



DRYSDALE - CLIFTON SPRINGS STRUCTURE PLAN

Prepared by the City of Greater Geelong
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PART A STRUCTURE PLAN

1.0 Introduction

1.1 Purpose of the Structure Plan

The Drysdale Clifton Springs Structure Plan is a strategic framework for the future planning and development of the townships.

The purpose of the Structure Plan is to:

- Identify the key strategic planning issues facing the townships, including community aspirations and needs;
- Articulate the preferred future directions for the townships, including the location of Settlement Boundaries; and
- Identify appropriate planning controls which will protect and enhance the distinctive elements of the townships, biodiversity and landscape features.

1.2 How will this plan be used?

The Structure Plan is to be used by the City of Greater Geelong to determine the application of local planning policies, planning zones and overlays. It will guide Council's consideration of proposed rezonings and applications for planning permits. Council will also use the Structure Plan to determine the future provision of infrastructure and services in the townships.

Implementation of the Structure Plan for Drysdale Clifton Springs Structure Plan will provide certainty for residents and landowners regarding the future planning direction for the townships until the year 2021. 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.

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 and directions in response to the key influences identified in the background report, for each of the following key themes:

- Urban Growth
- Infrastructure
- Housing
- 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 township, under the following headings:

- Policy Context
- Natural and Urban Environment
- Demographics & Social Profile
- Township Facilities and Services
- Transport and Physical Infrastructure
- Commercial Growth, Residential Lot Supply and Further Development

1.4 The Study Area

Map 1 identifies the boundaries of the Structure Plan study area.

Map 1 - Study area



2.0 Key Influences

The background report identifies and discusses in detail key issues, opportunities and constraints under the following headings which assist in determining the key directions of the Structure Plan.

2.1 Policy Context

- Drysdale Clifton Springs is a designated growth area.
- There is a need to nominate a clear Settlement Boundary for the township and provide a compact urban form.
- Drysdale Clifton Springs is not a designated location for intense industrial development.
- There is a need to ensure retail growth is consistent with the established retail hierarchy.
- A need to reinvestigate and determine an appropriate role for the 'sub-regional' site.
- Opportunities exist for enhancement and provision of additional open space, recreational and cultural facilities and linkages.
- Community facilities should be provided commensurate with communities needs.
- Strong State and Local Planning Policies provide directions for:
 - the protection of coastal environments.
 - the protection of rural environment and agricultural activities.
 - enhancement of design and built form of the township.
 - Promotion of tourist activities and accommodation.

2.2 Natural and Urban Environment

- The opportunity to rehabilitate and protect the key environmental and landscape values such as McLeods Waterholes, Lake Lorne, The Basin, Griggs Creek and the Foreshore.
- The need to support public land managers to assist in the on-going management of the environment.
- The need to protect and interpret aboriginal and post contact heritage values.
- Climate change and resultant sea level rise could have significant impacts on low lying areas and coastal environments.
- There is a need and demand for increased retail space within the town centre.
- The opportunity to improve the town centres appearance and functionality.

2.3 Demographics and Social Profile

- Drysdale Clifton Springs will continue to receive strong population growth.
- Drysdale Clifton Springs will continue to have a high proportion of families which is an important consideration when planning for community infrastructure and facilities and housing diversity.
- Employment and journey to work data indicates that the majority of Drysdale Clifton Springs residents in the workforce are employed outside the township.
- The residents of the township rely almost entirely upon private cars for transport.

2.4 Township Facilities and Services

- The Council owned land at the Grubb Road site presents a strategic opportunity to provide more recreation and educational facilities.
- The town has a single retail centre which provides retail and community facilities for the town and also the surrounding rural hinterland.
- Tourism is a significant economic contributor to the Bellarine Peninsula and the opportunity exists for Drysdale and Clifton Springs to provide more tourist based elements within the town and a wider range of tourist accommodation, particularly commercial accommodation.
- With an increase in population there is a need to provide additional community facilities and services.
- The town is well serviced by educational and emergency facilities.
- Whilst the town is well serviced with community facilities, the Bellarine Peninsula Community Service Plan identifies key services which could be provided to better service the community and cater for all age cohorts.

2.5 Transport and Physical Infrastructure

- Opportunity to improve the limited pedestrian and bicycle linkages throughout the township and within the open space areas.
- The compact size of the township, location of commercial and community facilities and the safety of the street network provide an excellent opportunity for more sustainable, non-vehicle reliance travel.
- The drainage infrastructure is under increasing pressure and its performance is reducing.
- It is anticipated that any new residential, commercial or industrial will be required to have on-site stormwater quality controls.
- Opportunity to provide improved and more frequent public transport options.
- Barwon Water is satisfied that the capacity of the water and sewerage systems are, or will be capable of accommodating future growth.
- The town centre is currently well serviced by parking although it is not well arranged.
- Traffic congestion issues at key transport points such at the Geelong – Portarlington roundabout and along High Street (town centre).

Commercial Growth, Residential Lot Supply and Further Development

- There is a demand for additional retail floor space, including another supermarket.
- Expansion of the town centre is constrained by adjoining residential development and High Street.
- Pressure to create more Rural Living allotments.
- State and Local Planning Policy designate Drysdale Clifton Springs as an urban growth area.
- The present lot supply will not accommodate future growth.

3.0 The Plan

3.1 Vision

A vision for the township was derived from the Bellarine Peninsula Strategic Plan, and reads as follows:

In the year 2016 Drysdale Clifton Springs will provide residents with a unique lifestyle offering comfortable and convenient urban living with bay vistas in a peaceful rural setting. It will be well serviced with education, community, sports cultural and recreation facilities, have a vibrant shopping precinct with distinct village character and a renewed focus on the foreshore with improved landscaping, facilities and access.

The Structure Plan will help deliver this vision by:

- Providing for sustainable growth;
- Protecting heritage values, landscape features and rural land;
- Providing opportunities for better utilisation of existing business zoned land and limited expansion of the shopping centre, in a manner which retains its country town character and is respectful of its heritage elements;
- Identifying traffic improvements to key routes including advocating for a future By-Pass;
- Improving pedestrian and cycle connections & public transport facilities;
- Supporting improvements and rehabilitation of sensitive foreshore areas;
- Retaining opportunities for the expansion of community infrastructure and recreational and cultural facilities to match the needs of the growing area;
- Providing for local tourism and employment opportunities.

3.2 Role of the Township

While Drysdale Clifton Springs is a coastal location it still has a strong connection with the rural hinterland which is reflected through the historic village character of the town centre.

The services within the town include shopping, business, light industrial, recreation and community facilities that are not only used by the local community but also by residents of Portarlington, Indented Head and St Leonards, as well as visitors.

Given Drysdale Clifton Springs is still a relatively affordable coastal place to live, the town is attractive to many families and retirees. It has a mostly permanent population and residents generally travel to Geelong or Melbourne for work.

Both State and Local Planning Policies have identified Drysdale Clifton Springs as a town that has high growth capacity and as such it has been designated as one of the urban growth areas for the Bellarine Peninsula.

3.3 Principles and Directions

The structure plan identifies principles (objectives) and directions (strategies) relating to the key planning themes:

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

3.3.1 Urban Growth

Drysdale Clifton Springs is identified by State Government Policy – Coastal Spaces (2006) as having 'High Growth Capacity'. This direction is further supported by Council's Local Planning Policy Framework where the town is designated as a growth area for the Bellarine Peninsula.

The population of Drysdale Clifton Springs in 2008 is estimated to be around 11,041 people. Based on ABS data and modelling the forecast population for 2021 is expected to be around 13,641 people, which equates an average increase of 277 people per year. Drysdale Clifton Springs has a current lot supply of 6.6 years.

Taking into account Stage 1 of the Jetty Road Urban Growth Area, other infill areas proposed by this structure plan (identified below that present good opportunities for residential infill development) and applying a slightly higher take up rate than current rates, the lot supply will be increased to around 20 years. According to municipal building statistics the current take up rate of lots for dwellings is around 106 lots per year, however work undertaken as part of the Jetty Road Urban Growth Plan suggests that as more land becomes available and different housing products are offered, the take up rates should increase to a rate of at least 120 – 150 lots per year.

The structure plan designates 20 years lots supply which contributes to the overall lot supply in the municipality which should cater for at least 15 years growth. Drysdale Clifton Springs is one of only three townships on the Bellarine Peninsula designated for growth and beyond the Jetty Road Urban Growth Area this structure plan only seeks to designate infill areas for

future residential development. These infill areas are anticipated to have a variety of factors which will affect their release including:

- Up to a 2 year rezoning process;
- Development approval process timing and staged land release;
- Master planning for areas where land is more fragmented.

Therefore it's considered appropriate in this instance to nominate a 20 year lot supply.

Current Residential Development Opportunities

Jetty Road

The majority of growth up to 2021 is to be accommodated within Stage 1 of the Jetty Road Urban Growth Area. This growth area has already been comprehensively planned by the Jetty Road Urban Growth Plan 2007 and will provide approximately 1500 dwellings in the first stage as well as an integrated linear open space network which will see Griggs Creek rehabilitated.

Central Road

Consistent with the 1992 Structure Plan, the area bound by Jetty Road, Wyndham Street, Central Road (including the large Residential 1 zoned allotments to the north east) and Ada Street is considered suitable for residential development. This area is within close proximity to the town centre, has access recreational spaces and community facilities and is connected to appropriate infrastructure. The development of this area will achieve the long term objective of linking Drysdale and Clifton Springs together and help to integrate the Jetty Road Urban Growth Area with the rest of the community.

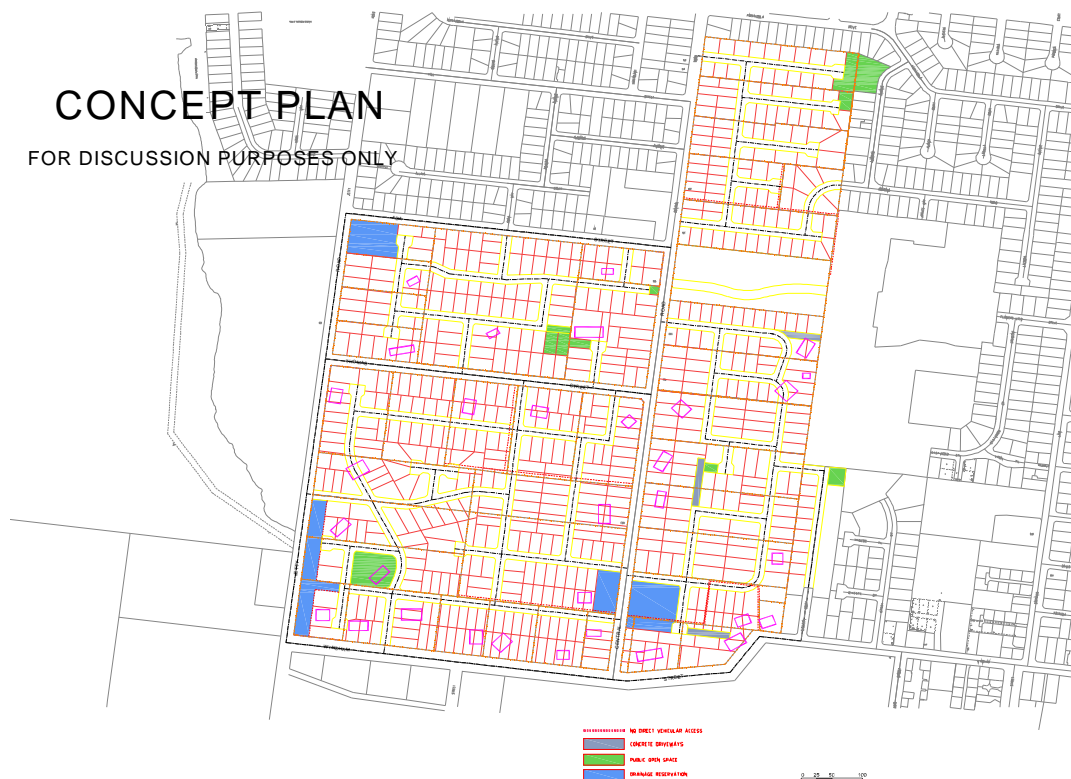


Figure 1 – Central Road Concept Plan

To ensure a coordinated development over multiple ownerships, the area should be managed through the application of either a Development Plan Overlay (DPO) or an Incorporated Plan Overlay (IPO) based around the Central Road Concept Plan (Figure 1). The DPO should also apply to the undeveloped Residential 1 zoned land on east side of Central Road to maximise integration. A Development Contributions Plan (DCP) may also be appropriate to assist in the delivery of drainage infrastructure and an open space network including linkages from Griggs Creek to McLeods Waterholes and the recreation reserve. As part of the Structure Plan implementation Council will rezone the land and develop a DPO for the area in partnership with landholders. Prior to the completion of the DPO there should be no further subdivision or establishment of non-residential buildings to ensure an integrated development can be achieved.

The 1992 Structure plan identifies the area south of Wyndham Street and east of Jetty Road as being appropriate for residential growth. However advice from Council's Engineering Services Department indicates that the area has significant drainage issues. Given that the Structure Plan has identified a lot supply for at least 20 years it is considered that this area should remain zoned Rural Living Zone and continue to provide a buffer role and larger lots to the McLeods Waterholes Reserve.

Princess Street

Land bound by Princess Street, Woodville Street and Clarendon Road also presents an opportunity for residential development. The area is currently a mixture of Residential 1 Zone, Low Density Residential Zone and Farming Zone however, its proximity to the town centre and access to services and infrastructure make it an ideal location for residential infill development. On this basis it is recommended that the area be rezoned to Residential 1 Zone with a proportion of higher density development consistent with the adopted Housing Diversity Strategy with the application of a Development Plan Overlay which addresses the following:

- The DPO to include the relevant properties along Princess Street:
- A buffer along the interface with the Business 4 Zoned land to ensure protection for existing and future of businesses and provide a reasonable level of amenity for future residents. This could be achieved through the location of open space, walkways, internal roads, fencing treatments, landscaping etc;
- Respond to the interface with the Low Density Residential Zone along Woodville Street;
- Provide suitable areas of public open space (minimum of area of 10%) which integrates with the existing water course;
- Respond to the drainage issues and any other constraints including drainage from Murrodoc Road;
- Good road linkages that provides excellent internal connectivity and connects to the existing network;
- Good pedestrian/bike linkages to the town centre, preferably via Princess Street;
- Address the termination of Mortimer Street.

A Development Contributions Plan or Section 173 Agreement may be appropriate to assist in the delivery of:

- Pedestrian and cycle linkages to the town centre;
- Development of open space, including infrastructure including a playground
- Contribution of \$900 per residential lot to put towards community facilities.
- Improvement/contribution to civil infrastructure including roads, footpaths, drainage external to the site.

Development of this area would contribute around 252 lots to the lot supply and given much of the land is within one ownership it could be delivered within the short term and ease the stress on current lot supply.

The property at 13A Princess Street is zoned Business 4 with access to the site is via a battle axe driveway through Residential 1 zoned land adjoining the site to the west (13 Princess Street). The owner has expressed interest in rezoning this site from Business 4 to Residential 1. The Residential 1 zone would be consistent with lots to the west and south. The site currently has a planning permit for the construction of a caretakers dwelling which has been designed with consideration for the commercial/light industrial uses to the north. It is considered appropriate to rezone the allotment currently known as 13A Princess Street to Residential 1 zone subject to a 173 agreement to remove industrial buildings from the site within an agreed time frame.

Oakden Road

2-22 Oakden Road is currently zoned Public Use (5) for cemetery use. Advice received from the Geelong Cemeteries Trust indicates that this land will not be large enough to service the future need of the Bellarine Peninsula and they wish to dispose of the site so that a larger allotment can be acquired. The site is currently vacant and well positioned with abuttal to the Residential 1 Zone on two boundaries and the close proximity of the town centre it is considered appropriate to allow a small infill development and rezone this area to Residential 1 zone. The extent of the existing Heritage Overlay over this site should also be investigated.

Fringe Rural Living Land

Drakes Road and Collins Street Area

This area is located east of Portarlington Road to the proposed bypass and between Whitcombes Road to the north and Kooroui Court to the south. The area has been identified as undulating, well vegetated and as having a high rural landscape value. It also contains a stand of mature remnant river red gums. At this time the area has been nominated to remain in the existing Rural Living zone to maintain rural residential character. Further investigations should be considered to determine whether planning controls would be appropriate to protect the red gums.

Huntingdon Street Area

The Structure Plan has examined the land south of Huntingdon Street, east of Princess Street and the east side of Jetty Road near the corner of Portarlington Road. Whilst these sites are on the fringe of an existing residential area and within proximity to the town centre, the Structure Plan needs to avoid an over supply of residential land in the short term and it is considered that these areas do not present the same short term opportunities provided by other identified areas given the land ownership is more fragmented.

The consolidation of this area could be in the form of a Residential 1 or Low Density Residential zone depending on the following considerations:

- The adjoining zones and land uses;
- Quality, location and number of existing houses in the area;
- Contribution to township character;
- Lot diversity and availability;
- Ability to create a functional and efficient subdivision layout and
- Future use/development of potential future urban expansion to the south.

Sproat Street Area

This area is located east of Sproat Street (adjacent to a Residential 1 zoned residential area) to the proposed bypass and between Koorou Court to the north and just south of Murradoc Road to the south. Subject to further investigation this area may provide an opportunity for medium to long term urban consolidation.

It is not anticipated the areas identified as appropriate for future urban consolidation will be required in the life of this Structure Plan where the population is predicted to rise by around 2500-3000 persons. Residential development will be directed to the Jetty Road Growth Area (which will accommodate around 8000 people at completion) and other areas nominated for Residential 1 zoning. As part of ongoing reviews these areas will need to be considered for consolidation once the lot supply within the settlement boundary becomes more scarce. Maintaining the current zones in the interim will ensure inappropriate subdivision or development does not occur or prejudice future opportunities.



The rural setting of Drysdale Clifton Springs makes it an attractive place to live.

Rural Land outside the Settlement Boundary

The Structure Plan has examined the rural area surrounding Gillies Road for the potential of rezoning this area to Rural Living. Some residents in this area have shown interest in rural residential development to incorporate some of the environmental values of the area. In examining township growth it is understood that there is need to provide for a range of housing types which includes larger rural living allotments. It is noted that Council's Local Planning Policy Framework identifies Drysdale Clifton Springs as a designated node for rural living development. However, any expansion to the Rural Living Zone has to be balanced against the notion that Rural Living land is an inefficient use of land and is most often a constraint to future residential growth opportunities.

It is acknowledged that the fragmented lot pattern and its locational attributes means that the Gillies Road area meets some of the State Government tests for rural residential living and that this Structure Plan does reduce the rural living zone stock (i.e. Central Road). At this time Gillies Road is outside the settlement boundary and it is recommended it remain in the Farming Zone along with all other areas outside the settlement boundary surrounding the townships. The Farming Zone will allow current land uses to continue without further fragmenting future growth opportunities. Once consolidation opportunities within the

settlement boundary are exhausted future growth opportunities may need to be further investigated.

The further development of the Regional Cultural and Community Hub including education and recreation facilities and current policy restricting residential development along the coastline means should there be a need for the township to further expand, expansion to the south would be logical. The area around the Regional Cultural and Community Hub was identified in the Urban Growth Strategy which stated that as a long term option land in immediate proximity to the Civic Precinct (now the Regional Cultural and Community Hub) be developed as a high density extension to Drysdale, after the rural residential zones have been more fully utilised. This site was considered the most logical given the concentration of regional services including a secondary school. It is considered more conventional residential densities located around this activity hub would provide opportunities for a more sustainable community.

The Structure Plan currently designates 20 years lot supply. At this time retaining the Farming Zone outside the settlement boundary will ensure future opportunities are not jeopardised by further fragmentation. It is recommended the Gillies Road area not be rezoned Rural Living as part of the Structure Plan.

Principles

- To facilitate appropriate growth which is in keeping with Councils policy on urban growth areas.
- To protect areas identified for longer term urban growth from inappropriate development.
- To ensure all new urban development is undertaken in a sustainable manner having regard to matters, such as, water conservation, stormwater treatment and reuse and energy conservation.

Directions

- Identify a settlement boundary.
- Support the development of the Jetty Road Urban Growth Area in accordance with the Jetty Road Urban Growth Plan 2007.
- Support rezoning of identified infill areas to provide for short – medium term growth opportunities with the application of appropriate Development Plan Overlays based on the principles identified in the Structure Plan.
- Support the implementation of Development Contribution Plans to assist in the delivery of infrastructure and community facilities.
- No additional land to be rezoned Rural Living.
- Ensure that Rural Living and Farming zoned areas are not developed in a manner which compromises the future strategic growth opportunities.

3.3.2 Settlement and Housing

Further concentration of development in the urban area will occur as some areas are rezoned (Residential 1) for more intensive purposes, vacant residential lots are developed and existing housing stock is redeveloped.

Council's adopted Housing Diversity Strategy supports the development of medium density housing within 400 metres walking distance of the town centre, subject to consideration of any site specific constraints, such as heritage.

Given Drysdale Clifton Springs will receive growth in all age cohorts, it is important to ensure the town has a range of housing types to serve the needs of all residents. It is also important affordable housing options are provided particularly when developing new residential areas.

It is important to ensure that new development is in keeping with the existing neighbourhood and contributes positively to its character, through increased landscaping and high quality architectural design.

Principles

- Ensure that future housing development complements the character of the town and provides for a variety of housing sizes and types.
- Ensure that new subdivisions incorporate sustainability principles including energy efficiency, connectivity and water management.
- Ensure that new subdivisions provide for community safety and crime prevention.

Directions

- Encourage medium density development within 400 metres of an activity centre.
- Encourage housing development that is consistent with the coastal/rural village setting.
- Encourage a diverse range of housing types.
- Support the preparation and implementation of the G21 Affordable Housing Strategy including the appointment of a Registered Housing Association.
- Ensure new subdivision and development proposals include Environmentally Sustainable Design, Water Sensitive Urban Design and stormwater re-use design techniques.
- Ensure new subdivision and development proposals incorporate Crime Prevention Through Environmental Design (CPTED) and Safer by Design principles.

3.3.3 Economic Development and Employment

The economic future and generation of employment within Drysdale Clifton Springs will be largely reliant on the town centre and the tourism sector.

Land Use Directions – Retail

The town centre not only services Drysdale Clifton Springs but also acts as a service centre for nearby communities such as Portarlington, St Leonards and Indented Head. Given the lack of direction in and around the town centre, over time it has grown in an ad-hoc manner which has resulted in a constrained and poorly integrated centre.

Other than a small scale commercial area (local centre) within the Jetty Road Urban Growth Area the focus of retailing should remain the town centre. It is important that the town centre remains the focal point for commercial development within Drysdale Clifton Springs to help foster vitality and avoid fragmentation of uses and activities.

The economic analysis undertaken as part of the Structure Plan development suggests that...*The next step in the development of the Drysdale Town Centre as a shopping centre would be the strengthening of the convenience retail function through the addition of a new supermarket. A new supermarket would provide competition for the existing main supermarket in the centre as well as broadening the range of goods available. This would make the centre more attractive for trade area residents to undertake their weekly convenience shopping and could be expected to reduce escape spending from the area.*

This development would reduce the need for residents of the trade area to travel; however, there is also a need to provide convenience retail facilities to serve the local communities and townships within the trade area.

Without such growth in provision, escape expenditure from the area will rise from its already high levels. This will mean that residents are travelling more than they should have to for their services, and that local activity centres are not achieving their potential in creating jobs and investment opportunities.

Including the provision of an additional supermarket the economic analysis identified the need for 9,700 square metres of additional retail/commercial floor space by 2021 and up to 14,000 square metres by 2031. Additional food and grocery floor space could be provided in a number of formats, including, one large supermarket, two medium sized supermarkets, a medium sized supermarket and specialty stores or a market with a variety of small food and grocery stores. The provision of a small to medium sized supermarket would provide the most immediate benefits and would be viable soon if not immediately. A large supermarket may not be viable for some time (at least not without impacts on the existing centre and other activity centres such as Jetty Road and Portarlinton). The centre would be unlikely to support both a medium sized supermarket and another full line supermarket within the life of this Structure Plan.

This suggests if ALDI goes ahead on the Murradoc Rd site this would be the short term option satisfied and a large super market would not be required for some time. The size of the other supermarket (on the Bowling Club site) should reflect the constraints of the site and be justified by an economic impact statement that assesses the impact on existing and proposed activity centres at Drysdale, the Jetty Rd Growth area and Portarlinton.



The commercial precinct in the Drysdale town centre.

Residential development to the north west of the shopping centre, a newly constructed retirement village between Palmerston Street and Wyndham Street and significant volumes of traffic along High Street limit the opportunities for the town centre to expand. Such limitations places greater emphasis on maximising the existing retail area to provide for a more compact town centre.

Palmerston Street Site

There are a number of community facilities and services located in the town centre. There is an opportunity to relocate some of these to the Council owned parcel of land in Palmerston Street. This site is around 100m west of the town centre and could be easily connected to the shopping precinct by the construction of new footpaths. This option frees up the limited Business 1 zoned land for retail and commercial purposes and provides an opportunity for the creation of community service hubs, for example health, early childhood, civic etc. In relocating community facilities and services to the Palmerston Street site consideration should be given to co-locating like uses to create dedicated service hubs. Support should also be given to creating multi-purpose community facilities that can be used by a broad range of individuals, groups and organisations. Council is currently undertaking an analysis of community infrastructure in Drysdale Clifton Springs which will help inform the relocation of any services and/or facilities and the development of a masterplan for the site.

Business 1 Expansion

The properties bound by High Street, Everley Street and Princess Street are zoned Residential 1, however with the exception of two properties the entire area is occupied by non-residential uses such as café, neighbourhood centre, police station, kindergarten etc. To facilitate improved usage of land it is recommended that this area be rezoned to Business 1.

Consolidating existing commercial land will still not provide enough retail floor space to service the needs of a growing community, particularly the area required for another supermarket. Reviewing the land surrounding the town centre it appears that there are two potential sites to accommodate an additional supermarket in the short to medium term.

Possible Supermarket Site – Bowling Club

The first option is on the land currently occupied by the Drysdale Bowling and Croquet Club at the northern end of the current retail precinct. This site is opposite existing retail shops on Clifton Springs Road and development of this site would extend the village shopping strip along Clifton Springs Road. The site is large enough to accommodate a supermarket, some specialty stores and parking.

This site should be developed in accordance with the principles set out in the urban design review with the key principles being:

- Active street frontages to Clifton Springs Road and Collins Street;
- All elevations that have a direct or visible address to the street frontage should be activated, blank walls should be avoided and remaining elevations should be appropriately treated through the use of textured, coloured or panelled materials, resulting in detailing that adds interest;
- Parking predominately located behind the retail façade;
- Loading areas concealed to the north and rear;
- An appropriate interface with the residentially zoned land north of the subject site including a minimum 2 metre high fence (acoustic if appropriate) and landscaping;
- High quality landscaping treatments along street frontages, within carparking areas and in the buffer to the residential interface and
- Road upgrades along Clifton Springs Road and Collins Street to ensure safe vehicle and pedestrian movements, access and loading arrangements and landscaping opportunities.

The development of this site relies on the relocation of the Bowling and Croquet Club. The Bowling Club has solid membership numbers and is well financed to undertake substantial

site improvements including installation of artificial turf greens. It is understood the Club's preference is to remain at the current site, however if an alternate centrally located site could be found and comparable facilities provided relocation would be considered. It is noted that the site is largely owned by Council with the exception of the club rooms and a parcel of land fronting Collins Street which is owned by the Club.

The development of the Bowling Club land would result in a more integrated town centre and a better urban design outcome. Therefore the Structure Plan recommends that this land be rezoned to Business 1, subject to the Bowling Club being appropriately relocated and developed for commercial purposes ahead of the site on Murradoc Road.

Alternative Murradoc Road Supermarket Site

The other site option is located on Murradoc Road, a relatively undeveloped area comprising of a number of lots all in separate ownerships just east of the existing town centre. This site has been earmarked for an ALDI supermarket. Given that the Bowling Club site presents challenges in so far as finding a new site for the Club, which could prove to be a long and protracted process, Council decided there is merit in advancing the alternative site to achieve a net community benefit. The Murradoc Road site is suitable for immediate development and therefore addresses a community need for additional supermarket retailing in the short term.

Development of this site would result in the town centre expanding across High Street and with a roundabout and high traffic volumes, there is a concern that it will not be readily pedestrian accessible and would segregate the town's commercial activity. This disconnection will cause some shoppers to drive between the different parts of the centre and synergies between activities will be lost. Any development of this site would require a design that provides a high level of connectivity and integration with the existing retail core. The Business 4 lots between the existing Business 1 land in the town centre and the alternative supermarket site should also be considered for rezoning to Business 1 as part of any proposal to ensure commercial activity connects the new supermarket with the existing centre. The following urban design principles are provided for the potential redevelopment of the site for a supermarket and should be read in conjunction with figure 4.

The key principles include:

Front setback

- Provide a front setback of no greater than 22m in accordance with the Interim Design Guidelines for Large Format Retail Premises prepared by (DPCD).
- This should provide for car parking (typically two rows of parking and central aisle), pedestrian access adjacent to the active frontage and landscaping along the street abuttal and throughout the car park.

Residential interface

- An appropriate interface with the residentially zoned land south of the subject site should be 3-5m in width and provide a landscaped separation between the car park and the adjoining land.
- Fence treatment should be paling timber fencing at minimum of 2m in height to give the appearance of the adjoining residential vernacular. There are instances where an acoustic fence may be required for such a proposal and ameliorate noise transfer.

Site access and movement

- The number of vehicular access points should be minimised and limited to two access points (subject to traffic engineering advice).

- The primary vehicular access point should be adjacent to the western boundary to minimise conflict with pedestrian movement along the active frontages of the supermarket building. This access point will allow entry/exit of vehicles. The eastern access assists in reducing potential queuing of vehicles when undertaking a right hand turn into the site from Muradoc Road. Sufficient distance is required from the major round-a-about located at the junction of Muradoc Road and High Street to the east.
- The primary pedestrian access point should be from the main entry point of the building which orientates towards the street frontage. This is typically the centre of the building frontage; however other access points could also be further to the west where the majority of those accessing the site by foot will enter from.
- Other pedestrian paths should be provided throughout the site to provide safe passage of travel and avoid conflicts with vehicular movement. Key pedestrian paths should be provided along active frontages and key access points through the car park. Pedestrian access from the residential development to the south could also be provided.
- Line markings and surface treatment could assist in pedestrian way finding.
- Service and delivery vehicles can share the main vehicular and access point. An additional access point is provided at the north - west corner of the site to allow service and delivery vehicles to exit the site in a safe and convenient manner. This access point is for exiting vehicles only and left hand turn only and should be a single width (approx 4m). This can be appropriately managed through the use of signage at the Muradoc Road access point.

Active frontages and building edges

- All elevations that have a direct or visible address to the street frontage should be activated. Blank walls should be avoided as this reduces the character and appearance of the building and importantly pedestrian amenity.
- Those remaining elevations should be appropriately treated through the use of textured, coloured or panelled materials, resulting in detailing that adds interest.

Car parking areas

- The car parking areas should be designed to provide a safe and convenient layout and ensure low speeds of vehicular traffic.
- Areas for pedestrians should be marked to minimise conflicts with vehicular movement throughout the car park.
- Where possible, opportunities for landscaping should be included at the ends of the rows of the car spaces.

Loading bay

- Any loading bay should be located to the rear of the site and preferably not visible from the street frontage, in accordance with DPCD guidelines. The dimensions of the loading bay should be in accordance with Clause 52.07 - Loading and Unloading of Vehicles of the City of Greater Geelong Planning Scheme.
- A single lane driveway for service and delivery vehicles could be included along the western boundary of the site to allow for egress only. This allows the vehicles to enter and exit the site in a forward direction avoiding the need for large expanses of reversing areas for large vehicles. It also assists with providing a buffer to the adjoining site to the west.

Springs Street

Given a major direction of this Structure Plan is to expand and enhance the existing town centre in Drysdale, it would be inappropriate to allow out of centre commercial development which would reduce the role of the town centre. Therefore an alternative zone and use should be considered for the Council owned Business 1 zoned land at 17-29 Springs Street, Clifton Springs. Although the site, based on policy and economic considerations is inappropriate for retail activity, its proximity to the Golf Course and foreshore does present a good opportunity to provide an alternative use such as tourist accommodation. Any future proposal should include an investigation into the development potential and drainage catchment issues associated with the site and discussions with the relevant Council departments and Councillors in consultation with the community.

Light Industry / Periphery Sales

Another contributor to the local economy is the light industrial area along Murradoc Road. The 1992 Structure Plan designates an area to the south of Murradoc Road to accommodate an expansion to Business 4 Zone. Economic analysis reveals there is no need for any expansion to this area as the current lot supply contains enough land. As part of the development of the town centre Urban Design Framework the future role and development of the Murradoc Road commercial precinct should be further considered.

Town Centre – Urban Design

Given the physical analyses and findings of the Town Centre economic and transport assessment, a clear step forward is the identification of a clear 'Town Centre Structure' as the basis for future development and infrastructure investment. The Town Centre Synthesis prepared by Hansen partnership (Figure 2) recommends a series of key urban design precincts:

a. Town Centre Spine/ Core

This represents the core Township and an opportunity to improve heritage form, streetscape image and pedestrian amenity along High Street south of and around the roundabout. This includes rationalisation of the grassed town square and improved access to retail uses. Infilling gaps along both sides of High Street and improvement of the image of the spine is the key to enlivening the Town Centre.

b. Town Entry South

The approach to the Town Centre from the south is particularly important. It should maintain its domestic appearance with consolidated housing and generous frontage setbacks and greater emphasis on public landscape treatments. Council land south of Eversley Street should form the basis for a suite of new community and senior citizen services linked by pedestrian paths to the Town core to the north.

c. Town Entry North

The northern Town entry represents one of the last remaining development precincts with good road access proximate to the Town heart. This precinct can accommodate for notable change, including retail floor space when and if the bowling club and other land on Clifton Springs Road becomes available. Improved connection to the existing western precinct should be realised along Hancock Street.

d. Town Business Corridor

The eastern entry to the Township is hampered by heavy vehicles and poorly presented buildings. Service business and light industry are supported along this spine to be developed in a consistent manner with improved frontage setbacks, office and showroom forms and concealed parking and loading. Parts of the Council Depot to the north may be

embraced within this sector. Retail oriented uses may be tolerated closer to the Town heart in tandem with new street tree and street lighting.

An indicative Drysdale- Clifton Springs Town Centre Concept Plan has been prepared to demonstrate how the proposed Centre Synthesis may look. This should not be interpreted as a final plan, rather one possible outcome of the synthesis with a series of key directions or initiatives that can form part of the ultimate Structure Plan.

The Concept Plan is shown at Figure 3 and includes the following key elements:

a. Town Centre Spine/ Core

- 1. Clear definition of historic Town Centre core on High Street between Eversley Street and principal roundabout,*
- 2. Creation of new retail or mixed use development sites to west as transition between retail core and residential fringe,*
- 3. Infill development to each side of High Street in core to ensure critical mass of retail, dining, civic or community use,*
- 4. Streetscape treatments, street trees, lighting and continuous active frontages to High Street within the core Township,*
- 5. Improve existing and create new car parking courts with pedestrian links, lighting and tree plantings,*
- 6. Reduce size and extent of central town square lawn and allow one way access from High Street to west to connect with Wyndham Street mall,*

b. Town Entry South

- 7. Improved announcement of Town Centre entry with directional and wayfinding signage,*
- 8. Encourage retail destination traffic west from junction of High and Eversley Streets,*
- 9. Landscape improvements to frontage gardens and streetscape of High Street south of Eversley Street,*
- 10. Maintenance and improvement of detached dwelling stock to High Street south,*
- 11. Converted dwelling stock serving as office accommodation to High Street south,*
- 12. Identification of residential consolidation and/or mixed use development on Eversley and High Streets,*
- 13. Relocate senior citizens building to High Street south in tandem with coordinated health and community services,*

c. Town Entry North

- 14. Expand potential of Town Entry north with new retail option on Bowling Club land,*
- 15. Provide car parking court accessed from Clifton Springs Road or Collins Street to service possible new retail,*
- 16. Improve image and presentation of Collins Street north with new street tree plantings, lighting and pedestrian linkages,*
- 17. Support residential consolidation north of Hancock Street with opportunities for better pedestrian linkages.*
- 18. Rationalise existing retail 'courts' off Clifton Springs Road to allow for walking links to Town Centre,*

d. Town Business Corridor

19. Define Murradoc Road as key town entry with central median, lighting and street tree planting,
20. Support a combination of bulky goods retailing, service business and light industry on Murradoc Road west with parking and loading to rear,
21. Absorb Council Depot land to the north providing opportunity for complementary uses
22. Ensure all new service business forms present a high quality built frontage to streetscape,
23. Ensure common setbacks to new Murradoc Road buildings in tandem with limited convenient car parking and canopy cover,
24. Allow for office and retail (possible supermarket option 2) on Murradoc Road west close to Town core.
25. Establish landscape buffers to north and south to limit influence of any potentially conflicting uses.

Council Depot Site

The existing 2.3ha Council Depot site in Collins Street has been identified as a 'Key Development site' with the possible relocation the facility to the nearby landfill facility. The site is well positioned to provide for a number of opportunities including:

- Relocated Drysdale Bowling Club;
- A farmers market;
- Expansion of the adjoining school;
- Expansion of adjoining Business 4 zoned land to enable more efficient land consolidation or opportunities for a larger peripheral retail (restricted retail) outlet.

Opportunities for this site should be further examined once Council has reviewed the future of the sites current operations.

To improve the town centre (including the light industrial area along Murradoc Road) appearance and functionality, it is recommended that an Urban Design Framework be developed to ensure the area is well planned.

Other Retail Opportunities

Other retail opportunities may be considered outside the two nominated sites if the following criteria is met :

- The proposal is consistent with Council's Retail Strategy (2006);
- The existing town centre is not compromised;
- There is no appropriately zoned land available;
- There is a demonstrated need;
- The site is located on a major road;
- The site and proposed use is compatible with or will not detrimentally impact adjoining land uses and
- The site can achieve high quality urban design outcomes including streetscape, landscaping, parking, access and movement and built form.

Figures 2 and 3 - Town Centre Synthesis and Town Centre Concept

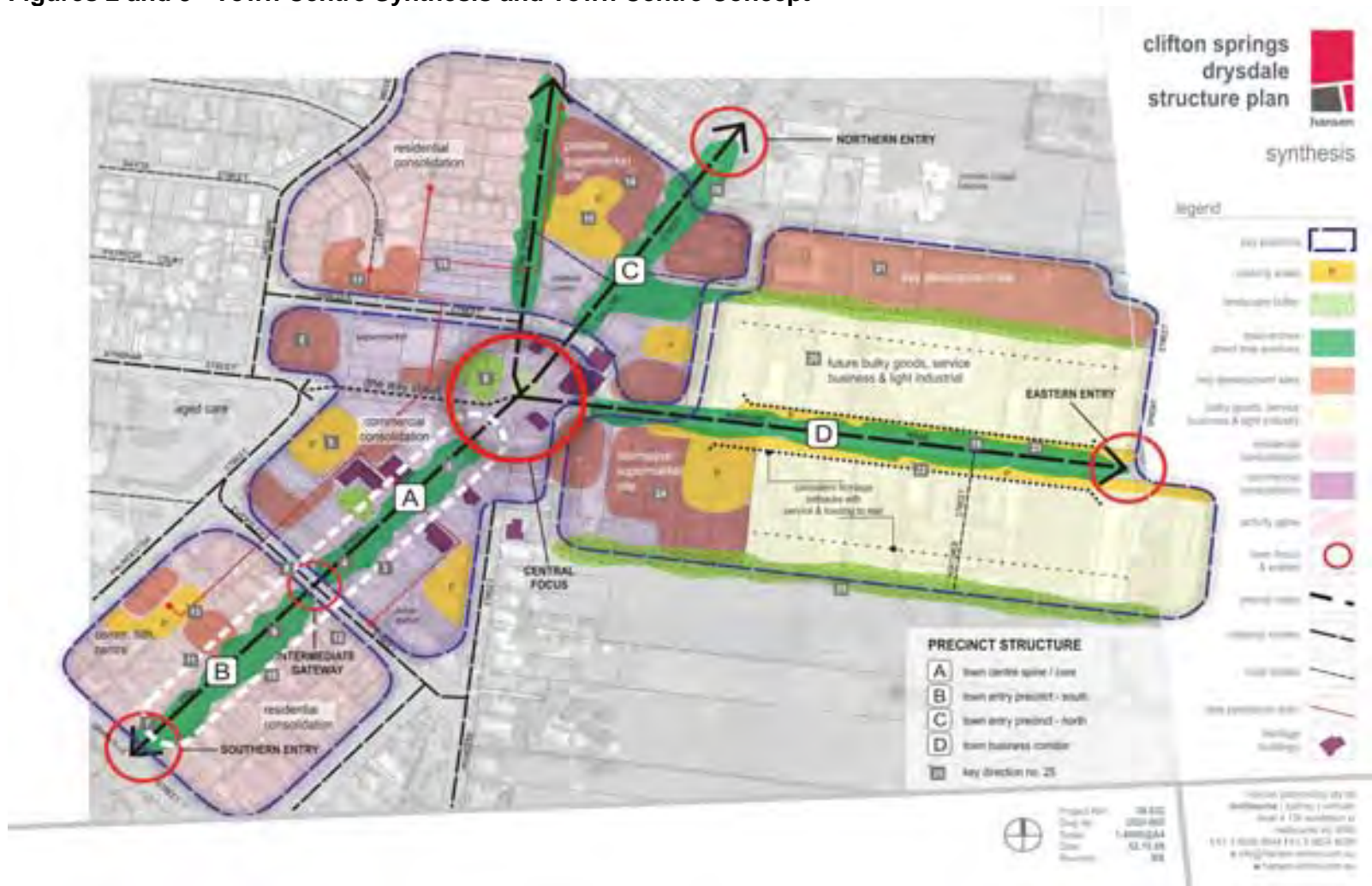


Figure 4 Murradoc Road Alternative Supermarket Site Design Principles



Tourism

Drysdale Clifton Springs is one of the major townships on the Bellarine Peninsula, a major tourist destination in the region. Drysdale Clifton Springs is an attractive and convenient base to explore popular attractions, such as wineries, olive groves and the Bellarine Rail Trail which are located in the surrounding rural hinterland. The Drysdale Clifton Springs township also has a number of attractions including the tourist railway, golf course, The Dell foreshore, boating facilities and wetlands, historic museum and cafes. The Potato Shed Arts Centre is located in the Community and Cultural Hub and offers a range of activities, exhibitions, performances and events throughout the year. The proposed expansion of the facility should enhance the site as a tourist attraction. There is also an opportunity to make use of the historic Drysdale Courthouse in High Street for public exhibitions and events. It is considered that establishing additional tourism related activities (i.e. farmers market, events etc) and providing tourist accommodation within and around the town centre will contribute to the revitalisation of the town centre and the local economy.



Popular destinations for locals and tourists - The Dell reserve and boat harbour, Clifton Springs

The town also lacks tourist accommodation and visitors are typically restricted to B&B's or holiday homes. Providing different types of accommodation for tourists will ensure visitors stay longer and contribute to the local economy.

In an attempt to encourage the development of short term accommodation, two sites have been specifically identified as part of this Structure Plan. Both seek to locate where there may be a ready made market around golfing. The Curlewis Golf Course has expressed interest in providing short term accommodation, and as long as it is located at the eastern end of the course, the provision of such accommodation should benefit the community. Locating it at the eastern end will ensure that development can be integrated into the Jetty Road Urban Growth Area and visitors will have access to the pedestrians paths which can link them to the foreshore and the town centre.

The other site is the Council owned parcel at Springs Street which is opposite the Clifton Springs Golf Course. This land is currently zoned Business 1, however as discussed previously it's recommended that the future use and zone of this site be further investigated.

Appropriately scaled tourist accommodation, including motels and caravan parks are encouraged within suitable residential locations or within the rural periphery of the town.

Principles

- To encourage a diverse mix of uses and activities within the Drysdale town centre.
- To encourage the development of the town centre which enhances its appearance and functionality.
- To encourage the provision of additional tourist accommodation and related services and infrastructure which is responsive to the rural hinterland and coastal township setting.

Directions

- Support the consolidation of the Town Centre including improved use of undeveloped Business 1 zoned land, the provision of consolidated parking areas and landscaping treatments consistent with the town centre synthesis and concept plans.
- Support the development of an additional supermarket, preferably on the Drysdale Bowling Club site which achieves appropriate urban design outcomes and where alternative arrangements can be made for the relocation of the Drysdale Bowling Club to a centralised location.
- Support the alternate Murradoc Road site for retail development if the design principles outlined in the Structure Plan can be achieved.
- Rezone land bound by High Street, Eversley Street and Princess Street to Business 1.
- Ensure development in the town centre is consistent with the principles and directions set out under 'Town centre - urban design'.
- Develop and implement an Urban Design Framework for the town centre based on the Structure Plan town centre design concept.
- Develop a Design and Development Overlay for the town centre to encourage development which responds to and enhances the village character.

- Preserve the historic village character of the town centre, particularly along High Street.
- Support the development of interpretation opportunities throughout the town such as public art, interpretive signage and project such as 'Murmur'.
- Support the development of a farmers market at a central location in the town centre.
- Encourage the creation of service hubs within the existing town centre to accommodate community, health, education, civic services/facilities. The Council owned Palmerston Street site adjacent to the Community Health Centre provides a key opportunity with provision of appropriate pedestrian and cycle links to key routes and the town centre.
- Limit bulky goods retailing (restricted retail) and light industrial uses to the existing Business 4 zoned land along Murradoc Road and investigate the future use and development of this area as part of the urban design framework.
- Identify the Council Depot site as a key development opportunity and undertake a review of the site to determine opportunities for its use, such as relocated bowls club, farmers market or consolidation to the adjoining Business 4 land in Murradoc Road.
- Consider an alternative zone for the Council owned site at 17-29 Spring Street, Clifton Springs to encourage short term accommodation or other identified use.
- Support a variety of appropriately scaled and site responsive tourism based development within the town and on the rural edge.
- Support the development of and/or rezone part of the Curlewis Golf Course to provide for the provision of short term accommodation to the eastern portion of the site.

3.3.4 Infrastructure

Development Contributions

The most significant infrastructure requirements for the township over the life of this structure plan will be for the Jetty Road Urban Growth Area. However much of this has been planned for through the Jetty Road Urban Growth Plan (2007) and this structure plan supports all of the directions. To assist in the delivery of infrastructure within the Jetty Road Growth Area the City of Greater Geelong has resolved to implement a Development Contributions Plan (DCP) to levy fair contributions towards specific infrastructure items such as public open space, roads and drainage and other community infrastructure (i.e. library). Where a Development Plan Overlay or Development Contributions Plan is required the Plan should be prepared and finalised prior to land being rezoned.

The future development of the Central Road residential infill area has significant drainage issues and it will be important to ensure that any public open space is located in such a way that allows good linkages with other open spaces areas such as McLeods Waterholes and Griggs Creek. Therefore a Development Contributions Plans will be necessary to assist in the delivery of this infrastructure.

As detailed in the background report, Barwon Water have advised that the current system is reaching capacity and will theoretically exceed capacity with further development (Jetty Road). Barwon Water have undertaken the necessary investigations into the upgrades needed to service the town over the next 40 years which have be factored into Barwon Water capital works program and it is expected that these assets will be delivered within the next 10 years. Barwon Water have indicated that the town can be serviced with water without the need for major capital works.

Community and Recreation Needs

The Bellarine Peninsula Community Service Plan 2006 -2016 establishes a plan for improved community and social service provision within the township. The actions included in this Service Plan are supported as being consistent with resident needs identified through this Structure Plan, particularly in relation to the provision of pedestrian and community linkages.

Taking into account the population projections it is anticipated additional community services and facilities will be required. There is an opportunity to review existing community services and facilities with a vision of creating community service hubs within the town centre. The service hubs can provide a single destination trip for health, education and civic needs by grouping related services together.. Council owns a large parcel of land in Palmerston Street which provides a major opportunity given the site is centrally located, close to aged care facilities and next to the Bellarine Community Health Centre. It is recommended that this site be retained for community service purposes and linked to the town centre via footpaths.

The Bellarine Peninsula Leisure and Recreation Needs Study 2005 and the City of Greater Geelong Study of Open Space Networks 2001 establishes recommendations relating to the provision of new facilities and enhancement and improvement of existing recreation spaces. The Jetty Road growth area and infill areas provide minimal opportunity to provide all the required active recreational spaces needs.



Existing sports and recreation facility, Jetty Road, Clifton Springs.

Council also owns a large 5.6ha open space reserve abutting Beacon Point Road and High Ridge Road. This reserve adjoins the foreshore reserve and has expansive views over Corio Bay but is largely undeveloped with little planting or other infrastructure. It is recommended that a Landscape Master Plan be prepared for the reserve.

The area historically known as the 'sub regional centre' located south east of the Portarlington Road intersection currently accommodates public and private schools and a community arts centre (Potato Shed). The 1992 Structure Plan stated that this area could also provide some retailing function to service Drysdale Clifton Springs and Ocean Grove. Having regard to Council's current Retail Strategy, the development of this site as a sub regional retail site would be contrary to the retail hierarchy and would not be supported today with this function being provided in the future by Ocean Grove or Leopold. Economic analysis undertaken as part of the development of the Structure Plan background also indicates that all retailing should only occur within the town centre and thus any proposal for out of centre commercial development would not be supported.

Given the area already contains a number of community facilities, the 45 hectare vacant parcel of Council owned land is a major asset and presents a significant opportunity to build on the existing site facilities. It is recommended this land be identified as a 'regional cultural and community hub' and used to provide future recreational (sporting fields, multi purpose sports centre, potential pool etc), community and educational facilities (i.e. higher education or research, youth services, further or expanded emergency services facilities etc). It is recognised that this site is isolated from the existing community and the future development

of the regional cultural and community hub will need to ensure that safe and efficient pedestrian and cycle links are provided across Andersons Road and Portarlinton Road, particularly when the Bypass is in place. The Structure Plan recommends this site be rezoned to a Special Use zone to exempt permit requirements for education and community uses.

Having undertaken some preliminary urban design, the following concept plan has been produced to illustrate how a regional cultural and community hub may developed (Figure 5).

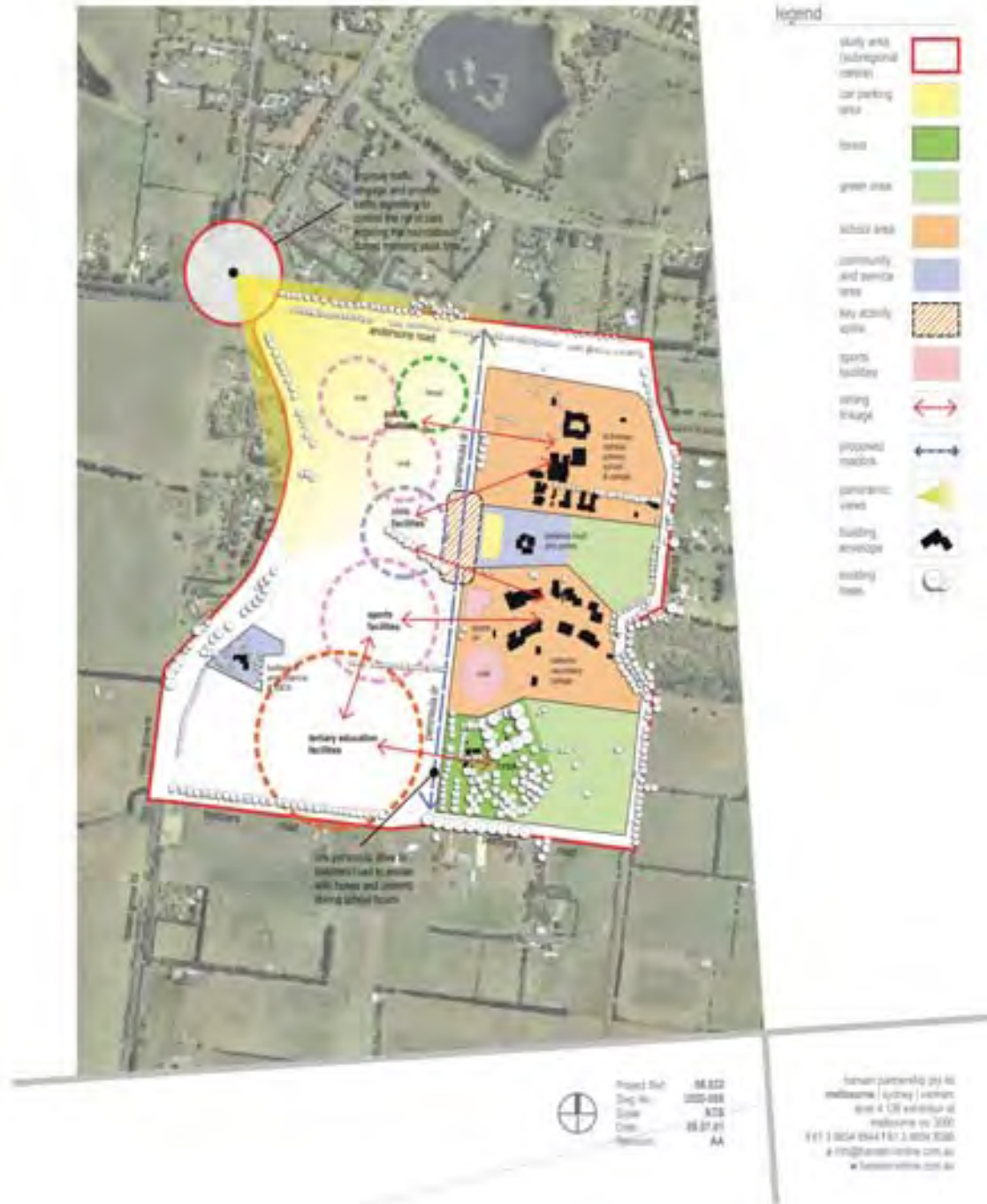


Figure 5 – Regional Community and Cultural Hub

Movement

Traffic movements, particularly around the town centre and at the major roundabout of Geelong – Portarlington Road is regularly congested and a constant frustration for the local community. It is acknowledged the Drysdale Bypass has been formally designated for over 20 years and if it was constructed it would certainly resolve most of the traffic problems within the town. VicRoads has been slowly acquiring land however recent advice indicates that its construction is likely to be in the medium to long term.

In an attempt to ease some of the traffic problems a number of improvements are proposed:

- Peninsula Drive and Belchers Road
Consider improvements as part of the development of the master planning for the community and cultural hub.
- Drysdale – Ocean Grove Road / Andersons Road
Provide a left-turn slip lane from Andersons Road to assist traffic movements, particularly buses entering Drysdale – Ocean Grove Road to travel south.
- Geelong – Portarlington Road / Drysdale – Ocean Grove Road / Jetty Road
For the interim, signalise the Jetty Road and High Street legs during the morning peak (8:00AM to 9:00AM) so that safe gaps are created to enter the roundabout and thereby reduce delays and congestion.

For the longer term, either reconfigure the roundabout to provide two circulating lanes or replace with traffic signals.

- Signage to Drysdale Town Centre
Improved signage to be erected on both approaches to the Drysdale Town Centre to direct motorists to the off-street parking areas via Eversley Street and Clifton Springs Road / Hancock Street.
- High Street / De Burgh Road / Bridge Street
Improved channelisation at De Burgh Road approach to intersection to reduce potential for vehicle conflict.
- Founds Road
Improve access to Portarlington-Queenscliff Road to accommodate heavy vehicle traffic.
- Jetty Road Growth Area stage 1 infrastructure plan - the Portarlington Road intersection may require upgrading based on traffic volume triggers and Jetty Road may require widening/treatment including pedestrian and bike paths as per the Urban Growth Plan.

Given Drysdale Clifton Springs is a commuter town there is a definite need to provide improved public transport services to and within the town which could include:

- Increase frequency and improve services to provide a better, safer and more convenient public transport service in order to promote transport options for all residents, encourage the use of more sustainable forms of transport and reduce car reliance.
- Develop the provision of public transport appropriate to Drysdale / Clifton Springs's role as a hub for outlying coastal communities on the Bellarine Peninsula as well as that as a commuter town to Geelong and Greater Melbourne.

- Identifying the viability of a town centre community bus service to areas of interest such as town centre, Potato Shed, schools, medical centre, foreshore and recreation facilities.

Through the development of this structure plan it has become apparent that the town lacks designated pedestrian and bicycle paths. Although the town is compact key destinations are located some distance away from major population concentrations and connectivity to key destinations is poor in many instances. To assist in changing transport behaviours and better integrate the community, the town needs more pedestrian and shared pathways which could include:

- Sealing the Jetty Road shoulder to establish a connection from the Rail Trail to the proposed off-road Shared Use Path along the eastern side of Griggs Creek to link the foreshore, the primary school and the Jetty Road Reserve.
- Installing footpaths along Jetty Road, Wyndham Street, Beacon Point Road and Murradoc Road. Also ensure that all new subdivisions include adequate footpaths linking into the existing street network.
- Upgrading and improve existing walking trails located throughout Drysdale and Clifton Springs. The compact size of the township, location of commercial and community facilities and the safety of the street network provide an excellent opportunity for more sustainable, non-vehicle reliance travel.
- Improving the linear drainage reserves running between Central Road and Bayshore Avenue, Clifton Springs Road and Bayshore Avenue and Beacon Point Road and Dundundra Drive by adding walking paths etc and/or extending these reserves through further acquisitions or developer contributions.
- Installing a safe crossing where the Rail Trail crosses over the Portarlington Road adjacent to the Drysdale Railway Station.
- Connecting existing and proposed community, recreation and open space facilities through footpaths or shared pathways.
- Improving bicycle safety through the town centre including green treatment lanes for conflict areas, adequate lane marking and cycle parking facilities.
- Connecting the aged care facility to the town centre to allow safe pedestrian movement.
- Providing safe bicycle routes for school children off the main roads.

The Drysdale Clifton Springs Active Transport Network study is currently being developed and once completed will set out principles for the townships to improve walking and cycling opportunities and neighbourhood amenity.

Principles

- To provide an improved transport network which includes better traffic movements, pedestrian and cyclist linkages and public transport options.
- To encourage the provision of a range of social and community services that complements the size and role of the township.

Directions

- Support the development and implement the findings of the Drysdale Clifton Springs Community Infrastructure Analysis.
- Support the ongoing upgrading of existing open space, leisure and recreation areas undertaken for and on behalf of public land managers.
- Prepare a Landscape & Recreation Master Plan for the Beacon Point - High Ridge Road Reserve.
- Encourage the development of the regional cultural and community hub consistent with the Structure Plan directions including the preparation of a Master Plan.
- Investigate opportunities to consolidate and upgrade the Drysdale Recreation Reserve to create a sporting hub for the community including multi-purpose facilities.
- Support the implementation of the Potato Shed Master Plan.
- Encourage future traffic works undertaken by VicRoads along the Bypass and along High Street.
- Support the development, and implement the findings of a strategic footpaths policy to achieve better pedestrian and cycle linkages throughout the town which are designed consistent with The Guidelines for Walkable Coastal Environments and the Walkability Toolkit.
- Support the development and implement the findings of the Drysdale Clifton Springs Active Transport Network study.
- Improve cycle and pedestrian linkages to the regional cultural and community hub including the provision of appropriate crossing points at Andersons Road which have regard to the future By-Pass.
- Support and implement improved bicycle and pedestrian paths, particularly along Jetty Road, Wyndham Road, Beacon Point Road and Murradoc Road as well as an off-road shared use path along the eastern side of Griggs Creek with appropriate linkages to the Bellarine Rail Trail.
- Investigate walking and cycling opportunities on local streets to allow children travelling to school to get off the main roads.
- Advocate for improved bus services and upgrade bus stop infrastructure.
- Facilitate improved community transport services and park and ride areas.

3.3.5 Natural Environment

Coastal townships will remain popular housing locations and as a designated urban growth area Drysdale Clifton Springs will need to accommodate a large proportion of those people seeking a coastal lifestyle. However, in accommodating growth it is equally important to ensure that increased development is not to the detriment of the natural environment.

Understanding the need for a balanced approach, a range of strategies and plans have been produced to help deal with urban development pressures on the coast.

The Coastal Spaces Landscape Assessment Study (Department of Sustainability and Environment, 2006) identifies the coastline between Clifton Springs and Portarlington, and the Bellarine Hills as an area of Regional Significance, valued for the prominent rural skyline and extensive panoramic views. Council is in the process of implementing planning scheme controls in the form of a Significant Landscape Overlay to ensure that development will not impact upon these landscape qualities as per the Study recommendation.

The natural environment provides many residents and visitors with enjoyment as they partake in passive and active recreational pursuits. The foreshore in particular is a popular destination and existing facilities such as the boat ramp, pedestrian access and picnic areas should be maintained and enhanced.

The majority of the areas environmental assets are managed by public land managers with the help of community based groups. The ongoing involvement by these agencies and groups will ensure that these areas are effectively managed and protected in the long-term.

Whilst many of the key environmental areas contain remnant vegetation and provide a range of habitat types to support local fauna, many of these areas are also subject to human influences and their environmental values could be improved. The local waterways receive large volumes of stormwater and therefore water quality is a significant issue; exotic weed infestation is common and erosion is a constant threat for the fragile limestone cliffs along the foreshore. Climate change and the effects of rising sea levels and storm surges will also be an increasing threat to the sensitive coastline.



Griggs Creek is in need of rehabilitation.

The Clifton Springs Coastal Management Plan has been developed to guide the future management of the foreshore reserve so that it is protected and enhanced for the enjoyment of current and future generations. It is important that this structure plan supports and underpins these key recommendations and encourages its implementation.

Significantly, the environment also holds important values relating to Aboriginal cultural heritage and post contact heritage. There is a strong need to appropriately protect and manage these values.

Principles

- To protect, rehabilitate, enhance and interpret the towns environmental attributes for current and future generations.
- To ensure environmentally sensitive areas including the coast, The Dell, Lake Lorne, McLeods Waterholes and The Basin are protected from localised development pressures.

- To ensure detrimental impacts on Port Phillip Bay and the coastal environment are minimised and managed.

Directions

- Provide for the protection of Aboriginal cultural heritage areas, through community interpretation, education and awareness.
- Encourage the retention and enhancement of existing vegetation, in particular indigenous and native on private land.
- Protect indigenous vegetation on roadsides and reserves and undertake planting programs using local indigenous species.
- Ensure no further subdivision or inappropriate development occurs within highly sensitive areas.
- Support the rehabilitation of Griggs Creek as a biodiversity and public open space corridor, in accordance with the Jetty Road Urban Growth Plan.
- Support the preparation and implementation of the Griggs Creek Rehabilitation Plan.
- Support the implementation of the Clifton Springs Coastal Management Plan.
- Investigate the establishment of a heritage trail and associated interpretation material including the Dell and historic springs area and other heritage places.
- Support the development and implementation of the Dell Heritage Landscape Plan.
- Encourage the use of water sensitive urban design measures, energy conservation and water conservation and reuse within all new residential and commercial development.
- Support the recommendations of the Coastal Spaces Landscape Assessment Study, including the application of the Significant Landscape Overlay.

3.3.6 Rural Areas

The rural hinterland surrounding Drysdale Clifton Springs is a key component to its landscape setting and character.

Designation of a well planned and clear urban settlement boundary will ensure that rural land is protected from the ad-hoc conversion to residential activity. Future urban growth is unlikely to extend along the coast and is limited to inland or infill areas.

Therefore peripheral urban location should not be further fragmented or compromised. Rezoning rural areas to Rural Living should be resisted until a future review of the structure plan is completed and Council is able to determine growth activity and any future urban growth areas, without the hindrance of rural living development.



Rural hinterland, valued for its landscape qualities and potential for farm based tourism with an agricultural focus.

For areas outside the Settlement Boundaries, other than those of high environmental and/or landscape significance, opportunities exist for small scale farm base tourism activities such as B&B's, group accommodation, food and wine production. Suitability of non-farming activities will depend on issues such as current policy and zoning requirements, environmental impacts and impacts on existing rural production.

Principles

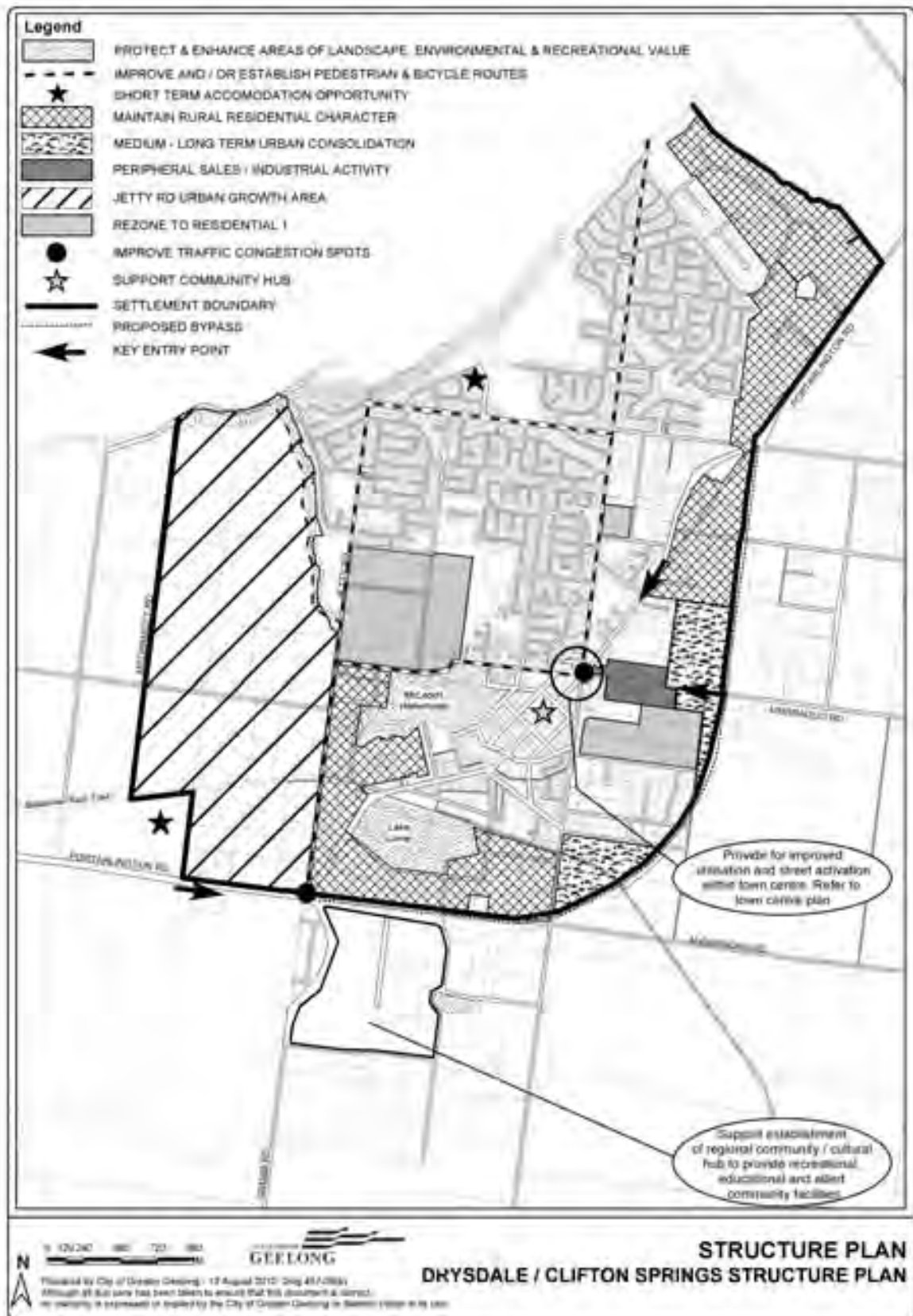
- To ensure that the surrounding rural landscape and setting of Drysdale Clifton Springs is preserved.
- To ensure the land use and development within those areas currently zoned Farming do not jeopardise future expansion of the town.

Directions

- Retain the existing Rural Zones outside the settlement boundary, including no further expansion to the Rural Living Zone;
- Ensure land use activities within the Rural Zones retain an agricultural focus and preserve the rural, environmental and landscape qualities;
- Support the establishment of farm based tourism activities that retain an agricultural focus and preserve the rural, environmental and landscape qualities of the land.

The above principles and directions for each of the key themes are summarised on the Structure Plan Map 2.

Map 2 - Structure Plan



PART B IMPLEMENTATION AND REVIEW

The Implementation and Review Section identifies Review provisions and key Planning Scheme alterations, or supporting strategic work, necessary to attain the principles and directions identified in the Structure Plan including:

- Introduction of Planning Policy;
- Application of Zones and Overlays;
- Further strategic work required to support additional planning controls;
- Other Actions critical to attaining key principles directions.

1.0 Implementation of the Structure Plan

Implementation Plan	
Using policy and the exercise of discretion	Apply a Planning Policy reflecting the directions and principles of Part A of the Drysdale Clifton Springs Structure Plan, incorporating the Structure Plan as a reference document.
Applying Zones and Overlays	<p>Apply a Business 1 zone to the block bounded by High, Everley and Princess Streets as part of Structure Plan implementation.</p> <p>Rezone the Drysdale Bowling Club site to Business 1 zone to facilitate the development of a supermarket subject to the relocation of the bowling club and via a combined permit and rezoning process.</p> <p>Apply a Residential zone with either an Infrastructure Plan Overlay (IPO) and/or Development Plan Overlay (DPO) based on the principles identified in the Structure Plan to Princess Street, Central Road and Oakden Road.</p> <p>Support the rezoning of identified residential infill areas to a Residential Zone with appropriate DPO and Developer Contribution Plan (DCP) controls.</p> <p>Apply the Significant Landscape Overlay (SLO) to the areas identified by the Coastal Spaces Landscape Assessment Study.</p> <p>Apply the Erosion Management Overlay (EMO) to areas identified along the coastline.</p> <p>Delete Design and Development Overlay 14 from the regional community and cultural hub</p> <p>Rezone the regional community and cultural hub sub regional site to Special Use zone, exempting educational and community uses from permit requirements.</p>

<p>Undertaking further strategic work</p>	<p>Develop and implement an Urban Design Framework for the Drysdale town centre, including the Business 4 zoned land along Murradoc Road.</p> <p>Review the operations of the Council Depot site to investigate the potential of relocation to the landfill and development/rezoning of the site to facilitate the relocation of the Drysdale Bowling Club and other opportunities as identified in the Structure Plan.</p> <p>Investigate the most appropriate zone/use for the Council owned land at 17-29 Spring Street.</p> <p>Update the Increased Housing Diversity Area map for Drysdale to include the land within 400m of the activity centre as part of the residential rezoning/development at Princess Street.</p>
<p>Other Actions</p>	<p>Implement traffic and pedestrian-cycle improvements as identified in the Structure Plan.</p> <p>Prepare a Masterplan for the development of a community hub on the Council land at Palmerston Street.</p> <p>Prepare a Landscape and Recreation Master Plan for the Beacon Point Reserve.</p> <p>Support the preparation and implementation of the Drysdale Clifton Springs Active Transport Network study.</p> <p>Support the development and implement the findings of the Drysdale Clifton Springs Community Infrastructure Analysis.</p> <p>Continue to implement the findings of the Creativity+ Culture Strategy.</p> <p>Support the expansion of the Potato Shed facility as outlined in the Potato Shed Master Plan.</p> <p>Continue to implement the Clifton Springs Coastal Management Plan.</p> <p>Establish a heritage trail as part of the implementation of The Dell Heritage Landscape Plan.</p> <p>Advocate VicRoads for the completion of the town bypass and improvements to High Street.</p> <p>Engage with Department of Transport to seek improved bus services.</p> <p>Support the preparation and implementation of the Griggs Creek Rehabilitation Plan.</p> <p>Investigate applying the Environmental Significance Overlay (ESO) to biodiversity sites in Griggs Creek</p>

	<p>and other biosites along the coast.</p> <p>Investigate the environmental and cultural values of the river red gums located on 30 Drakes Road and consider introducing appropriate protection measures under the planning scheme if required.</p>
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2.0 Review of Structure Plan

As with all other areas in the municipality the take-up of land and redevelopment within Drysdale Clifton Springs needs to be regularly monitored. It is appropriate that a basic review of the Structure Plan, including rates of development and lot supply within the township be undertaken every five years with a full review of the Plan in ten years.

As this plan sets a Settlement Boundary it is not intended that any short term review would examine further areas for urban development. However, it must be acknowledged that the ten year review would need to examine the Settlement Boundary in the context of the State and Local policies which exist at the time.

PART C BACKGROUND REPORT

1.0 Introduction

1.1 Background

Land use and development in Drysdale Clifton Springs has thus far been guided by the Structure Plan prepared and adopted by the former Geelong Regional Commission in 1992. Given some 16 years has passed and many of the key directions have either been achieved or are not consistent with current policy, it is timely to undertake a comprehensive review of the Structure Plan in order to provide guidance for future land use and development.

The purpose of this Structure Plan is to identify the key strategic issues and opportunities facing the township and articulate the preferred future directions including the location of settlement boundaries, future residential and commercial growth and future community service provision, as well as identifying appropriate planning controls.

1.2 Location

Drysdale Clifton Springs is located on the northern coastline of the Bellarine Peninsula, approximately 20 kilometres from Geelong. The primary entry into the town is from Geelong via Portarlington Road which remains the primary route into the town centre (which turns into High Street). The secondary entryways are via Murradoc Road and Collins Street which collects motorists from St Leonards, Indented Head and Portarlington. The location of the town in relation to the rest of the municipality and within the Bellarine Peninsula is indicated on Maps 3 and 4.

The northern boundary is formed by the coast and the southern boundary has always been defined by the proposed Drysdale Bypass. Rural living allotments to the east and west, create soft edges around more traditional residential development.

1.3 Indigenous Heritage

Aborigines of the Wathaurong tribe, whose territory stretched between the Werribee River and the Otway Ranges, occupied the land before settlement. The Clifton Springs Coastal Management Plan highlights the significant aboriginal cultural heritage values located along the foreshore with 5 registered Aboriginal archaeological sites. Stone artifacts have been found along the edge of the cliff on the western side of the Dell, and to the south of the entry road to the Boat Harbour. Aboriginal Archeology Investigations in the Barwon Drainage Basin (1999) details the significance of McLeods Waterholes where over the years numerous artifacts have been found and even more significantly two burial sites.

The regulations of the new 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 the Aboriginal Affairs Victoria (AAV) will be essential to ascertain when and if a CHMP is required for different activities and for different areas. According to the Municipal Association of Victoria 'in essence, if an activity is both in an area of cultural heritage sensitivity and is a high impact activity on land not previously significantly disturbed, it will require a CHMP before any planning permit can be determined'.

Map 3 - Locality Map



Map 4 - Regional Plan



Significantly for Drysdale Clifton Springs, Cultural Heritage Sensitive Areas under the regulations include, but is not limited to, the following:

- Registered cultural heritage place or land within 50 metres of a registered place;
- Waterways (& within 200m) unless subject to significant ground disturbance;
- Prior waterways (& within 200m);
- Ancient lakes (& within 200m);
- Coastal Crown land;
- Coastal land within 200m of high water mark unless subject to significant ground disturbance;
- Parks;
- Greenstone outcrops unless subject to significant ground disturbance;
- Volcanic cones of western Victoria unless subject to significant ground disturbance;
- Caves;
- Sand sheets unless subject to significant ground disturbance.

1.4 Post-Contact History

The town of Drysdale was named after Miss Anne Drysdale who with Miss Caroline Newcomb had a licence to occupy 'Boronggoop', a 'squatting' run between the Barwon River and Corio Bay. In 1843, the women obtained a lease on Coriyule and in 1848, bought 1,357 acres (approximately 550 hectares) which included Coriyule on which their stone homestead, built in 1849, still stands. One early settler reported that Aborigines camped at the Water Holes in Drysdale in 1855 but had disappeared by 1900. Early farming in the area was sheep and cattle followed by a boom in grain in the 1860s. Later, onions and potatoes, still grown today, were farmed.

Many buildings were established in the town from as early as the 1840s including hotels, churches and a library. Due to brick and stone construction done in past years, and because Drysdale was a road and rail junction, many historic buildings still remain in the district.

Of notable significance is The Dell and Mineral Springs Complex. During the early 1870's the health benefits of the mineral water found in springs on the property of Clifton became more widely recognised. The springs are located close to the coast on land east of the Dell. As the Springs became popular, a range of facilities were constructed along the foreshore to provide visitors with the opportunity to bathe in the mineral waters, and to bottle and supply it as drinking water. The Iron Spring is thought to be one of the earliest springs constructed.



Original historic baths, Clifton Springs

The Grand Hotel was constructed in 1888 at the top of the cliffs in the vicinity of the golf club and included a mineral baths facility along with a large number of residential rooms. Many visitors stayed here to enjoy the Mineral Springs complex, with many of them arriving by steamship at the Steamship Jetty which was constructed in the late 1800's.

1.5 Role of the Township

The locality of Drysdale Clifton Springs identifies it is a coastal township, however it still has a strong connection with its surrounding rural environment which is reflected through the historic low scale town centre. The services within the town include shopping, business, light industrial, recreation and community facilities that are not only used by the local community but also plays a service town role for residents in Portarlinton, Indented Head and St Leonards.

Given Drysdale Clifton Springs is still a relatively affordable coastal place to live, the town is attractive to many families and retirees. It has a mostly permanent population and residents generally travel to Geelong or Melbourne for work. Both State and Local Planning Policies have identified Drysdale Clifton Springs has a town that has high growth capacity and as such has been designated as a one of the urban growth areas for the Bellarine Peninsula.

2.0 Policy Context

2.1 Key Strategies and Local Strategic Studies

2.1.1 Coastal

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

The report contains the following key recommendations:

- Reaffirm the Governments commitment to direct urban development to existing settlements.
- Establish settlement boundaries through planning schemes.
- Protect non-urban coastal landscapes by implementing the Coastal Spaces Landscape Assessment Study and applying the new rural zones.
- Target priority for infrastructure and innovative solutions in environmental hotspots where the provisions for potable water and reticulated sewerage services are not present.
- Encourage tourism investment and products that are sensitive to coastal settings and meets regional needs. Tourism proposals outside settlements must be of high quality, well designed and site, add value to the coastal experience and be distinguishable from residential proposals.
- Establish clear planning policy that discourages disturbance of Coastal Acid Sulphate Soils.
- Establish a more comprehensive approach to asses management on public land through effective levels of service framework.
- Promote on-going regional coordination and communication mechanisms to maximize knowledge transfer and practice around coastal change management and planning.

Coastal Spaces recognises that climate change is expected to have implications for Victoria's coastal areas including impacts from rising sea levels and storm surges. These are expected to increase the potential for flooding of low lying area, erosion and damage to coastal infrastructure and intensify pressure on biodiversity assets. With increasing pressure for residential and other development in coastal regions, there is a pressing need to fully consider the risks related to climate change as part of the planning assessment process. The report identifies that (p.9):

“ Whilst limited information is available on the likely impacts of climate change specific to the Victorian coast, current estimates indicate sea levels will rise up to 55cm by 2070. Storm surges and potential estuarine flooding in storm conditions will result in further effective increase in areas affected by flooding. Not all areas of the coast are the same and therefore the level of risk and likely patterns of impact and change will vary”.

The report also recommends that (p9.):

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

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

This study provides a thorough assessment of landscape characteristics and identification of visually significant landscapes on the Victorian coastline including the Bellarine Peninsula.

The study identifies four Landscape Character Types and Areas for the Bellarine Peninsula. Drysdale Clifton Springs is located within the following Landscape Character Type Area:

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.

In relation to the Bellarine Peninsula, the Coastal Spaces Landscape Assessment Study identifies the coastline between Clifton Springs and Portarlington, and the Bellarine Hills as Areas of Regional Significance, valued for the prominent rural skyline and extensive panoramic views. It is proposed that the Study recommendations will be implemented through planning scheme controls to ensure that structures and landscaping treatments will not obstruct the expansive views of the Bellarine Hills.

Landscape Setting Types for the Victorian Coast May 1998

This document aims to provide an understanding of the coastal landscape by identifying significant features and characteristics of various sections of the coast. The Drysdale Clifton Springs area is within the Rural Flat and Undulating with Features (Swan Bay to Geelong). This setting type is characterised by Cliffs that vary from high to low and beyond that the land is flat and undulating with pasture and small to medium sized coastal towns (eg. Clifton Springs, St. Leonards and Portarlington). The coastal cliffs, near Clifton Springs, are most unstable and slumping is apparent throughout the setting type. Special consideration identified for the setting type includes:

- Enormous development pressure resulting from the spread of the city of Geelong. As a consequence, the towns are increasingly growing into dormitory suburbs.

- The careful siting of development so that it avoids the siting of development near cliffs, given their unstable nature. Ideally development should be concentrated to negate visual clutter across the landscape.

Victorian Coastal Strategy 2002 (Victorian Coastal Council)

The Victorian Coastal Strategy 2002 (VCS) is based on a triple bottom line approach in relation to sustainable development that achieves the conservation and management of the Victorian Coast for present and future generations. This Strategy outlines the Victorian Government's overall vision for coastal management which is primarily to focus urban development within established settlements. It recognises that coastal settlements change as community aspirations are realised. Some settlements will expand significantly as new urban housing is developed, while others are likely to remain small and serve as recreational-based, often seasonal settlements. The report specifically addresses issues relevant to this matter including the need to:

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

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

This strategy is currently being revised with the recent release of the draft Victorian Coastal Strategy October 2007. The draft reaffirms the primary directions of the 2002 Strategy including the coastal settlement role and function hierarchy. It also incorporates the 'Coastal Spaces Recommendations' directions while including additional directions relating to climate change and coastal acid sulfate soils.

Corio Bay Coastal Action Plan (CAP) April 2005

Coastal Action Plans play a key role in the implementation of the Victorian Coastal Strategy (VCS) and are developed in accordance with the *Coastal Management Act* 1995. The purpose of a Coastal Action Plan (CAP) is to enable the broader principles and priorities of the VCS to be further developed and applied at a regional or local level.

The City of Greater Geelong and the Central Coastal Board have undertaken the preparation of a CAP for Corio Bay and part of the Port Phillip Bay coastal foreshore areas. As with the VCS, the Corio Bay Coastal Action Plan 2005 is referenced in the Local Planning Policy Framework of the Greater Geelong Planning Scheme, to guide the planning authority when considering use and development proposals in coastal areas. The Clifton Springs foreshore area is the only part of the study area which is identified in the CAP. The Plan defines the area as Precinct 5 – Clifton Springs. The vision for Clifton Springs outlined within the CAP is:

Clifton Springs is one of the Greater Geelong's urban growth nodes. Large cliffs dominate the foreshore that is managed for conservation purposes. Cliff protection measures such as improved drainage and vegetation regeneration is on-going however, the cliffs are subject to the natural processes of coastal erosion. Development along the foreshore is minimal given the status of the cliffs. Existing private property impacts on the coast. Focal points within the Precinct include the Beacon Point Road Reserve, the Clifton Springs Golf Course and The Dell. The boat ramp is also an important local facility used for both recreational and commercial purposes.



The boat ramp and harbour facilities at Clifton Springs

The principal objectives of the CAP, to be achieved within this Precinct, are:

- To improve water drainage control to Corio Bay and reduce cliff erosion.
- To maintain clear exposure of the geological features, such as intertidal reefs and platforms.
- To ensure public safety in the vicinity of eroding cliffs.
- To slow the rate of coastal erosion through revegetation with indigenous species and improved drainage.
- To increase public access to the coast, where safe.
- To promote opportunities for cultural tourism development, where safe access can be provided.

Corangamite Regional Catchment Strategy 2003-2008 (Corangamite Catchment and Land Protection Board)

The Regional Catchment Strategy (RCS) for 2003-2008 provides long-term direction for managing the future of land, water resources, biodiversity and seascape of the Region, and the foundation for investment decisions to ensure improved natural resource outcomes. The Strategy identifies opportunities for improving natural resource management, new planning tools, monitoring and evaluation.

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.

2.1.2 Environment

City of Greater Geelong Environment Management Strategy (EMS) 2006-2011

The aim of the EMS is to actively promote sustainability in all the actions and activities undertaken by the City. The EMS includes an Action Plan, which comprises an assessment of the issues affecting key themes including:

- Biodiversity Management;
- Sustainable Agriculture;
- Coastal & Marine;
- Waterways & Wetlands;
- Air Quality;
- Resource Use;
- Waste, Recycling and Reuse and;
- Urban Settlements.

The Strategy establishes the City's environmental and sustainability policy framework. The Geelong Sustainability Framework establishes the City's approach to sustainable development and sound environmental management.

City of Greater Geelong Biodiversity Strategy

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 in order 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.

Whilst the strategy identifies the Clifton Springs coastal reserves as being within a Primary Biodiversity Zone, it must be noted that the strategy may not identify all areas of biodiversity significance in the Drysdale Clifton Springs area.

Clifton Springs Coastal Management Plan 2008

This aim of this document, is to assist in the future management, use and development of the Clifton Springs foreshore reserves. The Management plan covers a 5.5km stretch of Coastal Reserves in extending from McDemott Road in the west to McAdams Lane in the east and includes the publicly owned land along the foreshore. The Clifton Springs foreshore is characterised by steep eroding cliffs which are of state and regional geomorphologic significance.

Due to the areas significant cultural heritage, landscape and recreational values, the Clifton Springs Management Plan seeks to maintain and enhance these values through ongoing improvement and maintenance. It identifies all the issues, makes management recommendations and designates priorities for each issue. Managing coastal erosion, beach renourishment and preservation of the cultural heritage sites are considered to be the highest priority. Responding to the communities concerns improved beach access and recreational facilities are also listed as a high priority.



The Clifton Springs foreshore area identified for its cultural heritage, landscape and recreational values

The Dell

The Dell is a popular coastal location which includes a picnic ground and provides access to Port Phillip Bay and the historic springs on the foreshore. In 2002 The Dell was closed due to a large crack opening up in the access road to the site and subsequent geotechnical investigations revealed that a large landslide was developing on the site.

Following extensive investigations and Council undertaking significant works The Dell was partially reopened to the general public in December 2006. Since then the sites useage has increased and there is now a push from the local community to have increased and improved access to the site.

Coffrey Geotechnics (Geotechnical Review of Access Strategies 2008) undertook a geotechnical review of access options for the Dell given ongoing slip activity. The study concluded that that site will continue to need regular geotechnical monitoring, however the likelihood of achieving suitable vehicle and disabled access is doubtful as the land is too unstable and the measures which could be used are very expensive. In March 2008 Council adopted a pedestrian only access to the beach.

Other reports being undertaken in relation to the Dell area include:

- Groundwater Quality Assessment (AS Miner Geotechnical and Dahlhaus Environmental Geology P/L 2008 - which examines groundwater, hydraulic connectivity, water quality in relation to potential water uses including reactivation of the Dell Mineral Springs for public usage;
- Archeological Mineral Springs Report (Luebbers and Associates, 2008) – which evaluates the remaining Mineral Springs artifacts at the Dell at risk of coastal erosion processes;
- Heritage Landscape Plan – currently being developed by Thompson Berrill Landscape Design P/L.

City of Greater Geelong Stormwater Management Plan 2003

The Stormwater Management Plan 2002 has been developed to guide Council in improving the environmental management of stormwater. The Plan identified a number of sub-catchments within the municipality, with the township of Drysdale Clifton Springs located in the Clifton Springs sub-catchment. This catchment is described as:

A large, predominantly rural subcatchment located on the northern side of the Bellarine Peninsula, which drains into Port Phillip, a receiving environment of Very High value. European heritage is of High value due to several areas of significance, the principle area being The Dell is a site of historic, aesthetic and social significance at a State level, as well as, the Clifton Springs Mineral Spa complex. The McLeods Waterholes are of Moderate to High heritage value for indigenous cultures. Lake Lorne, McLeods Waterholes and Port Phillip provide High visual amenity value. Residential properties located adjacent to the coastal foreshore afford significant views of Port Phillip that are of Very High economic value.

Key threats facing stormwater quality and its management within the Clifton Springs subcatchment include:

- Residential Land Use
- Commercial Land Use Runoff
- Land and Infrastructure Development
- Unstable and Degraded Waterways

The plan identifies outlines a number a number of high risks affecting the municipality and therefore sets them as a management priority. With particular regard to the Clifton Springs subcatchment, a number of urban stormwater outfalls are eroding the coastline at a significant rate. Ongoing erosion poses a risk to visual landscape amenity and property values.

2.1.3 Urban Growth and Land Use Planning

Drysdale Clifton Springs Structure Plan 1992

In March 1992 the former Bellarine Rural City Council adopted the current structure plan for Drysdale Clifton Springs. The most significant strategic direction contained within the structure plan was to designate two large areas for residential growth. The areas appropriate for growth were:

- The rural land in between Drysdale and Clifton Springs, with an intent to link the two suburbs.
- The Land west of Jetty Road.

Much of the rural land between Drysdale and Clifton Springs has been developed for residential purposes and when driving around the town there is little to differentiate between Drysdale and Clifton Springs.

Other key recommendations include:

- Designating the land bound by Grubb Road, Belchers Road, Andersons Road and Gillies Road as a possible sub regional site which would service various commercial needs for Drysdale Clifton Springs and Ocean Grove.
- Designation of the Drysdale By-Pass Road.

Jetty Road Urban Growth Plan 2007

The Jetty Road Urban Growth Plan sets out the overall development for the Jetty Road residential area and describes the function, layout and design principles of the residential area. The growth area is expected to contain 3,300 dwelling when fully development, with a population in excess of 8,000 people. In addition to the 3,300 dwelling the area will also contain a neighbourhood centre and large areas of open space.

Melbourne 2030

Melbourne 2030 is the State Government's planning strategy for metropolitan Melbourne and its surrounding regions for the next thirty years. One of the core directions of the strategy is to develop Metropolitan Melbourne and the surrounding regional cites as a network of cities. This objective is to be achieved through the implementation of the following strategies:

- Planning and supporting regional centres such as Geelong as viable alternative urban locations to Metropolitan Melbourne.
- Ensuring that infrastructure services are in place so that centres such as Geelong are able to take advantage of opportunities for growth.
- Encouraging planning for regional areas and cities that:
 - Delivers an adequate supply of land for housing and industry to meet forecast growth.
 - Limits the impact of urban development on non-urban areas and supports development in those areas that can accommodate growth.
 - Protects conservation and heritage values and the surrounding natural resource base.
 - Develops and reinforces the distinctive roles and character of each city.
- To control development in rural areas to protect agriculture and avoid inappropriate rural residential development by reducing new housing development provided in rural areas and encouraging the consolidation in existing settlements.
- Ensuring planning for rural living avoids or significantly reduces adverse economic, social and environmental impacts by:

- Maintaining the long-term sustainable use and management of existing natural resource attributes in activities such as agricultural production.
- Protecting existing landscape values and environmental qualities such as water quality, native vegetation, biodiversity and habitat.

City of Greater Geelong Housing Diversity Strategy 2007

The Housing Diversity Strategy recommends that the residential areas of Drysdale Clifton Springs which are within 400 metres of the Town Centre (Drysdale) should be subject to Increased Housing Diversity. 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 and preferred residential character (as defined by the Greater Geelong Residential Character Study – Precinct Brochures - 2001) at the edges of Increased Housing Diversity Areas, 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 Increased Housing Diversity Areas.

It is important to note that parts of the Increased Housing Diversity area within Drysdale Clifton Springs are shown as being subject to constraints, such as Heritage Overlays or flooding. These constraints may reduce the yield of medium density housing able to be provided in these areas.

For the remainder of residential 1 zoned land within the township, the Strategy identifies it as an Incremental Housing Diversity Area, and that it should be policy to:

- Enable the evolution of Incremental Change Areas to include the incremental use and development of medium density housing, whilst respecting the preferred neighbourhood character as defined by the Greater Geelong Residential Character Guidelines – 2001.
- Direct medium density housing to sites located within 400 metres of one or more:
 - Neighbourhood shopping centre;
 - Community facilities, including schools, community centres;
 - Active open space, including active walking trails (but not areas of environmental sensitivity);
 - Public transport stops.
- Preference will be given to sites where a greater number of the above mentioned facilities or services are provided in proximity to the subject site.
- In locations which are not within convenient walking distance of public transport and neighbourhood activity centres, encourage lower density housing forms with a predominance of single dwellings on average sized lots.

City of Greater Geelong Rural Land Use Strategy 2006

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 new 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 vision for the Peninsula outlined in the Strategy 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.

2.1.4 Community Development

Bellarine Peninsula Strategic Plan 2006-2016

The Bellarine Peninsula Strategic Plan 2006 – 2016 (BPSP) aims to respond to local communities' aspirations to proactively and sustainably manage the range of pressures that are present on the Bellarine Peninsula. The project has built upon existing plans for the Peninsula and its townships. The BPSP was undertaken in consultation with the community with the aim of developing a strong framework for future planning and provision of services and infrastructure.

The Bellarine Peninsula Strategic Plan produced:

- A snapshot of how we currently use land in the township and rural areas of the Bellarine Peninsula;
- Current and projected population characteristics;
- A social service plan for each township and for the Peninsula overall;
- Unique visions for each of the townships on the Bellarine Peninsula and;
- An integrated vision for a healthy and sustainable community on the Bellarine Peninsula.

As part of developing the BPSP the Drysdale Clifton Springs community developed a Community Vision for Drysdale Clifton Springs. The Community Vision 2006 – 2016 identifies key strengths and concerns which include:

Strengths

A country town atmosphere; strong connection to rural Bellarine; great place to raise children; educational hub for the Bellarine Peninsula; shopping and commercial centre for the Northern Bellarine.

Concerns

Foreshore erosion and closure of the Dell; inadequate public transport, traffic management; growth of sporting and recreational facilities not keeping pace with growth of population and limited local employment opportunities.

The Drysdale Clifton Springs Vision for 2016 describes the town as;

...has been the Historic Heart of the Bellarine Peninsular since the mid 1800's. From the beginning of the 21st Century the township has evolved, as set out in the Structure Plan in place at the time of amalgamation and as envisioned by the City of Greater Geelong, into the centre of Urban Growth and Education on the Peninsula.

The residents experience a country lifestyle with the assets of comfortable, convenient, urban living offering beautiful bay vistas and peaceful ambience, especially since the completion of the Drysdale Town Bypass road in a vibrant and independent community only 20 minutes from the central business district of Geelong.

Many new families choose to settle in the district because of the availability of a wide selection of affordable housing ranging from the townhouses to acreages and a variety of choice in education, sport and leisure facilities including a magnificent swimming pool and hydrotherapy complex catering for all ages.

The towns have become the hub for other outlying communities being well serviced by regular, public transport, excellent parking facilities, a large and attractive heritage style shopping precinct and the provision of superior medical and comprehensive ancillary health services, emergency services, business and legal services.

Drysdale Clifton Springs has many picturesque walks, particularly in the newly restored Heritage Iron springs area and the beautifully established Beacon Point Reserve with bay beach frontage, panoramic views and high-grade boating facilities within the delightfully scenic marina precinct.

The strategies and actions for Drysdale Clifton Springs include, but are not limited to:

- Improve foreshore amenity and provide additional facilities. Revisit the use and treatment of the Dell.
- Improve recreational opportunities and variety of options for all ages and abilities.
- Expand and support aged care facilities, youth services and supporting health services.
- Revisit strategic community planning instruments, communications and service delivery.
- Improve existing stormwater drainage system and ensure future residential development utilise best practice stormwater management.
- Develop a local traffic management plan to decrease traffic conflict sites and improve vehicle movement within Drysdale Clifton Springs.
- Develop a bicycle/pedestrian path system.
- Ensure that low density and rural land continue to surround and separate the townships on the Bellarine Peninsula.
- Ensure that future residential subdivision includes adequate open space that is usable and practical for community use.
- Develop new structure plans and other strategic planning instruments.
- Improve and maintain historic buildings.
- Investigate the practicality of locating a motel/caravan park.
- Encourage future retail and commercial development on the Bellarine Peninsula to the established Drysdale area.

Drysdale Clifton Springs Active Transport Network Study (current)

This study will look at the current walking and cycling infrastructure arrangements in the townships and look at where barriers or gaps occur. Once these have been identified recommendations will be made in order to improve connectivity and the desire to walk and cycle to create more equitable and sustainable neighbourhoods. This study will incorporate elements of the Walkability Toolkit, the Guidelines for Walkable Coastal Environments and Strategic Footpaths Policy.

Drysdale Clifton Springs Community Infrastructure Analysis (current)

This study provides an infrastructure analysis for Drysdale Clifton Springs to assist with planning for the needs of the towns growing population. The analysis will look at the existing facilities and services in Drysdale Clifton Springs and using service provision benchmarks and population growth forecasts look at the future needs of the community. The infrastructure covered includes education, health and community services.

Creativity +, City of Greater Geelong Culture Strategy 2003-2008

This strategy identifies a number of actions across five areas, being cultural Infrastructure, nurturing individual creativity, culture for all, cultural leadership and cultural economy to ensure Geelong becomes a vibrant and creative regional centre.

2.1.5 Infrastructure and Economics

Geelong Transport Strategy December 2003

The Geelong Transport Strategy was prepared to provide clear direction on developing and managing existing and emerging transport issues in the City over the next decade. The Strategy recommends specific transportation measures for the Bellarine Peninsula, including the construction of a regional public transport interchange in Drysdale to provide the focus for services to Geelong and services between the townships.

Geelong Economic Development Strategy 2005-2010

The Geelong Economic Development Strategy provides a framework for Council activities in economic development by identifying priority actions for the next five years. The Strategy encourages the pursuit of activities that will maximise the Region's competitive advantages, encourage investment and secure employment opportunities for the future. A number of Strategic Growth Sectors are identified in the Strategy, with prioritised actions and objectives for each Sector. The tourism, food and horticulture sectors are considered most relevant to Drysdale Clifton Springs, considering its role within the wider municipality.

Geelong Otway Tourism Strategic Business Plans

Focuses on strategies to achieve a sustainable industry and visitor experience, address the seasonal nature of visitation and long term tourism industry viability, increasing visitor expenditure and length of stay. Tourism trends for the region include:

- Tourism growth in the region is strong despite stagnant domestic market growth and employment growth in accommodation businesses
- Improvements in length of stay and off peak visitation
- 'Going to the beach' remains a strong activity with some shift to commercial and indoor activities (eating out, shopping etc)
- Area seen as 'holiday' area as opposed to a day trip destination
- Increased use of visitor information centres

- Over supply of some accommodation styles
- Increasing demand for experiential and education holiday experiences
- Visitor satisfaction eroded through overcrowding during the summer period.

The Plan has the role of establishing the role of Bellarine Peninsula Tourism in representing the tourism industry, provide advice and set strategic direction by achieving a range of goals including:

- Visitor services – including improve tourism signage and develop adequate visitor amenities
- Industry development
- Product development – encourage development of new tourism attractions and accommodation, touring routes and support infrastructure.

Geelong Retail Strategy 2006

The foundation of the Strategy is to support the established retail hierarchy within the municipality to provide for a viable and accessible retail sector having regard to population growth, socio-economic and demographic characteristics, retailing trends and growth in new residential areas.

The Strategy nominates the commercial area in Drysdale as a ‘Town Centre’ with a future ‘Neighbourhood Centre’ identified within the Jetty Road growth area.

2.1.6 Open Space and Recreation

City of Greater Geelong Study of Open Space Networks 2001

This Study provides an analysis of the existing open space within the municipality and aims to identify future uses for open space and linkages between open space areas, to maximise their relevance and accessibility to the community.

Drysdale Clifton Springs is located within the ‘Peninsula Zone’, which includes all land on the Bellarine Peninsula, east of Moolap. For this Zone, the Study noted that connectivity between the small villages dotted along the foreshore is limited, creating a sense of isolation between each settlement. This “isolated” nature forms part of the character of each town, together with a strong connection to the foreshore and the sea. The Study identifies that it is this landscape setting which directs the strategy for open space provision/opportunities within the Zone.

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

This Study investigated and quantified the recreation, open space and leisure needs of the current and future Peninsula communities and provides a broad direction on future resource allocation.

The Study concluded that aside from connectivity and footpath-related matters, Drysdale Clifton Springs is reasonably well serviced by existing recreational opportunities and open space. Including a three court indoor facility at the Drysdale Sub Regional site (Bellarine Secondary College), Springdale Community Centre, Drysdale Primary School indoor court, Golf Course, Private Fitness Centre, Pony Club and sub-regional Skate Park. Furthermore, Drysdale is home to Council’s regional multi-arts facility, the Bellarine Potato Shed. There are however gaps in quality local Informal Park and Linear Link sites (there are a number of these sites in the area however they are poorly developed). Furthermore, access to additional playing fields is an emerging issue associated with strong growth in junior sports participation and general population increases that will need to be addressed in the short-term.

The Council owned land on Grubb Road (Bellarine Sub-Regional site) has the potential for development to address a range of recreation needs in addition to the existing opportunities available. In collaboration with local schools, there is an opportunity to establish this site as a sub-regional community hub catering for a range of active sports pursuits through the existing indoor courts and the establishment of additional outdoor playing fields.

Potato Shed Master Plan 2008

The Potato Shed – Bellarine Multi Arts Centre opened in 2001 and is a model of a joint partnership venture between Council and schools. The facility is a hub of activity for all ages and a highly valued community cultural resource on the Bellarine Peninsula. The facility is well utilised and currently offers 150 seat theatre space, multi purpose rooms, music labs, practice rooms and kitchen and bathroom facilities. The facility hosts a number of events including SpudFEST, Youth Fest, Winter Solstice One Act Plays and regular professional touring companies. A demand analysis was carried out to look at demands and opportunities for the future. As a result a Master Plan was developed.

The adopted Master Plan identifies opportunities to expand the facility in two stages. Stage 1 recommends an additional theatre space, music lab and recording and rehearsal space and additional carparking. Stage 2 would be considered once stage 1 plans have been realised and includes a much larger 350 seat theatre space.



The Potato Shed - Bellarine Multi Arts Centre, Drysdale.

City of Greater Geelong Cycle Strategy 2008

The City of Greater Geelong Cycle Strategy has been developed to provide Council with guidance on expanding Geelong's regional on and off road cycle network, improving bicycle facilities, enhancing cyclist education and delivering promotions that encourage people to cycle as a means of transport, recreation and sport.

A plan developed for Drysdale Clifton Springs proposes some on and off road routes. Proposed on road routes include Jetty Road, Murradoc Road and Beacon Point Road. As part of the development of the Jetty Road Growth Area, Griggs Creek is to be rehabilitated as a major open space network and thus an off road shared pathway has been identified.

Strategic Footpaths Policy, City of Greater Geelong (2007)

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

Guidelines for Walkable Coastal Environments 2008

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

2.2 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 the municipality.

The key State and Local Planning Policies, together with the zone/overlay provisions are summarised in the following tables:

It should be noted that Clause 21 and Clause 22 are currently subject to amendment C129, however local principles and directions have generally been retained.

State and Local Planning Polices

Clause	Key Objective and Provisions	Implications for the study area.
12.03: Melbourne 2030 – Networks with regional centres.	Establishes broad policy directions relating to urban planning for regional centres including Geelong.	Limited – Provides general direction for planning of rural and urban areas, to ensure an adequate and appropriate supply of residential land that does not negatively impact on the established rural areas.
14.01: Settlement	Establishes general principles and objectives for urban settlement including provision of urban land supply and using Structure Plans for the orderly development of urban areas.	Development of the Structure Plan must be consistent with State Environment Protection policies, the strategic and physical context of the location, respond to neighbourhood character and encourage consolidation of existing urban areas, provide for liveable and sustainable communities and efficient provision of infrastructure.
15: Environment	Seeks to respect and respond to catchments and waterways, flooding, air and soil conditions, flora and fauna and coastal locations.	Requires development of coastal areas to be consistent with the principles of the Victorian Coastal Strategy and Coastal Management Act and the Catchment and Land Protection Act 1994.
16: Housing	Establishes objectives for subdivision and residential development including the application of Rescode via Clauses 54 - 56.	Any residential standards should not replicate Rescode provisions.
	Development of rural living and rural residential areas restricted by application of Ministerial Direction No 6.	Recommendations relating to future residential and rural residential development must be consistent with state policy.
17: Economic Development	Establishes a framework for the development of activity centres,	Any recommendations relating to the further development of the retail area must be

	protection of productive agricultural land and development of appropriate tourism opportunities.	consistent with the broader unicipal/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: Infrastructure	Establishes objectives for the provision of physical and community infrastructure.	Infrastructure provision must be efficient, sustainable and relate to key needs.
19.03 Design and built form	Establishes a framework for ensuring high quality urban design and architecture.	Urban design and architecture must reflect the characteristics, aspirations and cultural identity.
21.05: Planning Principles	Establishes a number of land use and development principles which underpin Council's strategic directions, arising from Council's vision and City Plan 2001.	Key implications for the study area include: directions to maintain a non-urban breaks between settlements, encourage urban consolidation with defined urban forms; population growth to be accommodated in existing zones and designated growth locations; protect environmental features including catchments and preserve landscape values; protect rural land; provide for efficient and sustainable infrastructure; provide for commercial and retail facilities appropriate to the needs of local populations; foster a sense of identity and community in built form and design.
21.08: Urban Growth	Establishes a reference to the 1996 Urban Growth Strategy and identifies key growth areas.	Drysdale Clifton Springs is one of two designated growth areas of the Bellarine Peninsula.
21.09: Rural Residential Development	Designates nodes for rural residential development and appropriate supply of rural living opportunities within the municipality.	Drysdale Clifton Springs is a designated area for rural residential development. Careful consideration is to be given to any expansion of the designated nodes in order to overcome problems of over-extension, conflict with other uses and to ensure sound land management consistent with ecologically sustainable development principles.
21.10: Environmental Management	Establishes principles for effective management of the environment to assist in its protection.	Provides a commitment to develop townships and the City as a whole in accordance with Environmental Sustainable Development principles.
21.11: Protection of Catchments, Waterways and Groundwater	Establishes a number of principles relating to land and waterway management to ensure adequate protection.	Requires development and planning assessments to take into consideration impacts of uses and development on catchments and waterways.
21.12: Flood Management	Establishes principles for the effective management of flood issues, including the protection of life and property.	Recognise the impacts of flooding and consider the application of appropriate planning zones and overlays to protect life and property and the environment.
21.13: Coastal	Builds upon the State policy relating to the Environment and	Encourages development on the coast which is compact and which preserves the visual

Areas	establishes broad principles relating to urban development and forms on the coast.	landscape and environmental qualities of the location and context.
21.14: Conservation of Native Flora and Fauna	Establishes principles for effective protection of flora and fauna.	Encourages revegetation of land within townships, both on private and public land. Requires new development to minimise vegetation removal.
21.15: Open Space	Open Establishes directions for the efficient and effective provision of open space areas.	Promotes a linked open space network, which meets the community's needs, preserves the key landscape attributes of the municipality and enhances the amenity of the municipality.
21.16: Cultural Heritage	Seeks the retention and protection of places of identified heritage and cultural significance.	Promotes conservation and enhancement of identified places which does not undermine their significance but contributes to it.
21.17: Energy Efficiency	Establishes principles for energy conservation.	Promotes dwelling and subdivision design that incorporates energy efficient design principles, encourages efficient infrastructure use and urban form.
21.18: Housing	Builds upon State Planning policy relating to Housing	Promotes the protection and improvement of the urban character of townships and the provision of housing stock which caters for the range of housing needs in the community. Includes reference to the Residential Character Study.
21.19: Economic Development	Builds upon the State Planning Policy relating to Economic Development.	Promotes a diverse range of economic opportunities.
21.20: Commercial and Retail Centres	Establishes a range of principles which support the existing retail hierarchy	Encourages retail proposals which embody the concept of net community benefit and population influences. Promotes high standards and urban design in retail centres.
21.22: Industry	Establishes directions to build on the existing industrial base and which consolidates and promotes existing industry.	Does not include designation of outlying townships for industrial uses and expansion.
21.23: Tourism	Establishes principles relating to Geelong's tourism opportunities.	Promote tourism opportunities which build on existing assets and protects sensitive environments, such as the coast and beaches. Promotes tourism features which integrate with other activity centres and facilities, through urban design and linkages.
21.24: Agriculture and Rural Land	Establishes principles to retain Geelong's agricultural and environmental resource base	Directs urban growth and rural residential growth to specific locations to protect the municipality's agricultural resource base.
21.26: Integrated Transport	Establishes directions relating to provision of a range of transport modes.	Promotes a linked, efficient transport system which is sustainable and meets the community's needs.
21.30: Design and	Builds upon State Planning Policy relating to Design and Built Form and further promotes urban	Provides opportunity to develop siting and design guidelines for a variety of land use types. Encourages incorporation of urban

Built Form	design and architecture which reflects the community characteristics, aspirations and cultural identity.	design principles and actions in the review of Township Structure Plans.
21.33:Drysdale Clifton Springs	This local planning policy is specific to Drysdale Clifton Springs and seeks to guide the expanding regional role of town and ensure the optimum use of resources within the townships.	Articulates location of a growth boundary, future residential and commercial growth and future community service provision in the township.
22.21: HO1594 The Dell Heritage Area	This policy applies to a Heritage Overlay area over The Dell.	The policy provides direction to Council when considering planning permit application for buildings and works within the area. The policy notes that the area is significant because it is <i>'the only "sea-side" mineral spring resort that operated in Victoria - the others being in and around Daylesford and Hepburn'</i> .
22.22: HO1613 the McLeods Waterholes Heritage Area	This policy applies to a Heritage Overlay over the McLeods Waterholes.	The policy provides direction to Council when considering planning permit application for buildings and works within the area. The policy notes <i>'The site has historical significance as the early natural water supply for the area and the site of a racecourse'</i> .
22.25: HO1620 Drysdale Commercial Heritage Area	This policy applies to a Heritage Overlay over the existing Drysdale town centre.	The policy provides direction to Council when considering planning permit application for buildings and works within the area. The policy notes that the area is significant because The area enables interpretation of Drysdale's historic role as a centre of local government and early focus for the surrounding rural community.

ZONES	
Residential 1 Zone (R1Z)	The majority of the residential land in Drysdale and Clifton Springs is zoned R1Z. The purpose of this zone is to provide for residential development at a range of densities with a variety of dwellings.
Farming Zone (FZ)	The majority of the land beyond the residential township is zoned FZ. The purpose of this zone is to provide for the sustainable use of land for extensive animal husbandry and crop raising.
Business 1 Zone (B1Z)	The majority of the town centre is zoned B1Z, The purpose of the zone is to encourage the intensive development for retailing and other complementary commercial, entertainment and community uses.
Public Park and Recreation Zone (PPRZ)	The majority of public open space areas throughout the township are zoned PPRZ. The purpose of this zone is to recognise areas for public recreation and open space, protect and conserve areas of significance where appropriate and to provide for commercial uses where appropriate.
Public Conservation and Resource Zone (PCRZ)	Areas along the foreshore and two parcels of crown land (The Basin and 92 Drakes Road) are zoned Public Conservation and resource. The purpose of this zone is to protect and conserve the natural environment and natural processes for their historic, scientific, landscape, habitat or cultural values, to provide facilities which assist in public education and interpretation of the natural environment with minimal degradation of the natural environment or natural processes and to provide for appropriate resource based uses.

Business 4 Zone (B4Z)	A 500m strip along Murradoc Road is zoned Business 4. The purpose of the zone is to encourage the development of a mix of bulky goods retailing and manufacturing industry and their associated business services.
Special Use Zone (SU3)	The Curlewis Golf Course is zoned Special Use. The purpose of the zone is to provide for the use and development of private golf courses and ensure that land for the purpose of private golf courses does not prejudice the amenity of surrounding areas.
Rural Living Zone (RLZ)	Drysdale Clifton Springs has extensive areas of land rural living land, this most occurs on the fringes of the residential zone. The purpose of the Rural Living Zone is to: <ul style="list-style-type: none"> • To provide for residential use in a rural environment. • To provide for agricultural land uses which do not adversely affect the amenity of surrounding land uses. • To protect and enhance the natural resources, biodiversity and landscape and heritage values of the area. • To encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.
Low Density Residential Zone (LDRZ)	Drysdale Clifton Springs has three pockets of Low Density Residential areas. The purpose of the zone is to provide for low-density residential development on lots which, in the absence of reticulated sewerage, can treat and retain all wastewater.
Public Use Zone (PUZ1), (PUZ4) & (PUZ5)	The cemetery, Barwon Water assets, the Bellarine Rail Trail are all zoned Public Use. The purpose of which is to: <ul style="list-style-type: none"> • Recognise public land use for public utility and community services and facilities. • Provide for associated uses that are consistent with the intent of the public land reservation or purpose.
Mixed Use Zone (MUZ)	The sub-regional centre is zoned Mixed Use. The purpose of this zone is to provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.
Rural Conservation Zone (RCZ14)	This zone applies to a small parcel of privately owned which adjoins The Basin. The zone has been applied to ensure that the land is not used for agricultural activities that would diminish the existence of the vegetation.

	Overlays
Design and Development Overlay – Schedule 14 (DDO 14)	This overlay applies to most residential areas within the City of Greater Geelong. This overlay aims to ensure new dwellings and extensions are compatible with the existing scale and character of adjoining dwellings and aims to ensure that the height and visual bulk of dwellings are acceptable in the neighbourhood setting. A planning permit is required to construct or extend a dwelling over 7.5 metres. This overlay will expire on 30 June 2009, however the current MSS amendment C129 proposes the permanent application of this overlay.
Heritage Overlay (HO)	There are three identified heritage precincts within the township: <ul style="list-style-type: none"> • HO1594 The Dell Heritage Area • HO1613 the McLeods Waterholes Heritage Area • HO1620 Drysdale Commercial Heritage Area
Public Acquisition Overlay – Schedule 3 (POA3)	This overlay applies to the proposed Drysdale Bypass reservation for the purpose of allowing VicRoads to create and construct a Road Zone – Category 1.
Environmental Significance Overlay – Schedule (ESO1)	This overlay applies to a small parcel of privately owned which adjoins The Basin. The overlay triggers a planning permit requirement for buildings and works within the overlay area. The primary objectives of the overlay are:

1	<ul style="list-style-type: none"> • To conserve and protect areas of flora and fauna habitat and geological and natural interest. • To ensure that development does not impact on the environmental significance of the land. • To ensure that siting and design of any buildings and works maintains the environmental integrity of the land.
Vegetation Protection Overlay – Schedule 1 (VPO1)	<p>This overlay affects the Geelong –Portarlington Highway roadside. The overlay triggers a planning permit requirement for the removal, destruction or lopping of any vegetation. The objectives of the overlay are:</p> <ul style="list-style-type: none"> • To protect areas of significant indigenous vegetation. • To maintain habitat corridors for indigenous flora and fauna. • To ensure that all development and works minimise the loss of indigenous vegetation.

2.3 Key Influences

<ul style="list-style-type: none"> ▪ Drysdale Clifton Springs is a designated growth area. ▪ Need to nominate a clear Settlement Boundary for the township and provide a compact urban form. ▪ Drysdale Clifton Springs is not a designated location for intense industrial development. ▪ Need to ensure retail growth is consistent with the established retail hierarchy. ▪ A need to reinvestigate and determine an appropriate role for the ‘sub-regional’ site. ▪ Opportunities exist for enhancement and provision of additional open space, cultural, recreational facilities and linkages. ▪ A need to provide Community facilities commensurate with communities needs. ▪ Strong State and Local Planning Policies provide directions for: <ul style="list-style-type: none"> - the protection of coastal environments. - the protection of rural environment and agricultural activities. - enhancement of design and built form of the township. - the promotion of tourist activities and accommodation.
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3.0 Natural and Urban Environment

The rural hinterland and coastal landscape surrounding the Drysdale Clifton Springs is a distinctive feature of the township. Framing and Rural Living allotments to the north east and west surround the residential area which creates soft edges around the township and allows for a graduation of development when travelling into the town centre.

The Coastal Spaces Landscape Assessment Study (DSE 2006), describes the area as “*hilly to gently undulating landscape which forms a backdrop to many towns and viewing locations, and offers expansive outviews*”.

3.1 Natural Environment

3.1.1 Key Environmental Features

Drysdale Clifton Springs has a number of environmental attributes, including natural and man made environments. Key environmental assets within Drysdale Clifton Springs include (refer to Map 5):

Lake Lorne and McLeods Waterholes

Lake Lorne is a natural freshwater lake which occupies approximately 12 hectares. The lake supports a range of flora and fauna, but most notably its aquatic vegetation supports an abundance of bird life and provides important habitat for breeding and refuge in times of drought.

McLeods Waterholes comprises of two natural freshwater lakes and is part of 14 hectare reserve that provides for passive and active (sports oval and netball courts) recreation. Even though they have been slightly modified over time the two lakes still have important cultural and historical significance as they were used by the Wathaurong aboriginal community and later as an early natural spring water supply to the local community.

The upper lake is much smaller and shallower and is a popular site for various waterbirds, including the rare Blue-billed Duck. The lower lake was deepened in the 1980's creating an island at the Western end. This lake receives most of its water from a large stormwater drain which subsequently impacts on the water quality and thus is not as popular as the upper lake for waterbirds.



McLeods Waterhole Reserve, Drysdale

The Dell/Clifton Springs Foreshore

The Dell is a natural amphitheatre adjacent to the foreshore which for many years has been used for picnicking and providing access to the foreshore. As with many coastal townships, the Clifton Springs foreshore area is highly utilised for passive recreation such walking, picnics, swimming and informal ball games. However walking along the foreshore is only possible during low tide and people wishing to walk near the water outside of low tide are limited to walking on the road or grass, as the roads (Bay Shore Ave, Clifton St) near the foreshore have no footpaths.

The steep limestone cliffs mean that the biggest issue facing The Dell and foreshore is constant erosion and threat of landslips. The Clifton Springs Coastal Management Plan

(2008) sets erosion control and beach renourishment as a Very High Priority (works to be done with the next 1-3 years).



The Clifton Springs Foreshore

Griggs Creek

Griggs Creek is located on the eastern boundary of the northern part of the Jetty Road Urban Growth Area. Whilst the current state of Griggs Creek is severely degraded, with steep unstable banks and extensive weed invasion it is also a natural watercourse that supports a range of indigenous species. The Jetty Road Urban Growth Plan identifies Griggs Creek as a main area for passive open space and council is currently preparing a rehabilitation plan which will see the environmental values greatly enhanced and contribute to the range of open space areas within Drysdale and Clifton Springs.



Griggs Creek is identified as a key open space and biodiversity area for the Jetty Road Urban Growth

The Basin Reserve

The Basin Reserve today is a deep depression in the land, likely to be a result of past volcanic action and man made influences or an unusual interdune lake. The Basin Reserve and its surrounds occupies approximately 2.4 hectares and is a healthy woodland which contains a diverse range of remnant vegetation and supports range of fauna species. The Basin Reserve receives water from a natural catchment and is normally full during winter and spring providing ideal habitat for a large population of frogs. The Basin Reserve has undergone some significant management and conservation works which has seen its environmental values and its use for passive recreation increased.

Port Phillip Bay

Port Phillip Bay is the northern backdrop to the township and a key aesthetic and environmental feature. The Bay has numerous environmental features and functions and also provides areas for recreation. Storm water discharge can impact upon the health of the Bay and its management should ensure these impacts are minimised.



Port Phillip Bay off the Clifton Springs coast

3.1.2 Protection and Management of the Natural Environment

The following table provides a simplified explanation of the roles and responsibilities for each area and the basic objectives for their on-going management.

Table 1 - Management of the Environment: Roles and Objectives

Area	Lead Agency	Objectives
The Foreshore, including The Dell	The City of Greater Geelong	Continue to protect, interpret and manage the natural environment to enhance environmental values whilst providing for recreation.
Creeks and Waterways (Griggs Creek)	Corangamite Catchment Management Authority (CCMA) and the City of Greater Geelong	Improve, interpret and protect the environmental values, whilst allowing appropriate public access for passive recreation.
Lakes and Wetlands (The Basin McLeods Waterholes, Lake Lorne)	City of Greater Geelong	Protect, interpret and manage the areas environmental values.
Small local parks and roadside	City of Greater Geelong	Maintain the environmental and biodiversity values whilst providing for passive and active recreation spaces and access.

The Clifton Springs Foreshore Sub Committee which is a part of the Drysdale Clifton Springs Community Association assists with foreshore related management activities such as tree plantings, rubbish and weed removal and organising volunteer days (ie Clean Up Australia Day).

Map 5 - Significant Landscape and Environmental Features



3.2 Urban Environment

Whilst Drysdale and Clifton Springs have traditionally been recognised as two independent settlements, it has been Councils longer term direction to link the two townships through promoting infill residential development.

The urban environment of Drysdale Clifton Springs is dominated by housing with a single commercial centre and a small industrial/bulky goods estate. Single dwelling allotments dominant the residential area, although medium density developments are increasing. The context of the urban environment is illustrated in Map 6.

3.2.1 Town Centre

The sole activity centre of Drysdale Clifton Springs is located in Drysdale and most of the retail and commercial activity of the centre occurs within the area zoned Business 1, west of High Street. There is a strip of residentially zoned land on the east side of High Street between Murradoc Road and Eversley Street that contains a range of community, health and restaurant uses. Land along Murradoc Road, extending east from the town centre roundabout is zoned Business 4 and accommodates mostly light industrial uses (mechanical repairs, storage etc). The role of the town centre is not only to serve the local community but also to act as a service centre for the surrounding rural hinterland, St Leonards, Intended Head and Portarlington.

The overall centre (properties zoned Business 1) contains approximately 7,460 m² of retail floorspace and accommodates some 70 retail premises. It includes a large Safeway supermarket and wide range of community facilities (Library, Council Customer Service Office, CFA Station, and bowling club).

The Urban Design report prepared by Hansen Consulting describes the town centre well:

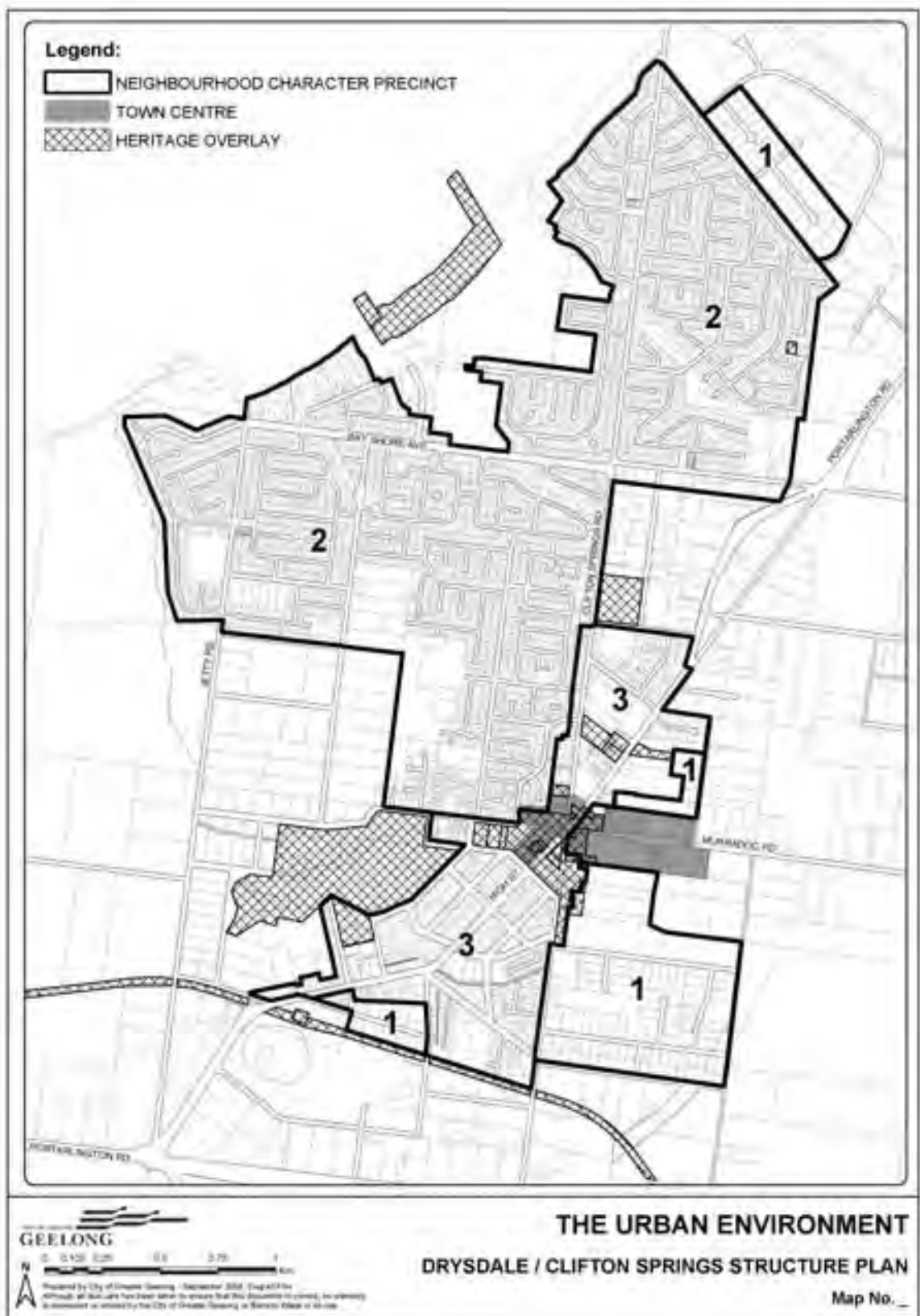
Generally, buildings addressing High and Collins Street and Clifton Springs Road are well presented. Notable setbacks to form on either side of High Street ensure a sense of openness on approach to the roundabout, with feature Church, Hall and Community buildings set within a green threshold. This is an impressive attribute that should be maintained and enhanced through further planting and landscape treatments.

The nature of development behind the spine is more problematic. Large format stores and simplified offices and shops present blank frontage to streets and open out to vast areas of open surface parking. The tight composition of the retail mall creates narrow and unfriendly pedestrian interfaces and generates poor left over spaces that are underused and unsightly. More recent retail 'court' development (on Clifton Springs Road) are completely contained and do not allow for connection to the rest of the Centre.

The nature of the local road network and subdivision pattern means that many buildings behind the spine present 'backs' to streets and/or open car parking areas. This is a regrettable outcome given the considerable activity generated behind the High Street spine by the existing supermarket mall and other complementary uses.

Many new buildings within the Centre have been designed in a similar format with a conscious link to the traditional quality of the Township. This is noticeable in the use of solid rising parapets and post supported awnings. Most form within the Centre is single storey with corner buildings only projecting to double storey in profile.

Map 6 - The Urban Environment



The town centre has grown in an ad-hoc manner and as a result motorists and pedestrians find it difficult to navigate. Hyder Consulting made the following comments in relation to the access and mobility around the town centre:

The functionality of the town centre is presently constrained and fragmented as a result of the surrounding road network. High Street acts as a barrier because of the steady traffic flow combined with the high proportion of heavy vehicles to restrict pedestrian movements.

The school crossing near the bus stop immediately south-west of the Murradoc roundabout is functionally inadequate, where its proposed replacement with pedestrian operated signals will be welcomed from both a safety and operational perspective in funnelling pedestrians across High Street.

Way-finding is also poor as a consequence of the fragmentation. Footpaths are generally narrow and veranda shelter along the shop fronts almost non-existent. Street lighting has been deemed by the community to be inadequate, particularly at the rear of the shopping centre.

There is also no clear signage to direct motorists to the shopping centre from High Street, whereas Wyndham Street unexpectedly terminates adjacent to the Safeway car park without any guidance to High Street.

The town centre is also heavily vehicle dependent because of limited local public transport.

Having considered the above it is apparent that the town centre needs to be examined in detail and revitalised in order to attract more visitors and maintain its role in the current hierarchy of activity centres.

3.2.2 Streetscapes and Residential Character

A Residential Character Study for the City of Greater Geelong has previously been prepared, in consultation with the local community, which includes 'Preferred Character Statements' and 'Design Guidelines' for each area. It also establishes a 'Vision Statement' for the entire township, which emphasises the "seaside meets countryside" atmosphere and identified the heritage qualities of Drysdale Clifton Springs

In defining the areas character the town consists of three precincts. These areas are shown on Map 6 and are described within the Study as follows:

Precinct 1: This Precinct in Clifton Springs is distinctive due to its rural parkland setting created by large lot sizes that enable buildings to be setback substantial distances from each other. In some cases native vegetation has been retained and the one and two storey buildings are set in a sometimes established, open garden environment. The area has an openness created by a frequent lack of front fencing and post and wire style side fencing, forward of the dwelling.

Precinct 2: Is distinctive due to its mixture of architectural styles and building materials, and the potential for sea views in some parts, which has resulted in frequent two storey development. The buildings usually have low pitched or flat roofs and the open style or lack of front fencing, add to an open streetscape. The buildings are set within established and low level gardens. The sea side feel of the area could be strengthened by encouraging the planting of indigenous coastal species.

Precinct 3: Is distinctive due to its rural township character derived from the remaining pre and interwar buildings, and the mixture of post war and recent styles with a variety of building materials. The area has an informal feel due to some unsealed roads and a variety of landscaping which includes some areas of native vegetation. The proximity to large lots and rural land surrounding the area contributes to a feeling of openness and country town character. The character of the area could be strengthened by encouraging a lack of front fencing, or open style front fences and further indigenous planting.

3.2.3 Protecting Residential Streetscapes and Character

A number of existing controls are included within the Planning Scheme to assist in protecting the valued elements of the streetscapes and residential character. The Residential Character Precinct Brochures and Heritage Overlays are the tools which apply to Drysdale and Clifton Springs.

The Residential Character Brochures outlined above are a reference document within the Greater Geelong Planning Scheme. As such developments which require planning approval such as multi dwellings and the development of dwellings over 7.5 meters in height, must be assessed and considered against the guidelines contained within the Brochures.

3.2.3 Recommended Planning Scheme Controls for Residential Areas

The adopted Housing Diversity Strategy seeks to support medium density housing within a 400m walkable catchment of the town centre and encouraging a more responsive built form in other residential areas by revising the Rescode standards relating to on site open space provision.

3.3 Key Influences

- The opportunity to improve the key environmental and landscape values such as McLeods Waterholes, Lake Lorne, The Basin Reserve, Griggs Creek and the Foreshore.
- The need to support public land managers to assist in the on-going management of the environment.
- The need to protect aboriginal and post contact heritage values.
- Climate change and resultant sea level rise could have significant impacts on low lying areas.
- There is a need and demand for increased retail space within the town centre.
- The opportunity to improve the town centres appearance and functionality.

4.0 Demographics & Social Profile

4.1 Past Population Growth

Data from the Australian Bureau of Statistics census demonstrates that during the period between 1986 and 2008 the population of Drysdale Clifton Springs has more than doubled from 4,823 people to 11,041 people.

4.2 Estimated Population in 2008

Council forecasting software, I.d Forecast nominates a current population of 11, 041 for Drysdale Clifton Springs.

4.3 Peak Population 2006

Most coastal locations are popular destinations for holidays, particularly the summer months and thus the population increases. The following table clearly illustrates that other than holiday homes, Drysdale Clifton Springs lacks different types of holiday accommodation.

Table 2 - Peak Overnight Population 2006/2007 (Dec 2006-Jan 2007)

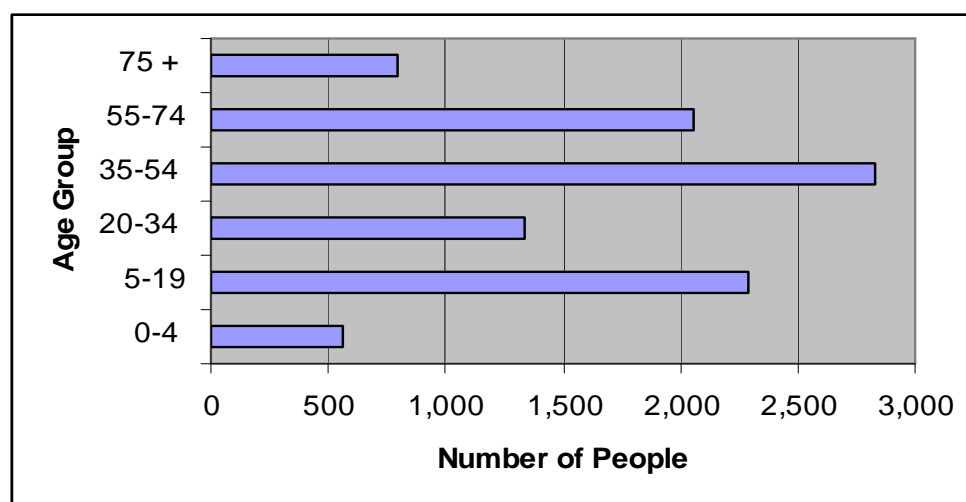
Permanent Population in 2006	Population Holiday Homes	Population Caravan Parks	Population Hotels, Motels, Units & B&Bs	Peak Overnight Population
10,976	2,622	nil	10	13,608

(Source: Geelong Economic Indicators Bulletin 2006-2007)

4.4 Age Structure

Census data provides information on the demographics of the township including age distribution. In 2006, 28.7% of the Drysdale Clifton Springs population was aged between 35 and 54. Typically this age group would have children which are highlighted by the number of people aged between 5-19, accounting for 23.2% of the total population for Drysdale Clifton Springs.

Figure 5 - Age Structure (2006)

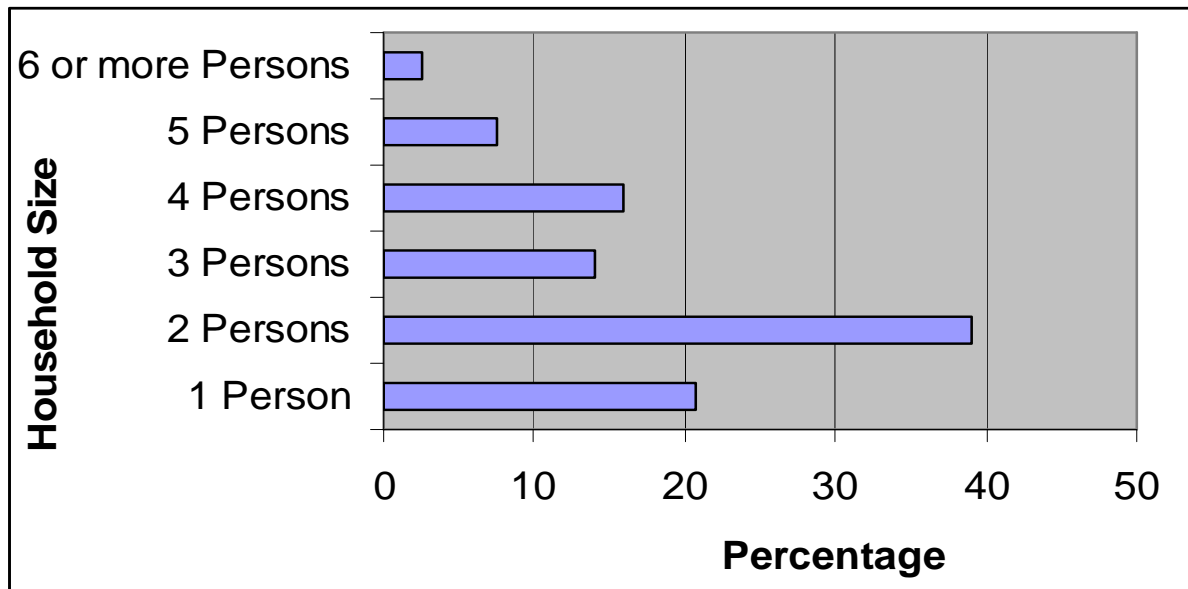


4.5 Dwellings & Household Size

The number of private dwellings in Drysdale Clifton Springs in 2006 was 4,267, of which 3,878 were occupied on census night, which equates to a vacancy rate of 9.1%.

The average household size within the town in 2006 was 2.58, slightly lower than the 2001 data of 2.73, but still remains higher than the average for the rest of the municipality at 2.45. The distribution of households size within the township is displayed in Figure 3 below.

Figure 6 - Household Size (2001)



In 2006, of the *Occupied Private Dwellings* within the township 41.9% were recorded as being fully owned and 39.6% being purchased. Renting accounted for 14.05%, whilst the remainder 4.5% is not stated.

4.6 Labour Force & Income

ABS Census 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. In 2006, 2,359 people aged 15 years and over in Drysdale-Clifton Springs were in the labour force. Of these, 73.5% were employed full-time, 17.1% were employed part-time, 2.2% were employed but away from work, 2.5% were employed but did not state their hours worked and 4.6% were unemployed. There were 1,196 people aged 15 years and over not in the labour force. In 2006 1,383 people or 61% of persons employed within Drysdale/Clifton Springs worked in either the construction, manufacturing, retail, public administration or transport sectors.

4.7 Journey to Work

ABS Census data for 2006 demonstrates that the private car is the dominant mode of transport for those residents of Daysdale/Clifton Springs who must travel to work.

On census night the private car was used by 93.1% of employed persons in Drysdale Clifton Springs who travel to work.

These statistics include both drivers and passenger, and the statistics also demonstrate that as little as 0.8% of the Drysdale Clifton Springs work force walk to work. Therefore it could be assumed that the majority of the town's workforce would be employed outside the township, utilising private vehicles to travel to work.

4.8 Socio-Economic Index

The ABS produces a Socio Economic Index for the Areas which considers Advantage/Disadvantage and takes into account variable relating to income, education, occupation, wealth and living conditions. This data rates Drysdale Clifton Springs as relatively disadvantaged with a SEFIA score of 986.

4.9 Population Projection 2021

Councils populations projections are based on its forecast modelling system, 'i.d Forecast'. In forecasting population the program uses a number of factors based on ABS data, including residential development, migration, fertility and death rates and non-private dwellings are all taken into account when forecasting population.

Table 3 - Projected Population

Year	2004	2008	2012	2016	2021
Persons	10408	11041	11674	12699	13641

Table 4 - Estimated Population 2016 - Critical Age Cohorts

Group	Age	Percentage of Projected Population/Number of Persons
Early Years	0 – 4 years	746 / 5.8%
	5 – 9 years	808 / 6.4%
Youth	10 – 14 years	795 / 6.3%
	15 – 24 years	1,246 / 9.8%
Older Years	65 plus	1,984 / 15.6%
	80 plus	652 / 5.1%

4.10 Key Influences

- Drysdale Clifton Springs will continue to receive strong population growth.
- Drysdale Clifton Springs will continue to have a high proportion of families which is important when considering community infrastructure, facilities and housing diversity.
- Employment and journey to work data indicates that the majority of Drysdale Clifton Springs residents in the workforce, are employed outside the township.
- The residents of the township rely almost entirely upon private cars for transport.

5.0 Township Facilities & Services

5.1 Local Community Services and Facilities

The following is a list of the key local facilities available within the township (summarised on Map 7):

- Arts/performing centre (Potato Shed)
- Primary (2) and secondary schools(2)
- Child care, Preschool and Kindergarten
- RSL
- Community Hall
- Springdale Community Centre
- Senior Citizens
- Hostel aged care
- Library
- Drysdale town centre
- Ambulance and SES station
- Police station
- Country Fire Station
- Churches
- Medical clinics with allied health services.

The Bellarine Community Health Service and City of Greater Geelong provide a wide range of services including medical, nursing and home-based allied health, youth, maternal and child health and adult day programs, including socialisation, respite and rehabilitation. The services are provided through centres in Barwon Heads, Point Lonsdale, Ocean Grove, Portarlington, Queenscliff and Drysdale.

Education Facilities

Drysdale Clifton Springs is well serviced by education facilities with primary and secondary schools present and choice of public or private.

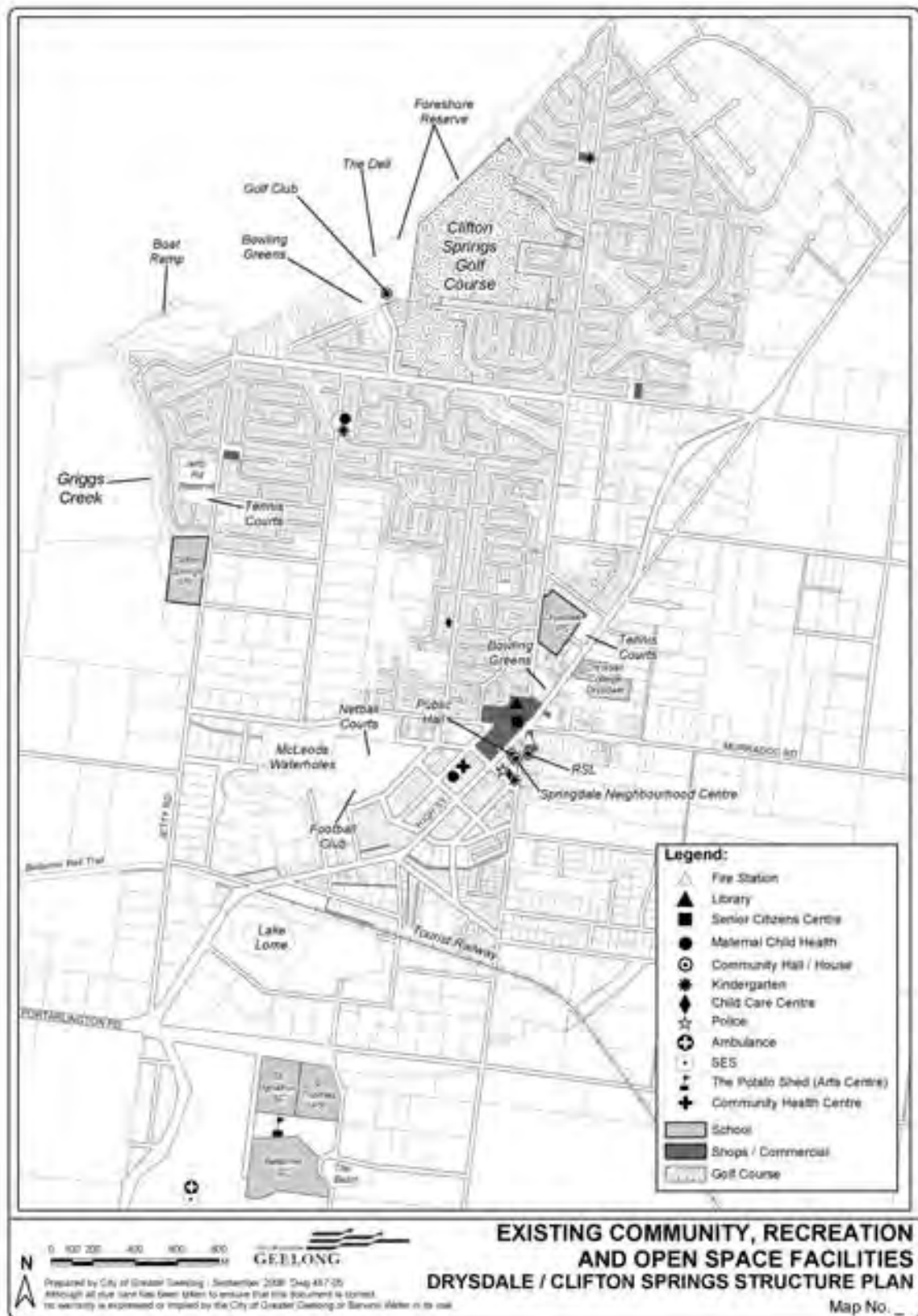
Drysdale and Clifton Springs each have a public primary school (prep to grade 6) and the Bellarine Secondary College located outside the township, just off Grubb Road services secondary school education for the entire Bellarine Peninsula. The Drysdale campus accommodates years 9 to 12, whilst years 7 and 8 are located at separate campus in Ocean Grove. Drysdale Christian College (private, prep to year 9); St Thomas primary school (prep to grade 6) and Saint Ignatius (Year 7 – 12) are all private schools and contribute of the choice of education facilities within the area.

Advice from the Department of Education indicate that Drysdale Clifton Springs is currently well serviced by educational facilities and it is not expected that additional schools will be needed in the foreseeable future. Even in event that additional services were needed the grounds of existing schools have adequate surplus land which would facilitate any expansions.

Emergency Services

Drysdale Clifton Springs is fortunate enough to have all key emergency facilities; with police, ambulance and fires stations all present within the area. The State Emergency Service (SES) which services the entire Bellarine Peninsula is co-located with the ambulance station on Grubb Road.

Map 7 - Existing Community, Recreation and Open Space Facilities



5.1.1 Bellarine Peninsula Community Service Plan (BCSP) 2006-2016

The Bellarine Peninsula Community Service Plan 2006-2016, has been prepared by the City's Social Planning Unit to provide an integrated Community Service response for the townships and rural areas of the Bellarine Peninsula.

The Plan includes:

- Current and projected populations and their composition for each township and rural areas.
- A summary of current and projected social service provision.
- An understanding and analysis of community needs both now and into the future.
- Action Plans to address identified needs.

Specifically related to Drysdale and Clifton Spring the BCSP identifies the following:

Key Community Service issues: A need for:

Early Years

- Increased parent and family information
- Extended MCHC hours
- Family support services (including crisis counselling)

Youth

- Increased social facilities including upgrading of public space infrastructure
- Specialised youth health services including drug and alcohol counselling and intervention programs
- Improved public transport options
- Youth specific transport service, travelling out of area for secondary education

Older Years

- Safety concerns, particularly amongst older age groups
- Expanded aged care facilities
- Some concern identified about neighbourhood infrastructure
- Other community service issues
- Footpaths and need for improved pedestrian network.

Based on the above issues, the projected population within the critical age cohorts and community input, the following recommendations were developed for future community service planning in Drysdale Clifton Springs:

- Review existing health and community service infrastructure in Drysdale / Clifton Springs to achieve more and improved health services including youth support services, child and family support services.
- Investigate opportunities to expand and relocate library and customer service centre.
- Encourage other youth service providers to offer outreach programs through the Potato Shed.
- Any future Drysdale / Clifton Springs Structure Plan to consider a neighbourhood centre in the growth area (west of Jetty Rd) near the primary school.
- Support recommendations in Drysdale / Clifton Springs community vision re footpaths and refer to relevant areas of CoGG.

5.2 Open Space, Leisure and Recreation Facilities

A number of public leisure and recreation facilities are offered in Drysdale Clifton Springs. The following is a list of leisure and recreation facilities within the township, further illustrated on Map 7.

- Clifton Springs Golf Course
- Boat ramp
- Indoor sports complex
- Outdoor tennis courts
- Drysdale Football and Netball Club
- Bowling Club
- Croquet Club
- Arts Centre (Potato shed)
- Bellarine Rail Trail.
- Playgrounds
- Lake Lorne and McLeods Waterholes

City of Greater Geelong is the committee of management for the Clifton Springs foreshore reserve.

5.2.1 Identified Improvements to Open Space, Leisure and Recreation Facilities

A number of studies have been undertaken by, or on behalf of Council which have identified potential improvements in relation to open space, leisure and recreation provision and the linkages within the township. The Structure Plan broadly supports the key actions of these studies as detailed below:

City of Greater Geelong Study of Open Space Networks 2001

This study recommends the following actions specifically relevant to Drysdale Clifton Springs:

- Develop strong intra-urban linear and linkage routes between:
 - Drysdale and Clifton Springs and through to the coast.
 - Drysdale Clifton Springs and Portarlington, Ocean Grove and Mt Bellarine.
- Promote the development of a continuous linear link along the creek reserve connecting the Foreshore to Jetty Road, Jetty Road Recreation Reserve, Clifton Springs Primary School and potentially to the Bellarine Rail Trail.
- Ensure the provision of a quality 'town centre' civic space with appropriate amenities.

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

The study concluded that the town was adequately serviced by existing recreational opportunities and open space. However it does make a number of recommendations in relation to the improvement of open space within Drysdale Clifton Springs which are not limited to but include:

- A suitable strip of land along the Griggs creek should be developed to provide an off-road pedestrian/bicycle link to the foreshore and primary school and Jetty Road Reserve.
- Seal the Jetty Road shoulder to establish a connection from the Rail Trail to the proposed new trail along the eastern side of the creek (as above). (A Rail Trail connection on the western side of the creek is also encouraged as this area is released for residential development).

- Install footpaths on Jetty Road, Bayshore Avenue and Wyndham Street.
- Establish a walking track at Central Reserve between Central Road and Bayshore Avenue.
- Ensure all new subdivisions include adequate footpaths, linking to the existing street network.
- Upgrade and improve existing walking trails located in Drysdale Reserve/McLeods Waterhole.
- Link Drysdale Reserve/McLeods Waterhole with the Bellarine Rail Trail via a footpath connection along Connors Road & across Railway Crescent. Install appropriate directional signage (possibly stencilling on ground) directing people to/from the Rail Trail.
- Upgrade existing walking path/trails at Lake Lorne Reserve having due regard to safety issues and potential conflicts with horses.
- Replace the temporary portable shed facility at the Drysdale Recreation Reserve adjacent to the two netball/tennis courts with more suitable facilities.
- Formalise the walking track on the established desire trail along Edgewater Drive roadside reserve, provide a connection to Beacon Point Reserve.
- Upgrade Beacon Point Reserve to include picnic tables, seats, shelter, possibly a BBQ, paths and landscaping.
- Additional tennis courts are not considered needed in the short-medium term.
- The City should work with local schools to secure defined joint use agreements for community access to school ovals and support facilities, particularly the Drysdale Primary School and Bellarine Secondary College. In the short term, access to school ovals will help address the current needs for access to additional cricket and football ovals. At the same time, Council should investigate opportunities to establish a second oval at the Drysdale Recreation Reserve having due regard to environmental concerns and impact on existing users. In the long-term the establishment of new multi-purpose sports ovals at the Council owned Grubb Road site could become a sub-regional facility capable of accommodating a range of emerging sports needs.
- Rezone a significant portion of the Council owned land at the Drysdale Sub Regional Site, Grubb Road, for Public Park & Recreation Purposes (PPRZ). This area is to be developed as a short-term priority for the establishment of multi-purpose sports ovals/playing fields. Furthermore, in partnership with local schools, ongoing community access to the Bellarine Secondary College indoor stadium, ovals and the Council multi-arts facility will establish this site into a sub-regional community hub catering for a range of active sporting, recreation, arts and education activities. This area also provides a potential opportunity to link the site with the Bellarine Secondary College Indoor Stadium, particularly if extended by an additional court (see section 3 "Indoor Sports Facilities & Community Meeting Spaces) and existing school oval to establish an overall sports precinct.
- Improvements to the existing Drysdale Recreation Reserve should focus on upgrading facilities to support use of the reserve, including shelters, disabled amenity facilities, improved female change rooms and overall amenity improvements.
- Council should work the Drysdale Tennis Club located at Wathaurong Reserve, to ascertain the potential need for improvements to existing tennis club facilities.

5.3 Tourism

Geelong Otway Tourism data (2005) for Geelong and the Bellarine Peninsula shows that tourism generates \$478 million into the local economy and employs approximately 4,200 equivalent full time workers. A significant proportion of visitations and thus monies and jobs generated comes from the Bellarine Peninsula, hence this industry will continue to play a fundamental role in the economic future of this region.

Drysdale Clifton Springs is typically not a tourist destination in itself, but rather an experience for visitors exploring the Bellarine Peninsula. Most of the popular tourist attractions, such as wineries, olive groves and the Bellarine Rail Trail are located within the rural hinterland surrounding Drysdale. Other than the golf course, The Dell, boating facilities, tourist railway and wetlands there is very little within Drysdale and Clifton Springs to attract visitors to the town.



Drysdale Railway Station, a popular tourist destination.

Within the region tourists are accommodated in holiday homes (19%), friends (39%) and commercial accommodation (42%). Commercial accommodation within the region comprises of Caravan Parks (sites and cabins) 15%, large hotels/apartments 14%, small hotels/apartments 9%, B'n'B's 2% and backpackers 0.04%. In terms of accommodation supply and demand distribution within Geelong, the supply is 57% with demand 61%. Tourist accommodation within Drysdale Clifton Springs is mostly made up of holidays homes and B&B's, and the town has a major lack of a range of commercial accommodation.

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

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

One such initiative is commencement of the 'Bellarine Seafood, Wine and Farm Gate Trail' with State funding. The Trail will promote the region's food and wine products, with significant numbers of new cellar door operators on the Bellarine in the last twelve months. Further, farm produce, the seafood industry based around Portarlington's fishing and mussel fleet, aquaculture, wineries, popularity for bike riding, walking trails, boutique accommodation and coastal and rural landscapes.

5.4 Key Influences

- The Council owned land at Grubb Road presents a strategic opportunity to provide more recreation and educational facilities.
- The town has single retail centre which provides retail and community facilities for the town and also the surrounding rural hinterland.
- Tourism is a significant economic contributor to the Bellarine Peninsula and the opportunity exists for Drysdale Clifton Springs to provide more tourist based elements within the town and a wider range of tourist accommodation, particularly commercial accommodation.
- With such an increase in population there is a need to provide additional community services.
- The town is well serviced by educational and emergency facilities.
- Whilst the town is well serviced with community facilities, Councils Bellarine Peninsula Community Service Plan identifies key services which could be provided to better service the community and cater for all age cohorts.

6.0 Physical Infrastructure and Transport

6.1 Water Supply

Treated water for the Drysdale Clifton Springs area is pumped from the Bellarine Basin to the Clifton Springs Tank in Andersons Road and then the majority of the townships receive that water by gravity.

The major growth area of Jetty Road can be serviced by gravity from the Clifton Springs Tank. However some additional feeder mains will be required from the tank to the development. Funding for these assets has already been scheduled into Barwon Water's 10 Year Capital Works Investment Plan.

Comments received from Barwon Water indicate that are satisfied there is adequate capacity in the existing Drysdale Clifton Springs system to cater for future growth.

6.2 Sewer

The core of the Drysdale Clifton Springs system was built in 1985-87, with ongoing expansions through the 1990's. The town is serviced via a conventional gravity sewerage system along with 6 sewerage pumps which collect flows and pumps it via a series of rising mains and gravity mains to the Clifton Springs Pump Station (PS) No.1. The Clifton Springs rising Main No.1 then transports flows via Leopold to discharge into the Geelong Sewerage System which in turn flows to Barwon Water's Black Rock Water Reclamation Plant at Breamlea.

Given much of the system is 30 years old, Barwon Water have advised that the current system is reaching capacity and will theoretically exceed capacity with further development (Jetty Road). Barwon Water have subsequently completed a study to determine a sewerage strategy; which will accommodate existing and future development within Drysdale Clifton Springs and the wider Bellarine Peninsula for the next 40 years.

The study concludes that to accommodate the expected growth in Drysdale Clifton Springs, Pump Stations 1 and 2 and the Rising Main No.1 will need to be upgraded and emergency storages will also be constructed at Pump Stations 1 and 2. Barwon Water expects to deliver these assets over the next 10 years.

6.3 Stormwater

Historically and to date, the design and capacities of many of the drainage systems in Drysdale-Clifton Springs have been problematic. Traditionally, lots were large, heavily landscaped and accommodated modest dwellings, thus ensuring high surface permeability and tendency to ameliorate impacts of significant rainfall. More recently, with a focus on higher dwelling densities, larger dwellings and further subdivision of traditional lots the existing drainage systems are reaching capacity.

The corridors set aside for managing overland flows (*exemplified by the narrow links from Andersons Rd Subregional Centre to Lake Lorne, Catchment 4X from Princess St to High St and the gully exiting McLeods Waterholes to Jetty Rd*) are inadequate to manage existing overland flows. In response to the poor performance of infrastructure, drainage works since have been confined to treating specific trouble spots such as Jetty Road, Bay Shore Avenue and Clifton Springs Road.

Stormwater is directed to Port Phillip Bay. It is important stormwater is adequately managed and water sensitive urban design principles are employed to improve the water quality entering the Bay. Developers will be required to address stormwater quality as part of any development.

Developers will need to be aware of Council's concerns and expectations when seeking rezoning of land or intensive development. It is incumbent upon developers to undertake detailed research on infrastructure requirements in order to keep development outcomes and expectations realistic.

6.4 Transport Infrastructure

The transport network within Drysdale Clifton Springs is heavily reliant on road based movements. The provision of formal pedestrian paths and linkages between the open space areas, and to the town centre from adjoining residential areas is poor. A traffic report prepared by Hyder Consulting was considered as part of the development of this Structure Plan.

6.4.1 Roads

Existing Road Network

Motorists to Drysdale Clifton Springs have a number of key entry points. The largest collector is the roundabout which intersects Geelong – Portarlinton Road, Grubb Road and Jetty Road which collects motorists from Geelong and Ocean Grove. The other major entry point is from the east at the Murradoc Road/High Street roundabout which collects motorists from the rural hinterland, St Leonards and Indented Head. Key Routes are shown on Map 8.

Geelong – Portarlinton Road which turns into High Street plays a dual role as an local access road, facilitating movements within the township and as an arterial road, carrying through traffic from areas such as Portarlinton, St Leonards and Indented Head. As traffic volumes increase these two functions become more incompatible and traffic congestion is a continual frustration for motorists. *The Mountainview Bellarine Quarry and the Drysdale Waste Transfer & Recycling Station off Becks Road (approximately 3km east of Drysdale) is a major generator of truck movements. As a consequence, Murradoc Road (Drysdale-St*

Leonards Road) and High Street (Portarlington Road) act as a pseudo truck route through Drysdale as there is presently no viable alternative transport route (Hyder consulting).

Traffic congestion can be an issue at the Geelong – Portarlington Roundabout. The problems occur during school drop off and pick up times and the roundabout becomes congested with cars and buses trying to enter the school from Andersons Road and general commuters from Drysdale Clifton trying to turn right onto Geelong – Portarlington Highway.

Traffic congestion is also a significant issue at the Geelong – Portarlington Roundabout. The problems occur during school drop off and pick up times and the roundabout becomes congested with cars and buses trying to enter the school from Andersons Road and general commuters from Drysdale Clifton trying to turn right onto Geelong – Portarlington Highway.

It's important to note that Geelong – Portarlington Road, including High Street and Murradoc Road are managed by VicRoads, thus decisions relating to future upgrades, load and speed limits, pedestrian crossings and traffic devices are ultimately determined by VicRoads, not Council.

Proposed Drysdale Bypass

Comments received from VicRoads identify that the Drysdale Bypass Reservation was included in the Greater Geelong Planning Scheme around 1985 and to date, approximately 45% of land impacted by the reservation has been acquired by VicRoads on land owner request. Given the traffic congestion issues at the Portarlington roundabout and the increase in traffic volumes, particularly heavy vehicles along High Street the local community have been very vocal in requesting its construction. Despite community advocacy VicRoads state that construction timing for the bypass is dependent on traffic growth and prioritisation with similar state wide proposals, but is likely to be in the medium to long term. This means that other short – medium term solutions need to be brought on line to manage some of these immediate traffic issues.



Map 8 - Key Routes and Entrances

Proposed Upgrades

Investigations by Hyder Consulting revealed that the following roads are to be upgraded:

Geelong-Portarlington Road (High Street)

A reservation exists within the Planning Scheme to provide for future duplication, however there are no proposals for major works at this stage. To better provide for pedestrians within Drysdale, a proposal to signalise the existing school crossing in High Street has been developed and is currently under consideration for funding on a state wide basis.

Drysdale-Ocean Grove Road (Grubb Road)

Although there are no proposals for roadworks at this stage, VicRoads has had discussions with senior Council officers on how best to protect future road widening / duplication options should the roundabout approaches be reconfigured to improve its operation.

Drysdale-St Leonards Road (Murradoc Road)

No major works are currently planned, however lower standard section of the road will continue to be rehabilitated as required.

6.4.2 Parking

Investigations undertaken by Hyder Consulting concluded the following about parking within the Drysdale town centre:

Approximately 350 off and on-street parking bays are provided within the Drysdale village shopping centre. The major concentration of parking is immediately at the rear of Safeway and within the Council car park bounded by Palmerston and Eversley Streets where there are almost 200 bays in total. Parking is generally 2 hours with allowances for very short (30 minutes), short (1 hour), medium (4 hours) and longer term (all day). Provisions also exist for mobility impaired motorists and commercial vehicles.

In quantifying the adequacy of the 2P parking provisions and general demand in these off-street areas, a 2 hour survey was undertaken on Thursday, 1st May 2008, in 15 minute intervals between 3:30PM and 5:30PM. The parking utilisation was on average was 75% with a maximum of 85% and the duration of stay in the order of 50 minutes to suggest that there is adequate parking currently available and frequent turn over of bays. A high proportion (almost 75%) of vehicles stayed between ½ and 1½ hours.

These comments suggest that there is presently adequate parking available within the town centre. However further growth will place greater demand on parking, particularly during the summer holiday season and any expansion to the town centre will need to ensure that sufficient levels of parking are provided.

6.4.3 Public Transport

Public transport in Drysdale Clifton Springs is limited to a bus service (operated by McHarry's Buslines Pty Ltd) to and from Geelong, which operates via Leopold, Portarlington, Intended Head and St Leonards. The bus service runs several times a day between the hours of 7am to 9pm Monday to Friday, with limited services on weekends and public holidays. During daylight saving period, an infrequent service is also provided on Saturday's between Portarlington (via Drysdale) and Ocean Grove.

Consultation between Hyder Consulting and the Department of Transport (DoT) revealed the following comments in relation to matters raised by bus drivers and parents using the schools off Andersons Road:

- Bus improvements for Bellarine Peninsula are yet to be finalised as they are part of a review still under consideration. Future improvements will likely consist of more frequent bus services and improved weekend service to Ocean Grove.
- School bus movements to and from Peninsula Drive are problematic and the Department of Transport strongly advocates for improved access to and from the bus interchange at the Potato Shed. The mix of buses, parent's cars, pedestrians and bike riders impedes operation during morning drop-off and afternoon pick-up.
- Many of the school buses travel to Ocean Grove. The Department of Transport would like to see an extension of Peninsula Drive down to Belchers Road, and then onto the Ocean Grove Road.
- There needs to be improvements at the Grubb Road / Jetty Road roundabout and along Andersons Road as there are major delays for buses turning right into Grubb Road.
- Parent parking particularly at St Thomas school is a real issue – double parking, parking in No-Standing areas and verges, cars pulling out in front of buses etc. The Department of Transport receives regular feedback from drivers as a consequence of this.

6.4.4 Pedestrian and Bicycle Network

Bicycle Network

There are no designated bicycle lanes within Drysdale Clifton Springs and cyclists have to share the road network with other motorists. The only real off road cycle route within the area is the popular Bellarine Rail Trail which offers a shared pathway from which people can travel between East Geelong and Queenscliffe.

On a regional level Geelong's Transport Strategy provides a broad range of strategic directions such as:

- Expand, improve and regularly maintain the bicycle network and facilities;
- Improve road safety for cyclists;
- Plan and coordinate bicycle improvement and integration with other modes of transport; and
- Increase public awareness of cycling as a legitimate, safe, healthy and environmentally friendly form of transport.

In supplementing this document, the City of Greater Geelong Cycle Strategy (2007) has been developed to provide Council with guidance on expanding Geelong's regional on and off road cycle network, improving bicycle facilities, enhancing cyclist education and delivering promotions that encourage people to cycle as a means of transport, recreation and sport. As a consequence, various on and off-road works have recently been undertaken by Council to facilitate improved bicycle and pedestrian networks. Further upgrading of such facilities is envisaged by Council along Jetty Road, Wyndham Road, Beacon Point Road and Murradoc

Road as well as an off-road shared use path along the eastern side of Griggs Creek to link the foreshore, the primary school and the Jetty Road Reserve.



Example of a shared use pathway

Pedestrian Network

The majority of residential streets in Drysdale Clifton Springs have no formal footpaths and pedestrians are reliant on using the road or grassed road reserves.

On a regional level Geelong's Transport Strategy provides a broad range of strategic directions which include:

- Create a highly connected and integrated pedestrian network.
- Improve pedestrian safety and amenity.
- Promote walking as a legitimate, safe, healthy, economically advantageous and environmentally friendly form of transport.

Specific actions identified within the Study which would be applicable to this structure plan include:

- Implementing traffic calming and pedestrian safety measures around areas which have high traffic volumes, i.e. High Street.
- Ensure there is good integration between pedestrian paths and public transport interchanges.

Of particular interest to the local community is the request for improved pedestrian access to The Dell and the foreshore. Since the landslide in 2002 access to the foreshore has been limited to a steep pedestrian path which has restricted those with limited mobility. It is now a community desire for the path to be improved so that it allows access for all. Council indicated that the necessary improvements needed for the path to cater for those with limited mobility would cost approximately \$75,000 and would be subject to Councils budget consideration process.

6.4.5 Identified Improvements to Transport & Movement Network

Upon reviewing the existing transport network, Hyder Consulting have made a number of recommendations which will help to improve trouble congestion spots and general functionality and safety:

Roads

- Peninsula Drive Extension
Extension of Peninsula Drive through to Belchers Road to address the operational constraints at the Geelong – Portarlington Road / Drysdale – Ocean Grove Road / Jetty Road roundabout during school hours. This should be investigated as part of the master plan for the community and Cultural hub.
- Drysdale – Ocean Grove Road / Andersons Road
Provide a left-turn slip lane from Andersons Road to assist traffic movements, particularly buses entering Drysdale – Ocean Grove Road to travel south.
- Geelong – Portarlington Road / Drysdale – Ocean Grove Road / Jetty Road
For the interim, signalise the Jetty Road and High Street legs during the morning peak

(8:00AM to 9:00AM) so that safe gaps are created to enter the roundabout and thereby reduce delays and congestion.

- *For the longer term, either reconfigure the roundabout to provide two circulating lanes or replace with traffic signals.*
- *Signage to Drysdale Town Centre
Improved signage to be erected on both approaches to the Drysdale Town Centre to direct motorists to the off-street parking areas via Eversley Street and Clifton Springs Road / Hancock Street.*
- *High Street / De Burgh Road / Bridge Street
Improved channelisation at De Burgh Road approach to intersection to reduce potential for vehicle conflict.*

Public Transport

- *Increase frequency and improve services to provide a better, safer and more convenient public transport service in order to promote transport options for all residents, encourage the use of more sustainable forms of transport and reduce car reliance.*
- *Develop the provision of public transport appropriate to Drysdale / Clifton Springs's role as a hub for outlying coastal communities on the Bellarine Peninsula as well as that as a commuter town to Geelong and Greater Melbourne.*

Cycling and Pedestrian Facilities

- *Seal the Jetty Road shoulder to establish a connection from the Rail Trail to the proposed off-road Shared Use Path along the eastern side of Griggs Creek to link the foreshore, the primary school and the Jetty Road Reserve.*
- *Install footpaths along Jetty Road, Wyndham Street, Beacon Point Road and Murradoc Road. Also ensure that all new subdivisions include adequate footpaths linking into the existing street network.*
- *Upgrade and improve existing walking trails located throughout Drysdale and Clifton Springs. The compact size of the township, location of commercial and community facilities and the safety of the street network provide and excellent opportunity for more sustainable, non-vehicle reliance travel.*

Also of relevance is Councils Geelong Transport Strategy (2003) which states the following:

For the Bellarine Peninsula, a regional public transport interchange will be located in Drysdale, providing the focus for services to Geelong and inter-township travel to areas such as St Leonards and Ocean Grove. This interchange will be located for easy cycling and pedestrian access and also to optimise potential links to a future Geelong–Drysdale transit corridor service.

6.6 Key Influences

- Opportunity to improve the limited pedestrian and bicycle linkages throughout the township and within the open space areas.
- The compact size of the township, location of commercial and community facilities and the safety of the street network provide and excellent opportunity for more sustainable, non-vehicle reliance travel.
- The drainage infrastructure is under increasing pressure and its performance is reducing.
- Opportunity to provide improved and more frequent public transport options.
- Barwon Water is satisfied that the capacity of the water and sewerage systems are, or will be capable of accommodating future growth.
- The town centre is currently well serviced by parking.
- Traffic congestion issues at key transport points such as at the Geelong – Portarlington roundabout and along High Street (town centre).

7.0 Commercial Growth, Residential Lot Supply and Further Development

7.1 Commercial Growth

The town centre currently has an existing retail floor area of approximately 7,460 m² (properties zoned Business 1) which accommodates some 70 retail premises. Council's Retail Strategy 2006 identifies the commercial area in Drysdale as a 'town centre' and defines its role as:

Provides weekly grocery shopping facilities based around a supermarket tenant, as well as providing a broader town centre role as a focus for non-retail and community facilities and, in some instances, a lower-order comparison shopping role.

The Strategy sets out the following objectives for *town centres*:

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

The Strategy states that a 'town centre' can have up to 15,000m² of retail floor space without undermining the retail hierarchy.

A detailed retail economic report was prepared by economist, Tim Nott who analysed a number of factors including population growth, growth in retail spending and escape spending. The report concluded that there is a clear demand from the growing population within the trade area for the provision of new retail floorspace in the Drysdale town centre.

Whilst it has been determined the Drysdale town centre needs to grow there are a number of considerations which need to be considered when determining how much additional floor space the town centre should seek to provide, including:

- Leopold Sub-Regional Centre - The Geelong Retail Strategy (Essential Economics, 2006) identifies Leopold as the best location for a sub-regional shopping centre. This could include a further supermarket, more specialty shops, peripheral sales outlets and, potentially, a discount department store and thus the development of a sub-regional centre, with a wide array of convenience and comparison shopping, only 10 km from Drysdale Town Centre is likely to reduce the requirement for Drysdale to accommodate major retail floor space.
- Jetty Road Structure Plan Area – At full development the Jetty Road Urban Growth Plan identifies that the area should have three retail activity nodes, a neighbourhood centre (to 5,000 sq m, including a supermarket of 2,500 sq m), a local activity centre (up to 500 sq m) and a kiosk (up to 200 sq m) near the foreshore, to provide visitor services. These centres are clearly designed to service the needs of the new residents and are not residents beyond the new development. Nevertheless, the retail space provided in the Jetty Road area will reduce the requirement for further growth in the Drysdale Town Centre.

Scope for Retail Growth in Drysdale Town Centre (Source: Tim Nott Report)

The following table provides a forecast of the demand for additional retail floorspace in the Drysdale trade area, which includes Portarlington, St Leonards and Indented Head, over the period to 2031. The estimate is based on a number of reasonable assumptions, including:

- *the centres of the trade area can improve their retention of resident spending to levels that are more in line with the average for similar centres elsewhere*
 - *food and groceries – improve from 39% retention of resident spending to 55%*
 - *food service – improve from 70% of resident spending to 80%, given the substantial numbers of cafés, restaurants and take-away food outlets that have established in the area to serve visitors*
 - *selected services – improve from 36% of resident spending to 60%, given that these services normally have very local catchment areas*
- *spending by visitors continues to contribute 18% of total retail spending*
- *sales per unit area grow by 0.5% per year in real terms, as retailers become more productive*

Forecast of additional retail floorspace, Drysdale Trade Area, 2008 to 2031

Retail type	2008 to	2011 to	2021 to	2008 to
	2011	2021	2031	2031
	sq m	sq m	sq m	sq m
Food and groceries	3,000	2,200	2,100	7,300
Non-food goods	300	1,400	1,300	3,000
Food service	800	1,100	1,000	2,900
Selected services	700	200	200	1,100
Total retail	4,800	4,900	4,600	14,300

Source: consultant estimates; figures rounded; constant 2008 dollars

Note: calculations assume that retail sales per sq m of floorspace will grow by 0.5% per year in real terms as retailers become more productive; spending by visitors is assumed to remain at a constant 18% of the total.

This forecast provides for total growth in retail floorspace in the trade area of 14,300 sq m over the period 2008 to 2031, including 7,300 sq m of floorspace selling food and groceries.

Under this forecast, total escape spending is reduced from 66% to 56%. This level of escape spending is well within the normal expectations for a trade area containing a large neighbourhood or community centre, a small neighbourhood centre and several local centres. However, the real situation should be monitored as it unfolds.

The following table identifies how this additional floorspace could be allocated to the centres of the trade area. The calculation assumes that the Jetty Road urban growth area will not be fully developed by the end of the forecast period and that, therefore, not all the allowed floorspace in the growth area will be required.

Notional allocation of additional retail floorspace, Drysdale trade area, 2008 to 2031

Location	2008 to	2011 to	2021 to	2008 to
	2011	2021	2031	2031
	sq m	sq m	sq m	sq m
Jetty Road Growth Area	500	3,000	1,200	4,700
Elsewhere in trade area	2,000	500	500	3,000
Drysdale Town Centre	2,300	1,400	2,900	6,600
Total	4,800	4,900	4,600	14,300

Source: consultant estimates

This notional allocation shows that, by 2031:

- 82% of the retail space planned for the Jetty Road urban growth area could be provided;
- 3,000 sq m of space could be provided in other centres of the trade area to improve, for example, the neighbourhood retail function of Portarlinton or to develop a small neighbourhood centre at St Leonards; and
- the retail provision of Drysdale Town Centre could expand by 6,600 sq m, which would easily be sufficient to accommodate a new supermarket and an extensive range of specialty stores

Under the assumptions outlined above, there appears to be sufficient demand to support growth in retail provision in Drysdale Town Centre as well as in the urban growth areas and smaller townships of the Drysdale trade area. Without such growth in provision, escape expenditure from the area will rise from its already high levels. This will mean that residents are travelling more than they should have to for their services, and that local activity centres are not achieving their potential in creating jobs and investment opportunities.

Location of New Shops in Drysdale Town Centre

Although there appears to be sufficient demand for new shops in Drysdale Town Centre, the locations for extensive new shopping facilities are not immediately apparent.

There is currently no vacant shop space in the main retail centre of the town, although there are several possible areas where retail space may be found:

- *There is a vacant site of approximately 0.2 ha at the corner of Eversley and Palmerston Streets which would be suitable for the development of a total of 600 sq m of shop units.*
- *Council is considering the relocation of its library and service centre from shop units on Hancock Street to the senior citizens centre on the town square. This would free up to 400 sq m of retail space.*

Taking into account these two possible development opportunities, the shortfall between the development potential (6,600 sq m by 2031) and easily developed space (1,000 sq m) is 5,600 sq m. The area required for this addition to the retail space of the town centre, taking into account the shops, and associated car parking would be around 1.9 ha.¹

In order to understand where this kind of space might be found, it is necessary to look more closely at what sort of additional retailing is likely to be required.

Food and grocery retailing

An improvement in the food and grocery offering would be the key addition to retailing at the centre, providing competition to the existing supermarket and enabling a broader range of goods to be accessed by residents. New food and grocery retailing could take many forms, including a supermarket, specialty food stores or liquor outlets. The centre does appear to lack a good range of specialty food stores. However, an additional supermarket is likely to provide the greatest draw for the centre. A large supermarket of 3,000 sq m would require development site of around 1.0 ha.

Food and grocery retailing is the main purpose of an activity centre such as Drysdale Town Centre. The shops selling these goods are usually the anchors around which the other shops of the centre are positioned. Any new supermarket in Drysdale Town Centre should therefore be part of the existing centre. Following review of the options on site and discussions with stakeholders, there appear to be four main options for the location of a new supermarket at Drysdale:

- *Redevelopment and intensification of the existing shopping centre, including further closure of Wyndham Street and development of multi-deck car-parking.*
- *Development of land presently occupied by the bowling club on Clifton Springs Road (around 1.2 ha), with relocation of the bowling club to a new site.*
- *Development of vacant Council land between High Street and Palmerston Street to the south of Eversley Street, requiring acquisition of six houses between Eversley Street and the vacant land.*
- *Development of a site on Murradoc Road on land currently zoned B4.*

Of these options, the site occupied by the bowling club would be preferable since:

- *the site is between two of the main access roads into the centre*
- *the site is a natural extension of the existing shopping centre with good access to schools*

¹ This calculation allows for 8 car spaces of 30 sq m each per 100 sq m of retail floorspace.

- *redevelopment of the existing town centre and provision of multi-deck car-parking would be expensive and difficult to accomplish in a way that would create an attractive shopping experience*
- *acquisition of the houses adjacent to Eversley Street could be expensive and/or disbenefit the occupiers, although this may be a reasonable second choice for an extension of the town centre*
- *a site on Murradoc Road would be outside the retail core of the centre and would discourage walking between retail activities*

The bowling club site (or, as a second choice, the land south of Eversley Street) would probably be large enough to accommodate a supermarket and some specialty shops, as well as the associated parking. The land between the bowling club and the central roundabout (the intersection of Murradoc Road, High Street and Clifton Springs Road) contains some low intensity uses that may be redeveloped over time and add to the integrity of the retail provision of the centre. Over time, it may be that Clifton Springs Road becomes the main shopping strip for the Drysdale Town Centre.

Peripheral Retail & Industrial

The B4 precinct in Murradoc Road accommodates approximately 23 businesses. Three of these appear to be mainly retail, with the remainder in wholesale trades, automotive services and light manufacturing. For the most part, these are businesses providing local services to the construction industry or in vehicle repair and servicing.

The existing B4 precinct contains a significant portion of vacant or under-used land. The demand for industrial services is likely to grow in Drysdale, broadly in line with the growth in population. Local growth will occur to service the residential construction in the Jetty Road urban growth area and at new subdivisions at Portarlington. The Murradoc Road area will be a key location for these activities given the lack of industrial land elsewhere in the trade area.

Currently, the provision of industrial space in Murradoc Road is approximately 10,000 sq m or 0.53 sq m per person in the Drysdale trade area. If this level of provision is replicated over time, by 2031, the required space for industrial services will have grown by 3,600 sq m. Taking into account a typical plot ratio of 33% for industrial activities, the total space required for new industrial development would be approximately 1.1 ha.

Whilst there are vacant and under-used sites in Murradoc Road sufficient to accommodate this scale of growth, these sites may also be required to accommodate other forms of development such as peripheral sales or other commercial and community facilities. Should more land be needed, land at the rear of properties on the north side of Murradoc Road is currently occupied by a Council depot and may be suitable for future industrial development. For activities requiring highway frontage (peripheral sales, showrooms, wholesale trades etc), an easterly extension of the Murradoc Road B4 precinct may be possible.

The economic analysis concludes the following:

- 1 ***The Drysdale Town Centre serves the towns of Drysdale Clifton Springs and the northern part of the Bellarine Peninsula, including Portarlington, Indented Head and St Leonards. The town centre provides retail, commercial and community services to its catchment population and is a multi-purpose activity centre.***

- 2 The retail and commercial component of the town centre has developed around the intersection of five roads. Because of this, and the surrounding residential development, **the centre is rather cramped**. The design of the centre is not ideal, with blank walls on some shopping streets and unattractive alleyways providing access between retail strips. Despite this poor urban design, the centre is busy and all the shops are occupied.
- 3 The retail offering of **the centre is anchored by a large supermarket, and a variety of specialty shops**. The centre has a strong representation of food service outlets because of its position on key tourist routes to the bayside towns of Portarlington and St Leonards. The centre is equivalent to a large neighbourhood centre and has approximately 9,200 sq m of retail floorspace. Total retail floorspace in the Drysdale trade area is estimated at 15,800 sq m.
- 4 Total retail spending by residents of the trade area is estimated to be \$210 million per year (in 2008). Retail sales in the trade area are estimated at \$88 million per year. Annual spending by visitors is estimated at \$16 million (18% of the total), with residents spending \$72 million. **Total retail escape spending from the trade area is estimated at \$138 million or 66% of total spending by residents**. This is slightly more than might be expected for a trade area with the range of centres established in the north Bellarine.
- 5 This report provides a forecast of the demand for future retail floorspace on the basis of expected population growth in the trade area and assumptions that the escape expenditure from the trade area can be reduced in key areas (particularly food and grocery shopping). The population of the trade area is forecast to grow from 18,750 currently to 25,600 by 2031 at an average growth rate of 1.4% per year. Total retail spending by residents of the trade area is forecast to grow from \$210 million per year to \$356 million per year over the same period, a growth of \$146 million in annual spending. A greater portion of this spending will be spent within the trade area, with escape spending forecast to reduce from 66% to 56%. **By 2031, this additional spending will support an estimated 14,300 sq m in additional retail space in the trade area.**
- 6 Several shopping centre developments are planned in the trade area, including new centres to service the Jetty Road urban growth area to the west of Drysdale. Nevertheless, there is potential for Drysdale Town Centre to accommodate a significant share of the new floorspace. This report proposes that the **Drysdale Town Centre could accommodate an additional 6,600 sq m of retailing over the period to 2031.**
- 7 The most substantial element of the additional floorspace would be an upgrade of the food and grocery offering in the centre, including a new supermarket. This would greatly improve the function and attractiveness of the centre for trade area residents. **There are several possibilities for locating a supermarket and new specialty shops but the site presently occupied by the bowling club on Clifton Springs Road appears to be the most natural extension of the town centre.** This site offers the potential to organically extend the centre and has excellent access from Clifton Springs and Portarlington.
- 8 Some peripheral sales/bulky goods retailing may require space at Drysdale, and this can be accommodated in the B4 precinct on Murradoc Road, adjacent to the main Drysdale activity centre. However, it is likely that **most peripheral sales outlets will locate at Leopold, which has been designated a sub-regional activity centre in Council's retail strategy.**
- 9 This report forecasts that there **will be demand for an additional 1,900 of non-retail commercial space (mainly offices) in the town centre by 2031.** Some of these activities will require shop units but some can be in shop-tops.

- 10 The report forecasts that there **will be demand for 3,600 sq m of light industrial space (showrooms, warehouses and factories) which can be accommodated in the B4 precinct in Murradoc Road** or in an extension to this precinct into the land presently occupied by the Council depot to the north of Murradoc Road.
- 11 **Total land area required for new employment activities in and around the Drysdale Town Centre is estimated at 3.4 ha as shown in the following table.**

Table 1: Estimate of land area required for new activities, Drysdale Town Centre, 2008 to 2031

Activity type	Total floorspace required sq m	Existing available floorspace sq m	Ground floor building area sq m	Car parking etc sq m	Total land area required sq m
Retail	6,600	400	6,200	14,900	21,100
Office/commercial	1,900	140	880	1,100	1,980
Industrial	3,600	0	3600	7,200	10,800
Total	12,100	540	10,680	23,200	33,880

Source: consultant estimates

Note: car parking requirement for retail – 8 spaces per 100 sq m; for office/commercial – 4 spaces per 100 sq m. Total industrial land estimated at three times floor-area.

- 12 The “sub-regional site” south of Drysdale is currently partly occupied by schools but has at least 40 ha of vacant land zoned for mixed use purposes. **This site is no longer suitable for sub-regional retail and commercial activity given the designation of Leopold as the sub-regional activity centre for the Bellarine Peninsula as a whole.** The site may be suitable for further educational development and recreational facilities in order to provide a wider range of services to students and the surrounding community. The area may also be suitable for housing development in the longer term.

As discussed earlier the town has over time grown in an ad-hoc manner which has led to a poorly integrated centre. Given the economic report concluded that there is a definite need for additional retail floor space, this provides the ideal opportunity to examine the functionality of the existing town centre and plan well for new retail development. Hansen Consulting were engaged to undertake some urban design work on the town centre. The urban design report provided the following comments in relation to the town centre:

Built Form & Activity

The presentation of buildings within the Town Centre and the arrangement of key destinations and uses is critical in understanding the nature of Drysdale and Clifton Springs.

.....the Centre includes a number of historic buildings lining the High Street corridor and addressing the principal junction. These individual buildings must be read in conjunction with a run of traditional attached shops on approach to the junction and more recent retail infill of a larger format located behind the High Street spine. The quality of building form and finish diminishes further from the Town heart, with primary ‘working’ buildings and warehousing located to the east on Murradoc Road.

Generally, buildings addressing High and Collins Street and Clifton Springs Road are well presented. Notable frontage setbacks on either side of High Street ensure a sense of openness on approach to the roundabout, with feature Church, Hall and Community buildings set within a green threshold. This is an impressive feature of the Town entry experience that is highly regarded by the community and visitors alike.

The nature of development behind the High Street spine is more problematic. Large stores and simplified offices and shops present blank frontages to streets and open out to large areas of open surface parking. A relatively tight composition of retail buildings within the core result in narrow unfriendly pedestrian areas and poor left over spaces that are underused and unsightly. More recent retail 'court' development (on Clifton Springs Road) are completely contained and do not connect with the rest of the Centre.

The nature of the local road network and subdivision pattern means that many buildings behind the spine present their 'backs' to streets and/or open car parking areas. This is a regrettable outcome given the considerable activity generated behind High Street spine by the existing supermarket mall and other complementary uses. Community liaison articulated some dissatisfaction with the appearance of land behind High Street.

Many new buildings within the Centre have been designed in a similar format with a conscious link to the traditional quality of the Township. This is noticeable in the use of solid rising parapets and post supported awnings. Most buildings within the Centre are single storey with corner buildings only projecting to double storey in profile.

Landscape & Environment

The landscape and environmental attributes of the Town Centre contribute to its appearance and amenity. The Town is arranged around the key High and Collins Street corridor which is a strong linear axis accommodating good street tree plantings (of exotic and native variety) and the key central roundabout. The Clifton Springs Road corridor is less enticing in that it has poor streetscape plantings and is interrupted by traffic lights at the intersection with Hancock Street. Long views are available from the principal roundabout to the north and east along Collins Street and Clifton Springs Road towards the coastline.

The primary public open space in the Town Centre is the large grassed area adjacent to the central roundabout between existing High Street retail forms and the supermarket to the north west. This land was once the road connection between Murradoc Road and Wyndham Street. It is framed by both active and inactive frontages and absorbs a considerable level change. Further west, a narrow dead end street (identified as a mall) provides convenient car parking close to the supermarket entry and a pedestrian link between retail destinations. In general terms, the configuration of the public open space and the associated 'mall' is poor and dysfunctional. While the open space to the east supports a suite of favourable elements (shelter and memorial), it is largely underutilised and poorly presented. It serves to disconnect (rather than link) High Street or the junction to the active retail form to the west. This was acknowledged in community discussion and liaison and also recognised by economic analysis to be problematic.

The 'edges' of the Town Centre (beyond the principal entry corridors) are poorly presented. To the west, open surface car parks without canopy or vegetation define the entry and represent a poor interface with surrounding housing. To the east, the service industry and light industrial approach along Murradoc Road has little consistency. To the north, the open profile of the Bowling Club creates a streetscape void along both Clifton Springs Road and Collins Street, diminishing the opportunity for the kind of attractive approach to the Town Centre that is experienced to the south. A number of vacant parcels of land are located around the edge of the Town Centre which reinforces the notable gap occurring between the Town Centre and its residential fringe.

Access & Movement

The way people and vehicles move to and through a Town Centre is critical to an understanding of its urban design function and capacity. The Drysdale- Clifton Springs Town Centre is well serviced in terms of roads, with notable arterial access along each of High Street, Collins Street, Clifton Springs Road and Murradoc Road. Perpendicular junctions with these thoroughfares require frequent roundabouts and (in one instance) signalised traffic lights. This suggests that the Town has been principally planned to accommodate for convenient safe vehicle movement and not, as is current best practice, for people (or more pertinently pedestrians).

.....wayfinding for drivers and pedestrians is poor and awareness of back of shop parking areas and retail uses to the visitor is limited at best.

The infrastructure for a good pedestrian environment exists today in the Town Centre. Brick paved footpaths have been incorporated into new retail areas to the west. A series of pedestrian lanes allow for linkage between retail destinations, each connected by steps or ramps addressing necessary level changes. Pedestrian crossing of roads occurs in a formal capacity on High and Hancock Streets to allow for connection with key community activities and services. While this appears to be a logical arrangement, the pedestrian environment suffers in terms of legibility. A Lack of clear sight lines and/or signage to key destinations makes it difficult for users (and in particular visitors) to find their way around the Centre. This is exacerbated by a lack of convenient access to the retail core off High Street or the main junction. Improved access around the Centre fringe from High Street should therefore be a priority in growth of the precinct.

The design and presentation of the main roundabout at the junction of High and Collins Street and Clifton Springs Road and Murradoc Road is important. While it must maintain its key vehicular function, the ability of the Centre to breach the junction and establish a presence to the north or east is limited without good pedestrian crossing capacity. Given the location of key community services to the east side of High Street and the role of schools and other youth services to the north, some modification of the roundabout should be considered. Pedestrian priority in the core precinct should be examined in tandem with improved pedestrian shelter and lighting in intimate public spaces.

7.2 Residential Lot Supply

There has been a sustained demand for residential lots in the Drysdale Clifton Springs area over the past decade. This demand has increased in recent years especially with respect to conventional sized lots below 799sq m.

Map 9 includes an excerpt from Councils *Land Use & Residential Lot Supply Report 2005* which illustrates the supply a distribution across Drysdale Clifton Springs. Map 9 illustrates there a number of vacant lots dotted throughout the township, most of which are within new residential estates.

New Residential Dwellings Approved in Drysdale Clifton Springs (2002 – 2008)

Year	No. Permits	Single Dwellings	Multiple Dwellings	Total dwellings
2008 #	78	77	7	84
2007	95	91	23	114
2006	69	66	9	75
2005	119	113	14	127
2004	156	151	6	157
2003	120	112	17	129
2002*	61	59	10	69

- To August 2008

* - From April 2002

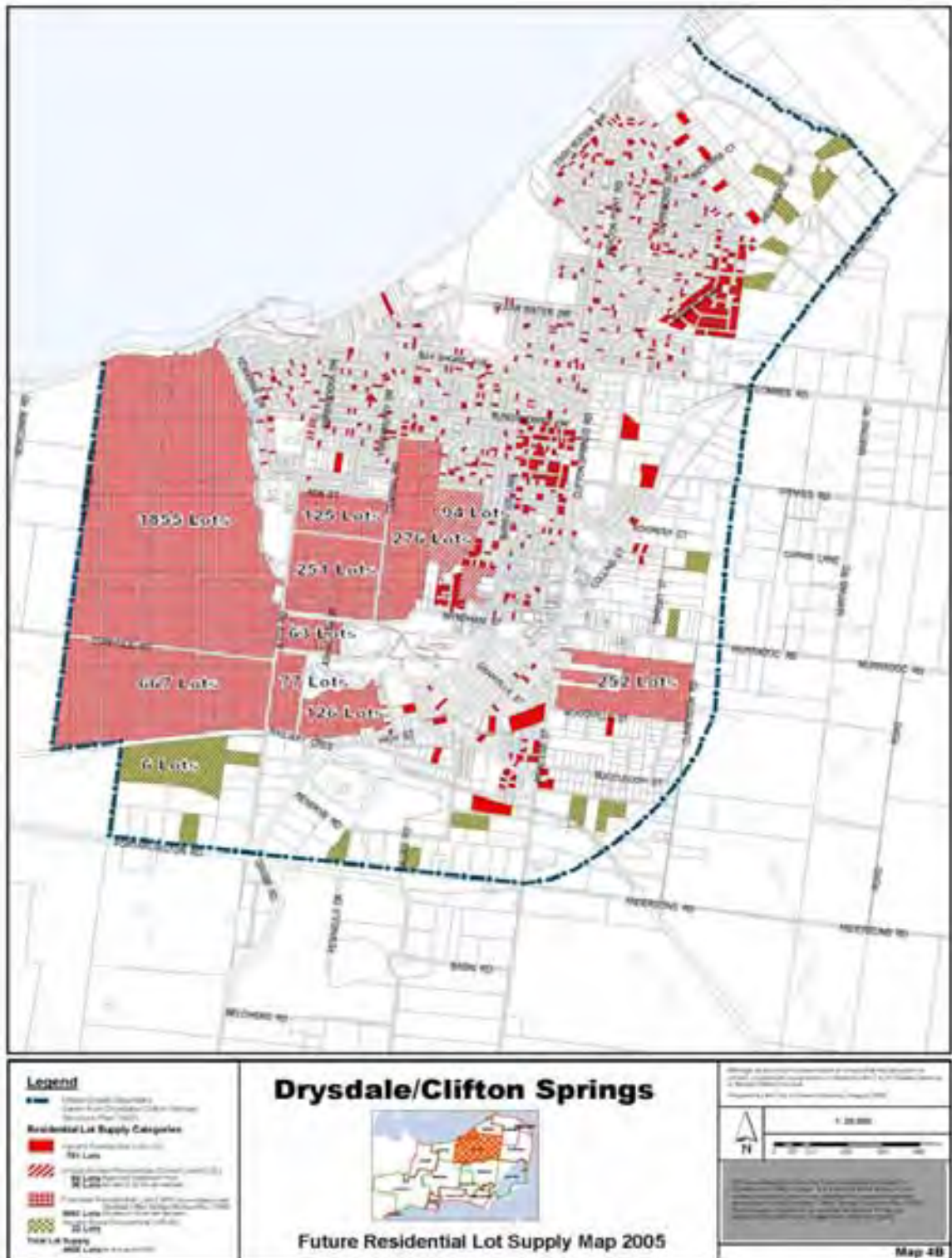
To determine the years of lot supply, the take-up of land per year has been based on the average new dwelling approvals per annum of a specific timeframe (2002-2008), to provide a reliable pattern of development activity.

Estimated Supply of Residential 1 Zoned Land in Drysdale Clifton Springs

Vacant residential Lots (at November 2007)	563
Residential Zoned land with Approved Plan of Subdivision (No. of Lots) (as at June 2005)	122
Undeveloped Residential Zoned Land* (No. of lots at an intake of 10 lots per hectare)	90
Estimated Total Number of Zoned Lots available in June 2007 (minus number of approved building permits issued in 2008 up to August)	697
Years Supply Demand of lots is based on an average of 106 Building Permits per Annum	6.6 Years

* This excludes lots which are zoned residential but have established non-residential uses with no potential of being re-developed.

Map 9 - Residential Lot Supply



7.3 Further Development

7.3.1 Rezoning Requests and Interest

Two formal rezoning requests have been received by Council and a number of land holders have also indicated interest that Council consider land for urban development. The formal rezoning requests, including their location and approximate lot yield are shown in the table below.

Table 5 - Rezoning Requests/Indications of Interest

Rezoning Request	Approximate number of lots (@ 10 lots per hectare)
C152 Jetty Road – Stage 1	1500
C103 - 27 & 37 Princess Street, 42& 45 Woodville Street and 12 & 22 Clarendon Road.	230
Land bound by Jetty Road, Ada Street, Central Road & Wyndam Street (includes C146)	582
C137 - 14-22 Oakden Road, Drysdale	37
13A Princess Street	2
Total Number of Lots	2351

Consideration of the formal rezoning requests and indicated interests are as follows:

A) C103 - 27 & 37 Princess Street, 42 & 45 Woodville Street and 12 & 22 Clarendon Road.

The subject land is located east of Drysdale town centre and is bounded by Clarendon Road and Princes Street on the east and west, and by Woodville road on the south. The land consists of five (5) properties with a total area of approximately 18.8 hectares. An amendment has been lodged with Council seeking the rezoning of this land to Residential 1.

B) 14-22 Oakden Road, Drysdale – Cemetery

The subject land is 3.6 hectare parcel of land, located on the north eastern corner of Oakden Road and Clifton Springs Road, Drysdale. The land is Crown land which is currently reserved for cemetery purposes, however the Geelong Cemeteries Trust has determined that the subject land is not of sufficient size to service the needs of the Bellarine Peninsula given the current and proposed population growth. Thus the proponent seeks to rezone the land from Public Use (5) to Residential 1.

C) Land east and south of Gillies Road, Drysdale -

Numerous landholders surrounding the existing subregional centre have requested that this area be rezoned from Farming to Rural Living. It recognised that lot sizes within this area are generally less than 10 hectares and thus do not support traditional agricultural practices (Crop raising, Cattle Grazing etc).

One consideration is whether the creation of rural living allotments could be tied to the basin and is environmental values, i.e. a requirement for any DPO or plan of subdivision to improve and enhance the surrounding environment, thus enhancing the environmental values of the

Basin. However given many of the properties have been extensively cleared and contain little remnant vegetation, the improvement to the Basin would be solely based around revegetation, and whilst this is not a bad thing, it does not justify the rezoning and creation of further rural living allotments.

D) 1201 – 1419 Portarlington Road – Curlewis Golf Course

The Curlewis Golf Course is located on the Portarlington Highway, approximately 700 metres west of the main entry point to Drysdale and consist of 18 holes and a clubhouse. There has been an informal request from the Curlewis Golf Club to rezone the land so that it can facilitate some form of short term accommodation.

E) 13A Princess Street, Drysdale

The land is currently zoned Business 4 and the request from the landowner is to zone the land to Residential 1.

F) 17-29 Springs Street, Clifton Springs

This is a Council owned parcel of the land which is currently zone Business 1 and is identified for Mixed Use.

G) Land south of Huntingdon Street and east of Princess Street

The owners of 46-62 Huntingdon Street have expressed their desire for their property to be rezoned from Rural Living to Residential 1. This area is nominated for medium to long term urban consolidation.

7.3.2 Analysis of Proposed Further Development

The proposals outlined above need to be considered in the context of the relevant State and Local guidelines, net community benefit and in particular the following documents.

DPCD Practice Note - 'Implementing a Coastal Settlement Boundary'

The DPCD Practice Note identifies that the process of establishing a coastal settlement boundary should be undertaken through a strategic planning process with a 10 year planning horizon. This process should identify the:

- Desired future vision for a settlement;
- Role and function of the settlement in comparison with other settlements within the region;
- Constraints on development such as topography, native vegetation, rural land-use activity and areas of environmental or landscape significance and sensitivity, areas with susceptibility to flooding (both river and coastal inundation), landslip, erosion, coastal acid sulfate soils, salinity, wildfire or geotechnical risk;
- Supply/demand of land within a 10 year planning horizon and opportunities for future growth (if any).

DPCD Practice Note – Applying Rural Zones

The DPCD practice note provides guidance to planning authorities about the strategic work that is required when applying a Rural Zone, and of particular relevance to this structure plan includes the Rural Living Zone.

As stated in the practice note, the Rural Living Zone is designed to apply to area where:

- The rural land has a mainly residential function.
- Farming may take place on the land but this is subordinate to the residential use.

- Residents require certainty about the residential amenity of the area and are protected from potentially incompatible land uses.
- Farming is of a nature or scale that will not conflict with housing
- Residents will have access to most of the normal services and infrastructure provided in urban areas.

Possible Rural Living Zone areas are:

- Rural areas that have been substantially subdivided and developed for dwellings in proximity to an urban area or township with a range of urban services and infrastructure.
- Rural land adjacent to an urban area or ownership which meets the key strategic and land capability requirements of Minister's Direction No. 6.

Desired Future Vision

In regard to the vision for the town, the Bellarine Peninsula Strategic Plan (BPSP) provides considerable direction to Council on the desired future of Drysdale Clifton Springs. It was prepared with a significant level of community consultation. The plan culminated in key themes and directions being developed for the township and in relation to urban growth the Key Action 5 seeks to:

- Develop a new structure plan and other strategic planning instruments.
- Preserve existing green belts and sure that a similar patten of open space is considered in future urban development.

Role and Function of the Settlement

The following strategies and policies provide direction to Council when considering the role and future direction of Drysdale Clifton Springs:

- The Urban Growth Strategy
- The Rural Land Use Strategy
- The Victorian Coastal Strategy and the Corio Bay Coastal Action Plan.

The key message of the above strategies is to maintain a compact urban form and avoid linear sprawl, particularly along the coast.

As summarised in Clause 21.08 Urban Growth of the Greater Geelong Planning Scheme, the following objectives are to be upheld when undertaking strategic planning within the municipality:

- Maintain a compact urban form;
- Maintain non-urban breaks between settlements within Greater Geelong;
- Recognise the amenity of the Bellarine Peninsula and its role in attracting tourists and retirees;
- Ensure the environment is protected from uncontrolled urban sprawl;
- Retain viable agricultural land;
- Maintain the Bellarine Peninsula as a predominantly rural area;
- Account for existing natural and man-made constraints.

The Urban Growth Strategy, which forms the basis of Clause 21.08 designates Drysdale Clifton Springs as a growth location, however any growth needs to have considerable regard to all of the policy directions as stated above.

7.4 Key Influences

- There is a demand for additional retail floor space, including another supermarket.
- Expansion of the town centre is constrained by adjoining residential development and High Street.
- Pressure to create more Rural Living allotments.
- State and Local Planning Policy designate Drysdale Clifton Springs has a urban growth area.
- The present lot supply will not accommodate future growth.

References

In addition to the strategies referenced in the Structure Plan Background report the development of the structure Plan has been informed by the following reports:

- Drysdale Clifton Springs Structure Plan: Urban Design Review, Hansen Partnership, September 2008.
- Drysdale / Clifton Springs Structure Plan: Economic Issues, Tim Nott - Economic Analysis + Strategy, June 2008.
- Drysdale / Clifton Springs Structure Plan: Traffic and Parking Assessment, Hyder Consulting , September 2008.