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1 Introduction

The Cowes, Silverleaves, Ventnor and Wimbledon Heights Structure Plan has been prepared for Bass Coast Shire Council by Coomes Consulting Group in conjunction with Ecology Partners, TerraCulture, and SGS Economics and Planning.

1.1 The Structure Plan Area

This Structure Plan applies to the settlements of Cowes, Silverleaves, Ventnor and Wimbledon Heights, and to those rural and coastal areas adjacent to these settlements as shown in Figure 1.

1.2 Purpose of the Structure Plan

The purpose of this Structure Plan is threefold:

Firstly: To identify the key strategic influences on and drivers of change within the Structure Plan area;

Secondly: To articulate the agreed vision for the future of the Structure Plan area to 2030; and

Finally: To establish a framework of Principles and corresponding Strategies that direct future land use and development decisions towards achieving the agreed vision.

1.3 How this Structure Plan will be used

This Structure Plan will be utilised by the Bass Coast Shire Council to guide future use and development in a co-ordinated manner to protect and enhance the highly valued urban, coastal and rural characteristics of the Structure Plan area, and to achieve desired economic, social and environmental objectives.

The Structure Plan will assist Council in assessing and determining planning permit applications and re-zoning requests, and planning and budgeting for the provision of a range of physical and social infrastructure and services to meet the communities’ social, environmental and economic needs and aspirations.

Importantly, the Structure Plan will provide greater certainty for residents, visitors, landowners and developers regarding:

- The role of the Structure Plan area in its broader regional context;
- The future use and development of land within defined settlement boundaries;
- The future use and development of land outside of defined settlement boundaries; and
- Particular environmental, landscape and urban design expectations to be achieved.
Figure 1. Structure Plan Area
2 Background

This Structure Plan is informed by thorough background research and analysis of the Study Area, consultation with the community and stakeholders and a detailed analysis of the existing policy context. This background work is compiled within the Foundation Report, which forms an appendix to this Structure Plan.

The key findings of the Foundation Report have been utilised to guide the preparation of the Structure Plan.

2.1 Key Strategic Influences / Drivers of Change

The Foundation Report identifies that the following key matters will influence and drive change within the Study Area to 2030:

### Strategic Planning Policy Context

- The recently released draft Victorian Coastal Strategy (2007) identifies Cowes / Ventnor as having "Moderate Spatial Growth Capacity", which is defined as:

  **Some growth potential beyond existing urban zoned land or through infill, but within defined settlement boundaries in accordance with Strategic Planning undertaken for the particular settlement (pp44).**

- The Phillip Island and San Remo Design Framework (2003) establishes the three roles that the Study Area and Cowes in particular will continue to play:
  - As a home, a meeting place and as a setting for the day to day life of the local community, with Cowes providing the whole of the Phillip Island community with municipal, retail, service, recreational and health facilities.
  - A regional role as a focus for Western Port’s attractions, and potentially a broader tourism role as part of an initiative to provide linkages with other Victorian coastal destinations such as the Mornington and Bellarine Peninsulas.
  - Cowes, the Island’s commercial centre, will continue its role as a significant tourism resource for the whole State, serving both international and domestic tourism markets.

### Population Growth and Demographic Change

- The Bass Coast Shire Council has adopted a series of strategies aimed at attracting younger, global knowledge workers to live and work within the Shire, to address the social, economic and environmental implications of a rapidly ageing population.

- However, whilst the number of younger persons is forecast to increase numerically to 2030, the overall population of the Structure Plan area is forecast to rapidly age. The proportion of older persons is forecast to increase significantly as a proportion of total population while conversely, persons of school age are forecast to decrease as a proportion of total population. Such changes must be planned for whilst efforts are made to attract younger, global knowledge workers to the Shire.

- The Structure Plan Area experiences significant seasonal population fluctuations, which influences the level of services that can be sustained within the Structure Plan area. Minimising the influence of seasonal population fluctuations would greatly enhance the level of services available to the local population.
Land Supply and Demand

Residential
- Between 2025 and 2030 it is anticipated that the supply of potentially developable land contained within the defined settlement boundaries will have been developed (unless it has been withheld from the market).
- Development beyond the currently defined settlement boundaries is generally opposed by the community.
- The following factors confirm the need to provide for a greater diversity of housing, including more compact forms of housing within select locations that do not detrimentally impact upon established and valued urban character, and where access to services can be optimised:
  - The aging of the population
  - Changing patterns of lifestyle and housing expectations
  - The community’s desire to contain urban development within defined settlement boundaries.

Industrial
- It is forecast that there is sufficient existing zoned industrial land to meet demand for industrial land in the Structure Plan area for approximately 16 years and possibly longer.

Retail
- Specific forecasts for retail floor-space provision to meet demand by 2020 suggest an approximate range between 6,200 sq metres and 9,400 square metres additional floor-space will be required in Cowes.

Environment (including Climate Change)
- The Structure Plan area contains and adjoins a number of significant environmental attributes. These attributes are important in their own right, but also as part of the rich diversity of attractions for residents and visitors to the area and for the amenity value that they provide.
- Phillip Island’s environmental attributes are increasingly coming under pressure from urban land use and development, as well as growth in both seasonal and permanent populations. There is a strong desire amongst all parties consulted in the preparation of this Structure Plan to ensure that those environmental attributes are retained, protected and enhanced.
- Climate Change remains an emotive issue and there are some who challenge the science. Council acknowledges that Climate Change is occurring and that action is required to mitigate its effects. Being immediately adjacent to the coast, changes in sea levels and associated impacts resulting from Climate Change are of direct relevance to future planning of the Structure Plan area.
Movement, Parking and Access

- The duplication of the Bass Highway is progressively enhancing linkages between Bass Coast, the Casey – Cardinia Growth Corridor and ultimately the CBD. Improved accessibility has the effect of re-enforcing the role of activity centres off the Island and outside of the Shire in meeting the higher order retail and service needs of residents.

- Parking supply within the Cowes activity centre meets demand for the majority of the year except during periods of peak seasonal demand. In part the “parking problem” is a consequence of relying upon a series of small car parks located behind the main retail spine which are difficult to find; poorly integrated, partly publicly and privately owned and managed.

- Vehicle congestion during peak seasons and major events arising from access to and car parking in Thompson Avenue and along the Esplanade is a source of considerable frustration, and a threat to the functioning, amenity and safe use of the centre.

- The existing Phillip Island road network tends to funnel vehicular traffic towards Cowes and, once in Cowes, to the Esplanade. This can result in traffic congestion on Thompson Avenue and the Esplanade, particularly during the peak summer period.

- Outside of the Cowes Activity Centre, pedestrian and cycle connectivity is poor as a result of limited footpath provision.

- State and Local Government are committed to determine the feasibility of creating a viable car ferry service, linking Cowes to the mainland.

Infrastructure

Physical

- High quality infrastructure is a necessity to facilitate economic activity.

- All urban service providers believe that levels of supply are adequate to meet current demand, with options to augment both electricity and water supplies to meet forecast future demand currently being investigated.

- Broadband internet services are currently available within the study area, although services are still limited in comparison to those available in metropolitan areas. The provision of broadband internet and improvement to network speeds and connections may increasingly enable residents to work from home.

Community

- The aging of the resident population will place growing and significant demands on local infrastructure and services particularly health care, emergency services, and social services as well as present problems of greater individual access and mobility. If services cannot be maintained at Cowes then effective means of improved access to those services at Wonthaggi must be identified.

Further detailed background analysis of each of these key influences / drivers of the change is contained within the Foundation Report.
3.1 Vision Statement

In 20 years from now, Cowes, Silverleaves, Ventnor and Wimbledon Heights will be characterised and distinguished by the following attributes:

- The permanent resident population has increased from around 6,500 to approximately 10,300 people.
- Urban development has been contained within clearly defined settlement boundaries and the majority of what was previously vacant or un-zoned land within the settlement boundaries has been consumed for urban development.
- Cowes and in particular Thompson Avenue continues to provide the Phillip Island community with its primary municipal, retail, service, recreational, health and community facilities.
- The Central Cowes Activity Centre has been extended south on Thompson Avenue to Settlement Road, to accommodate a range of land uses serving the needs of the Island community, while a series of small-scale local stores located beyond central Cowes provides residents and visitors with convenient access to day to day goods and services.
- Areas of established and highly-valued urban character, including Silverleaves, Ventnor, Wimbledon Heights and parts of Cowes, have been protected.
- Newer forms of urban development, including apartments and medium density development, have been established within a 400m walking distance from the Central Cowes Activity Centre and, on a smaller scale, within newer estates where such development compliments the establishing urban character and provides housing choice.
- Existing areas of open space and recreation facilities have been preserved and enhanced and new open spaces and recreation facilities have been created, and these are all connected through a series of accessible wildlife corridors.
- Residents and visitors move through and between communities and attractions on a safe and well-defined pedestrian and cycle network.
- The much loved and valued environmental attributes of the area have been permanently protected, greatly enhancing resident’s and visitor’s enjoyment of the area.
- The landscape and aesthetic values of rural land have been permanently protected. Rural land is still predominantly used for farming, however a number of sensitively designed and sited uses, generally with an association with agricultural activities or production, provide additional tourist attractions for the Island.

3.1.1 Acknowledged Implications

Fundamental to this Structure Plan is the Bass Coast Shire Council’s strategic decision to consolidate future urban development within defined settlement boundaries. Council’s decision acknowledges that, if the continued outward expansion of Cowes, Silverleaves, Ventnor and Wimbledon Heights were to occur, such expansion would detrimentally impact upon the environmental, aesthetic and landscape values that make Phillip Island one of the most popular and highly valued coastal destinations in Victoria.

In making this decision there may be some impacts for, amongst other matters:

- Property values within the defined settlement boundaries;
- Housing affordability, in particular the ability for first home buyers / younger persons to enter the housing market;
- The demographic composition of residents; and
- The ability of retail, commercial and tourism uses to adequately staff their premises.

The issues raised above are not unique to the recommendations of this Structure Plan or to consolidating urban development within settlement boundaries.

The skewed demographic profile, the increased value of property, and the problem of finding staff for casual or part time jobs, are issues that already affect Phillip Island and the whole of Victoria.

It is important to note that these trends are not directly linked to the availability of residential land in Cowes. They reflect a complex range of economic and social factors, that have been experienced throughout the coastal regions of Victoria. The Structure Plan recommends an adequate supply of land and strategies to deal with the projected population growth. Importantly the Structure Plan also recommends a five yearly review mechanism to ensure that land supply is consistent with current available population projections and the demand for residential land.

Recommendations are made within the Structure Plan about housing affordability and retail, commercial and residential growth. In terms of housing affordability, local government does not have the ability to address this issue in any detail. However, Council is committed to doing all that is possible to alleviate housing affordability issues. Details are provided in the recommendations at page 16 of the Structure Plan document for housing affordability for this study area. Bass Coast Shire Council will continue to investigate and pursue a range of measures to address and, wherever possible, ameliorate the associated impacts as outlined above.
- Defined Settlement Boundary
- Provide for a series of small-scale general stores generally in the locations as shown, accessible by foot or bike, providing local services
- Consolidate existing Activity Centre and extend south to Settlement Road

- Improve movement, access and linkages for pedestrian & bikes
- Preferred locations for increased residential density (substantial change)
- Areas where some increased residential density may be acceptable (incremental change)
- Areas where minimal change to established built form and character is anticipated (minimal change)
- Recreation Zones
- Potential Activity Areas

For Detail See Figure 3

Potential BMX / Dirt Jump Park
Potential Childrens Playground
Potential Recreation Hub

Figure 2. Local Structure Plan
Figure 3. Cowes Town Centre Vision

Legend

- Cowes Commercial Centre - (B1Z, 2-3 storey)
- 2-3 storey (substantial change)
- 1-2 storey (incremental change)
- Storeys: SL = Street Level  ML = Mid Lot
- Public Use
- Open Space
- Road
- Proposed Street Tree Planting
- Maintain Existing Avenue of Honour for this heritage significance
- Active Street Frontages
- New Road link between Chapel and Church Streets
- Potential Future Road link between Church St and Settlement Rd
- Improve Pedestrian Linkages
- Provide pedestrian/cycle path along foreshore
- Tourism / Accommodation Services Precinct
- Pedestrian Focused Public Space
- Rationalise existing car parking areas and improve access and signage
- Tourism Precinct
- Medical services Precinct
Figure 3. Movement and Access Plan

Legend
- Main access
- Possible Future Link
- Traffic direction
- Access to car parks
3.2 Principles & Strategies

The overarching Strategy recommended by this Structure Plan is to implement the Structure Plan and its key strategies into the Bass Coast Planning Scheme.

It is recommended that the implementation of the Structure Plan:

- Include the Structure Plan as a Reference Document in the Bass Coast Planning Scheme;
- Revise and update the Local Planning Policy Framework, including the Municipal Strategic Statement, to give immediate effect to specific Strategies identified in this report; and
- Set out the further strategic work that should be undertaken to enable the implementation of other specific Strategies.

Recommended timeframes for the implementation of each identified Strategy in this section of the report are provided to guide the allocation of funding and resources. The range of recommended timeframes is:

- Priority 1 (1-3 years)
- Priority 2 (4-6 years)
- Priority 3 (7-10 years)
- Priority 4 (11-15 years)
3.2.1 Settlement

Settlement Boundaries

Principles

1 Protect the established scale of Cowes, Silverleaves, Ventnor and Wimbledon Heights, which are set within and defined by their coastal and rural settings.

2 Direct urban growth to those areas upon Phillip Island, and elsewhere in the Shire, where it can occur without compromising the fundamental principles and objectives of the Phillip Island and San Remo Design Framework.

3 Protect and maintain non-urban landscapes between settlements.

4 Avoid further linear coastal development.

5 Recognise the Lechte land and Phillip Island Golf Club as an integrated development site.

Strategies

1 Set and maintain robust and clearly-defined town boundaries in accordance with Figure 2.

2 Explore the potential for an integrated residential / recreational development of the Lechte land and the Phillip Island Golf Club and inclusion of the land in the Special Use Zone.

<table>
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<th>By Future Actions</th>
<th>Further Strategic Work</th>
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Urban Structure

Principles:

1. Ensure the growth and development of residential precincts more closely align with the principles of Sustainable Neighbourhoods.

2. Enhance the physical connections between areas of open space.

3. Plan and facilitate the introduction of public transport services.

4. Provide for improved pedestrian and cycle connectivity within and between settlements.

5. Provide opportunities for the establishment of tourism-based use and development in highly accessible locations adjacent to the coast.

6. Reinforce the role of Cowes generally, and Thompson Avenue specifically, as the major commercial centre for Phillip Island and provide for projected growth for business uses in this area.

Strategies:

In accordance with Figure 2 & 3:

1. Provide for the expansion of the Cowes Commercial Area south to Settlement Road.

2. Provide specific direction for the preferred location of out-of-centre local convenience centres.

3. Provide for improved public transport, pedestrian and cycle access within and between settlements.

4. Provide tourism precincts where the needs of visitors and tourists will be recognised.

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(1) Undertake an assessment of the rural areas of Phillip Island to establish preferred locations / areas for tourism oriented commercial and retail land uses, with a view to re-zoning preferred locations / areas to Rural Activity Zone.
Land Supply

Principles

1 Limit land available for urban development to land contained within the defined settlement boundaries.

2 Support the relocation of large-scale, non-residential land uses inside of the defined settlement boundaries to appropriate locations outside of the defined settlement boundaries. This will provide additional opportunities to consolidate urban development within the defined settlement boundaries.

3 Maintain existing supplies of zoned industrial land, noting the capacity and suitability of other areas within the Shire to accommodate future demand.

Strategies

1 As identified in Figure 2, facilitate the development of available land contained within the defined settlement boundaries (note: the Cowes Golf Course is identified as potentially developable land. However, this Structure Plan does not re-zone the Golf Course. Instead, the Structure Plan encourages the re-location of such land-extensive, low yield uses to facilitate the consolidation of urban development within defined settlement boundaries).

2 Identify preferred locations for the possible re-location of large scale, non-residential land uses located within the defined settlement boundaries.

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Recommended Further Work

(1) Ongoing monitoring of land take up rates and continual review of land supply and demand (to coincide with the release of Census Data)

(2) In addition to that part of the nominated “tourism precinct” south of the Cowes – Rhyll Road, undertake an assessment of the rural areas of Phillip Island to establish preferred locations / areas for the re-location of land extensive, low yield land uses.
Intensity of Development

Principles

1 Provide greater residential densities proximate to principle activity centres and those locations within the defined township where greater densities can be accommodated without impacting upon the established and valued character of existing communities.

2 Facilitate the residential development of vacant land within the defined settlement boundaries.

3 Support the relocation of large-scale, non-residential land uses inside of the defined settlement boundaries to appropriate locations outside of the defined settlement boundaries. This will provide additional opportunities to consolidate urban development within the defined settlement boundaries.

Strategies

1 In accordance with Figure 2 & 3 Identify and define:

- Preferred locations to increase the number and diversity of dwellings (substantial change).
- Areas where some increase in the number and diversity of dwellings may be acceptable, but where development must respect the character of the area (incremental change).
- Areas where minimal change to established built form and character is anticipated (minimal change).

2 Identify preferred locations for the potential relocation of large scale, non-residential land uses to locations outside of the defined settlement boundaries.

Implementation

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Recommended Further Work

1 Develop Urban Design Guidelines for each residential precinct as identified in the Foundation Report (Section 10)

2 In addition to that part of the nominated “tourism precinct” south of the Cowes – Rhyll Road, undertake an assessment of the rural areas of Phillip Island to establish preferred locations / areas for the re-location of land extensive, low-yield land uses
Urban Character, Design & Built Form

Principles

1. Protect areas of distinct and highly-valued urban character from development that detracts from that character.

2. Encourage newer forms of urban development, including apartments and medium density development, to establish in specific locations.

3. Integrate housing, work, shopping, recreation and community services in Central Cowes, to provide a mix and level of activity that attracts people, creates a safe environment, stimulates interaction and provides a lively community focus.

Strategies

1. Manage development to achieve residential density and built form outcomes in accordance with Figure 2 & 3.

2. Develop and apply appropriate planning tools to guide future built form and use and development outcomes within each residential precinct.

Implementation

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Recommended Further Work

(1) Develop Urban Design Guidelines for each residential precinct as identified in the Foundation Report (Section 10)
Housing Choice, Diversity & Affordability

Principles

1. Provide a framework within which a diversity of housing needs and aspirations can be met.

2. Recognise the principle of housing affordability, and enable the creation of a range of housing products that are accessible to a broad range of households.

Strategies

1. Manage development to achieve residential density and built form outcomes in accordance with Figure 2 & 3.

2. Provide land for housing within the Structure Plan Area and also elsewhere in the municipality to ensure an adequate supply of land is available to meet forecast demand.

3. Explore opportunities to make vacant or under-utilised Council owned land available for affordable housing.

4. Advocate to the Victorian government for changes in local government powers to enable Council to encourage the development of affordable housing.

Recommended Further Work

(1) Ongoing monitoring of land take up rates and continual review of land supply and demand (to coincide with the release of Census Data)

(2) Advocate for Local Government powers to pursue affordable housing options within the Structure Plan area, such as:
   - Inclusionary zonings on new residential developments;
   - The establishment of a Bass Coast Affordable Housing Fund; and
   - The setting aside of a proportion of larger residential developments as affordable housing.

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3.2.2 Environment

Heritage

Principles
1 Recognise and integrate the unique cultural heritage of the area into the urban structure.

2 Identify, conserve and protect places of cultural heritage value from inappropriate development.

Strategies

1 Retain culturally significant architectural elements if possible, and consider reuse rather than redevelopment and demolition.

2 Develop appropriate buffer zones around significant heritage or archaeological elements such as the chicory kilns.

Implementation

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(1) Further work required.

13158 Cowes Cowes, Silverleaves, Ventnor & Wimbledon Heights Structure Plan
Flora & Fauna

Principles

1 Protect significant environmental attributes.

2 Maintain and enhance indigenous vegetation.

3 Recognise both the biodiversity and landscape values of flora.

Strategies

1 Ensure that land use and development does not detrimentally impact upon identified significant flora and fauna habitats, including areas of roadside vegetation.

2 Provide for the creation of indigenous vegetation buffers and a network of indigenous vegetation corridors, integrated with a pedestrian and cycle network.

3 Identify a range of voluntary and regulatory means to encourage landowners and Council to introduce more indigenous vegetation within established urban areas.

4 Provide for the protection of the breeding habitat for Short Tailed Shearwaters on the foreshore south west of Ventnor.

Recommended Further Work

1 Investigate voluntary and regulatory options available to increase more indigenous vegetation within established urban areas.

2 Prepare strategic justification to support the application of an ESO3 to the breeding habitat of Hooded Plovers and land adjacent to the habitat. This should be undertaken as part of a wider assessment of applicable Environmental Significance Overlays.

3 Identify opportunities for environmental buffers around significant habitat including Rhyll wetlands as part of a wider assessment of applying Environmental Significant Overlays.

Implementation

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Open Space

Principles

1 Create a diverse and integrated network of public open space commensurate with the needs of both residents and visitors.

Strategies

1. Ensure the development of public open space is undertaken in accordance with Council’s Draft Open Space Strategy, including the requirement for public open space contributions associated with new development consistent with Council’s Draft Open Space Strategy.

2. Create arboricultural, pedestrian and bicycle linkages between existing and proposed areas of public open space.

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Figure 4: Existing Open Space and Movement & Access Network
Coastal Areas

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 (Coastal Spaces Recommendations Report. DSE 2006).

Principles

1. Protect and enhance the natural ecosystems and landscapes of the coastal and marine environment.

2. Ensure sustainable use of natural coastal resources.

3. Achieve development that provides an environmental, social and economic balance.

4. Recognise and enhance the community’s value of the coast.

5. Minimise development and infrastructure provision in areas that are likely to be affected by the impacts of Climate Change, in particular areas likely to be affected by predicted sea level rises and storm surge events.

Strategies

1. Acknowledge and plan for the impacts of Climate Change, in particular impacts associated with predicted sea level rises and storm surge events, and discourage development in locations identified as being likely to be impacted by such events. Council does not have the capacity to undertake primary Climate Change research and is therefore reliant upon the research and information of peak scientific bodies and both the Federal and State Government. As such, Council must remain proactive in keeping up to date with the most relevant Climate Change information available.

2. Prepare management plans for all nominated foreshore reserves to ensure a coordinated and integrated approach to foreshore management. In accordance with Figure 5 use a "zone" approach to define preferred areas for various “user intensities” and activities, with an emphasis on the protection and enhancement of areas of high conservation value or importance to the community (i.e. "Conservation / Passive Recreation Zone"). Provide appropriate high quality infrastructure and facilities in nominated “Recreation Zones”, and direct and encourage visitors to those areas that can cope with high visitor numbers.

Recommended Further Work

(1) Carry out Climate Change Risk Assessments for all areas adjacent to the coast.

(2) Prepare management plans for all nominated foreshore reserves

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Recommended Further Work

(1) Carry out Climate Change Risk Assessments for all areas adjacent to the coast.

(2) Prepare management plans for all nominated foreshore reserves

As a priority, prepare a detailed Masterplan for the re-development of the Cowes Foreshore Area, addressing (but not limited to):

- The protection of significant vegetation, landscape & historic features
- Tree planting (in particular shade trees)
- Grassed open spaces
- Picnic, toilet & BBQ facilities
- Furniture, signage, litter bins & public art.

As a priority, prepare a detailed Masterplan for the re-development of the Cowes Foreshore Area, addressing (but not limited to):

- Pedestrian access and linkages
- Car parking
- Links to and integration with The Esplanade
- The role of the Jetty Triangle as a pedestrian-focused, public space
Figure 5: Improved coastal access and facilities

Infrastructure within nominated “Recreation Zones” may include, car parks, toilets, picnic facilities, litter bins, signage, safe and convenient pedestrian access, lookouts, etc.

Emphasis on the protection and enhancement of areas of high conservation value or importance to the community.
3.2.3 Economic Development

Activity Centres

Principles

1. Encourage the concentration of major retail, commercial, administrative, entertainment and cultural developments into an extended Central Cowes Activity Centre, which provides a variety of land uses which are highly accessible to the community.

2. Provide residents and visitors with convenient access to day to day goods and services outside of the major commercial centre.

Strategies

In accordance with Figure 2 & 3:

1. Provide for the expansion of the Cowes Commercial Area south to Settlement Road.

2. Provide specific direction for the preferred location of out-of-centre local convenience centres. Such centres are envisaged as small-scale general stores which service the basic, day to day needs retail and service needs of nearby residents. These centres should be strategically distributed so as to maximise their walkable catchments.

3. Recognize the existing tourist and mixed use nature of land on Thompson Avenue between Settlement Road and Ventnor Road.

4. Encourage the location of the following land uses along Thompson Avenue:
   - Between the Esplanade and Chapel Street – specialist retail, cafes and restaurants
   - Between Chapel Street and Church Street – community services, cafes, office use and convenience retail
   - Between Church Street and Settlement Road - high quality accommodation with commercial activity at street level and first floor
   - Between Settlement Road and Ventnor Road – retail development discouraged

5. Investigate potential for land along Thompson Avenue (between Chapel Street and Ventnor Road) to be rezoned to Mixed Use Zone.
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<tr>
<th>Strategy</th>
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**Recommended Further Work**

1. Initiate a rezoning of the Anchorage Service Station site to @ 380 Ventnor Road to Residential Zone
2. Rezone the Mitre 10 site from Mixed Use Zone to Business 1 Zone
3. Initiate discussions regarding Rezoning 89 Church St from Residential 1 Zone to Business 1 Zone
4. Rezone northern portion of Kalara Court from Mixed Use Zone to Residential 1 Zone
5. Review commercial land use requirements at 3 yearly intervals to assess market take up and establish if additional commercial land is required
Industry

Principles

1. To ensure availability of land for industry and to facilitate the sustainable development and operation of industrial activity.

2. To minimise the impact of the industrial land use upon the amenity of the nearby residents.

Strategies

1. Support the ongoing establishment of homemaker land uses (i.e. restricted retail) within the existing Blue Gum Industrial Estate, provided these do not detrimentally impact upon the ongoing use and operation of existing industrial land uses within the estate.

2. Identify and recognize the existing Council depot operations.

Implementation

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Recommended Further Work

(1) Rezone part of Lot PT2 P5563448 to Public Use Zone 6
Tourism

Principles

1. Encourage tourism development to maximise employment opportunities and long-term economic, social and cultural benefits.

2. Encourage a range of events and activities throughout the year to minimise seasonal population fluctuations and associated impacts.

Strategies

1. Support and direct the establishment of tourism-oriented uses within existing nominated tourism precincts.

2. Identify appropriate locations for future tourism precincts.

Implementation

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Recommended Further Work

(1) Undertake an assessment of the rural areas of Phillip Island to establish preferred locations / areas for tourism oriented commercial and retail land uses, with a view to re-zoning preferred locations / areas to Rural Activity Zone.
### Rural Areas

#### Principles

1. Protect rural areas for their agricultural, landscape, environmental and recreational qualities.

2. Recognise the changing nature of farming and reduce the potential for conflict between farming and other, more sensitive, land uses.

3. Actively encourage sustainable farming practices.

#### Strategies

1. Provide clear direction regarding the preferred location for the establishment of tourism-oriented land uses within rural areas.

2. Investigate the range of incentives available to encourage farmers to improve the sustainability of farming practices.

#### Implementation

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<tr>
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#### Recommended Further Work

1. Undertake an assessment of the rural areas of Phillip Island to establish preferred locations / areas for tourism oriented commercial and retail land uses, with a view to re-zoning preferred locations / areas to Rural Activity Zone

2. Undertake a Rural Strategy to provide clear direction regarding future use and development outcomes for the balance of the Study Area’s rural land.

3. Investigate the range of financial and other incentives Council can utilise to improve land management practices.
3.2.4 Infrastructure

Movement Network & Car Parking

Principles

1 Ensure that access and car parking is facilitated in accordance with forecast demand.

2 Provide for all modes of transport.

3 Ensure the impact of transport networks upon the amenity of surrounding areas is minimised.

Strategies

In accordance with Figures 2 & 3:

1 Strengthen links between Cowes and the mainland.

2 Provide for improved public transport, pedestrian and cycle movement within and between settlements.

3 Create an effective and efficient road network throughout the year, accounting for seasonal changes in vehicle volumes and movements.

4 Provide for adequate car parking facilities to be established in proximity to tourist attractions, recreation destinations, the coastline, and commercial activity centres. Identify specific car parking requirements for the Cowes Central Activity Area and preferred locations for higher density development (substantial change).

Recommended Further Work

1 In conjunction with the Mornington Peninsula Shire Council and relevant State Government agencies, facilitate the establishment of a car ferry at Cowes and in doing so seek to ensure that all potential detrimental economic, social and environmental impacts are avoided or minimised.

2 Develop a Parking Precinct Plan for the Cowes Central Activity Area and preferred locations for higher density development.

Implementation

<table>
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<th>Strategy</th>
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(1) In conjunction with the Mornington Peninsula Shire Council and relevant State Government agencies, facilitate the establishment of a car ferry at Cowes and in doing so seek to ensure that all potential detrimental economic, social and environmental impacts are avoided or minimised.

(2) Develop a Parking Precinct Plan for the Cowes Central Activity Area and preferred locations for higher density development.
Service Infrastructure

Principles

1 Ensure the appropriate provision of all services to efficiently and effectively meet community needs and protect the environment.

Strategies

➊ Ensure requisite service infrastructure is provided to all new development and subdivision.

➋ Ensure that all new development and subdivision adequately addresses stormwater management requirements in accordance with Council’s Stormwater Management Policy.

➌ Lobby State Government to seek assurances that the appropriate augmentation of electricity and water supplies is undertaken to ensure that forecast demand (including peak demand) is met.

➍ Support and encourage the rollout of fibre-optic cabling and other telecommunications infrastructure to provide improved broadband internet services.

➎ Relocate overhead powerlines underground within Cowes and along all major collector roads within the Structure Plan Area.

➏ Encourage new residential estates to provide the requisite infrastructure to facilitate connection to gas supplies.

➐ Identify and recognize flooding constraints in the Bass Coast Planning Scheme.

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Social and Community Facilities

Principles

1. Consider the needs of both residents and visitors at all life stages.

2. Provide a healthy, safe and caring environment where access and equity are priorities.

3. Encourage the establishment and ongoing operation of a diverse range of community facilities, with particular consideration to demographic trends, existing and future demand requirements and the need to integrate community facilities and services into communities.

Strategies

1. Facilitate the location of social and community facilities with consideration to demographic trends, the existing and future demand requirements of the community and the need to integrate services/facilities into communities.

2. Advocate for the ongoing provision of quality, accessible health and medical services in Cowes.

3. Support the establishment of additional nursing home places and residential aged care accommodation, incorporating health care, medical and community facilities appropriate to the needs of future residents, based upon the demonstrated demand for such uses.

4. Support the provision of integrated Children’s services within a designated ‘Children’s Hub’, at an appropriate location to be determined by Council.

5. Investigate options for improved utilisation of the Cowes Cultural and Civic Precinct for community and civic uses in accordance with identified community needs.

Recommended Further Work

(1) Investigate possible appropriate locations for a future Children’s Hub

(2) Investigate options for improved utilisation of Cowes Precinct Site to meet identified community needs

Implementation

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(1) Investigate possible appropriate locations for a future Children’s Hub

(2) Investigate options for improved utilisation of Cowes Precinct Site to meet identified community needs
### 4 Implementation & Review

#### Structure Plan Implementation Actions

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| **Changes to the Bass Coast Planning Scheme to be implemented as part of the Structure Plan process** | Incorporation of Structure Plan into the Bass Coast Planning Scheme  
- Include the Cowes, Silverleaves, Ventnor and Wimbledon Heights Structure Plan as a reference document to the Bass Coast Planning Scheme  
- Policy changes to the LPPF to implement specific strategies from the Structure Plan                                                                                                                                                                                                 | Priority 1 |
| **Re-Zonings**                                                        | - Re-zone land fronting Thompson Avenue between Church Street and Settlement Road currently contained within the Mixed Use Zone (MUZ) to Business 1 Zone (B1Z)  
- Re-zone land locked parcel between Chapel Street and Church Street from Residential 1 Zone (R1Z) to Business 1 Zone (B1Z)  
- Re-zone land within the Blue Gum Industrial Estate from Industrial 1 Zone (IN1Z) to Industrial 3 Zone (IN3Z), and include within the Schedule a minimum leaseable floor area for restricted retail premises   | Priority 1 |
| **Future strategic planning work to be implemented into the Bass Coast Planning Scheme** | **New Residential Zones**  
Following DPCD’s finalisation of the new suite of Residential Zones for Victoria, implement the new zones generally in accordance with the Structure Plans’ recommendations regarding:  
- Preferred locations to increase the number and diversity of dwellings (substantial change)  
- Areas where some increase in the number and diversity of dwellings may be acceptable, but where development must respect the character of the area (incremental change)  
- Areas where minimal change to established built form and character is anticipated (minimal change)  
**Urban Design Guidelines**  
Prepare Urban Design Guidelines for the following residential Precincts:  
- Ventnor East  
- Ventnor West  
- Cowes East  
- Cowes Central  
- Cowes West  
- Silverleaves  
- Wimbledon Heights  
**Protection of Short - Tailed Shearwaters**  
Prepare strategic justification to support the application of an ESO3 to the breeding habitat of Hooded Plovers and land adjacent to their habitat in Ventnor. (note: this should be prepared as part of a wider assessment of Environmental Significance Overlays)  
**Climate Change**  
Carry out Climate Change Risk Assessments for all areas adjacent to the coast  
**Cowes Foreshore Masterplan**  
Prepare a Masterplan to implement the key actions identified for the Cowes Foreshore Precinct as set out in the Phillip Island and San Remo Design Framework  
**Cowes Central Parking Precinct Plan**  
Develop a Parking Precinct Plan for the Cowes Central Activity Area and preferred locations for increased residential densities (substantial change)  
**Re-location of land-extensive, low yield land uses**  
Identification of preferred locations for the re-location of land-extensive, low yield land uses located within the rural areas of Phillip Island  
**New Rural Activity Zone**  
Undertake an assessment of the rural areas of Phillip Island to establish preferred locations / areas for tourism oriented commercial and retail land uses, with a view to re-zoning preferred locations / areas to Rural Activity Zone  
**Heritage Overlay**  
Finalise review of Heritage Overlays to ensure the extent of applicable Overlays provides adequate protection of identified heritage elements. (note: this should be undertaken as part of the current review of Heritage Overlays)  
**Cowes Activity Centre**  
- Initiate discussion with land owners at 89 Chapel Street to Rezone from R1Z to B1Z  
- Initiate Rezoning of northern portion of Kalara Court from MUZ to R1Z  
**Review Commercial land use Requirements**  
- Review commercial land use requirements at 5 yearly intervals to assess market take up and establish if additional commercial land is required  
- Rezone the northern portion of Kalara Court from Mixed Use Zone to Residential 1 Zone  | Priority 1  
Priority 1  
Priority 1  
Priority 1  
Priority 2  
Priority 2  
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<table>
<thead>
<tr>
<th>Action</th>
<th>Recommendation</th>
<th>Priority</th>
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<tbody>
<tr>
<td><strong>Key Bass Coast Shire Council Actions</strong></td>
<td><strong>Continual Review of Residential Land Supply &amp; Demand</strong>&lt;br&gt;Ongoing monitoring of land take up rates and continual review of land supply and demand, with each review to coincide with the release of ABS Census data</td>
<td>Priority 1</td>
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<td><strong>Housing Affordability</strong></td>
<td>- Continual review of planning approvals process to ensure costs are not added to residential development through unreasonable delays&lt;br&gt;- Advocate for Local Government powers to pursue affordable housing options within the Structure Plan area, such as:&lt;br&gt;- Inclusionary zonings on new residential developments&lt;br&gt;- The establishment of a Bass Coast Affordable Housing Fund; and&lt;br&gt;- The setting aside of a proportion of larger residential developments as affordable housing</td>
<td>Priority 1</td>
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<td><strong>Indigenous Vegetation in Established Urban Areas</strong></td>
<td>Investigate voluntary and regulatory options available to increase indigenous vegetation within established urban areas</td>
<td>Priority 2</td>
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<tr>
<td><strong>Sustainability of Rural Areas</strong></td>
<td>Investigate the range of financial and other incentives Council can utilise to improve land management practices</td>
<td>Priority 2</td>
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<td><strong>Car Ferry</strong></td>
<td>In conjunction with the Mornington Peninsula Shire Council and relevant State Government agencies, facilitate the establishment of a car ferry at Cowes and in doing so seek to ensure that all potentially detrimental economic, social and environmental impacts are avoided or minimised</td>
<td>Priority 2</td>
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<td><strong>Key Agency Relationships</strong></td>
<td>A number of the key recommendations of the Structure Plan require the ongoing support of key agencies and/or Council support of the work of key agencies, including:&lt;br&gt;- Parks Victoria, DSE and Phillip Island Nature Park:&lt;br&gt;- Ongoing liaison to ensure specific recommendations of the Structure Plan are implemented, including:&lt;br&gt;- Maintenance and improvements of public land;&lt;br&gt;- Provision of foreshore access trails;&lt;br&gt;- Protection of Hooded Plover Habitat;&lt;br&gt;- Facilitating the establishment of a car ferry at Cowes; and&lt;br&gt;- Providing a coordinated response to the findings of Climate Change Risk Assessments.&lt;br&gt;- VicRoads:&lt;br&gt;- Liaison regarding the implementation of one way traffic flow on Thompson Avenue between Chapel Street and the Esplanade</td>
<td>Priority 1</td>
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<td><strong>Tourism Victoria:</strong></td>
<td>Ongoing liaison to facilitate the establishment of a car ferry at Cowes</td>
<td>Priority 2</td>
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<td><strong>Department of Education:</strong></td>
<td>Ongoing liaison regarding the provision of education facilities to meet future educational needs</td>
<td>Priority 2</td>
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<td><strong>Department of Human Services:</strong></td>
<td>Ongoing liaison regarding the provision of health and aged care facilities / services to meet forecast needs</td>
<td>Priority 2</td>
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<td><strong>Westernport Water:</strong></td>
<td>Ongoing liaison to ensure ongoing provision of adequate water supply</td>
<td>Priority 2</td>
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<td><strong>Melbourne Water:</strong></td>
<td>Identification of flooding and drainage constraints to current and future development proposals</td>
<td>Priority 1</td>
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