommodate growth at even the most optimistic development rates well into the 21st Century.

Drysdale/Clifton Springs (Refer Fig.1) with a population potential of 20,000 into the 21st Century will be a significant urban locality in the Geelong Region. Its development has been disadvantaged by inadequate planning in the past particularly in respect of education, recreation, community and commercial facilities. This Structure Plan is concerned to ensure that past mistakes are not only remedied (as far as possible) but not repeated. It intends to re-assure present and future residents that they will not continue to be disadvantaged relative to other similar urban locations.

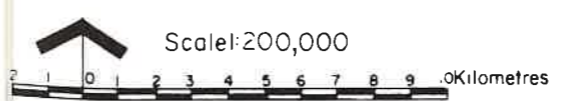
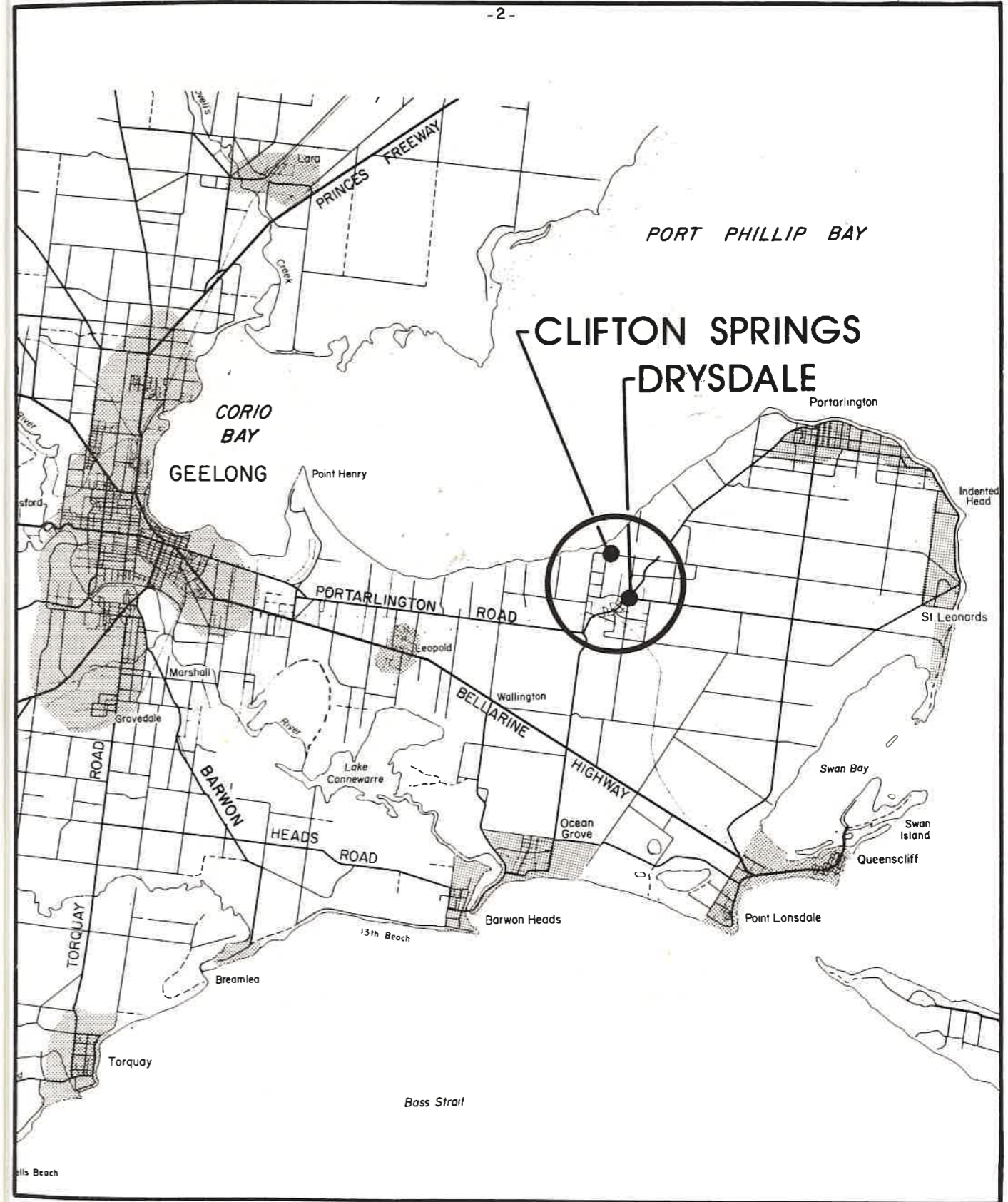
The Structure Plan indicates the broad pattern of residential development and related commercial and community facilities envisaged for the future. It also indicates the objectives to be achieved through the administration of the Geelong Regional Planning Scheme and thus serves as a guide for the consideration of zoning changes and approval of development applications as the need arises.

This Plan has been prepared with the assistance of the officers of the Shire of Bellarine, and after consultation with the staff of the S.R.W.S.C., R.C.A. and other government agencies. Their assistance is gratefully acknowledged. The Structure Plan has been adopted by the G.R.C. and Bellarine Shire Council.

The project leader for this Structure Plan was Mr. C. Fadgyas and enquiries should be directed to him, or to the Director of Planning & Architecture, Mr. D.P. Matthews.

C.K. Atkins,
Chairman,
Geelong Regional Commission

December, 1983.



Prepared by
GEELONG REGIONAL COMMISSION

LOCALITY

DRYSDALE, CLIFTON SPRINGS STRUCTURE PLAN

FIG. 1

1. THE STUDY AREA (Refer Fig. 2)

The Study Area comprises approximately sixteen square kilometres (1600 Ha.), extends north from Andersons Road to the Bay, and east from Jetty Road to Martins Road. It includes the townships of Drysdale and Clifton Springs.

Drysdale:

Drysdale, the administrative centre of the Shire of Bellarine serves primarily as the residential and commercial focus for the surrounding farming areas which include some of Victoria's prime potato growing soils. It is the "older" of the two townships, and centres around the six-way intersection at the north-east corner of the original Crown township subdivision. Housing has developed along the main roads which converge on the intersection and a scattering of small acre subdivision has occurred in the surrounding rural area. A wide range of community facilities including the municipal offices, school, hotel, shops and churches have been established in this area.

Clifton Springs:

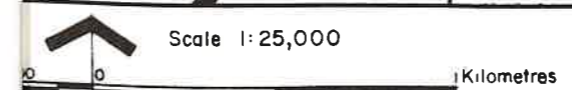
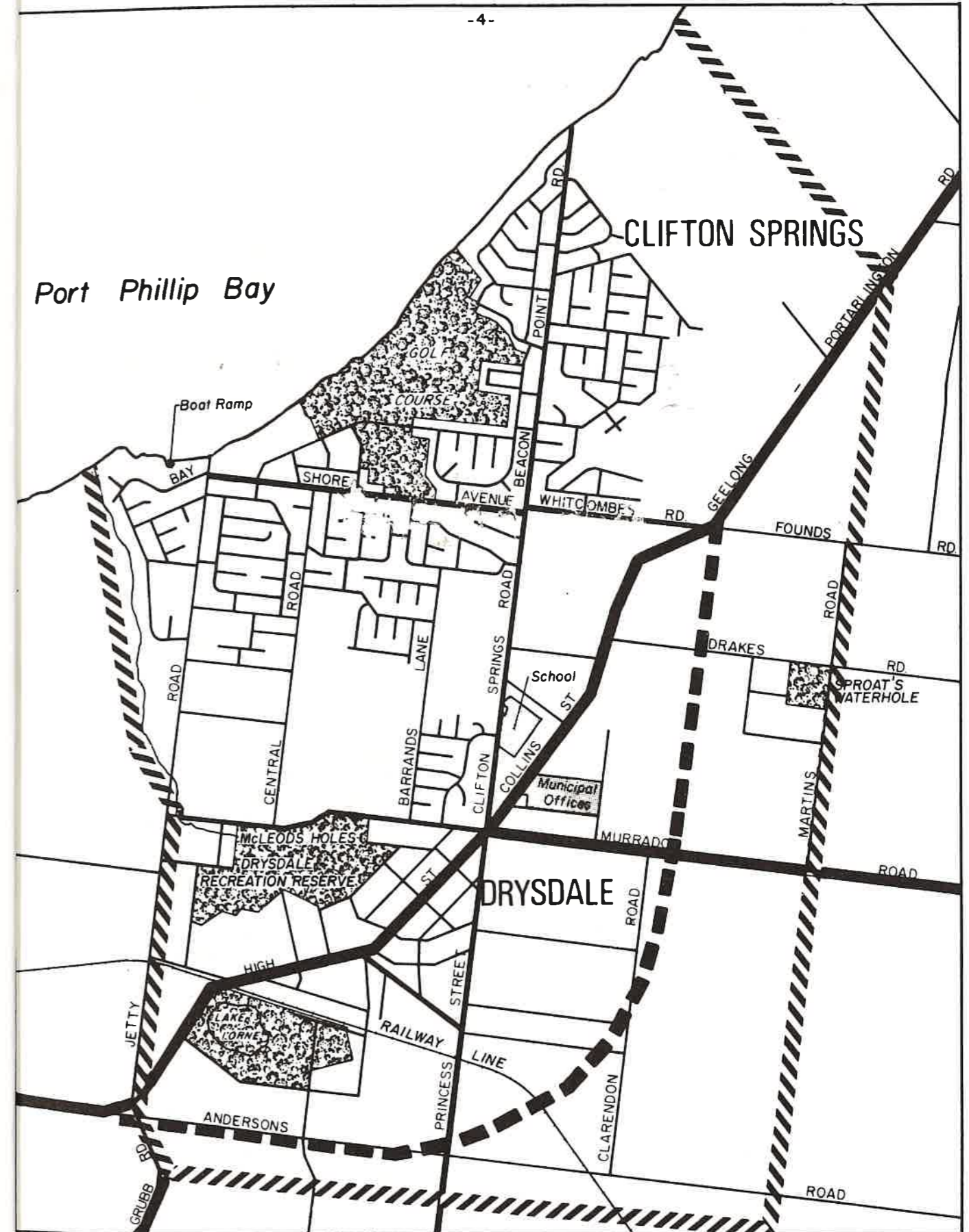
Clifton Springs, located north of Drysdale on undulating land sloping towards Port Phillip Bay, is primarily a dormitory suburb for Geelong. Its historic roots date back to the 1880's when it was a popular mineral water and baths resort. However, it was not until the late 50s/early 60s that it was subdivided into a conventional suburban pattern. Some 3,500 allotments were created, of which approximately 2,500 remain vacant.

No provision was made at the time for community facilities apart from three small neighborhood shopping centres, a golf course and a club house. This latter complex has subsequently been purchased by the Bellarine Shire and functions as a Community Centre with sporting, recreational, and convention facilities.


Although most facilities are available in Drysdale, the need to provide educational facilities in Clifton Springs is becoming more pressing as the population continues to grow.

1.1 Purpose of the Structure Plan

The purpose of this Structure Plan is to guide the long-term development of the Drysdale/Clifton Springs area into the 21st Century.



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 STUDY AREA BOUNDARY

STUDY AREA

DRYSDALE, CLIFTON SPRINGS STRUCTURE PLAN

FIG. 2

This plan consolidates and develops:

- * the pattern of future residential (including low density residential and rural residential), commercial and community developments;
- * the location of major roads to serve future development and accommodate the high volumes of through traffic travelling to other parts of the Bellarine Peninsula; and
- * an overall open space system for the area.

1.2 Role of Drysdale/Clifton Springs

Drysdale/Clifton Springs has a threefold role on the Bellarine Peninsula:

- * as a bayside dormitory town for Geelong,
- * as the residential and commercial focus for the surrounding rural hinterland, and
- * as the administrative centre for the Shire of Bellarine.

Within Drysdale/Clifton Springs there is sufficient residentially subdivided land available for at least the next 50 years. These lots are all serviced with the exception of reticulated sewerage and gas systems. However construction of a reticulated sewerage system is expected to commence within the next three to five years.

Whilst the area is primarily a dormitory town, opportunities exist for the encouragement of tourist activities. The Clifton Springs foreshore provides access to safe boating whilst the golf course and adjoining community centre provide opportunities for further development to accommodate convention centre type activities. Potential also exists to redevelop the historic spa springs (so popular in the 1880s) as a tourist attraction.

Further, the old railway station area in Drysdale has potential to be developed by the Bellarine Tourist Railway Committee in conjunction with the Geelong Steam Preservation Society as an important part of the existing Drysdale to Queenscliff Tourist Steam Railway. Such a development would be complemented by the Lake Lorne park development.

1.3 Existing Statutory Controls

Statutory planning control within the Study Area and throughout the Bellarine Peninsula, is effected through zoning and associated ordinance provisions and operates within the framework of the Geelong Regional Planning Scheme. The administration of this Scheme, particularly the issue of planning permits and zoning certificates, is the responsibility of the Shire of Bellarine. Changes to zones, ordinance and other provisions of the Scheme are the responsibility of the Geelong Regional Commission, after consultation with the Shire.

1.4 Opportunities & Constraints

Drysdale/Clifton Springs has ample undeveloped residential land ranging from the conventional 0.1 ha. allotment (¼ acre block) to the 2ha. (5 acre) rural residential allotment. The August Public Discussion Document (Chapter 3) comprehensively analysed the allotment supply within the Study Area and concluded that Drysdale/Clifton Springs has a range of residential land sufficient to cater for demand well into the next century. (1)

This overabundant supply of residential land is not matched by provision for community and commercial facilities, and this reflects a number of constraints and opportunities.

Water Supply:

Water Supply is not a constraint (except above 80m A.H.D.) within the Study Area. The present system is capable of serving in excess of 4,500 properties and capacity is to be boosted by an additional gravity system to be fed from tanks east of Drysdale.

Drainage:

The nature of the topography ensures that stormwater drainage is channelled into relatively efficient natural water courses. Runoff not retained in Lake Lorne or McLeods Holes terminates in Port Phillip Bay.

Sewerage:

At present neither Clifton Springs nor Drysdale is served by a reticulated sewerage system, however once established most of the existing residential (and future residential) land will be capable of gravity reticulation. The few areas which will require pumping do not pose a serious constraint. A sewerage treatment plant is proposed west of Jetty Road. The ultimate location of the plant should not pose a constraint except in the very long term future.

Topography:

The Study Area generally rises from Port Phillip Bay towards the east and south to about 85m. A.H.D. It is mildly undulating open grasslands interspersed with some drainage gullies and a few stands of native vegetation. Slopes rarely exceed 5% making the area ideal for urban development. Slopes generally face north to west.

Soil:

Drysdale and Clifton Springs are located at the centre of some of the State's best potato growing soils. This poses a major constraint to further westerly development.

(1) Geelong Regional Commission - Drysdale/Clifton Springs Structure Plan - Public Discussion Document. August 1982
ISBN-0-7241-2451-8. pp. 5-14

Landscape:

Within the landscape context particular opportunities and constraints are to be seen in the following areas:

- * McLeod's Fresh Water Holes form part of the Drysdale Recreation Reserve and support a good range of flora and fauna. The area was once the site of extensive aboriginal encampments;
- * Sproat's Waterhole is situated at the intersection of Drakes and Martins Roads. Its importance as a swamp and grassland flora and fauna conservation area has been acknowledged by the L.C.C. (Land Conservation Council Final Report);
- * There is little of ecological significance left on the coastal strip, however the cliffs are slip-prone, and every effort should be made to minimise erosion pressures;
- * The golf course has little ecological importance, but it is visually pleasing and provides a habitat for a wide range of bird species;
- * The water courses still contain remnants of native vegetation and so retain their value as a nesting habitat for a wide variety of birds and the source for seed production for the native trees; and
- * Lake Lorne provides a habitat for a wide variety of aquatic wildlife and should be adequately protected against pollution.

Most of the above features present opportunities rather than constraints since they are all contained within existing reservations and therefore their preservation and enhancement is an important contribution to the overall quality of present and future residential living.

Growth Constraints:

In the long-term Drysdale/Clifton Springs has growth constraints in all but one direction:

Northwest

Development is constrained by Port Phillip Bay.

Northeast

Development is effectively constrained by a recent Rural Residential rezoning which will ultimately lead to a buffer of low density allotments extending from the Bay to the Drysdale/Portarlington Service Basin.

East

Development could be effectively constrained by the construction of the Drysdale By-pass Road, and the difficulty of water provision due to the topography.

South

Development is effectively constrained by the existing buffer of small-acre subdivision and will be further constrained by the Drysdale Bypass Road (which will run parallel to Andersons Road) when completed.

West

This is the logical direction for future growth, however prime soil for intensive agriculture must pose a serious constraint. The (as yet) undetermined location of the proposed sewerage treatment plant is unlikely to pose a constraint except in the very long term future, however the location of the Curlewis Golf Course does pose a major constraint.

Existing Subdivision Pattern and Existing Development

The nature and scale of the existing subdivision pattern and the nature of existing development in the low density residential areas poses a major constraint not only to future long term urban development, but also in respect of difficulties now imposed on land assembly for the provision of community facilities. These constraints are best highlighted by reference to Figure 4 which clearly shows the extent of fragmentation.

Even the most optimistic future growth projections indicate that there is ample residential land available for the next 50 to 70 years within the existing urban boundaries. Within these constraints there is also sufficient capacity for future small-acre (rural/residential) uses capable of being served by a reticulated water supply.

























Tourism:

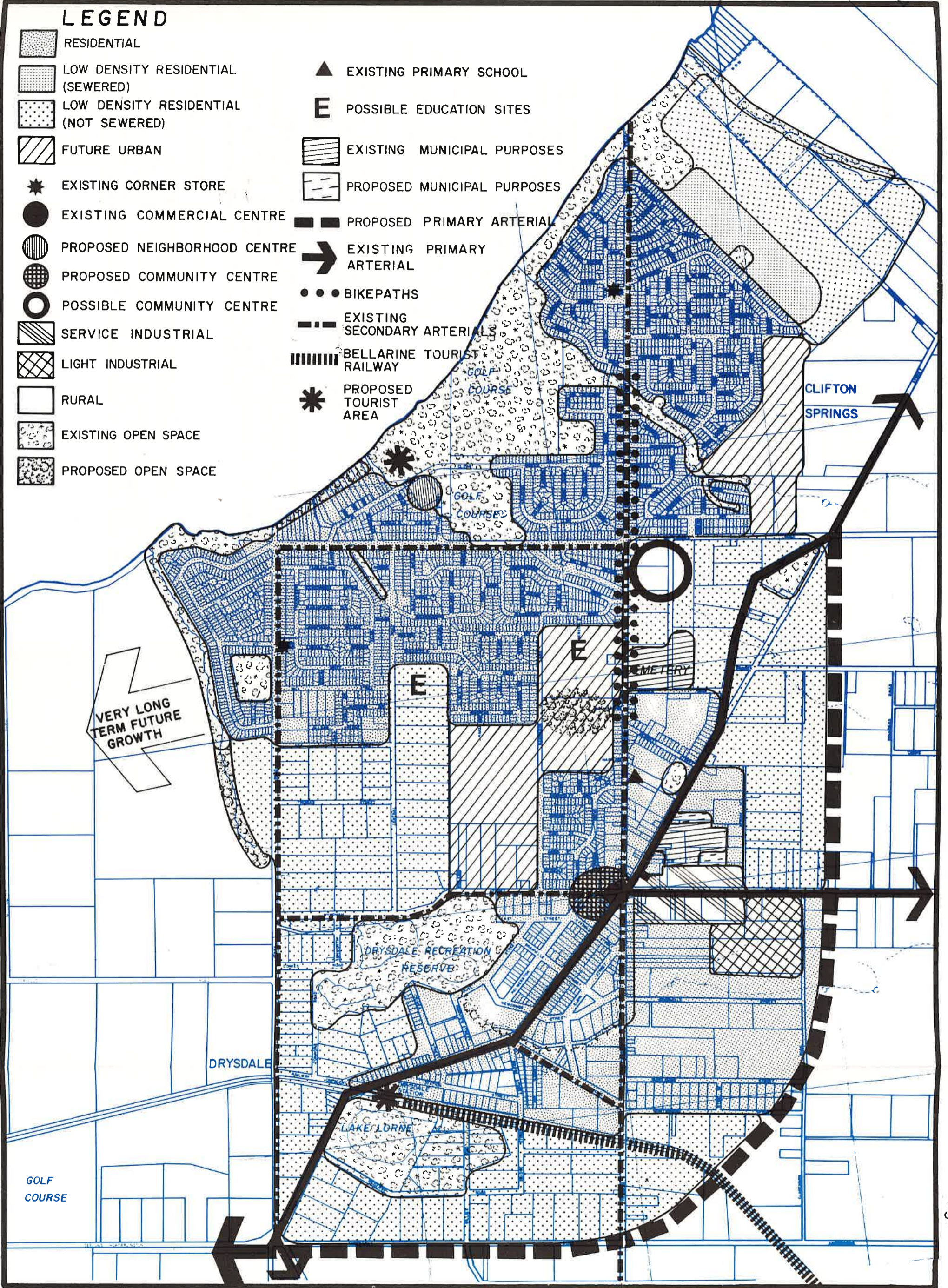
Although Drysdale is bisected by a major tourist road, the area presently has limited tourist potential. However, opportunities exist to expand and develop the Bellarine Tourist Railway which commences at the old railway station adjoining Lake Lorne and to further beautify and develop the Port Phillip Bay frontage at Clifton Springs.

Opportunities exist at Clifton Springs to develop and promote tourist and convention centre facilities to compliment the Golf Course and existing recreational and community facilities.

A long-term opportunity also exists for the development of the existing mineral springs at Clifton Springs subject to quality and quantity testing. The "Springs" enjoyed great popularity in the 1880's as a mineral spa resort and a plush hotel catered for tourists who came by road or small steamer from Geelong.

LEGEND

-  RESIDENTIAL
-  LOW DENSITY RESIDENTIAL (SEWERED)
-  LOW DENSITY RESIDENTIAL (NOT SEWERED)
-  FUTURE URBAN
-  EXISTING CORNER STORE
-  EXISTING COMMERCIAL CENTRE
-  PROPOSED NEIGHBORHOOD CENTRE
-  PROPOSED COMMUNITY CENTRE
-  POSSIBLE COMMUNITY CENTRE
-  SERVICE INDUSTRIAL
-  LIGHT INDUSTRIAL
-  RURAL
-  EXISTING OPEN SPACE
-  PROPOSED OPEN SPACE
-  EXISTING PRIMARY SCHOOL
-  POSSIBLE EDUCATION SITES
-  EXISTING MUNICIPAL PURPOSES
-  PROPOSED MUNICIPAL PURPOSES
-  PROPOSED PRIMARY ARTERIAL
-  EXISTING PRIMARY ARTERIAL
-  BIKEPATHS
-  EXISTING SECONDARY ARTERIALS
-  BELLARINE TOURIST RAILWAY
-  PROPOSED TOURIST AREA



VERY LONG TERM FUTURE GROWTH

CLIFTON SPRINGS

DRYSDALE

GOLF COURSE

DRYSDALE RECREATION RESERVE

LAKE LORNE

CEMETERY

GOLF COURSE

GOLF COURSE

GOLF COURSE



STRUCTURE PLAN

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DRYSDALE, CLIFTON SPRINGS STRUCTURE PLAN



2. THE STRUCTURE PLAN (Refer Fig. 3)

The Structure Plan comprises the detailed application of policies selected after a thorough investigation for their ability to satisfy the objectives considered appropriate to the development of the Study Area.

The Policies are in many ways action statements for the various responsible authorities to follow, and will guide private decision making in the development of the area.

Chapter 3 provides the rationale for the policies listed in 2.3 following.

2.1 Objectives

The future size of Drysdale/Clifton Springs has largely been predetermined by the location and scale of premature subdivision in the late 50's and early 60's.

Therefore the prime objective of this Structure Plan is to ensure that those deficiencies arising from that period in terms of community facilities etc. are now rectified and that future development is in accordance with sound planning principles.

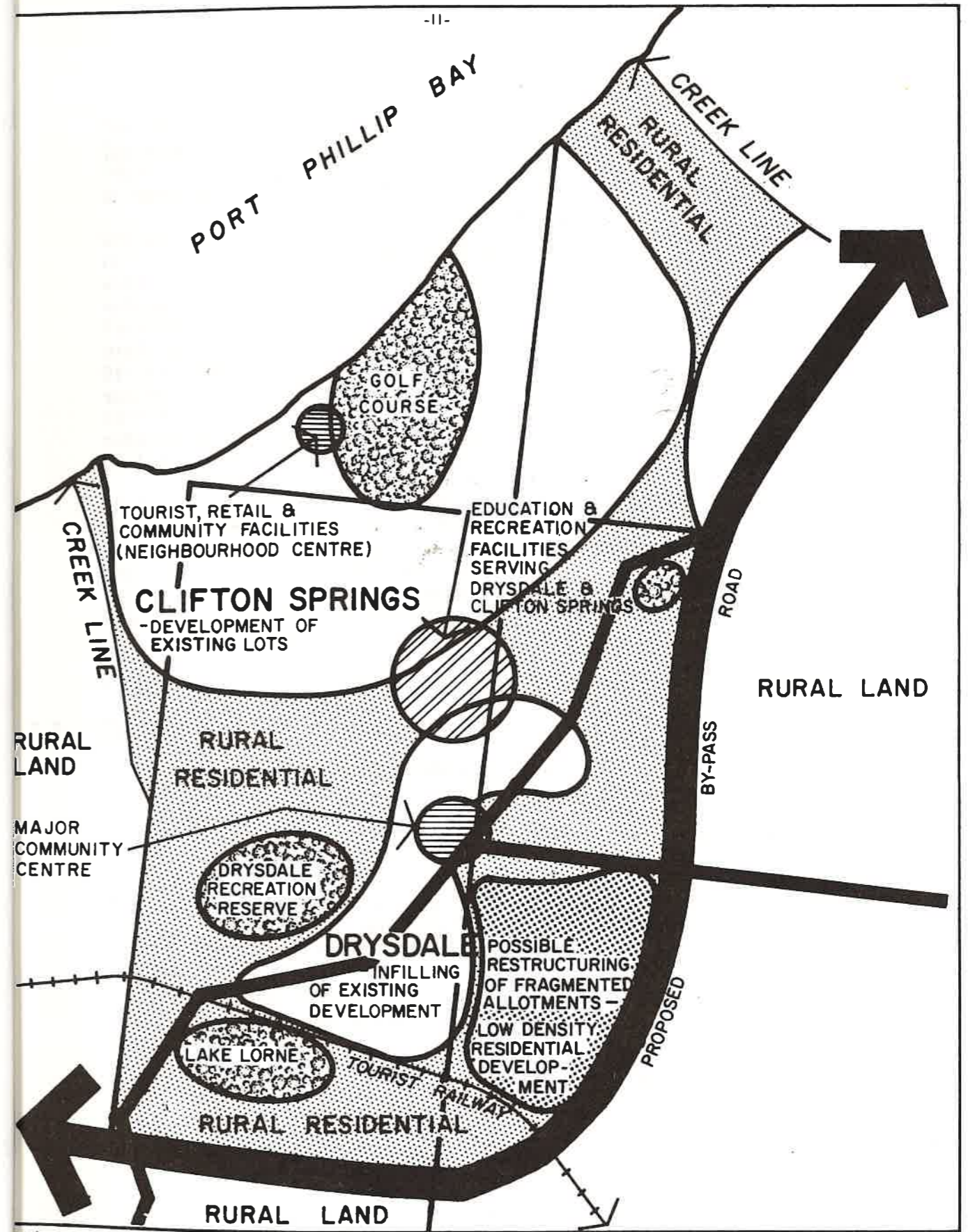
This plan is aimed at ensuring that no person proposing to locate in the Drysdale/Clifton Springs area will feel disadvantaged by comparison to similar centres in the region and that they will be able to base their decisions upon that certainty. The plan further facilitates the growth of Drysdale/Clifton Springs within the framework of adopted Strategies and Policies including the Geelong Region Retail Strategy, and the Geelong Region Rural Residential Living Strategy.

Finally, whilst there is sufficient capacity for growth well beyond the turn of the century the Structure Plan identifies the direction for very long term growth beyond this time should future decision makers decide what future urban growth is appropriate beyond the existing urban limits.

However, opportunities and constraints like public attitudes and expectations change over time. Therefore this Structure Plan which will span several decades should not be seen as an inflexible document. If regular monitoring indicates deficiencies it should be changed after consultation with appropriate parties.

2.2 The Strategy Concept (Refer Fig. 4)

Drysdale and Clifton Springs have developed as two distinct communities. On the one hand Drysdale developed as the typical Australian "cross-roads" settlement serving a large rural hinterland whilst Clifton Springs is an example of the large-scale premature subdivision which characterised the land-boom era of the late 50's and early 60's.



Scale 1:25,000
 0 1 Kilometres

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CONCEPT PLAN
 DRYSDALE, CLIFTON SPRINGS STRUCTURE PLAN
 FIG. 4

The two townships are separated by a band of predominantly developed low-density residential subdivision. Conceptually this separation is ideal because it provides a semi-rural buffer to enhance the atmosphere of spaciousness which is an important feature of both communities.

Whilst the Structure Plan intends to reinforce this separation it is not intended that the communities be isolated. In fact the communities will be linked by a NW-SE spine comprising future educational and recreational facilities, and existing retail and other community facilities. The basis for this is already established in the spatial distribution of the existing Drysdale Commercial Centre, the Shire Offices, the School, tennis courts etc. At the moment the spine is subject to the disruptive effect of traffic movement along High and Collins Streets but the construction of the By-pass Road will substantially reduce this problem without affecting the accessibility of the area to all parts of the Peninsula.

This spinal concept, enhanced by the existing land uses presents Council with an opportunity of ensuring that residents are provided with the level of services and facilities which they have a right to expect in a future town of 20,000 people (beyond the turn of the century), that retail development proceeds within the framework of the Geelong Region Retail Strategy, and that Drysdale ultimately attains its rightful status.

Figure 4 provides a generalised representation of the strategy concept.

2.3 Policies

2.3.1 Residential Development Policies

- * No additional areas to be set aside for conventional residential development other than areas generally identified in this Structure Plan.
- * All proposed low density residential areas are to be zoned Residential C and development will be monitored by Council to ensure the most efficient utilisation of services.
 - . Residential C areas to be included in the reticulated sewerage area.
 - . All unconstructed Residential C areas will be provided with electricity reticulated water and sewerage (when available) prior to subdivision.
- * No additional areas to be set aside for Rural Residential development other than those identified in this Structure Plan.
 - . Rural Residential areas to be provided with electricity and reticulated water supply.

2.3.2 Retail Development Policies

- * The existing Wyndham Street area shall be retained as the principal commercial centre for Drysdale/Clifton Springs in the foreseeable future and shall be developed to Community Centre status accordingly:-
 - . the District Business Zone shall be extended south towards Eversley Street.
 - . the development of the Wyndham Street retail centre shall be in accordance with a staged development plan prepared by Council.
- * A further commercial centre shall be developed in 15 to 20 years' time (or longer depending upon rate of population growth, and other relevant planning considerations) to Community Centre status, in the vicinity of the Whitcombes Road/Clifton Springs Road intersection.
- * The area opposite the Clifton Springs Golf Course shall be promoted as a Neighbourhood Centre, and zoned Local Business.

2.3.3 Industrial/Service Business Policies

- * All future development of a service business or industrial nature is to be confined within the appropriate zones and Council shall ensure that a high level of amenity is maintained particularly where such uses abut residential zones.
 - . the Service Business Zone on the north side of Murradoc Road shall be extended west to Collins Street, and likewise on the south side to abut the existing District Business and Residential A zones.
- * All service business and industrial zones are to be fully serviced and their development is to accord to an outline plan of development to be prepared by the Council.

2.3.4 Community Facilities Policies

- * Future Community Facilities shall be located within the two existing community nodes (abutting the existing Community Centre at Clifton Springs and the shopping centre at Drysdale).
- * Future education facilities shall be located between Drysdale and Clifton Springs in the area on the west of Clifton Springs Road, and adjacent to Central Road.
 - . One additional Primary School shall be located in the vicinity of Parrakoola Drive and Central Road if required in the future.

- * Future playing fields and parks will be located adjacent to future educational facilities to enable joint use where practicable.
- * The Geelong Regional Commission remains responsible for the acquisition of land required to complete open space link along the foreshore at Clifton Springs between Jetty Road and the existing Community Centre.
- * Council shall ensure that future recreation facilities are designed and located to maximise their use.

2.3.5 Transportation Policies

- * Council shall ensure efficient access to the Clifton Springs Community Centre and the Drysdale shopping area.
- * Council shall ensure that a Road/Amenity Classification Plan is prepared for the study area and that roads are upgraded in accordance with their function as required.
- * Council shall encourage the use and provision of public transport both within the Study Area and to major employment centres.
- * Council shall encourage bicycle and pedestrian traffic within the Study Area.

2.3.6 Tourism Policies

- * The Clifton Springs Community Centre is to be promoted as a tourist and convention centre.
- * Council should investigate the potential of the Clifton Springs mineral springs for tourist development.
- * Council should promote the further development of the boat ramp area and the foreshore strip adjoining Port Phillip Bay.
- * Council should promote the further development of the Bellarine Tourist Railway Station and adjacent Lake Lorne park.

3. INTENTION OF POLICIES

3.1 Residential Development

Three policies are intended to guide residential development in the Study Area. These deals specifically with "conventional," low-density, and rural residential development, and were comprehensively analysed in Chapter 3 (pp.5 - 13) of the Public Discussion Document.

The "conventional" residential strategy is largely predetermined by the supply of subdivided vacant residential land and potential residential lots within urban zones. The total exceeds 4,000 lots capable of accommodating an additional 13,500 people minimum. This could take at least 50 years to develop even allowing for the most optimistic interpretation of the projected growth rates.

Low density residential refers to allotments in the range 0.2 ha. - 0.8 ha. Such allotments would be provided for within the Residential C zone of the Planning Scheme.

Most of the low density residential land in the Study Area is contained in Drysdale in the older subdivision south of Newcombe Street and in the Buccleugh/Huntington Street areas. Additional 0.4 ha. capacity was created north east of Clifton Springs with the approval of the Geelong Regional Planning Scheme in November, 1981.

The Huntington and Buccleugh Street areas are popular for low density residential development. The 21 lots (0.2 ha.) west of Ethel Street are almost fully developed whilst those east of Ethel Street have remained undeveloped pending the outcome of the Bellarine By-Pass Study. Subdivision north of Buccleugh Street is severely fragmented, and this area is most suitable for future low density residential subdivision. The area can obtain a satisfactory water supply via the Drysdale booster pump station and can also be served by gravity reticulated sewerage in addition to other services.

The rural residential policy has been framed to acknowledge the extent of fragmentation of this type of development within the Study Area.

Whilst Drysdale/Clifton Springs has been designated as one of the two "Major Rural Residential Nodes" (Wallington is the other) in the Shire of Bellarine by virtue of the adoption of The Geelong Region Rural Residential Living Strategy, it must be remembered that based on current development rates there is sufficient vacant subdivided rural residential land and undeveloped zoned rural residential land for the foreseeable future.

The Structure Plan proposes the rezoning of some areas to recognise existing rural residential development and to infill small areas of rural land bounded by the proposed By-pass alignment.

3.2 Retail and Commercial Development

With the exception of the two corner shops in Clifton Springs, all other commercial development is located around the major six-way intersection at Drysdale. A range of services including bank, hotel and a small variety of shops have been established there, but the area is badly fragmented by the intersecting roads.

This neighbourhood type centre is within the designated District Business Zone as identified by the Geelong Regional Planning Scheme.

The corner shops in Clifton Springs (Pinaroo Avenue) and Centaurus Avenue provide approx. 50m² Net Selling Area each*, whilst the Neighbourhood Centre at Drysdale presently provides approximately 875m² N.S.A. This centre provides only a "mini" supermarket of some 200m² N.S.A.

The "Geelong Region Retail Strategy"** produced for the Geelong Regional Commission in November 1978 considered that a substantial increase in retailing floorspace would be required in the Drysdale/Clifton Springs area during the next 20 years. This would include:

".... a community centre of some 6,000m² to service Drysdale/Clifton Springs and the northern Bellarine Peninsula during the early 1990s,"

and

"depending upon future road systems, a sub-regional centre of about 25,000m² may be required at Drysdale."

These floorspace projections were based on projections of household growth within the Region viz:

- . growth patterns revealed by the 1976 and previous Census conducted by the Australian Bureau of Statistics;
- . an expected permanent population of something less than 300,000 by the year 2001 (in the Region), given the relatively remote likelihood that Geelong's economy would be strongly stimulated by government action;
- . an examination of the capacity for additional housing development in existing urban areas; and

* Note: Net Selling Area includes those areas within a store which are directly involved in the merchandising of goods. It excludes escalators, lifts and stairs, storage space, preparation areas and staff amenity areas. It is the measure most readily obtained by field survey and affords a realistic measure for comparison between merchandise lines and between centres. N.S.A. commonly comprises about 70% of Net Rentable Area.

(Geelong Region Retail Strategy - Appendix II p.115)
(published by Geelong Regional Commission, Dec.1978)

It should be pointed out that the inventory of commercial facilities for this study was based upon Net Rentable Area and then converted to Net Selling Area to enable comparison with the Geelong Region Retail Strategy projections.

** Geelong Region Retail Strategy - Research Report Series No.4
G.R.C., December 1978

an examination of factors which might effect the timing and phasing of housing development in each area.⁽²⁾

The above criteria have since proved to be somewhat optimistic particularly the population forecasts. The 1981 A.B.S. Population Count for the Region was actually 174,200 with the average annual rate of increase between 1976 and 1981 falling (for the Region) to 1.2% from the 2.6% monitored over the previous inter-censal period.

Such demographic variations will necessarily affect the floorspace predictions and the timing, or both, of the Geelong Region Retail Strategy.

In recognition of this the Commission has commenced a revue of that Strategy, whilst Bellarine Shire Council has adopted its own Bellarine Peninsula Retail Strategy (20/4/83).

Retailing studies have shown that up to 35% of household expenditure is normally attracted to supermarket - dominated centres, whilst 17% is attracted to local neighbourhood centres. It is therefore clear that a very large percentage of household expenditures which could be retained in the Study Area (subject to suitable retail facilities being provided) is in fact being spent elsewhere in the Region.

The Bellarine Peninsula Retail Strategy has identified that overall escape expenditure for the Shire of Bellarine was 64% for 1979/80 whilst actual escape expenditure must have exceeded 70% due to the off-setting effect of retail spending generated by tourists and visitors. Further, 78% of spending on non-food items was directed outside the Shire as was 43% of food spending in the same period.

These figures are likely to have been even higher for the Drysdale/Clifton Springs area where no substantial supermarkets exist.

Retail development does not occur at an even rate, but rather at uneven steps based upon economic thresholds. This is particularly the case with the provision of major supermarkets, variety and discount stores, etc. This will clearly be the case in Drysdale/Clifton Springs where the timing of additional facilities will be strongly influenced by the development of facilities elsewhere in the Shire, and the Geelong C.B.D. in particular.

In this respect market forces can be manipulated, and economic thresholds advanced by public intervention. Council owns significant areas of property within Drysdale and Clifton Springs zoned for commercial development. Council is concerned to ensure that the residents of Drysdale, Clifton Springs and indeed the northern peninsula have a level of shopping facilities to cater for community needs comparable to other rural or coastal townships.

(2) G.R.C. - Geelong Region Retail Strategy,
Research Report Series No. 4, 1978, p.46

Clifton Springs presently has a catchment in excess of 700 households, and an ultimate capacity in excess of 3,000 households. It is developing at more than twice the rate of Drysdale. It could support a supermarket up to 1000m² G.L.A.* by 1991.

The Drysdale shopping centre is relatively poorly developed at present, but is proposed to remain the main shopping area for the community. Drysdale's population growth rate is much slower than Clifton Springs' but the township does attract a much wider retail catchment than Clifton Springs.

In order to capture the majority of escape expenditure on food spending in the northern part of the Peninsula, Council proposes to advance the development of a sizeable supermarket-ideally to operate by 1985. The supermarket could be in the order of 2000 - 2,500m² G.L.A.⁽³⁾

The Structure Plan - Public Discussion Document identified the area east of the intersection and north of Murradoc Road as being the most appropriate site for the future sub-regional centre, primarily because of its central location, the size of unfragmented land available, and the Geelong Region Retail Strategy's floorspace forecasts.⁽⁴⁾

However, given the significantly altered demographic circumstances and the ever changing nature of shopping patterns and facilities there is now considerable doubt that a full sub-regional centre can be justified, yet alone achieved, and certainly it would be at the "expense" of existing shops on the west side of High Street. Given the existing shopping patterns on the Bellarine Peninsula and the likely continued popularity of the Ocean Grove Community Centre, the development of a sizeable Community Centre seems the most realistic scenario and sufficient land exists west of High Street to accommodate such a centre.

* Note - G.L.A.

Gross Leaseable Area is the total area occupied by the retail complex, exclusive of parking areas. It includes the actual area of the building to its outer walls and areas integral to it, e.g. arcade and other paved pedestrian areas, public conveniences, landscaped areas, access and internal storage space. It does not include customer parking space.

It should be pointed out that the Geelong Region Retail Strategy projections are based on N.R.A. whilst the Bellarine Peninsula projections use G.L.A. As a "rule of thumb" N.R.A. is 15% - 25% less than the same area of G.L.A.

(3) Jebb & Associates P/L. - Bellarine Peninsula Retail Strategy for Bellarine Shire - February 1983

(4) G.R.C. - Geelong Region Retail Strategy, 1978 pages (v) and 109

This option is reinforced by the recommendations of Council's recently released Strategy which recommends the development of a sizeable supermarket and community centre at Drysdale in the immediate future, with provision for a major community centre to the north of the town at a later date depending on population growth and other relevant planning considerations.

Should a second centre be ultimately required its siting in the vicinity of the Whitcombes Road - Clifton Springs Road area would compliment the education facilities and recreation area proposed for the west side of Clifton Springs Road.

Such a strategy will ultimately provide two integrated centres which are well located to serve not only the communities of Clifton Springs and Drysdale but the remainder of the northern Peninsula as well.

3.3 Industrial/Service Business Development

Industrial activity is limited and confined to Drysdale with industries catering almost exclusively for local and rural needs.

Due to the low demand and the high cost of development very little industrial development has taken place in the zoned area via Murradoc Road. In fact, the largest local industry is situated on High Street amidst residential development whilst other service business uses continue from unserviced rural lots or residential backyards.

Whilst it is always difficult to predict light industrial or service industrial demand in rural townships there may be a demand for such uses in the future, and these could most appropriately be consolidated on the south side of Murradoc Road in the existing Service Business Zone. It is proposed to extend the Service Business Zones on both sides of Murradoc Road to the west - on the north side as far as Collins Street (excluding the existing self-service store) - on the south side to rezone an anomalous strip of Rural General Farming and Residential A zoned land. Easy accessibility to this area remains assured, and the area can be provided with all services.

The light industrial area as proposed in the Public Discussion Document will be reduced to exclude the more fragmented small titles to the west, and it is proposed to extend low density residential (sewered) development into these fragmented areas.

Since the amended retail strategy has obviated the need to rezone land north of Murradoc Road for commercial purposes, it is intended to retain the existing Service Business Zone in that area. The area could then be utilised for future community services uses such as ambulance, police, and fire facilities, etc..

3.4 Community Facilities

Drysdale/Clifton Springs is served by a variety of community facilities, viz:-

- One primary school - (At Drysdale)
- Two Infant Welfare Centres and Health Centres
- A Bush Nursing Centre
- A Doctor, A Dentist, and a Physiotherapist

- Two Halls (Scout Hall & RSL Hall) - available for public use
- Three churches with church halls - (at Drysdale)
- A CFA depot
- Several areas of public open space providing for a range of sporting activities.

These are generally concentrated in two areas within the Study Area - within the Clifton Springs Community Centre and around the main six-way intersection in Drysdale. The policies provide for the concentration of facilities into these two areas.

There are presently no Primary Schools or developed sports grounds in Clifton Springs, and the fragmented nature of existing development and subdivision limits the choice of sites for such facilities. Unfortunately there is insufficient vacant capacity adjoining the existing community areas to provide for schools or playing fields.

Based on present growth rates and the N.C.D.C. (Refer Public Discussion Document) open space standards the following gross areas will be required by the year 2001.*

• Playing Fields (Estimated)	- 12 Ha.-16 Ha.
• Local Parks (Population)	- 12 Ha.-16 Ha.
• Regional Parks (6,200-8,200)	- 30 Ha.-39 Ha.
	<hr/>
	54 Ha.-71 Ha.

Comparison of the above with present facilities shows there will be a need for significant areas of Playing Fields and Local Parks to serve Clifton Springs in particular. Drysdale/Clifton Springs is not classified as a regional centre for recreation planning in the Geelong Regional Recreation Strategy**, and so the area to be set aside for regional parks could be significantly reduced, particularly if the Golf Course (active) and Lake Lorne Reserve (Passive) are duly recognised as sub-regional facilities.

Nonetheless the need for "broad acres" to fulfill future requirements clearly reinforces the west side of Clifton Springs Road as the best location, and this has been reflected in the Structure Plan.

The Structure Plan has also identified an area on the west side of Clifton Springs Road as being the most suitable location for education facilities. A further site on Central Road has been identified, should an additional primary school (at a subsequent date) be justified.

* It is impractical to plan beyond a 15 - 20 year time span, particularly in recreation planning where trends and fashions evolve so rapidly.

** Geelong Regional Recreation Strategy. G.R.C. 1982

5 Transportation

The arterial road system which converges on the Study Area makes Drysdale and Clifton Springs highly accessible from all parts of the Bellarine Peninsula, however the Geelong-Portarlington Road has a disruptive effect on Drysdale due to the heavy volumes of through traffic at peak hours and through summer.

Annual average daily traffic is estimated at 5,000 vehicles.*** However, this increases to a daily average of approx. 10,000 during January and can peak at up to 15,000 on an Australia Day weekend under ideal weather conditions.

Traffic projections undertaken as part of the Drysdale By-Pass Study⁽⁵⁾

The Shire of Bellarine, the Country Roads Board, and the Geelong Regional Commission have therefore accepted the need for a by-pass reservation. The alignment of the reservation has been forwarded to the Minister of Planning for approval following public exhibition.

The Secondary Arterials and Local and Collector Roads are adequate for the movement of local traffic. The location of major retail, service business and light industrial facilities on Murradoc Road east of Collins Street will ensure that non-residential traffic will not encroach into residential areas.

Public Transport:

A public transport system between Drysdale/Clifton Springs and Geelong is operated by Bellarine Buslines out of Portarlington. At the present time six services operate on weekdays through Drysdale with an additional one on Fridays and a total of three on Saturdays. There are no Sunday services. Of the weekday services three commence in St.Leonards and connect with Drysdale via Portarlington.

Bellarine Buslines operate a school bus service through Clifton Springs on school days only to Geelong and to Queenscliff High School. There is only one formal bus stop (in Drysdale), otherwise the buses pick up or put down clients as required.

Bicycle Facilities:

Although Drysdale/Clifton Springs is presently outside the Geelong Bike Plan area, various works have been carried out by Council to facilitate bicycle movements. Of particular significance are the bicycle lanes which have been delineated on the road pavement between the two townships. Further upgrading of cycling facilities is envisaged by Council as demand arises.

*** Based on September 1981 count conducted near the intersection of Jetty Road and Portarlington Road by Shire of Bellarine.

5) Drysdale By-Pass Study - Needs Report - Shire of Bellarine, C.R.B., G.R.C., August 1979.

3.6 Tourism

The "Springs":

Clifton Springs enjoyed great popularity in the 1880s as a mineral spa resort. A plush hotel catered for the tourists who came by road or small steamers from Geelong. The mineral springs were neatly laid out and well maintained in those times.

Very little evidence exists today, but with the resurgence of interest in mineral waters, the council's ownership/control of the foreshore, and the location of the golf course and community centre, an opportunity exists to restore the "Springs" as a mineral spa tourist attraction.

Further studies would need to be carried out however to determine the source, quality, and sufficiency of the springs before such a venture could be undertaken.

Boating:

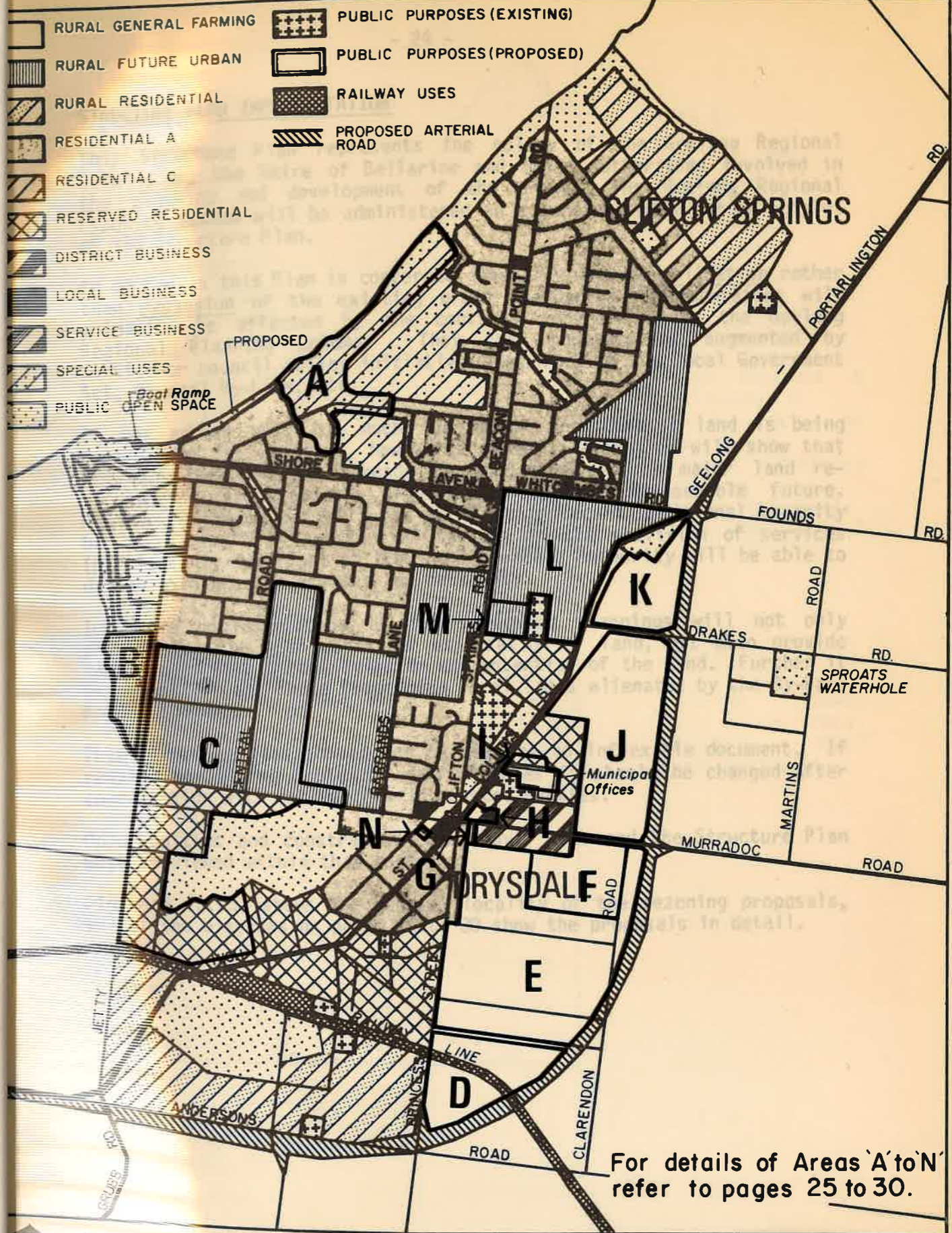
The remains of the piers are evidence of the tourist attraction of the "Springs" in the 1880s, when people come by small steamship from Geelong, but the restoration of the pier would be a costly venture and difficult to justify. However, the Jetty Road boat ramp is a popular launching place and with continued landscaping and development could become a popular family area for day tourists.

Bellarine Tourist Railway:

The old Drysdale Railway Station beside Lake Lorne is the embarkation point for the historic steamtrain ride to Queenscliff. This operation is still in its infancy in terms of being a tourist attraction, but with Government Tourist Grants and Council assistance in landscaping and beautifying the station surrounds it has the potential to attract day tourists from within and outside the region.

Convention Facilities:

The Clifton Springs Community Centre has been developed to cater for conventions, wedding receptions, and assorted public/private gatherings. It provides a complete "wet" catering service and is ideally located adjacent to the golf course, foreshore, and other sporting facilities. Future development proposals include the provision of overnight accommodation.



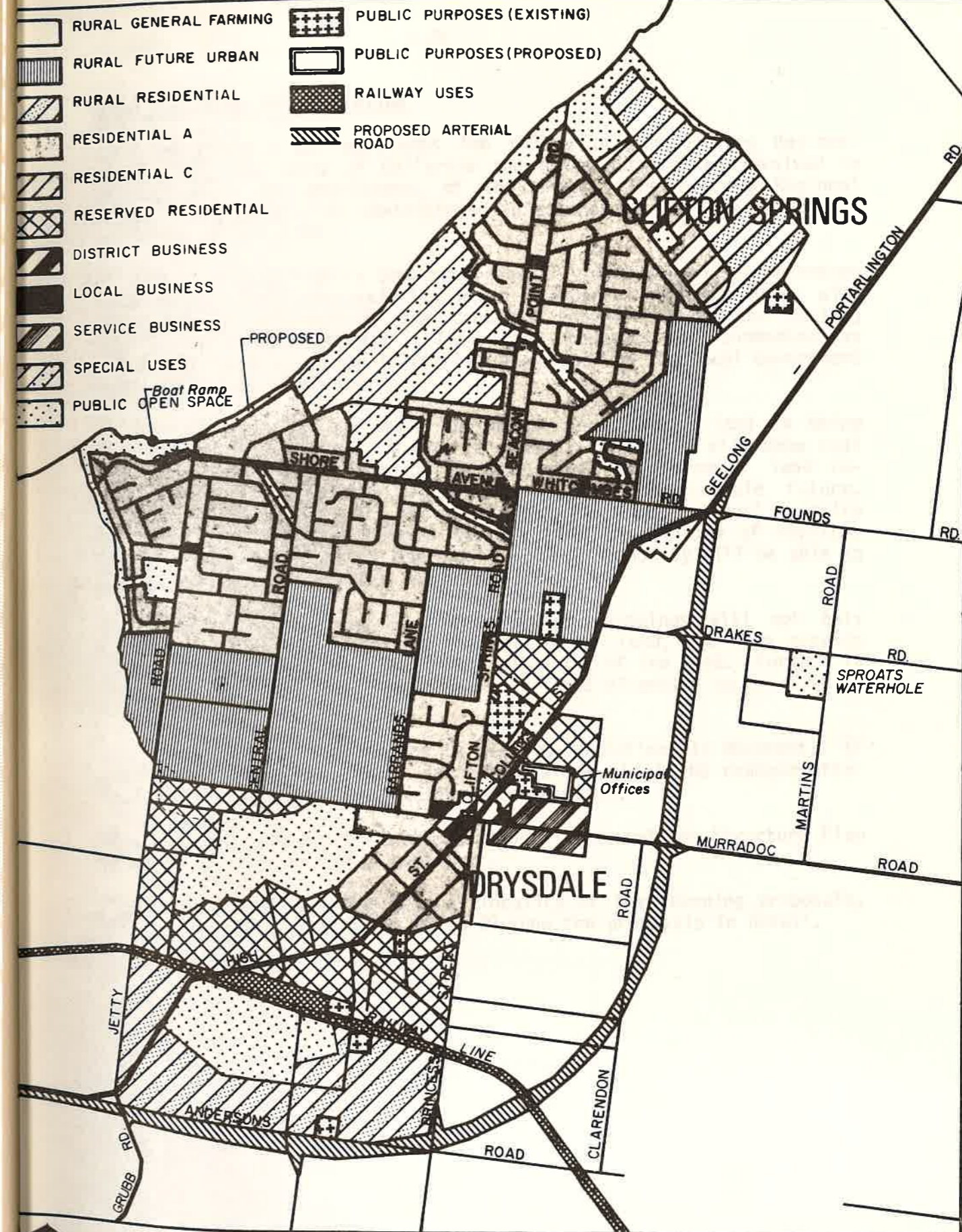
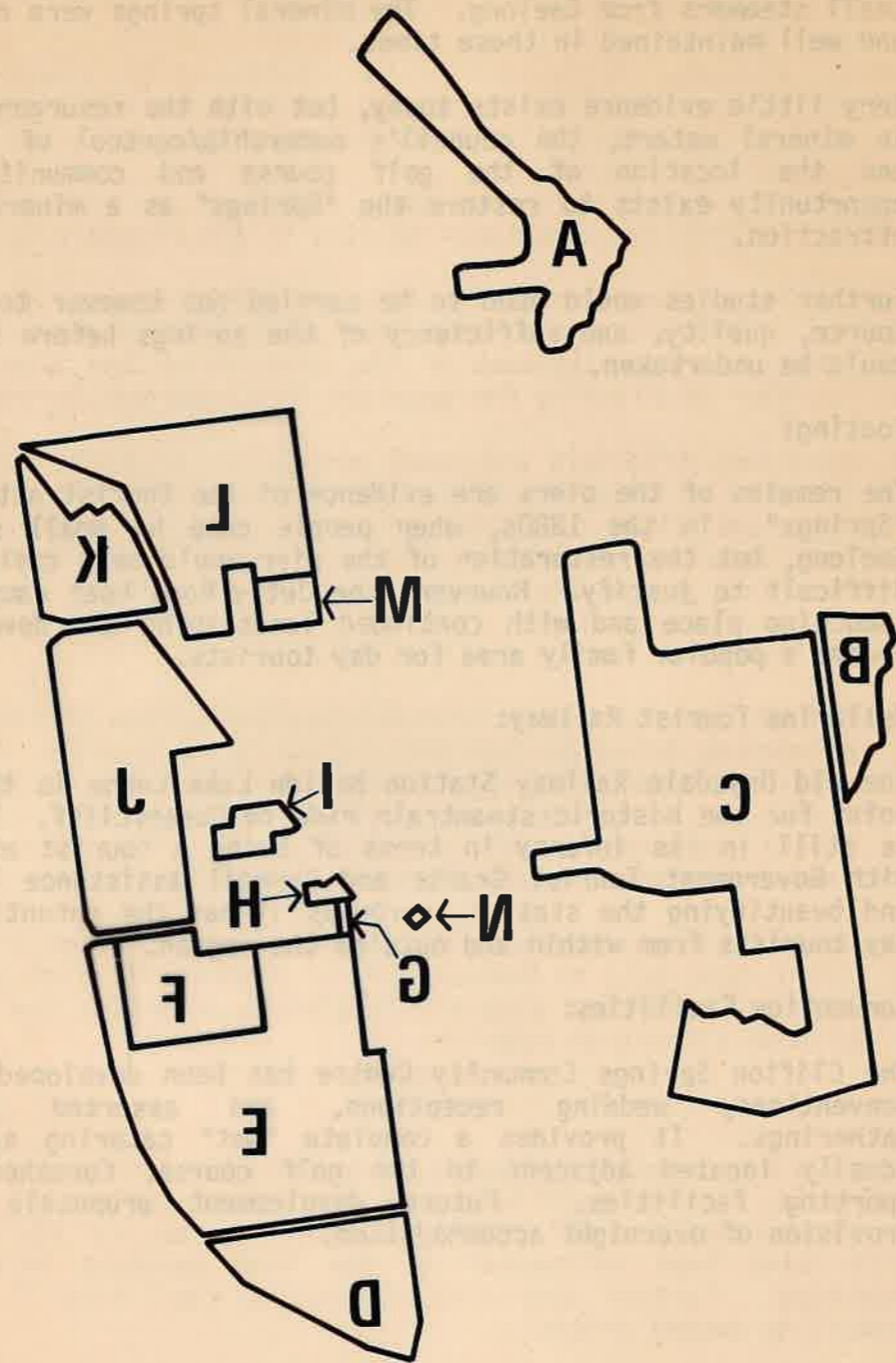
Prepared by
GEELONG REGIONAL COMMISSION

EXISTING ZONES PROPOSED REZONINGS

DRYSDALE, CLIFTON SPRINGS STRUCTURE PLAN
FIG. 5

PROPOSED REZONINGS

For details of Areas A to M, refer to pages S2 to S30.



Scale 1:25,000
1 Kilometres

Prepared by
GEELONG REGIONAL COMMISSION

EXISTING ZONES

DRYSDALE, CLIFTON SPRINGS STRUCTURE PLAN
FIG. 5

4.

STRUCTURE PLAN IMPLEMENTATION

This Structure Plan represents the policy of the Geelong Regional Commission, the Shire of Bellarine and other authorities involved in the planning and development of the area. The Geelong Regional Planning Scheme will be administered in accordance with the principles of the Structure Plan.

In so far as this Plan is concerned generally with consolidation rather than expansion of the existing urban boundaries implementation will primarily be affected by the controls provided under the Geelong Regional Planning Scheme. They can, however, be augmented by particular council policy initiatives supported by the Local Government Act, Council By-Laws, etc.

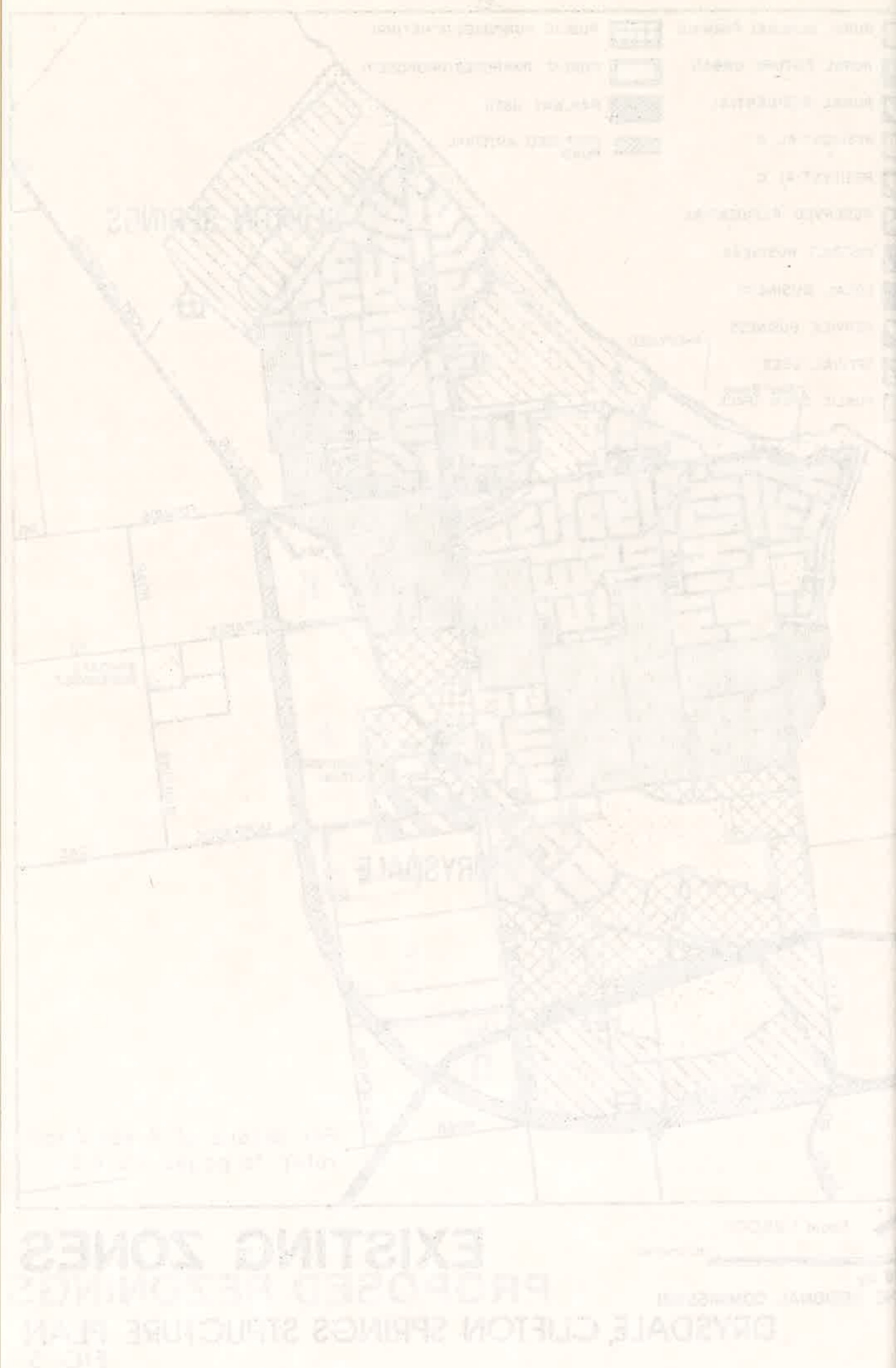
It may appear that too much low density residential land is being recommended for rezoning, however a closer examination will show that much of the land is already so subdivided and a major land restructuring programme is unrealistic in the foreseeable future. Recommended rezonings will not create significant additional capacity but will result in substantial savings in the provision of services (particularly sewerage) as the local Sewerage Authority will be able to design with greater economy and certainty.

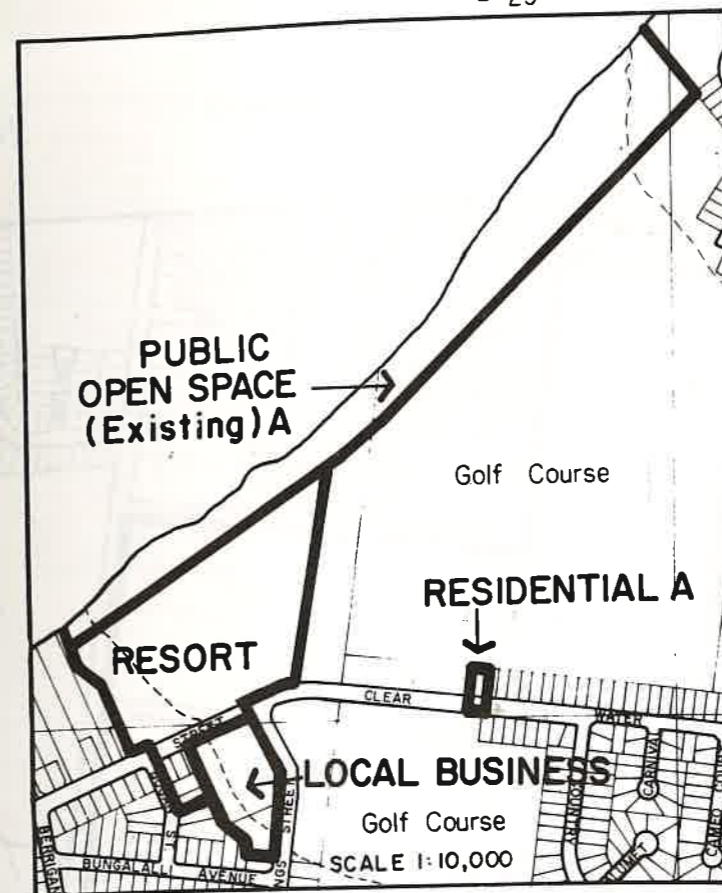
Immediate implementation of the following rezonings will not only provide for the most efficient utilisation of land, but also provide land-owners with certainty as to the potential of the land. Further it will "infill" all those fragmented rural lands alienated by the By-Pass Road alignment.

This Structure Plan should not be seen as an inflexible document. If regular monitoring indicates defficiencies it should be changed after consultation with the various interested parties.

Opportunities and constraints change over time and the Structure Plan must be viewed within this context.

Figure 5 (p.23) shows the general locality of the rezoning proposals, whilst the diagrams on pages 25 to 30 show the proposals in detail.

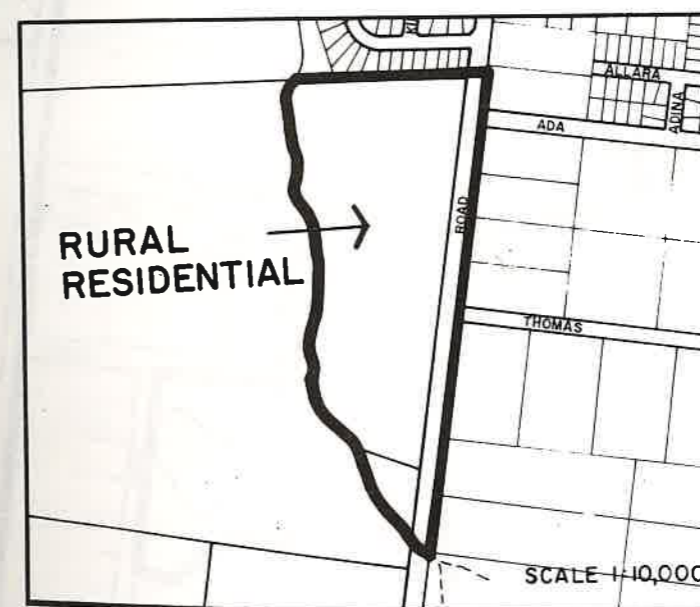




AREA A:

EXISTING ZONES:
Special Uses 3
Residential A

PROPOSED ZONES:
Resort
Local Business &
Residential A
(small portion on
Clear Water
Drive adjoining
existing
residential area).
Public Open Space A
(Existing)



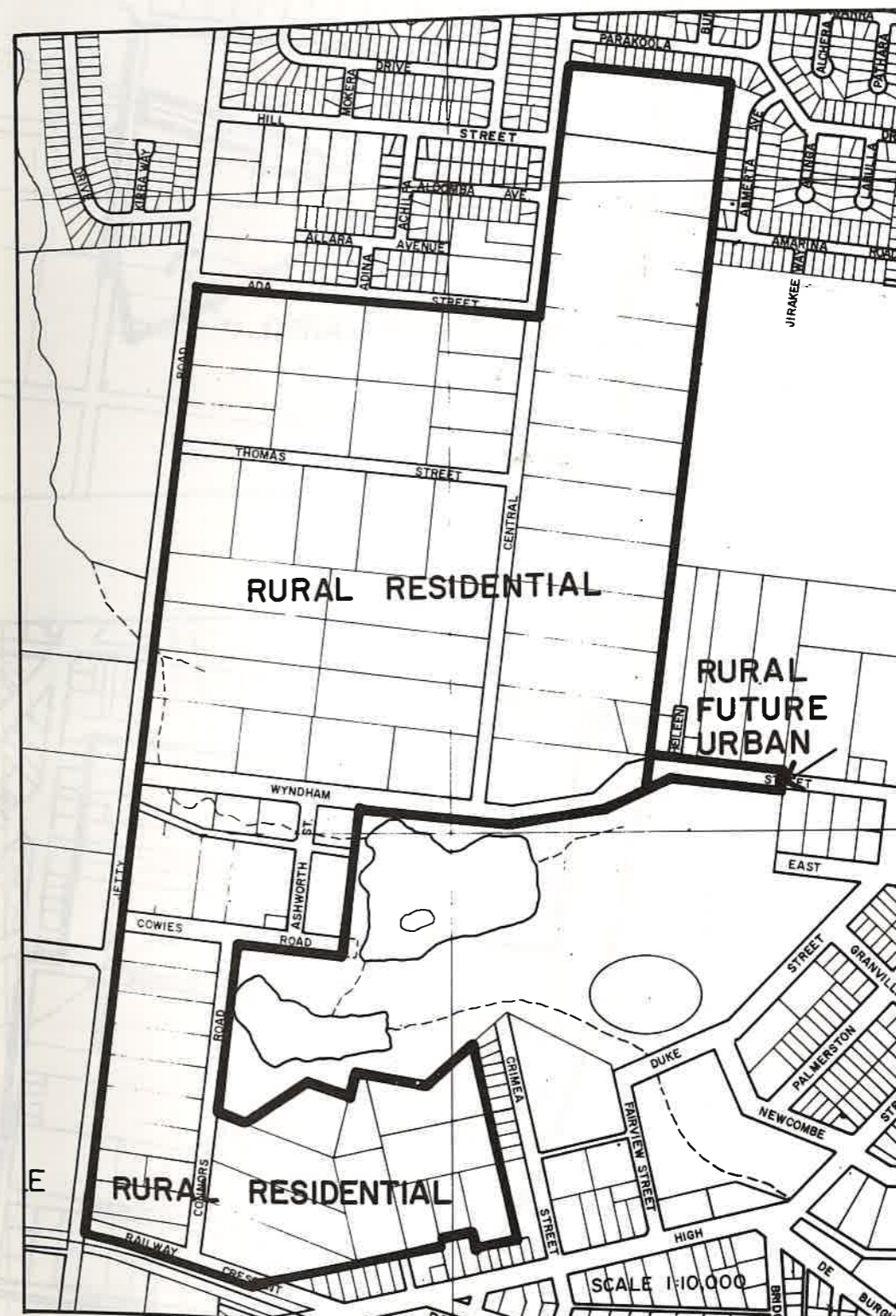
AREA B:

EXISTING ZONE:
Rural Future Urban
PROPOSED ZONE:
Rural Residential

AREA C:

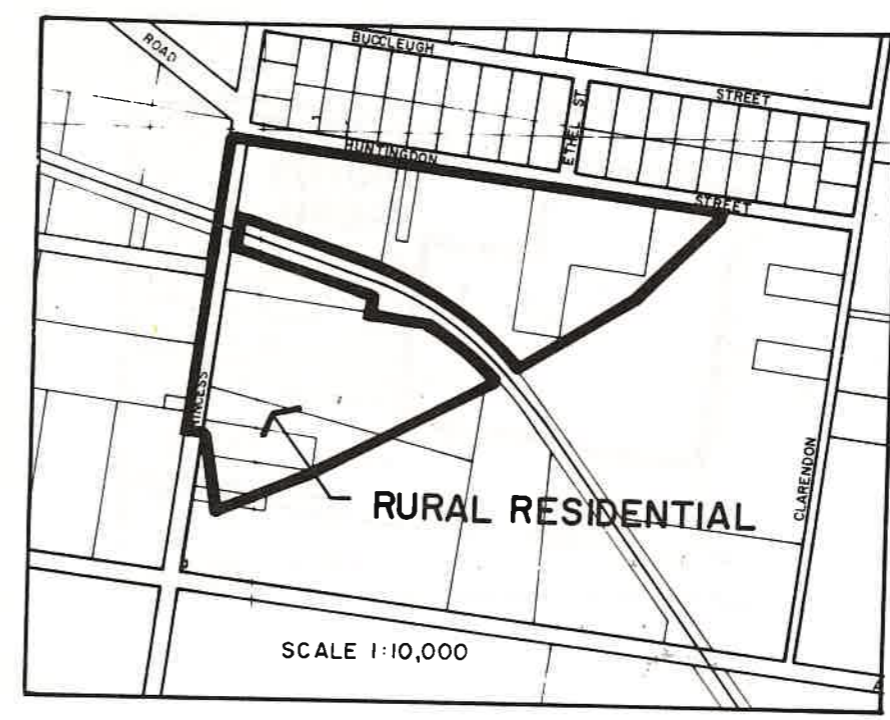
EXISTING ZONES:

Rural Future Urban
Reserved Residential



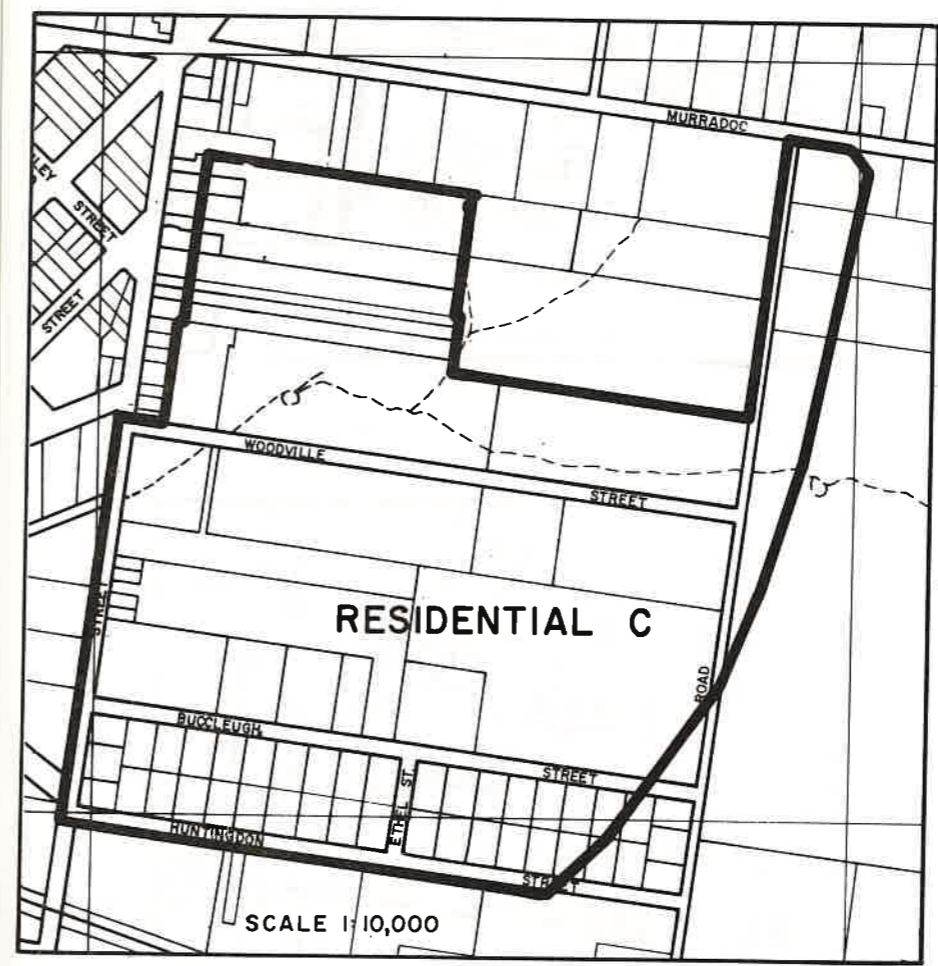
PROPOSED ZONES:

Rural Residential,
Rural future Urban (small
part of Wyndham Street only).



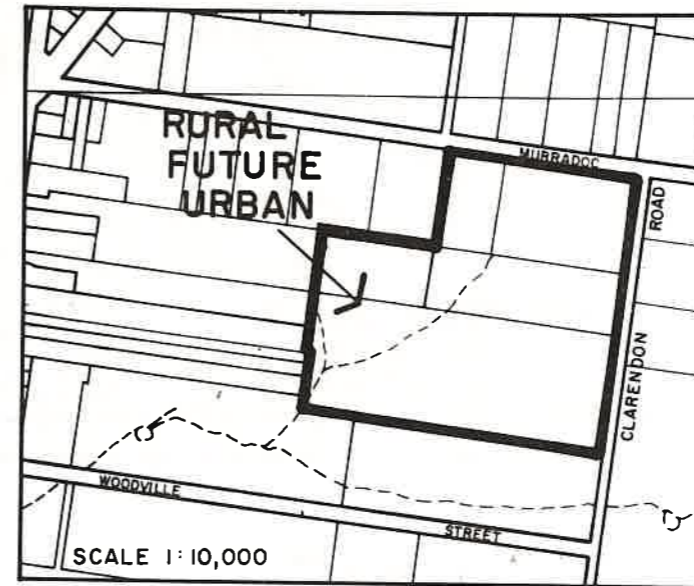
AREA D:
 EXISTING ZONE:
 Rural General Farming.

PROPOSED ZONE:
 Rural Residential.



AREA E:
 EXISTING ZONE:
 Rural General Farming.

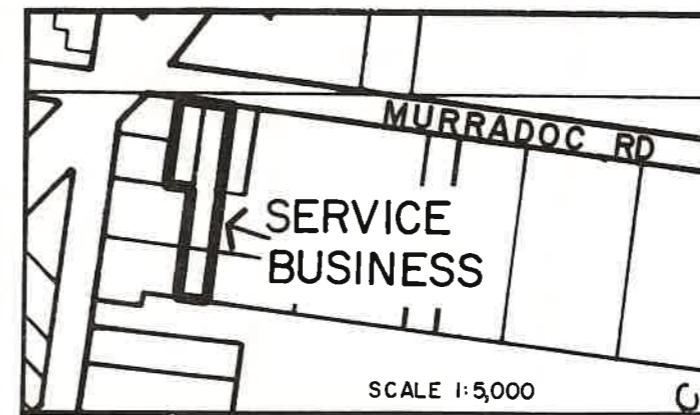
PROPOSED ZONE:
 Residential C.



AREA F:

EXISTING ZONE:
Rural General Farming.

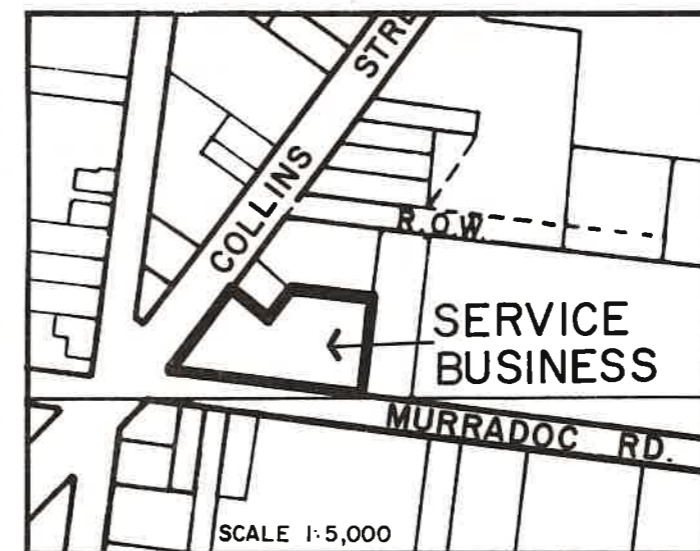
PROPOSED ZONE:
Rural Future Urban.



AREA G:

EXISTING ZONE:
Rural General Farming and
Residential A.

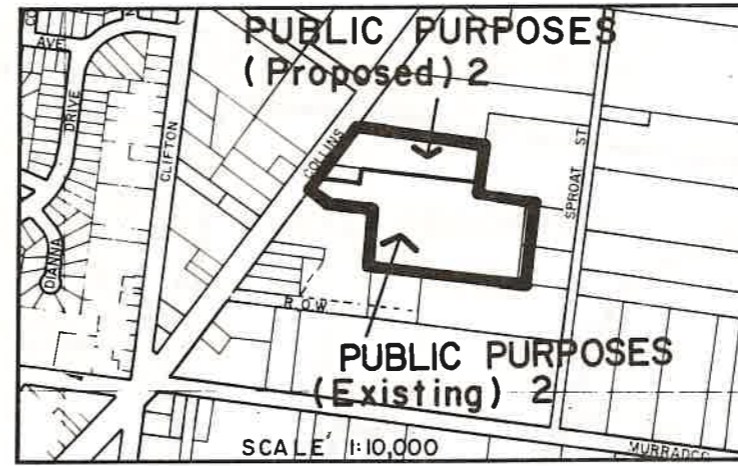
PROPOSED ZONE:
Service Business.



AREA H:

EXISTING ZONE:
District Business and
Residential A.

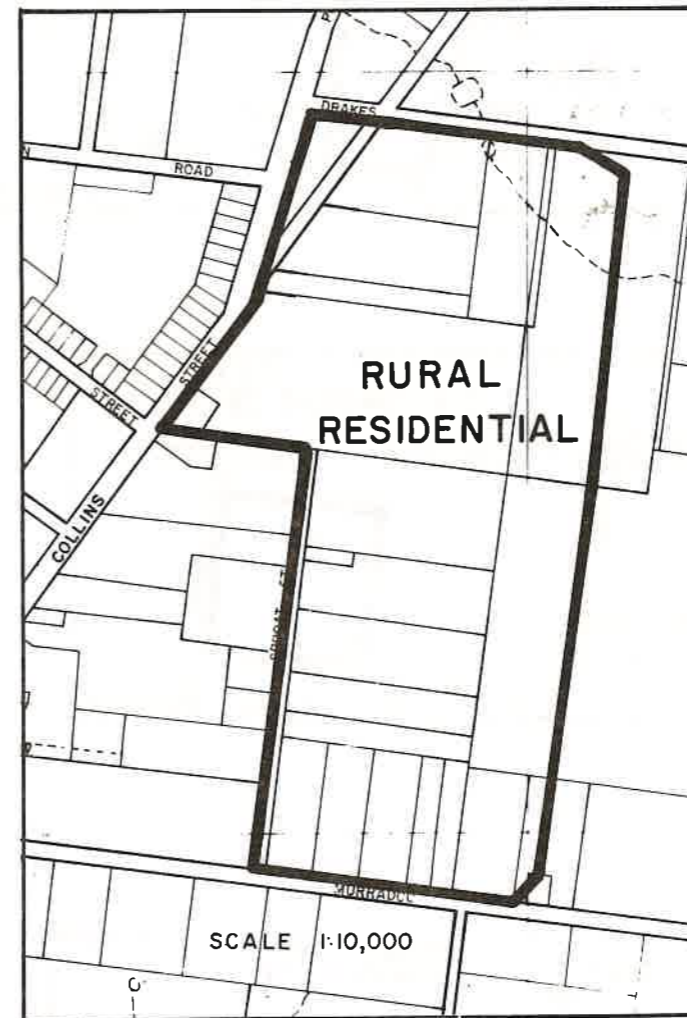
PROPOSED ZONE:
Service Business.



AREA I:

EXISTING ZONE:
 Public Purposes (Existing) 2
 Public Purposes (Proposed) 2
 Reserved Residential

PROPOSED ZONE:
 Public Purposes (Existing) 2
 Public Purposes (Proposed) 2



AREA J:

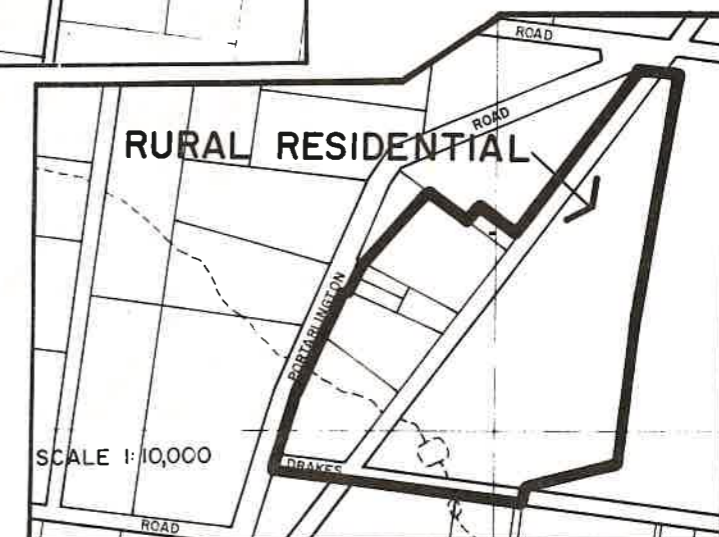
EXISTING ZONE:
 Rural General Farming

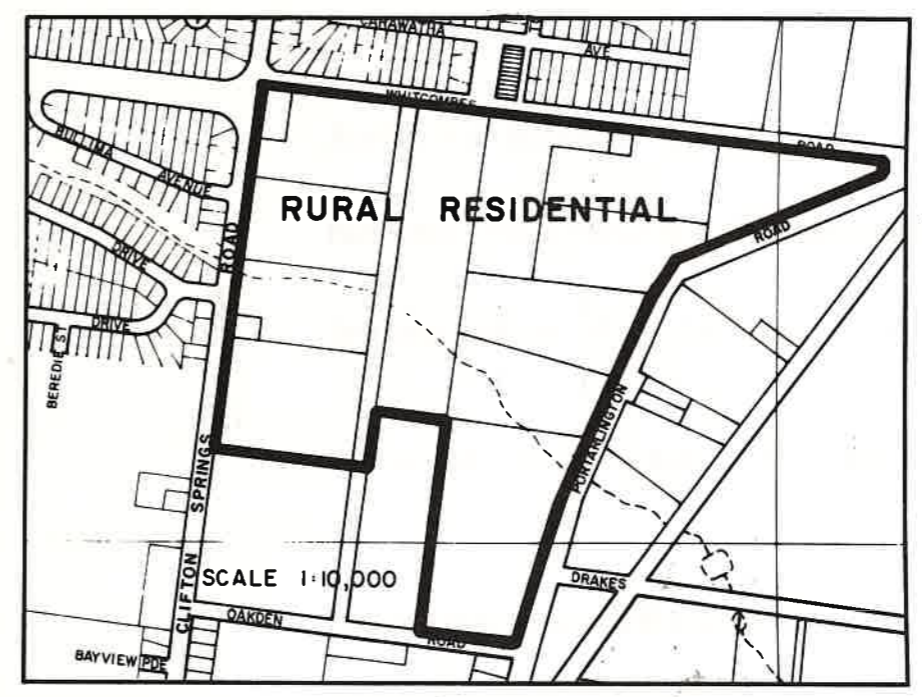
PROPOSED ZONE:
 Rural Residential

AREA K:

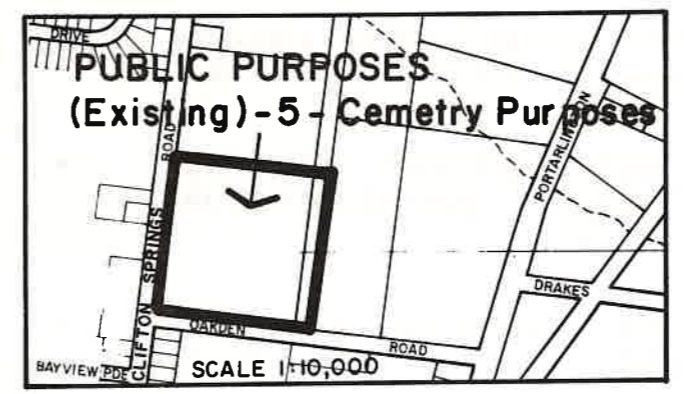
EXISTING ZONE:
 Rural General Farming.

PROPOSED ZONE:
 Rural Residential.

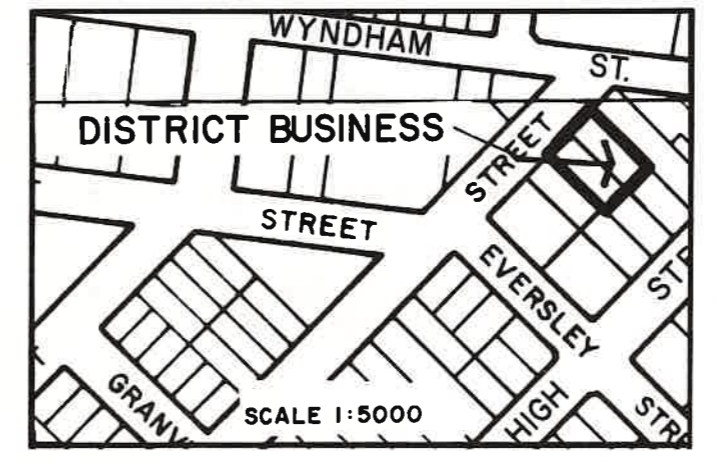




AREA L:
 EXISTING ZONE:
 Rural Future Urban
 PROPOSED ZONE:
 Rural Residential



AREA M:
 EXISTING ZONE:
 Rural Future Urban
 PROPOSED ZONE:
 Public Purposes (Existing) - 5 -
 Cemetery Purposes



AREA N:
 EXISTING ZONE:
 Residential A
 PROPOSED ZONE:
 District Business

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