Acknowledgements

The Phillip Island and San Remo Design Framework has been prepared by HASSELL for the Bass Coast Shire, in partnership with the Shire and the Department of Sustainability and the Environment (State Government of Victoria) as part of their Pride of Place Program.

The design process was informed by a diverse range of professional skills on the project team, and the community who clearly stated their needs and concerns at all stages of the report’s development. The document will be measured by its relevance to the community, and the value of the consultation program was ensured by the participation of the broader community including: local residents, local students, councillors & council officers, department of infrastructure, local interest and business groups and visitors.

The project, which began in October 2001, included a public ‘Convention’ and a public exhibition of both the vision and the draft report. Over 70 submissions were received on the Draft Design Framework which provided important input into the finalisation of this Design Framework.

The Project Team
Bass Coast Shire Council

Sue Porter Project Management

Steering Committee

Ann Penaluna Anne Davie Peter Dann
Barry Hearsey Jock McKechnie Sue Porter (chair)
Margaret Hancock Owen Bentley Richard Perry
Paul Smith Peter Foden Rendell Born
Ray Leivers

HASSELL

Alun Chapman Project Principal, urban design, team leader
Sarah Johnston Project Coordinator, urban design, production
Darren Roach 3D modelling, graphics, visualisation
Maureen Jackson Strategic and statutory planning
Sophie Curran Strategic and statutory planning
Carolyn Moorshead Communications and marketing
Simon O’Callaghan Illustration
Melissa Morey Production assistance
Tracey O’Connor Production assistance

Jan Bruce and Associates

Jan Bruce Consultation

Essential Economics

John Henshall Economics and retail planning
Carmel Goulding Tourism

Grogan Richards

Emie Mensforth Traffic and parking
The Pride of Place Program

Pride of Place is an initiative of the Department of Infrastructure that aims to:

Coordinate opportunities through a strategic approach to design of the built environment
Integrate heritage into the urban context
Encourage high standards of design and coordination
Emphasise the development of our future heritage
Reduce adverse environmental impacts of urban areas
Encourage efficiency and economic performance of urban areas
Encourage private investment in metropolitan and country cities and towns

Council Support for the Design Framework

Bass Coast Shire Council is pleased and proud to have participated in this project with the communities of Phillip Island and San Remo and the Department of Infrastructure.

Council recognises that this is an important project that will help to guide the future of Phillip Island and San Remo over the next twenty years - a future that has been developed with and by the communities that live, work and play in this area. It is also recognised that achievement of this vision and implementation of the recommendations in the Design Framework will require a joint effort between the Council, the local communities, the private and public sectors and landholders.

The spirit of partnership, cooperation and consultation have been key to the Design Framework’s creation, and it is these qualities that will determine its future implementation, and its ultimate success.

The Design Framework in Context

This project is part of a suite of initiatives aimed at improving the social, economic, environmental and physical framework of this and other areas across the Bass Coast Shire. It is important to approach it in the context of other complementing projects that are being undertaken by Council such as the Creatively Connecting Communities project.
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INTRODUCTION
Scope

The Design Framework establishes a vision, strategies and guidelines that will help shape the structure, function and appearance of Phillip Island and San Remo over the next twenty years.

The Design Framework has been undertaken to address the significant development pressure experienced in the area in recent times, and to ensure that future development occurs in an appropriate manner. It will help developers, the community and Council ensure that new development contributes positively to the area and that the high-quality, defining characteristics of the place are protected.

The study area covers Phillip Island and the area on the Anderson Peninsula that can be viewed from the Phillip Island Road to the Anderson Roundabout in the east.

The focus of the Design Framework constantly shifts between scales. It recognises the importance of the ‘whole’ view of Phillip Island and San Remo and holds this context in mind when focusing in on the detailed scale of individual townships. The Design Framework should not be seen as a traditional land use and development study, rather it is dynamic, synthesising information and projecting a future vision for Phillip Island and San Remo.

It operates within the confines of an urban design strategy, and is not intended to address every issue in detail. It aims to provide guidance for design related issues that are important to the future development of the place, and to ensure that development is responsive to the aspirations of the whole community. It aims to help Phillip Island and San Remo fulfil their economic, environmental and social potential.

It is the interconnection of the relationships between the people, townships, rural areas, landscape, wildlife, the economy and the coast that comprise what we know as ‘the place’. A holistic approach to this Design Framework begins with the question: “what do we all want Phillip Island and San Remo to be like in 2020?”

Aims

The Phillip Island and San Remo Design Framework seeks to:

- Provide a clear vision for the future of Phillip Island and San Remo
- Develop clear guidelines relating to the design and siting of future development, and at a broader level, land use and land management
- Examine the current and changing demographic of both the resident and visitor populations
- Undertake an assessment of tourism trends in order to determine future demand
- Address urban design issues
- Develop a detailed action plan
- Review the existing strategic planning policy framework and statutory provisions within the Bass Coast Planning Scheme and prepare appropriate planning measures.
- Harness a broad range of community input

The Design Framework follows the broad aims established by the Department of Infrastructure, in that it:

- Seeks to coordinate projects and opportunities, setting the project in a broader context
- Incorporates and responds to information from existing strategies and studies
- Responds to stakeholders and provides a way to integrate their interests and concerns
- Looks at a range of timescales and includes short, medium and long term strategies
- Presents material in a format suitable for public consultation
- Illustrates existing constraints and available opportunities
- Provides a layered response to issues at hand, beginning with the broad contextual issues and working down to detailed design
Consultation and Steering

Community Input

The Project Team undertook a strong commitment to consultation with the community. In keeping with the philosophy that decisions about a place should be made by its people, the input made by the community of Phillip Island and San Remo has contributed significantly to the development of the Design Framework.

The consultation program offered opportunities for community input through:

- Personal interviews with individuals who have a business or community profile
- Focus group discussions with traders, environmental groups, tourist operators and community groups
- Focus group discussions with interested community members for the areas across Phillip Island and San Remo with meetings held at San Remo, Newhaven, Cowes and Rhyll
- Focus group discussions with part time residents of San Remo and Phillip Island, with meetings divided between Melbourne and Cowes
- The Phillip Island and San Remo Convention
- Public exhibition of the ‘Vision’ - on display for three weeks over the summer holiday period, in both San Remo and Cowes
- Public exhibition of the Draft report for five weeks
- Workshop on the revised Cowes Foreshore Precinct Urban Design Report
- Public exhibition of the revised Cowes Foreshore Precinct Urban Design Report recommendations prior to incorporation as part of this Design Report

The sessions were well attended and generated valuable input to the project. In addition an Art and Literature exhibition was undertaken where students of all schools in the study area presented their vision of the future of the area and identified issues of concern. This information provided valuable input.

Steering Committee

The project Steering Committee included representatives of the community, Council and the Department of Infrastructure and was actively involved throughout the process and attended workshops, the Convention and provided guidance and support.

Left: The Steering Committee

From left: Margaret Hancock, Ray Leivers, Anne Dave, Peter Foden, Ann Penaluna, Owen Bentley, Sue Porter, Jock McKechnie, Richard Perry

Absent: Rendall Borm, Paul Smith, Barry Hearsey, Peter Darn
A Great Opportunity

The Phillip Island and San Remo Design Framework covers many issues from the broad-scaled to the detailed, and from the immediate to the longer term. Some of these issues can be addressed methodically over the next twenty years. Many, however, are critical to the immediate well-being of both the area and the people who enjoy its environment and lifestyle, and need to be acted on urgently. It is important that our focus includes not only the issues of today, but that we are careful to ensure that our actions do not become the issues of tomorrow’s generation.

This Framework Plan gives the whole of government, and ultimately the community of Phillip Island and San Remo, a great opportunity to focus development towards an approach that is more environmentally, socially and economically sustainable. If the right decisions are made now, their effects will benefit both the current community and generations to come.

Applying the Design Framework

The application of the document has been carefully developed so as to provide clear guidance for future development of Phillip Island and San Remo to a broad range of users, including the community, developers and land holders together with Council.

The Existing Framework (Section 3) outlines the research and investigation which has been undertaken. This work provides the base from which the Vision and Strategies have been developed.

The Vision (Section 4) provides a summary of the community’s aspirations and presents the broad design principles of the framework. Specific goals and actions are only appropriate if they are part of a broader vision, which in this case is for 15-20 years into the future. It is important for the user to consider the Vision and ensure that any future use and development are in keeping with its direction.

Section 5 presents goals and actions that are designed to achieve the vision. Strategies in this section are general, and relate to types of development such as tourism, environment, movement and recreation.

Also included in Section 5 are the design guidelines that will assist in achieving appropriate built form. The Design Guidelines outline appropriate residential, commercial and rural development, addressing issues of siting and design to ensure that the valued characteristics of Phillip Island and San Remo are protected. These Design Guidelines are to be applied across the study area and can be used in conjunction with the goals and actions.

Section 6 of the Framework develops a series of targeted strategies for each township. These Township Strategies have goals and actions that are individually tailored to the particular township, responding to particular needs and allowing the broader vision and strategies to be applied on a township scale.

Section 7 outlines implementation strategies to make the vision a reality. It outlines the changes to the planning scheme that will be required, prioritises projects into an achievable action plan and offers suggestions for funding.

The Design Framework should be the basis for all future strategic work to be undertaken, ensuring that the vision, goals and actions are directly addressed in future work.

Section 8 provides a promotion strategy that will guide Council in achieving support for the framework and communicating the project into the future.

The Phillip Island and San Remo Design Framework is intended to guide development and land use, and to ultimately achieve the vision over the next 20 years. The Framework provides broad and ambitious directions and it is recommended that further work be undertaken to add to this vision, recognising it may require variations in the future. Nevertheless, the vision should be promoted as the framework for urban design across Phillip Island and San Remo.
Environmentally Sustainable Development

Environmentally sustainable development aims to meet our existing needs without diminishing the worth of our natural resources for generations to come.

It demands a positive commitment from all to minimise waste, use renewable energy sources, and provide optimum design solutions that will reduce long term demand for energy.

The opportunity exists for Phillip Island and San Remo to become front-runners in the active application of Environmentally Sustainable Design and Development techniques, which is a guiding principle of this Design Framework. This is a great opportunity to promote Phillip Island and San Remo as an ecologically responsible area.

There are a number of specific measures that can be incorporated into design and development within the public and private realms, that will assist in achieving more environmentally responsible development now, including:

- Designing buildings to respond to the climatic conditions and natural features of the site
- Minimising overshadowing of open spaces
- Designing for maximum energy efficiency in buildings and subdivisions
- Positioning windows to maximise winter solar access and reduce summer heat load
- Adopting passive thermal design strategies to optimise natural daylight and promote natural ventilation
- Using high quality and durable materials appropriate for the setting, avoiding the use of non-renewable materials
- Encouraging the use of water tanks for collection of rain water for irrigation
- Increased use of grey water, particularly light grey water for toilet flushing
- Employing better stormwater management and using Water Sensitive Urban Design (WSUD) technology to reduce peak flows, runoff and improve water quality
- Adopting appropriate siting and design to maximise passive energy sources
- Better use of insulation to reduce need for heating and cooling
- Increasing use of alternative ‘green’ energy sources
- Siting, design and building practice that retains maximum existing vegetation on-site
- Encouraging the use of indigenous plant species within the public realm and domestic gardens to increase bio-diversity
- Reuse and recycling of building materials
- Sourcing building materials from renewable or recycled sources only
- Waste minimisation, composting, recycling
- Use of composting toilets in suitable locations
- Employing environmentally sound land management practices
- Retaining and incorporating existing wetlands and natural systems into new subdivisions
EX E C U T I V E  S U M M A R Y -
D E S I G N  F R A M E W O R K
s e c t i o n  t w o
Summary of the Issues

The following list of issues have been identified by the community and the project team and provide the basis for the design framework.

Phillip Island and San Remo are facing significant pressure for development.

Only around 7% of indigenous vegetation is remaining.

The population is ageing and growing as people retire to their holiday homes.

Built form is of a variable standard and often of poor quality and appearance.

Approximately 40% of retail spending by locals is ‘escape spending’, that is, it is spent elsewhere.

Unemployment is higher than the state average.

The tourism industry is a major employer locally, however its seasonal nature impacts on operators and creates pressure on the environment and urban centres.

Cowes and San Remo experience significant vehicular congestion, and conflict between vehicles and pedestrians at busy times.

There are few recreational or employment opportunities for the younger members of the community.

The current speed limit of 100 km/h is perceived by many in the community as being too fast.

The rural land that gives Phillip Island and San Remo much of their visual charm, is under pressure to be subdivided.

There is a real concern among the community about inappropriate development occurring in urban and rural areas.

There is a lack of high-quality accommodation, resulting in many day trip visitors but fewer overnight visitors.

Public transport is perceived as inadequate, particularly around the Island and San Remo.

San Remo lacks a tourism hub, and has a poor range of accommodation options.

San Remo’s traditional industry, fishing, is waning.

Car parking on the foreshore at San Remo is perceived to be under-utilised and wasteful.

The amenity of the existing foreshores and facilities is often poor in the existing townships.

Visitors to Phillip Island often drive straight past San Remo, without stopping.

Entrances to the existing townships are often confusing and unimpressive.

The Isle of Wight is a high profile site in Cowes, visible from the foreshore, the sea and the surrounding areas. It needs to be redeveloped with positive, well-designed architecture.

There are concerns within the community about the potential impacts of a car ferry on the environment, the public realm and the existing jetty and foreshore.

Cowes is gloomy after dark - it needs more active night life.

The natural landscape includes significant views of the rural and coastal areas.
Summary of Framework Goals

Location, links and destinations
Emphasise the ‘island’ character of Phillip Island as a point of difference to other tourist destinations.
Ensure equitable access is provided wherever possible, particularly in tourist related and public facilities.
Promote San Remo as a destination in its own right, separate from Phillip Island.
Ensure that the arrival point in Cowes is recognised as being of international standard.
Consider the development of water borne travel to and from the mainland and around Phillip Island and San Remo.
Maximise proximity to Melbourne - reducing travel time with road improvements.
Promote the role of Phillip Island and San Remo as part of the Victorian coastal link from Western Victoria to Eastern Victoria.

Identity
Recognise the individual identities of the different communities.
Encourage and foster the individual identities of the different communities, and between Phillip Island and San Remo.
Recognise the important role that the rural and coastal environment and landscape plays in defining the character of Phillip Island and San Remo.

Environment, Landscape, Views
Establish vegetation wedges using indigenous species of local provenance to reinforce the physical boundaries of existing urban communities. Use green wedges as a buffer between residential and rural land.
Protect the ecologically significant areas, wildlife habitats and fragile coastal systems on Phillip Island and the Anderson Peninsula.
Improve the local environment by replacing some of the indigenous vegetation that has been removed.
Recognise and protect the important views, and vistas across the area.
Establish wildlife corridors both around and across the Island and San Remo linked and continued through urban developments, to create a system of linked corridors.
Protect significant urban, rural and coastal landscapes from adverse impacts.
Minimise encroachment of new development in significant coastal landscapes.

Built Form
Lift the standard of the built environment by encouraging contemporary architecture and a site-responsive approach to the design of buildings and spaces in urban, rural and coastal areas.
Encourage well-designed, contemporary architecture that is site-specific and environmentally sustainable.
Ensure that built form respects its local context.
Strengthen links between town centres and surrounding residential areas.
Design for environmental and socially sustainability.

Commercial & Retail
Upgrade commercial areas to maximise their level of function and appearance for a growing local population and increasing visitor numbers.
Promote improvements to retail provision that will benefit existing residents and encourage tourism.
Support established businesses and their consolidation within existing retail centres.
New retail development should be located in established commercial areas.
Capture a higher proportion of ‘Escape Spending’ (currently 40% of total food spending is directed outside of the local area).
Urban Development
Accommodate the majority of increased pressure for urbanisation within Cowes and San Remo. For other existing residential areas, consolidate residential development within existing township boundaries and identified locations.
Ensure development retains and promotes low key seaside character of townships.
Ensure that provision of additional residential land is directly related to demonstrable demand associated with building rates.
Prepare appropriate structure plans for all townships in order to define appropriate township boundaries and areas for future development.
Any proposals for future residential development need to be accompanied by appropriate environmental, social and economic (demand) analysis.
Strengthen links between town centres and surrounding residential areas.
Design for environmental and social sustainability.

Residential Development & Subdivision
Create residential developments that are high quality, sustainable and sensitive to their surrounding context.
Plan new residential developments carefully to cater for the shifting demographic, ageing population and increase in full time residents, while avoiding creating an oversupply of residential property.

Rural areas
Encourage the retention of rural land for agricultural uses.
Encourage excellence in the siting and design of developments in rural areas to protect significant views and landscape features.
Consolidate urban development within existing urban boundaries and avoid building in rural areas, wherever possible.
Protect significant views of rural land from land, sea and from roads on Phillip Island and Anderson Peninsula.
Encourage farming practices that value add and are ecologically sustainable.
Prevent inappropriate commercial developments on rural land, and coastal edges.

Public Open Spaces
Provide vibrant public places.
In coastal townships, establish the foreshore as the heart of each community, with secondary spaces that support and link back to it.
Improve public lighting in public areas, residential areas and along traffic routes.
Redevelop the Cowes Jetty Triangle as a significant public space and focal point of Cowes.
Ensure public spaces can be used by all sectors of the community.

Signage
Develop a consistent approach signage across Phillip Island and San Remo and implement a suite of signage that is clear, informative and attractive.
Assist commercial operators in preparing their own, appropriate signs through a simple guidelines document.
Minimise the amount of signage in rural and coastal areas and significant viewlines.

Movement
Vehicular Movement
Concentrate vehicular access within the existing road system and avoid construction of major new roads.
Improve the safety of roads for all users: pedestrians, vehicles, cyclists and wildlife.
Reduce the dominance of vehicular traffic and parking in urban areas, to increase public amenity.
Reduce the speed limit on the Island to 80km/hr.
Investigate appropriate forms of emergency access to and from the Island and San Remo.
Provide a hierarchy of roads in urban areas and ensure provision is made for route bus operation.
Pedestrian and Bicycle Movement
Reduce the dominance of vehicular traffic and parking in urban areas and increase pedestrian amenity.
Work towards degrees of pedestrianisation in the town centres, especially in key areas at periods of high activity.
Improve out-of-town walking and bicycle movement opportunities

Loading and Servicing
Minimise the visual impact of loading and servicing areas.
Ensure such areas do not dominate the frontage of buildings

Public Transport
Promote the use of public transport and increase the availability of public transport services.

Car Parking
Achieve a balance between providing sufficient car parking within townships to cater for seasonal fluctuations in population numbers, while minimising the visual impact and "land take" that excessive car parking can create during other times of the year.

People
Reinforce a sense of place for the communities of Phillip Island and San Remo.
Consider the needs of people of all life stages and be sensitive to the needs of all of the community, including those with disabilities.
Provide a healthy, safe and caring environment where access and equity are priorities.
Recognise and protect the individual identities of each township.
Encourage and facilitate the community to be actively involved in the implementation of this Design Framework.

Tourism
Recognise and promote the important role that Phillip Island plays in both domestic and international events.
Promote San Remo as a destination in its own right with a unique fishing village identity and great recreational opportunities.
Promote Phillip Island as a nature-based holiday destination with excellent scenery and wildlife, across all seasons.
Concentrate new tourism developments in specifically defined locations and protect remaining rural areas to preserve the qualities that make the Island and San Remo so attractive.
Ensure that new tourism developments are sensitive to and actively protect the natural, cultural and social environment.
Promote year round tourism opportunities.

Recreation
Actively promote opportunities for recreation through the provision of high quality information, events, interpretive and educational facilities to suit the diverse needs of the community.
Improve opportunities for walking and cycling within communities.
Reinforce beaches and water-based activities as local recreation resources, not just as tourist destinations.
Provide open space and recreation opportunities throughout urban areas.
Provide recreational facilities that provide a diversity of experience and can be used all year.

Arts and Culture
Create and support an arts focus for the local communities, tourists and visitors.
Ensure major developments incorporate elements of art.
Encourage participation in arts activities.
Heritage
Identify and protect existing heritage features and sites of Aboriginal and European significance, both in the townships coastal fringe and in rural areas.
Protect and maintain significant trees and streetscapes.
Protect significant archaeological and historical sites.

Framework Goals - Townships

San Remo
Promote San Remo as a destination in itself.
Encourage the development of its fishing village character.
Consolidate development within the existing boundaries of San Remo.
Provide a much needed riverside focus by improving the amenity of the foreshore spaces.
Improve the appearance and function of Marine Parade.
Ensure built form is of a high quality and is site responsive.
Develop the approach to San Remo as a major entrance from the east.
Maintain views over the bay from Phillip Island Road.
Maintain and further promote links with Newhaven and Cape Woolamai.
Underground infrastructure where practical.

Newhaven
Reinforce Newhaven’s identity as an established community and a precinct for education and heritage.
Consolidate development within the existing boundaries of Newhaven.
Enhance and encourage the use of places for people in Newhaven.
Clearly mark and improve the entrances to Newhaven.
Link the retail area with the park.
Develop the jetty precinct as a vibrant, safe place for people.
Ensure that future development is of high quality and an appropriate scale for Newhaven.
Upgrade the appearance of the streetscapes.
Maintain links with San Remo and Cape Woolamai.
Underground infrastructure where practical.

Rhyll
Preserve the peaceful and compact character of Rhyll.
Consolidate development within the existing boundaries of Rhyll.
Unite the currently fragmented areas of foreshore land into a cohesive series of public spaces.
Ensure that future development is of high quality and an appropriate scale.
Improve the appearance and function of Rhyll’s commercial area.
Underground infrastructure where practical.

Cowes
Reinforce the role of Cowes as the major commercial and residential centre on Phillip Island.
Develop and promote Cowes as a unique town with a strong sense of cultural heritage and a parkland environment by the sea.
Develop a high-quality urban environment with built form that is responsive to Cowes’ coastal setting.
Encourage development that will benefit the people of Cowes and provide a vibrant and attractive place in which people can live, work and holiday.
Consolidate urban development within defined boundaries.
Sensitively develop key sites so that they make a positive contribution to the urban environment.
Develop Thompson Avenue as an attractive, dynamic and robust main street precinct.
Establish Thompson Avenue and the Esplanade as a dining and entertainment precinct day and night, all seasons.
Redevelop the jetty precinct as a central location for pedestrian activity.
Underground infrastructure in key areas where practical.
Improve the image, function and appearance of the foreshore and jetty areas, which are the signature open spaces of Cowes.
Improve pedestrian circulation and safety and reduce the impact of car parking on the foreshore.
Encourage vibrant and memorable public spaces that are active year-round, day and night.
Provide clear connections between the foreshore, jetty, The Esplanade and Cowes town centre.
Provide robust and attractive recreational facilities for continued use.
Encourage appropriate and high quality built form throughout Cowes.
Provide safe and comfortable links between the foreshore and the commercial area for pedestrians.
Promote the provision of high quality accommodation.

Ventnor
Position Ventnor as a community separate to Cowes.
Consolidate development within defined boundaries.
Provide Ventnor with the infrastructure required to service its growing community of permanent and part time residents.
Protect the beaches and the existing landscape character.
Encourage appropriate built form throughout Ventnor.
Underground infrastructure where practical.

Smiths Beach, Sunderland Bay, Sunset Strip, Surf Beach
Maintain each estate as a separate entity with its own distinct identity.
Consolidate development within the existing boundaries of each estate.
Provide these places with the infrastructure they need to become great places to live and visit.
Provide appropriate commercial services and facilities as the need arises.
Protect the beach and coastal environment to allow for their sustainable use in the future.
Improve the appearance of the streetscapes.
Encourage high quality residential development that is responsive to the site.
Underground infrastructure where practical.

Cape Woolamai
Consolidate development within the existing boundaries of Cape Woolamai.
Improve the streetscapes of Cape Woolamai.
Enhance the existing retail centre at Vista Place.
Protect the beach and coastal environment to allow for their sustainable use in the future.
Set standards for high-quality and appropriate residential development.
Maintain the links with San Remo and Newhaven.
Improve the entrances to Cape Woolamai.
Underground infrastructure where practical.
Township Visions

1. San Remo will become a destination in its own right; a lively fishing village with a thriving commercial strip on Marine Parade, a variety of recreational and water-based activities and improved public open spaces on the foreshore.

2. Newhaven will remain a small and picturesque coastal township, with improved commercial facilities. It will become a more attractive gateway to Phillip Island and will build on its strengths: its heritage, educational facilities and sheltered foreshore.

3. The small-scale charm of Rhyll will remain as its population grows over time, with improved streetscapes, well designed open spaces and well integrated built form. The foreshores will be upgraded and improved, and better connected to form a series of linear spaces for passive recreation, water based activities and conservation.

4. Cowes will remain the premier destination of Phillip Island, accessible by car ferry from the Mornington Peninsula. As it grows and improves it will retain its seaside character and fine-grained built form and will have more attractive places for people.

5. Ventnor will be a better defined community in its own right, separate from Cowes. Ventnor’s growth will be consolidated within the town boundary and foreshore spaces will be improved. Ventnor will retain its ‘green heart’.

6. The south coastal townships of Smiths Beach, Surf Beach, Sunset Strip and Sunderland Bay will remain individual communities separated by rural land, conservation reserve and vegetated corridors. Improved community and commercial facilities, shared foot / cycle trails and consolidated development will help strengthen the identity, livability and sense of place within these townships.

7. Cape Woolamai will become better integrated into the surrounding landscape with vegetated buffers. The existing centre on Vista Place will be further developed to provide a greater level of amenity and streetscapes will be improved with planting and paving.

8. Wimbledon Heights will be consolidated within its existing boundaries.
section three

THE EXISTING FRAMEWORK
Context and Issues

Good design should reflect the aspirations of a community taking into account the physical opportunities and constraints of a place. The preparation of any successful Design Framework must therefore begin with an understanding of the existing physical, economic and social conditions or the nature of a place and how this is likely to change in the future.

This type of information is only of value when used to make the right decisions about the future. With this in mind, the discussion that follows is more than a commentary about the current state of play. It includes a series of issues identified as ‘Implications for the Design Framework’, which are then addressed in sections five, six and seven, Strategies, Design Guidelines and Township Strategies.

Given the contrast in scales involved in this Design Framework, the following section shifts between the large - Phillip Island, San Remo and Anderson Peninsula, and the small - the individual townships.

Location, Links and Destinations

Phillip Island and San Remo are located one and a half hours drive from Melbourne on the South Gippsland and Bass Highways, or a twenty minute ferry ride from Stony Point. Wonthaggi is the nearest regional centre and the local government area is Bass Coast Shire.

The Island is approximately twenty-two kilometres from east to west and fourteen kilometres across at its widest point. San Remo is its nearest mainland neighbour, situated across The Narrows on the Anderson Peninsula between Western Port and Bass Strait.

Phillip Island and San Remo are close to the Mornington Peninsula but at this stage, the two coasts are only linked by a passenger ferry that runs between Cowes and Stony Point, via French Island.

The area is part of the Phillip Island and Gippsland Discovery Regional Tourism area, which incorporates Wilsons Promontory National Park, Ninety Mile Beach and the Alpine National Park.
Links

Prior to the construction of the San Remo to Newhaven Bridge in the 1940s, visitors to Phillip Island arrived at Cowes by ferry. Since then, the bridge has allowed countless visitors to travel to Phillip Island by car along a major highway, via San Remo.

The bridge, however, denies Phillip Island its ‘island’ identity, a unique characteristic that could be used to greater potential.

The northern coast of the Island and San Remo are ideally situated on the edge of Western Port to link into the existing car ferry network that connects Sorrento with Queenscliff.

This connection would have state-wide benefits for tourism. A link at Cowes would provide an important leg between the Surf Coast and Great Ocean Road, Bellarine Peninsula, Mornington Peninsula, Phillip Island, Gippsland and the Lakes. The result would be a touring route stretching along the length of the Victorian coast, bringing together the state’s most popular coastal destinations.

Not to mention the thrill of arriving at Cowes by sea!

Implications for the Design Framework:

The position of Phillip Island and San Remo in relation to Western Port and the Mornington Peninsula offers potential for a greater network of links by sea.

Tourism development for Phillip Island and San Remo should be carefully considered within the existing context of the Phillip Island and Gippsland Discovery Region.

The Physical Character

Land and Sea

Phillip Island and San Remo are a series of landscapes with strongly defined physical characteristics - this is why they are visually magnetic to so many people. The combination of coastal edges, rural land and urban villages, and the transition zones between them are the key elements that define the landscape.

There is an order to these sequences of landscapes - a connection between the geomorphology and the human influence on the land. Seascapes at the edges, coastlines, urban areas either clinging to the edge or perched on high land for a view - and elsewhere, open space, both rural and coastal reserves.

From Anderson to San Remo the land rises up from both water bodies to a ridge that runs almost the length of the Anderson Peninsula. Phillip Island is comparatively flat, with a sharp contrast in physical character between the north and south coasts.

Implications for the Design Framework:

Dramatic views are part of the experience at Phillip Island and San Remo. It is important that development along the coast is limited and buildings are sited and designed to respect views between land and sea.

As dynamic ecological zones, the coastal edges are vulnerable to environmental damage, but at the same time are attractive to developers.

Consolidation with existing townships will ensure environmentally significant land is not threatened.
North and South

This significant contrast between north and south has influenced the local ecology as well as human development patterns and land use. Vegetation and faunal communities vary greatly depending on the level of exposure and microclimate, and as a result Phillip Island and San Remo have different wildlife communities on different coasts.

The south coast is made up of isolated granite basalt outcrops linked by sand beaches, dunes and bluffs. The coastline is rugged, dynamic and exposed to the wind and waves of Bass Strait. The major tourism and recreation attractions of Phillip Island are located on this rugged edge, including the penguin parade, Seal Rocks, the Nobbies, Cape Woolamai and the Grand Prix Circuit.

In contrast, the northern side has a calmer aspect. The beaches are sheltered and sunny and sand deposits have gently shaped the shoreline. To the north east, areas around Swan Bay and Rhyll Inlet are even calmer and support rich habitats of mangroves, mudflats and sea grass beds. San Remo has a similar contrast between the Western Port mud flats to the north and the ocean beaches of Bass Strait to the south, separated by the fishing waters and strong currents of The Narrows.

Whilst the physical and climatic conditions have shaped the landscape they have also shaped the patterns of land use and human settlement. The sheltered northern coast is where the older and more established settlements of Cowes, San Remo, Rhyll and Newhaven have developed. Major local infrastructure and amenities are located in these townships, including commercial centres, schools, places of worship, sports, health and community facilities.

In contrast, the south coast townships including Cape Woolamai, Surf Beach, Sunderland Bay, Sunset Strip and Smiths Beach operate as beach house estates. These settlements lack the level of infrastructure and commercial amenities required to support a larger or more permanent community. Despite this, the local sentiment is that these are real and valid communities that should continue to function as they are.

The exception to this observation is Ventnor, a large residential estate on the north coast which operates in a similar manner to the south coast estates, ie, with a large proportion of part time residents, few commercial amenities, and a level of infrastructure that would struggle to support an increased population or a significant shift from part time to full time residents.

Implications for the Design Framework:

The contrast between north and south is a strong characteristic. This should be reflected in design.

The contrast between north and south provides the potential for diverse tourism opportunities.

The south coast communities lack sufficient infrastructure to facilitate any significant growth in population. Future development would demand an increased level of infrastructure and essential services to allow a thriving residential community.

The estates on the south coast are visually exposed due to their siting and the physical landscape. This detracts from the visual quality of the landscape and presents an unattractive image.
Environmental Significance

Phillip Island is famous for its wildlife. It is home to important fauna including the nationally significant Short-tailed Shearwaters, Little Penguins, Australian Fur Seals and Koalas. The local ecology includes diverse and significant habitat types including mangroves, seagrass meadows, saltmarsh, deep channels, cliffs, bluffs, dunes and mudflats. Many areas around Phillip Island are recognised as being of local, state or national significance.

European settlement has introduced land uses that are in conflict with the health of these habitats, the most drastic being the clearing of vegetation for grazing, firewood and cropping and the urbanisation of the coastline. Phillip Island retains only 7% of its original native vegetation (Landcare).

There are serious consequences associated with such a loss of vegetation including soil salinity, reduced bio-diversity, reduced fauna habitat, increased runoff, erosion, siltation and pollution of waterways. In recent years, several initiatives have made valuable contributions to restoring the local environment. The creation of the Phillip Island Nature Park has incorporated conservation reserves across the Island and a State Government compulsory acquisition scheme is facilitating the phasing out of an inappropriate residential development at Summerland.

The Phillip Island branch of Landcare has mobilised the local community, including the farmers, and has established a wildlife corridor extending from the Nobbies to Rhyll Inlet. Landcare is implementing a program to combat salinity in rural areas.

Local people are enthusiastic about the potential for the local environment to have some of the remnant indigenous vegetation renewed. This is perhaps most clearly evidenced by the repeated requests for the establishment of wildlife corridors in urban places that emerged during the consultation process.

Phillip Island and San Remo are included in the current UNESCO Biosphere. The Biosphere reserve would encompass Western Port and its catchment, including Phillip and French Islands, San Remo and the Mornington Peninsula. The aim of a Biosphere reserve is:

...to achieve ecologically sustainable use and development of a region’s natural and cultural resources. (Biosphere brochure)
Implications for the Design Framework:

Phillip Island is home to important ecologies. Coastal zones and remnant forest provide habitat for diverse wildlife. Coastal areas are particularly sensitive and must be protected from the effects of development.

The environment is the key to the image and attraction of Phillip Island as a destination for international tourists and this must be recognised.

Landscape’s corridor project is addressing the need for revegetation. Further revegetation is required to replace some of what has been removed.

It is important that habitat areas identified as environmentally significant are protected from the effects of development.

The broader community including rural landholders need to work together to protect the environment.

As part of a UNESCO Biosphere reserve, Phillip Island’s significant ecological systems would be protected, and sustainable development would become a key focus for the whole community.

Landscape

Phillip Island and San Remo have high quality and memorable landscapes due to the proximity of sea, the rolling nature of the topography and the large tracts of open, rural land. Parts of the landscape are excellent, and there are several landscapes that have been classified by the National Trust, however the legacy of poorly sited residential and industrial developments coupled with the wholesale removal of vegetation has created scars on the landscape. To protect the wonderful landscapes that remain, better planning practices will need to be applied in the future.

Areas of Landscape Significance

- National Trust Classified
- 1 Ventnor to the Nobbies
- 2 Southern Coastline
- 3 Newhaven to Rhyll
- 4 Forest Caves Reserve
- 5 Anderson Peninsula and Bass Bay
- 6 The Nits

Identified in Landscape Strategy Plan
- 7 The Nobbies
- 8 Churchill Island and Swan Bay
- 9 San Remo to Black Head
- 10 Cape Woolamai

Rural backdrop

The interior of Phillip Island and the Anderson Peninsula has long been used for agriculture. Even today the majority of land on Phillip Island, and between San Remo and Anderson, is occupied with agricultural activities.

The impact on the landscape by the first European inhabitants at Phillip Island and other pioneer farmers at San Remo, and across the surrounding region has significantly changed the landscape (Seddon, 1975). Early records speak of fire enveloping the whole island as a way of clearing the dense vegetation for grazing land. What was once a mosaic of tall forest, dense scrub and grassland was transformed into a blanket of pasture.

Chicory farming continued until 1960 and has had a massive impact on Phillip Island’s landscape and resulted in the harvest of much of the tall forests as firewood for the kilns. (Seddon, 1975)
Today, agriculture consists mainly of grazing sheep and cattle, with some dairy production, a vineyard and a flower farm. 10% of Phillip Island is affected by dryland salinity (Landcare,1997) - a result of combined local conditions such as salt laden winds and the wholesale removal of deep rooted vegetation. The remaining rural land is important to the local identity and provides the dominant landscape character. The open spaces contribute enormously to the landscape, allowing sweeping coastal vistas, providing wildlife habitat where indigenous trees remain or have been replanted, and acting as a picturesque backdrop to the towns that fringe the coast.

**Implications for the Design Framework:**

The rural land on Phillip Island and San Remo is vitally important to the image of the place and is part of the cultural heritage. There is a constant threat to this dominant rural landscape through subdivisions and rezoning of land for residential and rural residential purposes. Agricultural practices of the past have caused serious damage to the environment. There is now a recognised need for farmers to adopt sustainable and innovative farming practices.

**The Coastal Focus**

The identity of Phillip Island and San Remo is closely tied to a relationship with the sea. The Island splits the eastern and western entrances to Western Port and is flanked by Bass Strait to the south.

San Remo is similarly surrounded by water. Fishing has traditionally been the lifeblood of the San Remo community, and although commercial fishing has been on the decline in recent years, the water is still a major focus for the town.

Melburnians have long thought of Phillip Island as a holiday destination. Historically, visitors arrived by ferry and guest houses in Cowes enjoyed popularity until Phillip Island was connected to San Remo by bridge in 1940. After the Second World War, the rise of the private car resulted in visitors arriving by land and an increase in beach house construction. San Remo became a holiday destination in its own right. The importance of the coast is evidenced by the location of the settlements - almost all are on the coastal edge. The longer established communities and those with a higher proportion of permanent residents are located on the northern edge, taking advantage of the northerly aspect and sheltered waters. The communities on the southern coastline are dominated by holiday homes and are popular with surfers. At San Remo, houses rise up from the village to the hills beyond in order to capture sweeping views of Western Port.

The diversity of the environments of Phillip Island and San Remo are the key to its popularity. The coastline includes ocean beaches, high cliffs and bluffs, calm and wild beaches, mangroves, seagrass beds and mudflats. The shoreline and abutting areas are habitat to many forms of wildlife from mudcrabs, fish, migratory birds and stingrays to Australian Fur Seals and the world-famous Little Penguins.

**Implications for the Design Framework:**

The image of San Remo and Phillip Island could be enhanced by improving visual access to the coast, without compromising the integrity of fragile coastal environments. The tourism industry relies heavily on the attractions of the coast. It is important that all tourism activity in coastal areas is ecologically sustainable and compatible with the environment.

Commercial areas such as Thompson Avenue in Cowes and Marine Parade in San Remo could take more advantage of their proximity to the foreshore by providing better links between the public realm and the coast.

Important coastal views should be protected and incremental development along the coast prevented.
Land Use

Former Uses

The landscapes of Phillip Island and San Remo have been shaped by their past inhabitants, firstly by the Bunurong people for whom the island was a seasonal hunting ground and who utilised fire to manage the landscape. The island, peninsula and the sea that surrounds it has also been shaped by sealers, chicory farmers and more recently, holiday makers.

In 2002, Phillip Island and San Remo have a growing population of residents and holiday home owners. A population increase in recent years has been fuelled by the retirement of holiday home owners to the area and the state-wide coastal property boom. It is a highly visited tourist destination, attracting large numbers of international and domestic visitors and it supports significant and fragile ecosystems. Farming is still an important local industry, but its relative value to the economy is on the decline.

Current Uses

Current land uses on Phillip Island and San Remo are varied and include: farming and agriculture, tourism, residential, conservation, recreation, industrial uses, and commercial uses within each town centre. Particular trends indicate a decline in agricultural uses and a rise in demand for housing and commercial development.

Residential Land and Housing Needs

Today, Phillip Island and San Remo have a resident population of approximately 7,700 people, with a similar number of holiday home owners. Over the past decade the rate of population growth has been approximately 2.9% per annum which has resulted in an increase in resident numbers of 1,900.

Given projected growth rates, the permanent population is expected to rise by up to 6,200 people by 2020. This increase in permanent population is expected to include over 50 per cent of retired persons with the overall trend being towards an ageing population. This will obviously require a response in the type of housing provided and the supporting services. Therefore it is expected that this growth will be partly taken up by retired persons accommodation as well as a range of other residential buildings, commercial and community services. Although part of this growth will be taken up by the retirement of holiday home owners to the area, there will also be demand for additional residential buildings along with associated commercial and community services.

Currently, there are approximately 1,800 vacant residential lots across Phillip Island and San Remo, which together with holiday home owners retiring to their existing homes, will be capable of absorbing much of the expected population growth over the next decade. It must be noted however, that this vacant land is privately owned and there is no certainty that it will become available for residential development in the future.

The available land is spread unequally across the area. A significant proportion of lots are available in Cape Woolamai (21%) and Cowes (14%), whereas Newhaven has almost reached its capacity with only 5% of its lots vacant. All other townships in the study area, including San Remo, have between 12% and 42% lots vacant each. To date, the majority of development has been in the form of traditional lots, and there has been little urban consolidation.

To effectively meet future demands on housing stock the type of housing will need to be considered, as well as availability of land.
Currently, much of the residential built form on Phillip Island is of the beach house type. Typically, these houses are designed as family holiday, part time or weekend dwellings. The population of Phillip Island is generally ageing. Families, retirees, singles or couples who are relocating permanently to Phillip Island and San Remo will bring with them their own housing needs that may not be fulfilled by the current available housing stock. It is important that consolidation of the existing stock of vacant land be utilised to ensure expansion of the township is not required for 5 – 10 years. As an example, it is likely that there will be a demand for smaller, low maintenance dwellings located near commercial centres, to accommodate the needs of older people.

**Implications for the Design Framework:**

There is an adequate supply of residential land available in order to accommodate the expected future population growth over the next 10 years.

It will be important to carefully consider future proposals for expansion of residential areas, with the aim being to maintain the integrity of the current township ‘boundaries’.

Consolidation within the township boundaries will need to happen in order to provide for increased development.

It will be necessary to ensure that the type of development reflects the needs of the future population.

The infrastructure and services required to support increased and aging population will need to be carefully considered as the population increases.

With an increasing population the quality of facilities, built form, views, streetscapes and open space will become increasingly important to the community as these finite resources will be shared by more and more people.

**Image and Identity**

The image of Phillip Island and San Remo is about the nexus between the sea and rural land. San Remo’s identity is strongly defined by its history of fishing, while Phillip Island’s north coast is known as an historic family seaside holiday destination. The south coast of Phillip Island is known for its rugged cliffs, surf and the penguins and seals.

While these are wonderful and defining assets, mistakes have been made throughout the history of development at Phillip Island and San Remo such as the subdivision of Summerlands and Scenic Estate in environmentally sensitive areas. A generally poor standard of building, siting and construction exists in stark contrast to the high visual quality of the landscape. Run down commercial areas in Cowes and San Remo detract from the glittering water that acts as a backdrop to the scene.

The townships on the south coast of Phillip Island were poorly planned and sited on a fragile coastal area. The exposed coast is cloaked in sprawling clusters of beach houses presenting a visually obtrusive scene from Phillip Island Road.

**Implications for the Design Framework:**

To improve the image and identity of Phillip Island and San Remo, and to make them more memorable and more livable there will need to be a greater appreciation of the local assets, a commitment to high quality development for the future, and a ‘clearing away’ of the mistakes of past development, where possible.

Entry and gateway points, landmarks, extent of development, interfaces between urban and rural land, and the relationship between the public realm and the sea are all contributors to the image and identity of Phillip Island and San Remo.
Marking the Entry Points

Identifying and marking entry or gateway points to San Remo, Phillip Island itself and the communities on the island is an important part of signalling ‘arrival’ and generating presence. Recognising the key entry points and creating visual cues is important to this process.

Anderson Roundabout

The roundabout at the turn-off to Phillip Island and San Remo marks the approach to San Remo and is a key gateway site. The site is dramatic due to its topography - the roundabout is in a basin with land rising up on all sides.

First Views of Western Port

Between the Anderson Roundabout and San Remo the landscape opens up to reveal an enormous sky and sweeping views of Western Port below rolling hills. At night the lights of Newhaven are reflected on the calm water. Local people talk about this spot signalling coming home. Currently, signs indicate a lookout on the south side of the road, however, it is poorly sited and unsafe.

San Remo

San Remo is a destination in its own right, but it also acts as a gateway town for Phillip Island. San Remo contains a series of potential key entry points.

The Back Beach Road turn-off and the Bergin Road turn-off are both significant thresholds between island traffic and the San Remo township.

The cypress trees on the north side of the road are an important gateway element.

The Bridge and Newhaven

The bridge that connects San Remo and Phillip Island is the most significant entrance to Phillip Island. A monumental gateway in itself, it is a solid physical link and allows views of the San Remo and Newhaven jetties from a high vantage point. Newhaven is the first impression of Phillip Island and for this reason it is an important part of the entrance experience. Signage is uncoordinated and cluttered at this location, and presents an untidy image. Industrial sites around Newhaven such as the Big Flower Farm and Dairy Museum are visually intrusive and detract from the gateway experience.
Golden Cypress Avenue
This avenue in Cowes is a strong and effective gateway to the town. It signals arrival and draws together the otherwise disparate urban elements into a cohesive streetscape.

Gateway from the sea
Cowes may once again become the gateway to Phillip Island if the car ferry is introduced. The image of the town from the sea will be of heightened importance and sites such of the Isle of Wight will play a significant role in defining the image of the town. From the sea, the most important element is the landscape and foreshore vegetation.

Landmarks
Each town and township within Phillip Island and San Remo has its own identity. Landmarks that are specific to the place help to generate this identity and point of difference. Local landmarks include the jetties, the Isle of Wight in Cowes, the historic Boys Home in Newhaven. Landmarks should be protected and enhanced to strengthen image. This is explored in further detail later in this section, as part of the discussion about the specific conditions of each township.

Signage
At present, signage around Phillip Island and San Remo is somewhat cluttered and inconsistent. Signs that are poorly designed or located detract from the visual experience of a place, and at worse create confusion and safety risks.

While there are some excellent local examples of clear and effective signs, an overall signage strategy for Phillip Island and San Remo needs to be developed. It should address entry signs, street and information signs, tourism and directional signs, advertising signage, interpretive signage for heritage and ecological education and signage for individual and commercial establishments.

The signage strategy should aim to mark the attractions, assets and sites of interest in a clear way, to assist the visitor. A consistent approach would improve legibility and convenience for visitors and local people alike.

Implications for the Design Framework:
*While there are some good examples of effective signage, there is a need for a disciplined approach to signage, with the adoption of a consistent suite of signs and the rationalisation of existing signage.*
Views

Visual access allows people to better understand the place in which they live. A vista can be a powerful trigger of memory and emotion, adding meaning to peoples lives.

The views that can be experienced around Phillip Island and San Remo are world class and include picturesque rural scenes, the land-water edge, rugged cliffs and coastline and casual fishing village scenes. There are a number of National Trust landscapes that provide an historical context to views and vistas enjoyed.

The collection of ‘snapshots’ presented here represents only a sample of important views - they illustrate the varying topographic conditions and the visual significance of the sea.

Other areas are disconnected from potential sea view.

Marine Parade in San Remo has potential for good visual connections between the commercial area and the sea, but currently views are obstructed by car parking and the toilet block on the foreshore.

Newhaven jetty is well used by the community, however views of the water are obstructed by a large shed housing a fish processing plant.

In Cowes, there are concerns about rising building heights along the Esplanade causing a loss of visual access to the water.

Views of the water at Ventnor are generally limited to singular locations due to the extent of vegetation, however better access to views could be achieved by creating a lookout point or viewing area.

Although Rhyl has good, clear connections between the small commercial area and the sea, there are buildings on the foreshore that obstruct views.

Implications for the Design Framework:

Views are important to the identity of Phillip Island and San Remo and the experience of a vista is a resource that should be accessible to all. There is a perception within the community that views are being lost through new developments that are increasing the height and density of the built form.

The view from the sea will become increasingly important at Cowes as the ferry service is expanded.

Siting and design issues associated with new structures will become crucial as development pressure increases. Siting to protect views will be particularly important on ridgelines and elevated areas, in rural, open settings, beside roads and along the coast.

The commercial areas and public realm in some areas do not take advantage of potential views.
**Movement**

**Phillip Island Road**

The Phillip Island Road is a continuous stretch of road that begins at the Anderson Road/Back Beach Road turn-off from Bass Highway and winds along the northern coast of the peninsula to San Remo. A comfortable drive, this road offers picturesque views of Western Port and farm land. The road is referred to as the “tourist road” by the local community.

At San Remo, the key intersections of Phillip Island Road with Back Beach Road and Bergin Grove have poor accident records that should be addressed. At times of high traffic flow, traffic attempting to rejoin Phillip Island Road from San Remo commonly experience long delays. Anecdotally, these delays discourage visits to San Remo as it is easier to follow the road to or from Phillip Island, than to negotiate the access points to San Remo.

The road essentially bypasses San Remo and follows the bridge over the Narrows, to the Island. Townships on Phillip Island are located off this road, with the exception of Rhyll and Ventnor.

There are several ‘nodes’ along the road where the direction changes and other roads intersect. A major fork at Back Beach Road divides traffic into those heading for the Penguin Parade and the Grand Prix Circuit and those heading for Cowes. The Sunset Strip estate is sited within the fork.

At Five Ways the road turns west and intersects with Smith’s Beach Road, Coghill Road and Habrison Road. This point, almost in the centre of the island, has significant remnant vegetation and is the heart of the Koala habitat. The forested area around Five Ways is the southern edge of a corridor of bushland that begins at Rhyll Inlet and Conservation Hill, and continues south to the road.

At Wimbledon Heights, the road turns north and intersects with Ventnor Road/Cowes-Rhyll Road before heading into Cowes proper.

At Cowes the road becomes Thompson Avenue, and a significant roadside stand of manna gums gives way to the golden cypress lined boulevard and major retail shopping strip, ending at the northern coast.

The main route to Cowes is generally effective in moving traffic around the island and San Remo for most of the year. During times of peak demand, such as the weekend of the Motorcycle Grand Prix, traffic is diverted along a purpose-designed route and altered lane arrangements allow for the increased numbers. Given the nature of the Island and its peninsula, there is a requirement for emergency access contingency planning to ensure appropriate access.

There is a need to undertake additional peak season / event traffic management in consultation with relevant government agencies.

On Phillip Island, Back Beach Road traverses the island in an east-west direction. It forms a fork with Phillip Island Road at Sunderland Bay and Sunset Strip, and allows access to the Grand Prix circuit, Penguin Parade, Seal Rocks and ocean beaches.
Other significant roads link the various communities and form a circuit around the Island, including Newhaven - Rhyll Road, Cowes - Rhyll Road and Ventnor Road. Within smaller townships many roads are unsealed.

**Speed Limits**

There is widespread local support for a speed limit reduction from 100km/h to 80km/h, across Phillip Island. This would address the issue of pedestrian & cyclist safety as well as reducing the loss of wildlife that occurs due to high-speed traffic.

A reduction in the speed limit is also considered the preferred approach to reducing the potential for ‘off-road’ accidents compared with the establishment of ‘clear zones’. Clear zones would require extensive clearing of significant stands of roadside vegetation.

**Parking**

As is often the case in areas that attract large numbers of seasonal visitors, parking is perceived to be a problem, especially in Cowes and San Remo during periods of high demand such as weekends and holidays in the warmer months. Car parks sited near beaches, particularly in San Remo and Cowes are visually prominent, obstructing views and pedestrian access between the public realm and the foreshore and could be sited in more suitable locations.

At San Remo however, there is an excessive availability of parking spaces on the foreshore and on different occasions over the summer months these spaces were under utilised. Furthermore, the car park east of the public toilet block is occupying land that could be reclaimed as valuable, public open space.

At Cowes, there is parking at the rear of the shops on both the east and west sides of Thompson Avenue. The car park on the west side is well utilised but somewhat poorly sign posted. Pedestrian connections are also poor. To the east, there are a lack of pedestrian linkages, signage is poor and the parking spaces could be formalised to relieve the pressure on on-street parking.

The ‘Jetty Triangle’ at Cowes is currently used for parking. This area has the potential to be a major public focal point due to its prominent location, but acts as a ‘blockage’ between the well used pedestrian areas of the jetty, the foreshores, the Esplanade and Thompson Avenue.

Rhyll and Newhaven both have parking facilities for boats, cars and trailers and while well utilised, these foreshore car parks do exist at the expense of significant amounts of high-quality public open space.

The car park at the Nobbies functions well and has the attraction of well-designed landscaping and earthworks surrounding it, concealing the car park from surrounding areas.

**Public Transport**

Existing local public transport is very limited, comprising a V-Line bus that connects Cowes and San Remo to Wonthaggi, Dandenong and Melbourne, and a twice daily passenger ferry that runs to Stony Point, sometimes via French Island.
**Pedestrians**

Cowes

Thompson Avenue grades steeply at the northern end towards the coast. On the western side, ramps, steps and handrails have been recently installed to address the issue of disabled access. As a result, the streetscape is somewhat cluttered with an excess of rubbish bins, signage, furniture and planting beds.

Car parking in the ‘Jetty Triangle’ is an impediment to pedestrian flow between the jetty area and the commercial strip.

Footpaths are inadequate around Cowes; many residential streets do not have paved footpaths. This is a serious issue for local pedestrians, particularly the aged.

There is significant conflict between pedestrians and cars on the Esplanade and Thompson Avenue during peak times. A grid network of streets in Cowes supports pedestrianisation of Thompson Avenue between the Esplanade and Chapel Street, for events and special occasions.

**San Remo**

San Remo’s commercial area is conveniently located in a strip on Marine Parade. The footpaths in San Remo are inadequate for an effective flow of pedestrian traffic, particularly east of Bergin Grove where paths are narrow and a domestic-style nature strip separates car parking from pedestrian areas.

**Cycling and Walking - Out of Town**

Being a self-contained and flat area with high visitor numbers, and with spectacular scenery and attractions scattered over the whole area, Phillip Island and San Remo are ideal recreational cycling and walking areas; perfect for families and people of all ages.

Despite this potential, there is currently a surprising lack of adequate facilities for bicycling and walking outside of the townships. While some walks within the Phillip Island Nature Park are excellent, there is further scope to improve the opportunities for walkers and cyclists.

**Implications for the Design Framework:**

Traffic management measures should be considered to address both the safety and ease with which traffic movements can be made, particularly for emergency contingency access requirements and peak season / event management planning.

There is a high level of community concern about speed limits, wildlife-kill and people safety on the roads on Phillip Island. Community perceptions are that the speed limit of 100km/h is too high in most cases.

Equitable access to all forms of public and tourist facilities must be achieved.

The removal of local vegetation to facilitate higher speed limits is an inappropriate practice, and one that is unacceptable to the community.

Car parking in the main centres suffers from an issue that is common to areas of high visitation: it is under-utilised for most of the year and considered inadequate in busy times.

Potentially significant public spaces are currently being used for car parking. Public transport is very limited and a clear demand for a ‘shuttle’ bus in peak times is evident.

Footpaths within commercial areas are cluttered with furniture, creating difficulties for pedestrians.

Residential areas in all towns and townships are often lacking footpaths, making movement difficult, particularly for older people.

There are currently limited pedestrian and bicycle links between the townships and along rural roads.
Economic Activity

The local economy is largely focused on meeting the needs and interests of two main groups - the residential population and visitors. Within the scope of this Design Framework it is therefore important to define the type and extent of activities that underpin the local economy, and assess the outlook for future development.

Business and Employment

The composition and key features of the local economy are largely reflected in the types of businesses and employment patterns on Phillip Island, as indicated in the ABS Business Register, 1998. Similar information is not available for San Remo, although proportionally the sectorial and employment patterns in San Remo are likely to be similar to those in Phillip Island.

There are 340 businesses in the Phillip Island statistical local area (SLA) and there are 1,590 jobs within these businesses. The vast majority of the businesses (77%) are small-scale, having under five employees per firm.

There is a trend for an increasing number of permanent residents in the area and it is therefore likely that the number of people seeking employment will also increase.

Given that the current unemployment rate is higher, at 10.5%, regional Victoria (6.8%) and metropolitan Melbourne (6.1%), the generation of new jobs in the local area will clearly be an important objective for the future.

It is difficult to predict how the increase in the population will effect the number of people seeking employment in the future. This is due a number of variables including the number of retired persons becoming permanent residents, how many jobs will result from the growth in the local tourism industry and whether with improved transport links to the mainland, some residents can feasibly work outside of Phillip Island and San Remo but remain permanent residents. However, improving the economic environment to assist in the creation of new employment opportunities should remain a major objective in the growth of service related industries.

Key Sectors

Services are the key to the local economy. Two thirds of local jobs fall under the services category, compared with just 44% for the whole of Victoria.

Jobs in Phillip Island are principally located in the following main sectors:

- Accommodation, cafes and restaurants 22%
- Retailing 16%
- Health and community services 12%
- Cultural and recreational services 10%

These sectors account for 60% of all jobs located in Phillip Island. In contrast, these sectors account for 45% of jobs in the balance of the Shire, and 43% in Victoria.

Education is also a significant generator of local employment. Phillip Island is home to several educational facilities including Newhaven Christian College, Newhaven PS, San Remo PS and Cowes PS.
Tourism

Undoubtedly, tourism is the key industry of Phillip Island and San Remo. While no official tourism sector exists, it is estimated that some 40% of total jobs in Phillip Island and San Remo are tourism-based. This estimate takes into account the recorded figures for accommodation, restaurants and cafes, cultural and recreational services, and a share of tourism related retail jobs.

The future of the tourism industry in Phillip Island and San Remo is predicted to significantly increase. The amount of visitor activity over the next 10 years represents an increase of some 560,000 day and overnight visits on an annual basis by 2011. This level of annual visitation would generate in the order of $50 million in new visitor expenditure. These forecasts indicate that an improved range of accommodation facilities and tourist attractions will be necessary to support the industry.

Retail Floor Space

Cowes is the main centre on Phillip Island and it provides a range of retail, business, personal and community services to the resident population and to visitors. The relatively large size of the Cowes commercial centre is evident when comparing the area of retail floor-space in each town - the Cowes retail area is almost three times the size of the next largest centre San Remo.

As the main centre, Cowes (with 11,500 m² in retail floor-space) accounts for an estimated 70% of retail turnover generated across Phillip Island and San Remo.

Other centres comprise San Remo (4,000 m² retail floor space) and smaller centres at Newhaven (1,710 m²), Cape Woolamai (890 m²), Rhyll (440 m²), Ventnor (300 m²) and Smiths Beach (300 m²). The smaller centres provide mainly convenience-related retailing to the neighbourhood residents and holiday house occupants.

Retail Activity

Total retail turnover for Phillip Island and San Remo amounts to approximately $81 million. This includes all retail activity for the centres listed above, but does not include any retail sales attributed to ‘stand-alone’ visitor attractions, such as the Penguin Parade and the Seal Rocks Interpretive Centre and the motor cycle Grand Prix.

A significant proportion of this retail sales turnover are attributable to visitors to the region, including non-permanent residents, holiday makers and day-trippers. In 2001, it is estimated that around $52 million was attributed to this market with the remaining $29 million coming from local residents. (Essential Economics, 2002).

Based on growth in resident population and in visitor numbers and a reduction in escape spending, an additional 7,000 m² of retail floor-space is forecast to be supportable by 2006. The pressure for retail growth is expected to occur mainly in San Remo and Cowes, being the larger town centres. Approximately 3,400 m² of this is attributable to the strong growth in tourism and would probably include cafes, restaurants, takeaway food and gift shops. The remaining 3,600m² of potential additional floor-space would be used to service the growing resident populations within each township, and would probably include supermarkets, general stores and other providers of local services.
Escape Spending

A significant amount of residential food spending is being directed to towns outside of Phillip Island and San Remo, to towns such as Wonthaggi and Cranbourne. This ‘escape’ food spending is estimated at 40% of total food spending, or approximately $11.5 million.

Approximately half will be attributed to strong growth in visitor numbers - therefore part of this development should cater for the tourism market with cafes and restaurants, gift shops, take away food outlets and retailers stocking specialty and locally produced goods.

The remaining demand will come from residents. New retail is likely to include a supermarket and a limited range of non-food shops mainly focusing on day-to-day shopping and personal services. New retail development should be located in the existing commercial centres, particularly Cowes and San Remo.

Implications for the Design Framework:

- The town centres of Cowes and San Remo are important generators of local income, and provide important retail services for the community. These areas are also significant public nodes with associated issues of parking, footpaths, built form and streetscape.
- The smaller townships are generally lacking in the retail and commercial services required to support a growing population.
- “Escape” spending is resulting in local money being spent on food, outside Phillip Island and San Remo.
- Comparatively high rates of unemployment at the present time indicate a need for additional generators of employment and income.
- Future demand for retail floor space should be accommodated within the existing Cowes and San Remo town centres.

Farming

Although no current figures exist on local job numbers in the farm sector, ABS 1996 statistics show that at that time there were some 90 residents who were involved in this sector.

Most farming activities were concerned with cattle and sheep farming, milk production and pastures.

Farming on Phillip Island, and probably to a similar extent on the Anderson Peninsula, is of relatively lesser economic significance when compared locally to the tourism and town centre services. On a regional scale, farming on Phillip Island is of a relatively low level of importance compared with nearby areas. In 1993 (the most recent figures), Phillip Island contributed only 0.5% of the regional agricultural GDP.

Despite the limited economic significance of local agriculture, it is a significant land use component and contributes greatly to the landscape and character of Phillip Island and San Remo. Farming is an important aspect of the local cultural heritage and provides much of the social tradition that underpins the community.

Implications for the Design Framework:

Challenges for the future will be to maintain viable farming activity and to deal effectively - in land use and planning terms - with proposals for alternative use and development of farm land.

As pressure on property prices increases it will become increasingly important to prevent ad-hoc subdivisions of rural land and to protect rural areas that contribute significantly to the character of the area.

There are ongoing environmental and agricultural issues such as salinity, pests and weeds that need to be effectively dealt with.

Recognising the economic threats to agriculture and the important role that farming has in the area, it will be important to work with the rural sector to assist with sustainable farming and rehabilitation of the land.
Development Pressure

Whilst the environment and character of each township is unique, the development pressures for greater residential, commercial and tourist developments are not. Similar to all developing urban and semi-rural environments across Victoria, Phillip Island and San Remo has experienced a rise in the number of large commercial and residential developments over the past 2-3 years, indicating there is considerable interest in the future growth of the Island, San Remo and Anderson Peninsula.

A clear trend in the larger development proposals is a combination of commercial and residential uses within the retail centre of the main townships, as well as developments taking advantage of a number of key sites for higher density residential buildings aimed at permanent residents and short term tourist accommodation.

There are a number of contributing factors that can be linked to the increase in development such as:

- Steady increase in the population growth of the townships exists, with a significant shift towards permanent residents. This is coupled with the fact that the majority of the population is over 50 years of age (retired couples) together with smaller family units.

- The tourism industry continues to grow on Phillip Island and the Anderson Peninsula. This brings with it an associated need for a range of accommodation to meet this demand together with additional facilities for eco-tourism and the like.

- More flexible planning controls have been introduced as part of the Victorian Planning Provisions and the new format planning scheme. This allows for a broader range of development and uses in comparison to the old planning scheme.

- Property boom across Victoria, particularly in coastal areas.

- Improved access to Melbourne, the south eastern suburbs, Gippsland and the Latrobe Valley.

- Increased focus on local tourism as opposed to interstate or international tourism.

In addressing the situation the overriding approach should be to actively encourage consolidation of the existing townships, allowing development on vacant lots and redevelopment of sites appropriately zoned. Expansion of residential, commercial and tourist related development into the rural landscape should be discouraged.

There also needs to be a clear outline of what defines suitable or appropriate development within the existing township boundaries. It is necessary that development of vacant land and the redevelopment of key sites is undertaken in a sympathetic and sensitive manner, appropriate to the existing coastal and rural environment and is consistent with the ‘Vision’.

The overriding objective for development should be consistent with the Victorian Coastal Strategy 1997 which is “to provide for development, within defined limits (both extent and intensity) to protect areas of environmental significance and to preserve areas between settlements in non-urban use.”

Implications for the Design Framework:

Amendments to the Bass Coast planning scheme should seek to address the development pressures on the townships and the rural landscape.

Consolidation within township boundaries on appropriately zoned land should remain the focus for future development.

There is a need to clearly define township boundaries and focus development within them.
Tourism

Tourism Context

Phillip Island and San Remo fall under the Phillip Island and Gippsland Discovery Product Region as defined by Tourism Victoria. The Region covers five municipalities and extends from Phillip Island to Central Gippsland. The western end of the region also covers the Shires of Casey and Cardinia.

The region is a popular destination for domestic and international visitors. Phillip Island, as part of the broader product region, is actively marketed as a nature-based destination with the main attractions including those contained within the Phillip Island Nature Park: the Penguin Parade, Seal Rocks Interpretative Centre and the Koala Conservation Centre.

Phillip Island receives the highest number of international visits to Victoria, outside of metropolitan Melbourne. It is also on the nation’s list of the Ten Most-Visited Tourist Attractions, holding 7th place, with 314,000 international visits, according to the National Visitor Survey 1998 (refer Journal of Bureau of Tourism Research, Spring 2000). Top position is held by the Blue Mountains at Katoomba (776,000 visitors).

Tourism Development

Tourism development in the study area is strong and ongoing, and current proposals include a major convention centre, a new branded accommodation facility, several golf course facilities and a number of heritage trails. These initiatives will be important in improving the product offer and enhancing the market mix, with the aim of stimulating visitor growth and the development of local business and employment opportunities.

A number of issues associated with tourism development have been identified through stakeholder discussions, public consultation, a review of previous strategies and an assessment of the tourism accommodation and attractions in Phillip Island and surrounds. Key issues for tourism development in the study area include the following:

Need for Improved Accommodation Facilities

- Presently, there are 72 commercial accommodation properties. Combined, these facilities have an estimated capacity of 10,560 beds.
- The average RACV rating for the locality’s accommodation is 3.5 star.
- Most (64%) of the study area’s accommodation capacity is in camping sites and this reflects the strong demand for this form of accommodation, especially during school holidays.
- There is only limited accommodation capacity in hotel/motel/resort-type development in the study area (some 2,460 beds, or 23% of all overnight accommodation).
- In recent years a number of strategies have identified the need to improve the accommodation offering. Development options have included an integrated environmental-focused resort; a budget-style group facility; and a country club establishment.

North - South Tourism Development

Tourism development in the study area reflects a north-south divide. The northern aspect of the island includes the main commercial centre, Cowes, and this area is the primary focus for the summer holiday market. The southern side of the Island features the principal “stand alone” tourism attractions, and these are the primary focus for the domestic and international
day trip markets, and for the Grand Prix market. San Remo is the obvious entry-point to the island, as well as providing a commercial/retail focus for residents and many visitors.

**Seasonality Impacts Heavily on Tourism Operators**

Seasonality is one of the most pressing impediments to business success. The Phillip Island Winter Strategy (Centre for Hospitality and Tourism Research, Victoria University, 1995) recommended a number of initiatives to address this issue, including the provision of a range of ‘all-weather’ activities and facilities, improving the range of accommodation options and enhancing dining, amusement and entertainment activities in the Island’s commercial centres.

**Impact of Day Trip Visitors**

Phillip Island’s current reliance on day trip visits impacts on the economic benefits derived from tourism activity. The average spending of day trip visitors to Phillip Island (approximately $50 per visit) is below the state average of $70. This suggests that there may be a lack of some of the facilities and services that would otherwise attract day visitor spending. Increasing the local share of overnight visitors (presently about 33% of all visits) and consequently increasing expenditure, is viewed by many stakeholders as a critical factor in increasing economic benefits derived from tourism.

Providing the ‘right’ product to stimulate demand for overnight stays is an important element in the conversion of day trip visitation to overnight visitation.

**Commercial Precinct Development**

Despite the magnitude of visitor activity in Phillip Island and surrounds (over 2,000,000 visits a year), spending by visitors in the Island’s commercial centres is relatively limited. This largely reflects the type of visitation attracted to the commercial centres (ie, predominantly intra-state visitation, and summer and weekend markets); and the relatively limited range of retail facilities and services targeted to the visitor market, other than in Cowes. Recreation, entertainment and hospitality services available may also be considered as limited.

Information on visitor spending is limited, however, data provided by the Bureau of Tourism Research shows that retail spending by visitors to Phillip Island is strongly focused on take-away food, alcohol and restaurant meals. Improvement in the areas recreation and retail precincts - including provision of a range of night-time entertainment features and facilities - is therefore important in adding to the visitor experience and encouraging greater expenditure in the commercial centres.

As an example, Bass Coast Shire Council has recently piloted a summer night-time market in Cowes, and the provision of a pedestrian ‘boulevard’ or non-vehicular area in close proximity to the commercial area to facilitate these types of events. This is an important element in the development of Phillip Island’s main commercial precinct.

**Events are Important to Phillip Island**

Phillip Island’s position as a major motor sports-events destination is strongly connected to the Grand Prix Circuit. This facility, which is utilised for an estimated 255 days annually, is a significant asset for Phillip Island and more importantly, for Victoria’s tourism development.
**Improving Transport Options**

Serious investigation into the development of a car-passenger ferry (Stony Point to Cowes) has recently been proposed by the Department of Infrastructure. Introducing such a ferry would acknowledge and build upon the locality’s ‘island status’.

Importantly, the ferry development would also reposition Cowes as the ‘front door’ to Phillip Island, whereas presently it operates as a ‘backdrop’. A small-scale passenger ferry presently operates a daily service from Stony Point to Cowes. This existing service provides a strategic link to the Mornington Peninsula and French Island, while the proposed larger-scale vehicular service would expand this land-sea connection and provide an important element in Victoria’s coastal touring route.

**Market Perceptions of Phillip Island**

Melbourne is a primary market for Phillip Island and San Remo visitations, accounting for 1.3 million visits, or almost 60% of all visits annually. Research undertaken by Victoria University (Centre for Hospitality and Tourism Research, 1995) shows that the Melbourne market perceives Phillip Island as a warm-weather destination, offering a range of outdoor activities. It is also perceived as a budget destination dominated by international visitors, but also having a largely unchanged tourism product and having possibly superficial environmental attractions. Phillip Island is viewed as offering a ‘seaside holiday’ opportunity, but this may be unacceptable to more sophisticated markets.

The research also showed that while there is a high level of awareness of Phillip Island, there is a low level of interest and a limited sense of urgency to visit.

**Implications for the Design Framework:**

Seasonality of tourism activity is an issue. The range of events presently staged in could be expanded to provide more attractions during ‘off-peak’ times.

Phillip Island is currently isolated from the existing coastal touring routes. Linking in to a larger ferry network would reposition Cowes as the front door to Phillip Island for the first time since 1940, heightening the status of the Cowes foreshore and commercial area. These areas would then require attention in order for them to cope with the increased demands on their infrastructure.

Research indicates that there is an urgent need to ensure that the development and marketing of future tourism opportunities are part of a strategic vision, contributing to the maturation of the place as a quality visitor destination.

The north-south division could be emphasised in the planning and design of tourist facilities in different locations, need for a better range of accommodation and a range of opportunities for different markets.
The Townships

Urban settlement has occurred mainly on the coastal edges or on elevated land where sea views are available. On the northern edges lie Cowes, Rhyll, Newhaven, San Remo and Ventnor, while Cape Woolamai, Smiths Beach, Surf Beach and Sunderland Bay lie on the south coast, with Wimbledon Heights and Sunset Strip located inland from the coast on relatively elevated land.

The physical separation of each community has allowed them to develop their own identities - a characteristic which is much cherished by their respective communities. Each place has a different mix of permanent and part time residents and each community offers a different character and lifestyle.

The following pages investigate built form, streetscapes, open spaces, heritage and the character of the individual townships. It begins with San Remo in the east and moves anticlockwise around Phillip Island, to Cape Woolamai.

Implications for the Design Framework:

The charm of the townships lies in their difference. Each place has a special character, a different focus and a unique pace of life. It is important to maintain and enhance these characters in the face of increasing pressure for development.

Township boundaries are not defined or clear in all cases. This results in a less cohesive township than could otherwise be achieved with consolidated growth and defined edges.

As population growth is predicted, an appropriately scaled commercial and community centre containing the right level of infrastructure and facilities needs to be available to residents and visitors within each community.
San Remo

San Remo is a residential and holiday town on the edge of the mainland facing Phillip Island. The population doubles over the summer holiday period as almost half of the properties in San Remo are occupied on a part time basis.

Its identity is based around fishing, and in recent years has experienced a significant demographic shift towards an aging population of retired persons. This is consistent with a trend that is being experienced across a number of Victorian coastal towns. The local fishing industry has slowed and retirees have relocated to the town for its relaxed, coastal lifestyle.

Land Form

Topography
San Remo is located at the tip of the Anderson Peninsula which comprises elevated open pasture that rises from the coasts to a ridge line, extending to San Remo. High cliffs to bluffs mark the interface between land and the Bass Strait on the south coast, while land grades down towards the north coast with a gentler gradient.

Within the town centre, the topography is more level, with a steep grade up to the bridge and Phillip Island Road, and a gentle grade towards the coast.

The area has outstanding scenic qualities due to the dramatic landscape and access to views of farmland, coastal areas and sea scape.

Vegetation cover
The rural land surrounding San Remo and on to Anderson has been mainly cleared of indigenous vegetation and is open pasture offering clear views.

Orientation
The town faces north to Western Port, allowing many houses spectacular views and good solar access. The public realm areas of the foreshore and retail strip also have a favourable north facing orientation.

Implications for the Design Framework:
Structures on the ridgeline from Anderson to San Remo are highly visible from the road, the sea and surrounding environs. Development on the ridgeline should be prevented.

The outstanding scenic qualities of the area will need to be protected from development in inappropriate areas.

The topography of San Remo allows many houses on the side of the ridge line to access wonderful views of the water.

There is a risk of development extending back towards Anderson, away from the San Remo town centre, leading to a lack of cohesion in the town.

The rural land on the north of the Phillip Island Road is an important visual resource, allowing sweeping views of farmland, with Western Port and Phillip Island beyond. Further development of structures along this strip would interfere with the quality of the views and should be discouraged.

The beaches and coastal zones around San Remo are fragile and subject to erosion, and therefore need to be protected.
Land Use

San Remo is a residential town with a significant commercial centre and community facilities including a primary school. The town caters for holiday makers as well as residents, and in the past was a thriving fishing village.

The rural environs are generally used for grazing, with some land nearby given over to alternative agricultural practices, including plantations of olive trees and vines.

Currently, there are two proposals for major golf courses and associated developments. If these are approved, golf and recreation will become a significant land use component.

Proposals have been made in the past for a marina, but this is currently in abeyance.

Implications for the Design Framework:

The large areas of rural land surrounding San Remo contribute to the character and scenic value of the place and should be protected from inappropriate development.

The proposed new golf courses in the area will change the land use mix, but this type of use can be compatible with the existing scenic qualities and open land.

Any proposal for a marina must demonstrate conclusively that environmental damage will be minimised and that the development would be beneficial to San Remo.

Built Form

Residential

San Remo’s housing can be roughly divided into two areas – the flat lower area close to the town centre and the ‘hillsides’ behind. The lower town includes the older housing located behind Marine Parade on the coastal flats. It is the historical core of the town and includes the school, caravan parks, sporting facilities and community organisations. Anecdotal evidence suggests that permanent residents tend to live in this area due to the proximity the town centre.

The built form has a beachside character and is mainly single storey. Materials are often lightweight, including timber and fibro-cement cladding.

The houses on the hillside are newer and generally larger, many being two storeys. These dwellings are positioned to take advantage of the expansive views offered from these sloping sites. Council officers have suggested that the hillside houses are more likely to be holiday or weekend houses, however, this is rapidly changing as people retire permanently to the area.

Dividing these two areas is ‘Keams Land’ a significant tract of open rural land in the heart of San Remo, that is clearly visible from the Phillip Island Bridge.

In the context of the whole of the study area, San Remo will in future come under increasing pressure for new subdivisions and housing development. An estimated 13.1% per cent of lots are appropriately zoned for residential development is vacant within San Remo. This land must be developed prior to any expansion of the township and should be adequate for the next 5 - 10 years of population growth. San Remo is constrained by the sea on three sides, and is bounded by rural land to the east. If there is demonstrable demand for more housing development in the future, some of this rural land could be rezoned. To maintain the integrity of the town however, consolidated development within should occur prior to the rezoning of additional residential land.
Commercial

The building fabric on Marine Parade, west of Bergin Grove, forms a retail strip along the south side of the street. Although they face the sea, these establishments are not able to successfully address the water due to the expanse of asphalted car park adjacent to the foreshore. Also, the existing foreshore toilet block interrupts potential views of the jetty from the street.

Buildings are one or two storeys, and generally present individual shop facades with some continuous building frontages. The retail strip is only one shop deep along Marine Parade, with a mix of residential, caravan park and vacant land behind. The quality of the built form is generally poor, with little historic character. The two hotels and the fishing co-op are relatively key buildings which, along with a café and a bakery, contribute to the public realm by providing outdoor dining opportunities. They are not, however, architecturally significant.

The commercial area continues east along Phillip Island Road and commercial uses and building types tend to be grouped in areas along the strip.

West of Bergin Grove: retail, entertainment, hospitality uses including hotels (2), restaurant, cafe, bakery.

Bergin Grove to Back Beach Road: retail, local services including newsagent, hairdresser, chemist, real estate, doctors surgery, butcher, hardware, laundrette.

East of Back Beach Road: larger lot commercial and community uses including church, motels, service station. There are several vacant lots.

Implications for the Design Framework:

Residential Issues:

As the population continues to age, the ‘lower’ town will become more sought after due to its proximity to the commercial area and facilities. Compact, accessible medium density housing in the San Remo Village area is likely to become in demand due to this changing demographic.

The function and scale of the town will be altered significantly if residential development is allowed to extend unchecked along the peninsula.

Keams land will continue to create a division between the upper and lower residential areas for as long as it remains vacant.

San Remo’s boundaries are constrained on three sides by water, meaning that opportunities for expansion are limited. As such, consolidated development will need to respect its context and surrounding dwellings. It is expected that there is a 10-year supply of land available and expansion is not considered necessary within this timeframe.

Commercial Issues:

The commercial strip of San Remo is currently composed of building form that does little to attract visitors away from the journey onwards to Phillip Island.

Opportunities for development of commercial establishments exist on vacant land east of Back Beach Road, and in redeveloping existing commercial buildings.

Building west of Bergin Grove currently have limited connections with the foreshore and do not take full advantage of their location.
Linkages, Nodes and Interfaces with Environs

Links to Phillip Island and the Water
San Remo and Phillip Island are undeniably linked. Although separated by a stretch of water, The Narrows, Phillip Island and San Remo are linked by a 750 metre road-bridge which connects the two shores.

Likewise, views and vistas link the two sides. San Remo’s shopping strip and the houses on the hillside beyond, stand facing the island and the water and are visible from many vantage points on the island. Similarly, Newhaven’s jetty and buildings are visible from many part of San Remo.

Phillip Island residents speak with emotion about driving home at night and glimpsing the lights of Newhaven from the approach road outside San Remo; and when discussing what makes San Remo unique, many locals mention the vistas from the houses on the hills.

Social connections also exist between the communities of San Remo, Newhaven and Cape Woolamai. Residents of these communities see themselves as part of the one ‘district’, sharing community and commercial facilities.

Due to its on-the-water siting, the public realm including the foreshore and commercial area has the potential for excellent connections with the sea.

Interface between Residential and Rural Land
Residential land uses in San Remo tend to bleed out into rural land. This trend is particularly evident at the town’s eastern edge, where rural residential development acts as an interface between the residential area and rural land.

Rural residential development is an inefficient use of land which has the potential to lead to fragmentation of the town in future and to limit options for future expansion of the township. This edge is particularly important because development is constrained by San Remo being surrounded by water to the north, south and west.

Interface with the coast
The coastal zones are fragile around San Remo. The foreshore and beach areas to the north and north west are showing signs of wear and tear due to pedestrian traffic. These areas are important recreational resources and lack the robust infrastructure necessary to support the current levels of use.

Rural / coastal interface land that extends around the coast is entirely cleared of its original vegetation.

Implications for the Design Framework:
The bridge tends to overwhelm San Remo’s village scale and dominates most views from the public realm. There needs to be a greater emphasis on the design of the foreshore to reduce this visual dominance.

The public realm areas of the foreshore and commercial area are not well connected due to excessive car parking and the dominance of structures on the foreshore.

San Remo’s proximity to Newhaven and Cape Woolamai should be recognised when contemplating future development and infrastructure.

It is important that a defined edge be given to development, both residential and commercial, to protect the scenic qualities of the rural land to the east and the integrity and function of urban areas.

Coastal interfaces that are used by the public need attention to ensure they are robust enough to support use - eg recreational walking, swimming, etc, while minimising erosion and environmental damage.
Movement

Roads and Traffic
Approaching San Remo via Phillip Island Road, one’s attention is directed onward to the water and to the bridge. To enter into the San Remo commercial area requires a diversion to the left, onto Marine Parade. For visitors to the island, the Phillip Island Road appears to swiftly bypass San Remo, and with little streetscape presence to engage the passer-by, it is relegated to the role of a ‘service lane’ en route to Phillip Island.

The road design at this point makes right hand turns into San Remo when heading east from Phillip Island difficult, especially during times when traffic to Phillip Island is heavy.

Marine Parade suffers congestion during busy shopping times.

Parking
The commercial area has a surplus of car parking, even during peak times. The on-street parallel parking is well-utilised, but two large car parks on the foreshore appear to provide more capacity for overflow than is required.

Currently there is an issue with the number of tourist buses and coaches (en route to Phillip Island) parking on street and creating significant traffic congestion.

Pedestrians
Generally, footpaths are of a poor standard. Within the commercial area the footpaths are generally too narrow to accommodate outdoor dining, disabled access and street furniture.

Many residential streets do not have footpaths, causing pedestrians to walk on the road or nature strip. This is of particular concern to older residents.

Walking tracks on the foreshore are disconnected and do not form a cohesive ‘trail’, making it difficult for people who walk for fitness or recreation to access a safe and convenient route.

Implications for the Design Framework:

Egress from the Phillip Island Road (from Phillip Island) to San Remo is difficult when there is heavy traffic to Phillip Island. For example, Friday evenings or on event days.

The parking in San Remo’s commercial area is under-utilised and occupies valuable public space.

Footpaths in San Remo’s commercial and residential areas are of poor standard and do not cater for the expanding ageing population.

Those who walk for recreation and fitness are not well catered for in San Remo.

Bus parking within areas created for car parking is causing significant congestion.
Public Spaces

The Foreshore

Car parking divides Marine Parade from the northern edge resulting in conflict between pedestrians and cars. The public toilet block adjacent to the car park denies views of the water and the fishing boats from the main street.

The different foreshore areas are somewhat disconnected due to disparate elements in the landscape, such as the fishermans co-op, toilet block, car parking and different styles of picnic furniture, barbecues and landscape treatments.

Beyond the shopping strip is the hub of San Remo’s fishing scene, the co-op. The adjacent jetty with fishing boats moored presents a picturesque backdrop to the pelicans on the beach, waiting for their daily 11.00 o’clock feed. On any given morning senior citizens and school children await this spectacle, with anticipation.

The foreshore is San Remo’s defining public space and the jetties and co-op are significant cultural features, but the spaces do not function as a cohesive whole.

![San Remo's foreshore is the town's major asset. It is currently dominated by a carpark, and is in need of an upgrade.](image)

Streetscape

The retail strip of Marine Parade extends to Bergin Grove in the east; at this point the cohesion of built form dissipates. West of Bergin Grove the strip is a disparate collection of building styles, set backs and uses. This section is exposed to heavy traffic on Phillip Island Road and sun and northerly winds.

At the western end of Marine Parade the caravan park at Woolamai Grove marks the end of the strip. The street continues through to an unsurfaced car park overlooking the water.

The retail streetscape is somewhat run-down and the paving is in poor condition, posing a potential risk to San Remo’s ageing population. There is an opportunity to improve the quality of the streetscape by widening the footpath in places and consolidating the somewhat cluttered street furniture.
**Microclimate**
Due to San Remo’s northerly aspect, the foreshore and commercial area is exposed to sunlight for most of the day. In winter this makes for a favourable microclimate. The shopping strip is relatively sheltered from south westerly winds coming off Bass Strait.

In summer, the foreshore is heavily exposed to sun and northerly winds, and areas such as the children’s playground suffer from a lack of shade.

**Trees**
Historic cypress trees (*cupressus sp.*) dominate the foreshore side of Marine Parade, giving a sense of vertical scale to the streetscape. Norfolk Island Pine (*Araucaria heterophylla*) grow to a similar stature and have been planted recently along the foreshore.

Small Eucalyptus trees have been planted within the pavement on the south side of the street. The scale and character of these trees is appropriate for their location.

Along the Phillip Island Road cypress trees form an avenue and provide the entrance to San Remo with a strong character.

**Implications for the Design Framework:**
San Remo’s public spaces, including the foreshore and the shopping precinct have excellent potential but currently fail to connect with each other to form cohesive, linked spaces.

Street trees are important to San Remo’s public spaces and as the dominant trees are now in senescence, a replacement strategy should be a priority.

Microclimatic conditions favour San Remo, allowing excellent solar access for north-facing shops and homes. In summer though, the public realm is quite exposed to the sun, and requires shading.

The footpaths servicing the shopping strip are currently ill-equipped to cater for outdoor dining and safe pedestrian movement.
Newhaven

Newhaven is a residential township with a recreational boating emphasis. In comparison with the activity of San Remo as a fishing village, Newhaven is smaller and more relaxed.

**Land Form**

**Topography**
The township of Newhaven is contained within a small peninsula between Western Port and the Narrows, on the far eastern edge of Phillip Island. It is generally flat with small bluffs forming the interface between land and sea.

Newhaven’s northeastern coastline is characterised by bluffs and mangroves rather than the dunes, cliffs and beaches found on other stretches of Phillip Island coast. A small marina glimpsed from the coast-hugging Forrest Avenue indicates that this is a more sheltered cove.

Further along Forrest Avenue to the west, mangroves blur the edge between land and sea. This is the closest land to Churchill Island and from this point a bridge spans the mangrove flats.

**Vegetation Cover**

There is very limited indigenous vegetation left within the township itself, however revegetation has occurred along the coastal edges. South of Phillip Island Road, the Newhaven Caravan Park is located within a densely wooded, swampy coastal area. North west of the township a protected area of mangroves has been preserved.

**Orientation**

Much of Newhaven is visible from San Remo and the Phillip Island Bridge.

Due to the town’s coastal orientation there are views out to sea and back to San Remo from the houses on Forrest Avenue, the foreshore and other locations. From the St Paul’s site there are views of the mangroves and Churchill Island. Otherwise, from the Phillip Island Road, Newhaven is quite hidden from view.

**Implications for the Design Framework:**

Newhaven’s boundaries are limited by water and mangroves and the township is already consolidated. Careful consideration will need to be given to any increase in building density to ensure that impacts on the coastal environment and views are minimised.

Newhaven has limited vacant land with little additional capacity for residential expansion.

Newhaven’s orientation and siting on the water means that built form is visible from the sea, San Remo and from the Phillip Island bridge. New developments should consider the views from these locations.

**Land Use**

Newhaven has the highest proportion of permanent residents across the communities of Phillip Island and San Remo, with 62% of properties being occupied on a full time basis. Available land is at a premium, with only 5% of lots vacant (November, 2001). This land must be developed prior to any expansion of the township and should be adequate for the next 5 - 10 years of population growth.

Several educational institutions are based in Newhaven, including Newhaven College, the St Pauls complex and Newhaven Primary School.
While Newhaven’s boundaries were once principally defined by the coast, Boys Home Road and Phillip Island Road, there is a caravan park to the south of Phillip Island Road, and the land to the west is dotted with various light industrial sites that face the main road.

This pattern of sprawling development and unclear boundaries poses a threat to the compact form of Newhaven.

**Boating Infrastructure**

Newhaven has a strong recreational boating association. The eastern coastal edge of Newhaven is dominated by boating facilities. Access to the water is in the form of a two-lane boat ramp and sealed car park. Also in this area are the Newhaven Yacht Squadron, marina and Newhaven Jetty.

**Built Form**

**Residential**

Newhaven is primarily a residential township, with few vacant lots available for development. The township is bounded on several sides by water and the Phillip Island Road, which means that Newhaven is likely to retain its existing compact layout.

Forrest Avenue is a residential street with some motels and bed and breakfasts. The houses overlook the water but for the most part do not interface with the foreshore. Buildings are significantly set back from the street. The combination of mature gardens and well established foreshore vegetation gives the street a green and sheltered atmosphere. Power lines are aerial bundle cabled, allowing trees to grow to a reasonable height.

**Commercial**

Newhaven’s commercial area is based around the township entrance.

A short strip of shops, Newhaven Plaza in Forrest Avenue, is partly untenanted. This presents a poor image of the town that belies its active and organized local community. The general store, located at the southern end of the shopping strip opposite the park, appears to be thriving and is apparently a hub for community interaction.

A key site exists on the southern corner of this block and is currently vacant, yet relates to the servicing of the commercial use next door. An important issue for future development of this site will be to ensure that both Forrest Avenue and Anderson Street are addressed by the development, and that pedestrian links to the park opposite are established.

The site on the corner of Forrest Avenue and Phillip Island Road, currently occupied by ‘Dutchies’ cafe, is a prominent site that is visible to passing traffic and close to the bridge.

Another retail area in Newhaven exists on the Phillip Island Road and includes a veterinarian, pet shop and surf shops.

**Industrial**

Several industrial/commercial/large tourist developments exist at the fringes of Newhaven, including a building supplies business, the dairy museum and flower farm. Generally, these sites detract from the surrounding landscape due to the exposed nature of the buildings and signage. Car parking, fencing, lack of landscaping and clutter are other issues that need to be addressed in the design and siting of industrial developments.
Improvements to this area are important as it is a critical entrance zone for Phillip Island as well as Newhaven.

**Heritage**
Newhaven is one of the older settlements of Phillip Island and some historical buildings remain. St. Paul’s Discovery Centre, the site of the former boys’ home, is a significant structure overlooking the north-facing coast. Amongst predominantly postwar housing are a few early 20th century dwellings.

**Implications for the Design Framework:**

Newhaven has some capacity for additional retail establishments, with key sites being the corners of Forrest Avenue and Anderson Street, and Forrest Avenue and Phillip Island Road.

There is potential to improve the shopping area as part of the public realm. The shops are “clustered” in one area, with potential links to the nearby public park.

It will be important to protect the existing high standard of residential built form.

With little available land for residential expansion, new developments must pay particular attention to context, especially nearby housing.

The commercial sites detract from the visual quality of Newhaven and environs given this is an important entrance to Phillip Island. Issues such as landscaping, siting and signage should be addressed for commercial developments.

Newhaven does not have room for much residential expansion, so its growth is limited to consolidation and infill within the existing township. As such, consolidation will need to respect its context and other dwellings.

Newhaven is perceived as a place of historical significance on Phillip Island. The township’s links to the past should be protected and expressed through the design of the public realm.

**Linkages, Nodes and Interfaces with Environrs**

**Gateway**
Newhaven is located just off the Phillip Island Road, immediately after the bridge. This entrance is the physical link between the township and the rest of the island. The sign for the turn-off is difficult for visitors to notice, and together with cluttered signage and poor landscaping, the image presented at this important gateway threshold is negative.

The town park with mature trees, a rotunda and playground equipment marks the corner and acts as a buffer between Newhaven and the Phillip Island Road.

**Links**
Newhaven is close to historic Churchill Island and linked by bridge over mangroves.

Newhaven and San Remo are closely linked, but views are obscured by the Phillip Island Bridge.

Newhaven, Cape Woolamai and San Remo are socially linked, sharing community and retail facilities.

**Interface with rural land**
The western edge of Newhaven is currently poorly defined with residential and industrial built form bleeding out into the rural land beyond. This detracts from the township’s otherwise high quality, consolidated urban character.
Interface with the coast
The interfaces between land and sea at Newhaven vary in their treatment from hard-edged car parking and boating infrastructure, to well-vegetated bluffs and mangrove reserve areas.

Implications for the Design Framework:
There is a threat of Newhaven’s urban edges bleeding out into rural land beyond, leading to a lack of definition and identity. A clear township boundary needs to be identified.

The bridge connects to the island close to the Newhaven entrance. The area is the threshold to the island for local residents and visitors from all over the world and demands a design treatment that reflects its landmark status including signage.

The entrance to the township of Newhaven is ambiguous and easily missed.

The retail cluster and park area could be better linked to provide a more substantial public activity node.

Public Spaces
Streetscape and Microclimate
The small commercial area in Newhaven is generally not comfortable for pedestrians. Several key issues contribute to this, including:

- A wide and busy street which is dominated by car traffic results in a scale that is not comfortable for pedestrians
- Shops located on one side of the street only
- Few street trees, lacks a coherent identity
- Few opportunities for outdoor dining
- Faces east so has limited solar access

The park opposite though, is quite well utilised and acts as a green buffer between Newhaven and the road.

The Foreshore
The Newhaven Jetty is a well used public space offering wonderful views and the attraction of being on the water. People use it as a meeting place for fishing and relaxing. A large fish processing factory is located on the jetty and is prominent from the bridge that passes to the south. This node is a popular gathering place for the community and visitors alike, but the dominance and unattractiveness of the shed detracts from the function of the jetty as a people place.

Implications for the Design Framework:
The public park acts as a buffer between Newhaven and Phillip Island Road - this could be rejuvenated and play a greater role in presenting the image of Newhaven and defining the entrance.

The existing fish processing factory at Newhaven jetty is a dominant visual feature from land, bridge and sea. It is located in an area that would be better used as a place for recreation and social interaction.
Rhyll

Like San Remo and Newhaven, Rhyll presents an image of an independent coastal township, with an active community and an emphasis on boating. Its boundaries are more defined than Newhaven due to the Rhyll Wetlands that lies to the west. It is connected to Cowes by the Cowes-Rhyll Road which traverses the Rhyll Wetlands, and to Newhaven by the Rhyll-Newhaven Road.

Around half of Rhyll’s residential properties are occupied on a permanent basis. Local people have commented that this is beneficial to the cohesion and diversity of the community.

Landform

The topography ranges from flat land at the coastal edge near the jetty, to elevated land above cliffs that extend west from the yacht club where the foreshore is wide and grassed.

The beach at the foreshore is stony, but otherwise Rhyll’s coastal landforms are intertidal flats of silt and mud. The conservation areas and bird sanctuary that lie to the west and north are low-lying coastal wetland areas with significant habitat value.

Rhyll’s microclimate is enhanced by its northerly aspect.

Implications for the Design Framework:

Rhyll is bounded by sea and wetland, so growth of the township will be constrained by these natural physical barriers.

Development within Rhyll should be sympathetic to the significant local environmental features.

Land Use

Rhyll is mainly a residential township, with a small amount of commercial activity and some tourist accommodation including a caravan park and bed and breakfasts.

The coastal areas and the wetland to the west have environmental and landscape value, including significant and fragile habitat for birds, fish and other wildlife.

Public open spaces in Rhyll include the foreshores and a large and well utilised town park in the centre of the residential area, opposite the general store on Lock Road.

The foreshore supports several recreational uses and associated structures, including a yacht club, angling club, jetty, boat facilities and walking tracks.

Implications for the Design Framework:

There is increasing pressure for development in Rhyll. Maintaining a balance between the needs of residential, commercial and conservation uses will become increasingly important.

The foreshore is used for an assortment of recreational, commercial and car parking facilities. The integrity of the foreshore, the views and public spaces are under threat in Rhyll due to the over-utilisation of such a fragile strip of land.

Built Form

Residential

Rhyll is bordered by water or wetlands on many of its edges. These limits to building development at Rhyll mean that the town is likely to retain
its compact form. Many of the houses have excellent views due to the
topographic features of the township. In general, the residences in Rhyll
are one to two storey, free standing dwellings with landscaped setbacks.
The overall quality of the residential built form is high, with tree lined streets
and mature gardens adding to the appearance.

An estimated 11.6% per cent of land appropriately zoned for residential
development is vacant within Rhyll. This land must be developed prior to
any expansion of the township and should be adequate for the next 5 -
10 years of population growth.

Commercial

A small cluster of commercial development, including restaurants and a
bar, a boat retailer / repairer and second-hand shop face the water from
the street opposite the foreshore.

The commercial area is somewhat unconsolidated; there is not a consistent
approach to building setbacks or frontages. Despite the increasing
popularity of Rhyll as a visitor destination, footpaths are unsealed and
parking directly adjacent to the commercial area is unstructured and
inefficient.

Heritage

Rhyll is one of the older settlements on the island, with historic ties to the
first settlers of Phillip Island. The existing built form is not of significant
heritage value, but the community celebrate their rich social heritage and
keep it alive with performances and the heritage walk.

Implications for the Design Framework:

Rhyll does not have room for much residential expansion, so its growth is limited to consolidation
and infill within the existing township. As such, consolidation will need to respect its context
and other dwellings.

There are opportunities in Rhyll for well-designed commercial developments within the existing
commercial area that contribute positively to the public realm.

Linkages, Nodes and Interfaces with Environ

Links

Rhyll is sited as a discrete settlement, but has links to Cowes and Newhaven
by road. The Rhyll-Newhaven Road, heading north towards Rhyll has the
appearance of a bush corridor. Significant indigenous vegetation separates
the road from the pasture beyond, allowing only occasional glimpses of
the farmland and coastal landscape to the east. Likewise, the road
connection to Cowes is lined with vegetation, contributing to Rhyll’s feeling
of remoteness.

Activity Node

The eastern foreshore and retail cluster opposite is the public face of Rhyll.
It is the ‘destination’ where people come for a picnic or fish and chips.
It is the site of the boat ramp and close by is the jetty where ferries are
moored. This activity node does have some conflict between pedestrians
and traffic, with extensive car and trailer parking occupying the space.

Interface with environs

Rhyll’s urban edges are quite well buffered from the surrounding rural
land, coastal zone and conservation reserve. This is due to a good cover
of indigenous vegetation at these strategic edges.
**Implications for the Design Framework:**

Links to the rest of the island are strong and direct, but the junction of these roads and Lock Road could be better expressed.

The activity node on the eastern foreshore currently has unmade roads, no footpaths or street trees. It will need upgrading to enable this popular public area to be robust enough to withstand increased use.

Rhyll’s interfaces between the township and the surrounding landscape are well defined. This should be maintained in the event of further development at the edges.

The indigenous vegetation providing the buffer between rural land and coastal zone / conservation reserves should be protected. This could then be used as an example for other areas.

**Public Spaces**

**Streetscapes and Street Planting**

Numerous roads in the residential areas of Rhyll are unsealed, which is appropriate to its ‘village’ character. Of concern, however, is the unsealed nature of the street and footpaths adjacent to the small commercial area facing the foreshore.

Rhyll’s residential streets generally contain established street trees and the carefully tended private gardens add to this character. On the southern edge of the township streets often contain indigenous vegetation which contributes a sense of ‘enclosure’ and privacy to the homes.

The commercial area and eastern foreshore lack street trees and have minimal street planting or furniture. The footpaths, road and drainage facilities here require upgrading.

**The Foreshore**

Rhyll is surrounded by water on three sides - north, east and south. Each foreshore area is different in character and has a different relationship with the adjacent built form. Currently, these areas are somewhat disjointed and do not function as linked spaces.

Rhyll’s most public foreshore at Fishermans Point has a casual atmosphere. There is a somewhat poorly designed, stony beach and an understated concrete promenade adjacent to an asphalt car park.

It is a famous spot for fish & chips and has good facilities for launching large boats including a yacht club, jetty and a two-lane, deep water, all weather and tide boat ramp with substantial car parking (Melway, 2001).

The Rhyll Inlet State Wildlife Reserve and an associated walking track forms an edge to the north of the village, and extends from the yacht club in the east to the Rhyll Wetlands Bird Sanctuary in the west. Houses front onto this reserve, and the quality of the environment is good, with significant birdlife and revegetation underway. Again, this linear area should be better linked to the eastern foreshore, and Rhyll proper.

The southern foreshore suffers from indistinct boundaries between the road, foreshore and the beach. The result is that cars park almost on the beach and significant wear and tear is occurring here.

**Implications for the Design Framework:**

There is potential to upgrade the foreshore at Fisherman Point for informal recreational use.

The southern and northern foreshores, which are popular strolling areas, are currently disjointed and disconnected.

Parts of the coastal zone are under pressure and require rehabilitation and parking control.
Cowes is a significant place for many reasons and plays important local, state, national and international roles.

Cowes’ most immediate local role is as a home, a meeting place, and a setting for day to day life for the local community. It is also the commercial centre of Phillip Island. It has a well frequented retail strip in Thompson Avenue and provides the whole Phillip Island community with municipal, retail, service, recreational and health facilities.

At the regional level, Cowes provides a focus for Western Port’s attractions, and a ferry connection links Cowes with Stony Point and French Island. In addition, there is the possibility of a car ferry link in the future which would link Cowes and Phillip Island with the other Victorian coastal destinations such as the Mornington and Bellarine Peninsulas. A location for the infrastructure required to accommodate a car ferry is yet to be identified, and an assessment of all associated opportunities and threats would need to be conducted prior to such a project being undertaken.

As Phillip Island’s commercial centre, Cowes represents a significant tourism resource for the whole state, providing Victoria with an international profile and access to valuable international and domestic tourism markets.

The town has an established urban character. Mature street trees, established holiday homes, permanent residences, guesthouses, caravan parks and wide streets give the town a relaxed, seaside atmosphere.

The role of Cowes has changed. Once ferries would arrive at the jetty, laden with tourists and day-trippers ready to explore the island. These days, Cowes is the final point of destination by road from the mainland.

**Foreshore Precinct**

The Cowes foreshore precinct is bounded by the coast, Chapel Street, Osbourne Avenue and Steele Street. The foreshore precinct is considered a key area that in recent years has experienced intense pressure for new development. This precinct has been reviewed in greater detail as part of the Cowes Foreshore Precinct Urban Design Report, which forms the Appendix to this report.

It is a lively area that is characterised by the concentration and mix of land uses that occur within it. While occupying less than three percent of the town’s total area, the foreshore precinct includes most of Cowes’ temporary accommodation, restaurants, health care providers, shops and car parking. It also contains significant trees and Cowes’ most used open spaces, the foreshores, urban beaches and jetty. Vacant lots and older housing within the precinct will come under increasing development pressure in the future due to the proximity to the centre of town, sea views, large blocks and direct beach access.

To the north of the precinct is a mixed use zone which contains a high concentration of hotels, restaurants and cafes that are positioned mainly on The Esplanade. This zone has an important public role and facilitates links between the town centre and the foreshore.

In the context of the whole of Cowes and Phillip Island, a tourism focus and higher density of development is considered appropriate for the foreshore precinct. To ensure that development has a positive impact on the public, the urban form and environment of Cowes, it is very important to strike a balance between new development and the existing qualities of Cowes.

**Implications for the Design Framework:**

Cowes plays an important role for many different groups within the community. There should be an appropriate balance between local, regional, state and national needs.

As the commercial centre for Phillip Island, Cowes should remain the focus for urban tourism on Phillip Island.

Creating transport links between Cowes and other parts of Victoria including Melbourne, Mornington and Bellarine Peninsulas, Wilson’s Promontory and Gippsland would add value to state and national tourism markets.
There is potential to benefit the growing local community by making Cowes a better place to live and work.
There is widespread community concern about the impact on the public realm by inappropriate development and the changing character of Cowes.
There is the opportunity for new development to vastly improve the function and appearance of Cowes, and it is important that positive development that caters for tourists as well as the local community is encouraged.
The west end of The Esplanade, between Warley and Osbourne Avenues, is likely to come under particularly strong pressure for development due to vacant land and older residential properties on large lots, with water views and access to the town centre.

Land Form

Extents and orientation
Cowes occupies the north coast of Phillip Island, from Saltwater Creek in the west, to the Rhyll Wetlands in the east, and includes the residential extensions of Cowes West and Silverleaves. The town is oriented towards the foreshore to the north, and the streets run in a rectangular grid with the north-south streets running between Ventnor Road and the coast.

Land form
The land rolls quite steeply down towards the coastal edge in Cowes. In Thompson Avenue particularly, the grade is a considerable obstacle to walking. The land drops down at the Chapel Street roundabout marking the beginning of the main retail strip, and allowing sea views above the mainly single storey rooflines of the buildings.

Landscape & Vegetation
The town’s landscape is characterised by gentle hills, large introduced trees along the foreshore and within the town, and some areas of remnant coastal vegetation to the east beyond Erehwon Point, and the west beyond Waipole Avenue. Cowes also has several trees that are historically significant such as the trees on the Isle of Wight site and the Golden Cypress Avenue. These trees contribute to the town’s identity and character.

Microclimate
Cowes has one of the few northern facing beaches in Victoria. Subsequently, the town has wonderful microclimatic assets, including views, elevation and aspect. The beach is not at risk of suffering overshadowing due to large developments. The exposure to Western Port means that wind is sometimes an issue in Cowes.

The microclimates along The Esplanade and Thompson Avenue would be enhanced by improvements to the built form. Sheltered areas would allow outdoor diners to access views and contribute to the vitality of the public realm, but in a more pleasant environment. A number of shops on Thompson Avenue have awnings and some newer commercial establishments on The Esplanade are taking advantage of the aspect with indoor/outdoor dining areas, deck levels, balconies and awnings.

Implications for the Design Framework:
The orientation and landform of Cowes provide favourable conditions for public, outdoor spaces, with the north facing public realm exposed to sunlight for most of the day.
The landform should be recognised and responded to in the design of new buildings, infrastructure and public spaces.
The gradient of the land in the Cowes commercial area is an obstacle for many people.
Cowes’ trees are a key to the identity of the place - they should be protected and enhanced for future generations.

Cowes has a unique northern aspect and new development should be encouraged to take advantage of this.

Future developments within the commercial and public areas of Cowes should consider opportunities for improving the microclimate, offering shelter from winds and maximising the northerly aspect to encourage longer stays, year-round use and a more comfortable environment for people.

Land Use

Seasonality and Major Events

As a seaside town, Cowes experiences large fluctuations in population - the numbers rise dramatically in summer and during major events such as the Motorcycle Grand Prix. If the peak numbers are catered for in terms of amenities such as car parking, retail and accommodation, there will be an inevitable surplus for the rest of the year.

Commercial Precinct

Retail and commercial activity is generally limited to the northern end of Thompson Avenue, between the Esplanade and Chapel Street. Some extension is occurring into cross roads, but this is generally limited to a maximum of four or five establishments only. The architectural quality of the commercial buildings is generally poor with no individual buildings considered of merit. Between Chapel and Church Streets, Thompson Avenue has some retail development, but is less dense. The supermarket is located in this section, and otherwise, civic and community facilities such as the museum, library, civic centre, shire offices, water board offices and Anglican church are sited here within significant landscaped setbacks. Many of the buildings have limited architectural value or visual appeal. Two caravan parks, a motel, bus stop and waterslide park are sited in the zone between Settlement Road and Church Street.

The Esplanade is lined with hotels and restaurants and to the south, the foreshore precinct contains a mix of residential and b&b accommodation, motels, holiday apartments, etc.

The Foreshore Precinct

Historically, the key function and use of the area has been based around holiday accommodation. Guesthouses, boarding houses and holiday homes are still common, however the area has changed over time and now includes a wider variety of permanent and temporary accommodation with a bustling retail strip along Thompson Avenue merging into a growing tourist precinct along The Esplanade.

It is widely accepted that the Cowes Foreshore Precinct should be the focus for tourism uses attracting hotels, restaurants and cafes, tourist residential, tourist retail and entertainment uses. It is also a hub for the local population who use all of these establishments with the exception of the tourist accommodation. The precinct also includes key local and regional facilities including healthcare providers, retail outlets, services, a police station and kindergarten.

Residential

As well as being the major commercial centre, greater Cowes is the largest area of residential development on Phillip Island. Its boundaries extend roughly from Ventnor/Cowes-Rhyll Road to the south, the coast to the north, Red Pocks Road to the west and the settlement of Silverleaves to the East. There is some rural land within these boundaries.
The status of residential properties is changing in Cowes. Currently, approximately 66% of properties are occupied on a part time basis only. This figure is shrinking as owners retire to their holiday homes. There is a limited number of vacant lots in Cowes that are suitable for development, resulting in significant pressure on the township to expand beyond its current limits.

An estimated 14% per cent of lots are appropriately zoned for residential development is vacant within Cowes. This land must be developed prior to any expansion of the township and should be adequate for the next 5 - 10 years of population growth.

Cowes is the logical and preferred location for absorbing much of the anticipated population growth over the next twenty years, as of all the Phillip Island townships, it (along with San Remo) has a higher level of infrastructure and facilities required to support a growing and ageing population.

The broader area of Cowes is largely residential with a mix of housing forms, including single storey holiday shacks through to established 2 storey dwellings.

The foreshore precinct of Cowes contains a number of substantial or underutilised lots that would be suited to subdivision and an increased density. It is expected that this type of development will be needed in order to accommodate future growth and an increased demand for accessible, compact, medium density housing close to the town centre.

Existing rural areas within the township boundaries are likely to be subdivided for residential development to accommodate expected future growth. These are generally considered appropriate sites for development, and preferable to areas beyond the township boundaries. Consolidation and higher densities within Cowes will mean that the design of buildings and landscapes will become increasingly important to ameliorate the affects of development on surrounding properties.

The future consolidation of available land will result in some areas having a higher density. However, it is important that this built form be tailored to the unique environment.

Community, Education, Recreation, Health

Being the major commercial centre of Phillip Island, the level of amenity in Cowes is good. Scattered among the residential streets are tourist and community facilities such as caravan and holiday parks, golf courses, leisure centre and football ground, skate park, primary school, croquet lawn, Lions club, State Emergency Service, Country Fire Authority, churches and community centres. Warley Avenue in central Cowes is a hub for health care facilities including a hospital, nursing home and medical and paramedical providers.

**Implications for the Design Framework:**

**Commercial:**

The Cowes commercial area is run-down and requires upgrading.

Retail activity mixed with tourism-related uses should remain a major focus for Thompson Avenue to maintain the vitality of the centre and should not be permitted to ‘bleed’ into the residential areas.

An opportunity exists to develop a distinctive tourism strip along The Esplanade. It should be developed with local residents and visitors in mind to create an entertainment focus that is active all year round and is designed to be responsive to its surroundings. It should be attractive to a wide range of users and encourage longer visits.

Accommodation for visitors to Phillip Island is appropriate in the area, particularly along The Esplanade (east of Bass Avenue), providing that greater activity during the winter months can be encouraged.

Land uses such as indoor/outdoor cafes and bars along The Esplanade would add to the vibrancy of the public realm, encouraging activity all year round.

The fine grained character of The Esplanade is in danger of being lost if the trend for poorly-scaled new developments continues. New commercial developments, particularly within the foreshore precinct should aim to achieve a human-scaled, fine grained urban form.
Residential:
The small parcels of rural land remaining within Cowes are likely to be subdivided for residential use. It will be important to integrate new residential development with the existing urban fabric and to buffer the interface with rural land with a vegetated corridor.

It is anticipated that there is adequate land available to accommodate growth over the next ten years. Using the land available in Cowes and incorporating a level of urban consolidation is required to ensure that the different coastal townships of Philip Island remain compact and retain their individual character.

To ensure that new residential developments are appropriately integrated with their surroundings, subdivision proposals should reflect the layout and streetscape typical of Cowes in their design.

The residential development clustered around the western end creates a positive community environment with a high level of amenity, which should be maintained.

There is pressure on the residential area of the western end of The Esplanade.

Community, Recreation, Education, Health:
Cowes is subject to seasonal population growth which places pressure on facilities that are sufficient for the rest of the year.

The population of Cowes is growing and ageing, as more property is developed for residential purposes and as people retire to their holiday homes. This is resulting in an ageing population whose special requirements will need to be accommodated. This will place greater demand on services. Community facilities should be responsive to the changing demographic of Cowes and Phillip Island.

Public Spaces

Cowes’ public realm is centred around the foreshore, beach and Thompson Avenue / The Esplanade retail area.

Streetscape-

Thompson Avenue

Thompson Avenue, being Cowes’ main street is an important part of the public realm and has a view of Western Port at the end of the street.

The series of ramps on the western side of Thompson Avenue, between The Esplanade and Chapel Street were obviously designed to negate the effect of the slope in this area and improve equitable access. However the footpath is cluttered and now difficult for many people to negotiate. The handrails, changes in level, planting beds, litter bins and signs make it difficult to cross the road and pose potential hazards for the visually impaired. Despite its recent upgrade, the streetscape is cluttered and appears dated, with street furniture, paving materials, signage and shop fronts of varying styles, materials and colours. In particular, rubbish bins appear to be significantly over catered for in both number and size. A consistent approach to the streetscape using a simple and restrained palette of materials would provide a more cohesive appearance. Simplifying the street would allow the view of the bay to make a bigger impact.

Pedestrian links between the retail strip and the residential and accommodation land uses located immediately to the east and west are minimal and should be reviewed to allow better access and movement of people directly into Thompson Avenue.

The Golden Cypress Avenue

The high-quality avenue of Cupressus macrocarpa ‘Aurea’ (Golden Cypress), is a landmark of Cowes. It is particularly effective at the southern end where it marks the gateway to Cowes. Here, it pulls together an otherwise disparate streetscape.
The avenue is mostly intact, although one minor gap has undergone replanting, and north of Chapel Street the trees have been replaced temporarily with Ulmus parvifolia (Chinese Elm) and Lophostemon confertus (Queensland Brush Box).

The avenue was planted between 1912 and 1935 and only six trees remain between the Esplanade and Chapel Street. Approximately 120 trees line the avenue, the majority being mature specimens that are beginning to senesce. The estimated life span of the avenue trees was determined in 1998 to be ten to twenty years, assuming regular and judicious pruning and preventative maintenance.

*Implications for the Design Framework:*

The streetscape on the western side of Thompson Avenue is cluttered, and poses difficulties for movement.

The Golden Cypress avenue, a signature element of Coves, does not continue down to the northern tip of Thompson Avenue. Public opinion should be canvassed to determine whether the avenue should be reinstated to the length of the street, or whether the available views are more important.

**The Esplanade**

The foreshore on the northern side, which contains a significant collection of mature conifers and Eucalypts, dominates the streetscape of The Esplanade. The eastern end is visually strong with palm trees (Phoenix canariensis) offering contrast and visual structure on the south side.

The western end of The Esplanade lacks street trees, and its appearance would benefit from an organised program of street tree planting.

The streetscape between Bass Avenue and Thompson Avenue is a hard, urban edge, and would benefit from an upgraded pedestrian pavement and small to medium sized street trees in the pavement.

*Implications for the Design Framework:*

Street trees and an upgrade of pedestrian pavement would improve the appearance of The Esplanade streetscape between Bass Avenue and Thompson Avenue.

Street trees would improve the appearance of the western end of The Esplanade.

**The surrounding streets**

Street trees are generally of a high quality in the surrounding streets. Each street exhibits a different character and a variety of tree species have been used, but the effect is unified and consistent. The general appearance of the streets would benefit from regular tree maintenance to ensure their long-term health, and reinforcing the streetscape by replanting any gaps.

Any further planting should be in keeping with the existing style and the same species should be used where possible. In areas where native plants are appropriate, indigenous species should be utilised to provide maximum habitat value for local wildlife.

Walpole Street, Warley Avenue and Findlay Street have avenues of Araucaria heterophylla (Norfolk Island Pine), which present a strong, architectural appearance and frame the view of the sea at the northern end of the street.

Chapel and Steele Streets both have mature Eucalypts and other native trees which offer habitat for birds and wildlife as well as providing a casual and authentically local character.

Steele Street, in particular has a secluded appearance due to the informal tree plantings, the dense plantings of the adjacent private gardens and the absence of footpaths.
Chapel Street is a wide and undulating road forming the southern boundary of the precinct. To the east and west it has wide, grassy footpaths and mature Eucalypts that frame views of the sky. Near the intersection with Thompson Avenue, Chapel Street takes on a more urban character with hard, paved edges and fewer trees.

Footpaths along these surrounding streets are an issue. Most side streets do not have any paved footpaths for pedestrian use. To equip these streets as functional pedestrian links, each street should have a paved footpath to at least one side of the street, where sufficient room exists.

Most streets have overhead power lines which detract from the otherwise attractive streetscapes.

**Implications for the Design Framework:**

Any additional street tree planting should be in keeping with the existing styles, and the same species used where possible.

Using indigenous species where appropriate would have additional benefits, providing habitat for local wildlife and improving bio-diversity.

Many of the side streets in Cowes do not have footpaths which poses difficulties for many people, particularly those with limited mobility.

Overhead powerlines detract from the streetscapes and would be improved with under-grounding or aerial bundle cabling.

**Foreshores**

The foreshores are well landscaped with mature trees and are popular locations for visitors and local people. They are used mainly for walking, picnicking and other passive recreational uses. Apart from the jetty shed - kiosk and the rotunda - now used for selling ferry tickets - the area has no entertainment or retail activities, of either permanent or temporary nature and has not been designed to accommodate such uses. As a result the area is under-utilised.

The current use of the jetty triangle for car parking has a major impact on the opportunities for the whole foreshore. Considering the popularity of the jetty and foreshore with visitors and local people, the site does not function effectively. It blocks the pedestrian movement between The Esplanade/Thompson Avenue commercial centre, affecting the viable use of the area as a hub for people and a central focus for recreational activities. Additionally, the car park affects the natural pedestrian flow from the town to the jetty and its appearance detracts from the visual quality public realm.

**Implications for the Design Framework:**

The Golden Cypress avenue is one of Cowes’ greatest urban assets. As it is in senescence the trees will eventually need to be replaced.

Plantings of other species within the avenue, such as the Chinese Elms near the Esplanade, should be replaced with Golden Cypress trees to reinforce the avenue.

The Thompson Avenue streetscape is currently cluttered and visually disparate, and is not conducive to shopping, movement or enjoying the public realm.

Open Space & Recreation:

Removing the car parking and redeveloping the jetty triangle would allow for greater pedestrian movement and provide a focus for the township, designed as a meeting place and centre for recreational activity.

Future design and upgrade of the foreshore and jetty should be focused on encouraging a more active recreational use of this important open space.
Built Form

Foreshore Precinct

The twentieth century was a period of gradual but significant change for the built form of central Cowes. The most notable change has been a move away from guesthouse accommodation to the current mix of houses, holiday apartments, units and motels of recent times. Throughout most of this period the buildings have remained relatively small in scale and of one or two storeys in height, however this is changing as comparatively large buildings have been added to the mix in recent years, particularly along The Esplanade. It is considered that before World War II the main guesthouses were of a high quality for the period, and displayed a more authentic use of an Isle of Wight style than is apparent today.

Traditionally, the urban fabric of Cowes foreshore precinct could be described as being of fine ‘grain’ with an eclectic mix of building styles, materials and types. Fine grain size refers to the Cowes’ pattern of blocks, lots and buildings, which is quite small, varied and frequent.

Increasingly, properties are being redeveloped into large blocks of apartments, holiday accommodation, restaurants and retail buildings. There is widespread concern within the community that the scale and character of Cowes is on the cusp of being forever transformed. The Cowes Foreshore Precinct is an appropriate location for urban consolidation. The objective of urban consolidation is to ease some of the pressure that has seen Cowes (and the other townships on Phillip Island and San Remo) rapidly expanding at the rural edges in recent years.

Being so close to amenities, the precinct could support a higher concentration of permanent and part time residents. It is very important however, that a balanced, strategic approach to development is taken, to allow for an increase in density while maintaining the scale and character of this seaside town.

Implications for the Design Framework:

New development that is mindful of the public realm and attempts to incorporate some public space would add to the sense of quality and variety of opportunities for public use.

A continuation of the trend to large buildings with a single design character will lead to a loss of the variety and complexity that underpins the present character.

Higher concentration of residents will enliven the area with more activity, particularly during the winter months.

Thompson Avenue - Retail Spine

Thompson Avenue is the centre of commercial activity in Phillip Island, and the foreshore precinct contains the northern end of the retail spine. The built fabric is relatively concentrated and presents a finer grain around the commercial core of the first two blocks of Thompson Avenue, and this is recognised within Council’s Municipal Strategic Statement.

Buildings are mostly one or two storeys in height and the lots are smaller, with buildings occupying close to the entire width of the lot. The heights of the shops and the gaps between buildings allow glimpses over the roofs to the bay from within the shopping strip. Importantly, these views bring the sea right into the town, reinforcing the coastal setting. These views are an important and defining element of Cowes, and the protection of them should be a primary requirement for any redevelopment, particularly of properties on the Thompson Avenue and Esplanade corners.

Most shops along the strip are occupied, although the general standard of presentation is not high, and often the upper storeys appear to be under-utilised.
There are limited pedestrian links from Thompson Avenue to the car parks, residential and accommodation facilities located immediately to the east and west. Movement between these areas could be improved by upgrading links, drawing residents and visitors directly into the retail spine of Cowes.

**Implications for the Design Framework:**

A better standard of visual presentation to the shops would lift this precinct, and encourage higher-end specialist retail, creating positive outcomes for tourism and local amenity.

An intensification of development around the Thompson Avenue retail area, including shop top dwellings will bring a greater residential population to the centre which will add to the activity after dark, and reduce pressure for outward growth of the town.

Views to the sea from Thompson Avenue are a defining feature of Cowes and should be retained.

Better pedestrian links from the car parks, residential and accommodation areas would increase accessibility to the retail area of Thompson Avenue.

**The Esplanade – Facing the Foreshore**

The Esplanade has buildings on the south side only, facing the foreshore, and provides the main east/west link for visitors and residents located in the residential and accommodation areas wanting to access the jetty area and the foreshore.

From Osbourne to Warley Avenue, buildings are residential, one or two storeys and of various styles. The buildings occupy a small footprint relative to the size of the lot. These properties are expected to come under increasing pressure for development due to their bay views, proximity to the foreshore, yacht club, and central Cowes.

From Steele Street to Bass Avenue the building footprints are larger than in most of Cowes. Large holiday accommodation developments dominate this area. As well as larger footprints, the buildings tend to be three storeys, which is higher than most buildings in Cowes. The result is a stretch of solid, relatively large buildings that do not generate much activity at ground level, especially during the off season.

The buildings are more concentrated and generate more activity around Thompson Avenue. East, between Thompson and Bass Avenues, is a cluster of attractive buildings that are in keeping with the surroundings, in scale, form and use of colours and materials. Dominating this area from the foreshore is the landmark Isle of Wight Hotel site, which is visually prominent due to its elevated position. It is clearly in need of a redevelopment that is sensitive to its historic, social and physical context and its landmark status. (Refer Key and Landmark Sites)

Recent five storey developments have transformed the Esplanade between Thompson and Warley Avenue. A benefit of this development is the use of glazing, decks and awnings to maximise potential for indoor/outdoor dining, and the active frontages at street level. While the restaurants and cafes have contributed a sense of vitality to the area, the retail outlets are under-utilised, and the bulky building forms are a serious detraction from the visual quality of Cowes.

The combination of bulk, size of footprint, height and heavy, solid materials (often brick or concrete block) in many buildings along The Esplanade indicates a shift away from the high quality of built form that was established between-the-wars. If the trend continues, The Esplanade will be lined with homogenous, bulky buildings, at odds with the coastal context, the fine grain appearance and the variety of styles that now characterise Cowes.

The larger recent developments still appear to be no higher than the current dominant tree line.

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The changing face of Cowes. The building in the foreground is typical of the scale of Cowes. Behind is a more recent addition that reaches five storeys at the back. The bulk, size of footprint and building materials are dominating and abstract from the seaside context.
The mature trees that comprise this tree line on the foreshore are an essential element of the urban environment in Cowes, but should not be considered a useful measure of appropriate height for new development. While most built form in Cowes falls beneath the adjacent tree line, it should be noted that the trees are mature and senescent, and that the inevitable decline of individual trees will result in a less defined tree line, offering less visual ‘cover’ for poorly scaled, inappropriate or unattractive buildings.

**Implications for the Design Framework:**

It is important for the scale and character of Cowes that the current trend for bulky, homogenous buildings does not continue. Instead, new development should aim to reflect the traditional fine grain of Cowes.

While buildings should be no higher then the tree canopy, a set height will need to be established as the tree line is not a reliable benchmark to set building height limits.

**Changing Residential**

Beyond central Cowes, existing residential buildings are mainly single storey houses with occasional two storey buildings.

Many properties are relatively large and some have been redeveloped with multi unit dwellings or hotel complexes. Cowes has a relatively high number of units, with 14% of its properties being units. This is compared with 6% for the whole study area. It is expected that this type of subdivision and consolidation will continue, and Cowes is an appropriate location for a greater degree of density. It will be important that developments are responsive and respectful of the surrounding neighbourhood.

**Implications for the Design Framework:**

Cowes is an appropriate location for a higher degree of residential density. Consolidation and an increase in units will require developers to take a sensitive approach and ensure that residential development is well integrated with its surrounding environment, with minimal adverse effects on neighbouring properties.

**Heritage**

The building forms of the Cowes Foreshore Precinct are limited in their architectural and cultural heritage. However the buildings and structures which have recognised significance include:

- Isle of Wight Hotel Site (original hotel 1870 – 1925)
- 2 Fig trees on the corner of the Isle of Wight hotel site (planted by Baron Ferdinand von Mueller in the 1860s) and Findlay Street behind the Continental Hotel.
- Jetty (1870) ferry arrived here from Stony Point, and jetty shed
- Band Rotunda (built in 1935 now used as a ferry ticket office)
- Sea wall built with blocks from Pentridge Prison
- The Sea Baths (1893)
- The cenotaph
- Site of the first chicory kiln on the island (1870)
- Legacy of guesthouses and hotel accommodation including the Bayview guesthouse (1911-1948), The Continental guesthouse (1923-1976), and the Erewhon guesthouse (1923-1963)

Conservation, recognition and protection of these historic structures and their settings is imperative to ensure the timeline of development and social history, which is an essential element of the identity of Cowes.
Historical significance in Cowes is not limited to built form. The historic avenue of golden cypress trees, the mature trees along the foreshore and the Isle of Wight’s Moreton Bay Figs are important cultural features. A number of the individual trees are approaching the end of their lives and replacement planting will become increasingly important together with a regular and judicious maintenance program.

**Implications for the Design Framework:**

While Cowes may not have a wealth of heritage buildings, the town has a rich social and cultural history that is interesting to visitors but not effectively communicated in the public realm.

Heritage is more than buildings and artifacts. Cowes’ significant trees and landscape are important heritage assets that should be protected and enhanced for continued appreciation of future generations.

New building development and planning should be mindful of Cowes’ historical context, eg its guesthouse legacy, tourism and public use of the foreshore for leisure.

Redevelopment of the Isle of Wight Hotel site should embrace the historical, geographic and social significance of the site, and incorporate a high level of interaction with the public realm as key design principles.

A heritage study would benefit Cowes, and allow for the identification and protection of heritage assets. Once identified, a heritage trail could be incorporated into the public realm of Cowes, centred around an improved jetty area.

**Signage**

An entry sign on Thompson Avenue is graphically strong and simple, utilising a theme based on the golden cypresses.

Signage throughout the commercial area of Cowes, however, is somewhat cluttered and rationalisation could improve its legibility.

Car parks behind the shops on Thompson Avenue are not well sign-posted, and as a result, are often under utilised.

**Implications for the Design Framework:**

A signage strategy that is coordinated with the whole of the study area would benefit the legibility of Cowes.

Currently, advertising signage in the public realm is contributing to a cluttered environment. An approach to simplify and consolidation signage would be beneficial.

**Gateways, Landmarks and Key Sites**

**Gateways**

After traversing the island from south to north along the Phillip Island Road, an informal entrance of Manna Gums signal the approach of Cowes. These remnant indigeneous trees are an important link between the urban township and the remaining area of wildlife habitat in the centre of Phillip Island.

Following these trees, a significant avenue of Golden Cypresses announces the formal entry into Cowes. The scale and uniformity of the trees acts as a unifying device, effectively pulling together the disparate elements of the south end of Thompson Avenue into a cohesive, urban streetscape. It is an effective navigation device and provides a memorable identity to the approach. An existing sign on the western side displays a high-quality graphic symbol that could be utilised throughout the town.

A roundabout marks the entry to the commercial zone. At this point, the land grades down steeply to the foreshore.
In future, the jetty and foreshore may become a major entrance to Cowes. As people arrive by ferry, these areas will become the first impression of Phillip Island for visitors.

It is important that issues such as coastal and heritage protection, traffic conflict and use patterns are considered and addressed, and that the status of this precinct as a future major gateway is recognised.

**Links**

The relationship between Thompson Avenue and the high-quality Cowes foreshore is magnetic – pedestrians are drawn down the street to the foreshore and up the street to the cafes. The pedestrian links however, are not strong as car parking and traffic are barriers to crossing the road in busy times.

The patterning of the local roads is oriented to channel people down to the coast, and the pedestrian links are generally good.

The foreshore, at the bottom of Thompson Street, is a node of activity. Here, the jetty, kiosk and excellent public toilets lead off to picnic areas under the trees and to the beach. Inappropriately sited car parking occupies valuable public land that could be the centre of public life in Cowes.

**Implications for the Design Framework:**

The entrance features of Cowes are important and strong - they should be maintained.

**In future, the jetty and foreshore may become a new entrance to Phillip Island - issues such as environmental impact, traffic conflict and use patterns will need to be considered in detail if ferry services are up-scaled.**

There is a need for better pedestrian links between the commercial area and foreshore.

It is important that built form does not dominate or adversely impact on significant viewlines from the town.

**Key and Landmark Sites**

When thinking about the future of a place, it is important to identify key sites and to anticipate what type of development may be best suited to the particular location.

A key site has a degree of importance, due to its location, relative value or perceived significance. The development of such a key site has an impact, whether negative or positive, on the environment and community beyond the site itself and therefore it is highly desirable to have site-specific design guidelines in place to maximise the potential for a positive outcome.

In Cowes, there are several sites that might be considered key and their future development would undoubtedly impact on the whole precinct. It is vitally important that these sites are developed to maximise opportunities and to ensure that they make a positive contribution to the precinct, town and island as a whole.
Key sites in Cowes include: The Continental Hotel site, the corners of Thompson Avenue and The Esplanade and the Jetty Triangle.

The Isle of Wight site is considered to be the only site of landmark status within the Cowes Foreshore.

Refer to the Cowes Foreshore Precinct Urban Design Report (Appendix) for greater detail.

1 Landmark Site: The Isle of Wight

This site has particular historical, geographical and social importance to the town and people of Cowes.

The Isle of Wight has landmark status for the following reasons:

- Positioned opposite the foreshore and prominent from the sea
- At the end of a key axis that includes the jetty, the jetty triangle and the hotel
- On a corner site with two street frontages
- Located within a break in the foreshore tree line meaning that the site is the first glimpse of Cowes seen from the sea
- Higher than the surrounding land - even the existing two storey building is imposing from the jetty car park opposite
- Historical significance. The original hotel stood from 1870 to 1925, and a historically significant Moreton Bay Fig tree on the corner of the site was supposedly planted by Baron Ferdinand von Mueller of the Royal Botanic Gardens in the 1880’s
- The existing Moreton Bay Fig tree which frames the site on the north eastern corner, is a landmark in itself, further adding to the profile of the site
- Social and cultural significance. It has always been a popular meeting place and destination for local people and visitors.
- The tennis courts to the south are also part of this property, and the size of the combined site will reinforce its landmark status within Cowes.

The successful redevelopment of the site has the potential to make a substantial contribution to the image, identity and legibility of Cowes. To ensure this outcome, future development will need to address important urban design issues that will impact on the functioning and appearance of the Cowes Foreshore Precinct and the town as a whole.

Due to its highly visible location and its high social profile, it is crucial that new built form is compliant with the design guidelines outlined in this document.

Review of the Cowes Foreshore Precinct Urban Design Report (April 2000) in relation to building heights on Isle of Wight site:

The Cowes Foreshore Precinct Urban Design Report, (April 2000) implied that new development of the Isle of Wight site could be as high as 7.5 storeys, arguing that a landmark development “would be expected to be two or so storeys above the general building form.”

The analysis undertaken by the project team and strength of public opinion concurs that while the Isle of Wight site is acknowledged as being a landmark site, building heights should not exceed five storeys mid-block, with a maximum of two storeys at street level.

The following points provide further rationale for this position:

- The fine-grained character and human scale of Cowes’ traditional built form is considered to be the key to ensuring that future development is reflective of the heritage, sympathetic to the context and appropriate in scale. It is considered that any development above five storeys would be unable to provide these qualities.
- The Isle of Wight site is already visually dominant and imposing due to its aspect and position on high ground. From the foreshore the existing building appears much bigger than two storeys due to this.
- As the previous Cowes Foreshore Urban Design Report noted, “tallness is not the only way in which a landmark development can demonstrate a point of difference and contribute towards the image and identity of a place.”
- Other ways to highlight the site’s landmark status would be more appropriate in the Cowes context. These would include: High quality architecture, arrangement of activities that contribute to an attractive context and incorporation or interpretation of local heritage and culture, are considered as important.

2 The Continental

The Continental was among the first of the guesthouses on the foreshore and is a key site due to its part in the cultural heritage of Cowes. It also occupies a very large site close to the town centre and facing the foreshore. Its position ensures that it is a high-profile site and that its redevelopment would impact on the whole of Cowes. The seasonality of tourism in Cowes impacts on the public realm here due to the concentration of accommodation on the Esplanade between Bass Avenue and Steele Street. The result is that the area is under-utilised during winter.

The redevelopment of this site should aim to activate the street by providing a greater variety of people focused uses at ground level. It should provide active frontages to both The Esplanade and Bass Avenue and be undertaken to comply with the relevant guidelines outlined in this report.

3 The Jetty Triangle

The jetty triangle is currently used for car parking and for pedestrian access to the jetty and beach. The mix of uses causes significant conflict between cars and people, and detracts from the otherwise visually important surrounding landscape.

The redevelopment of this key site should be undertaken with pedestrians in mind. This area could be transformed into a public square for Cowes – a key location for public events, and festivals, and a place for people to meet.

4 Corners of Thompson Avenue and The Esplanade

Single storey buildings currently occupy these prominent corners allowing views down Thompson Avenue and towards the jetty and the water. These buildings currently do not actively address both street frontages and do not contribute greatly to the public realm. It is likely that these sites will come under development pressure in the near future. Their visibility and high profile make them key sites, and any development should be carefully designed to present active frontages to the public realm and provide an appropriate use that will contribute to the vibrancy of Cowes.
Implications for the Design Framework:

It is important that distinctive, harmonious and contextual designs are achieved for high-profile key and landmark sites, in order to enhance the image and identity of Cowes and Phillip Island.

The Isle of Wight is a Cowes landmark and any future development of this site will need to address important urban design issues that will impact on the functioning and appearance of the Cowes Foreshore Precinct and the town as a whole. Development here should aim to raise the benchmark of building design in Cowes.

The old tennis courts adjacent to the Isle of Wight Hotel are unused and present a run-down appearance to the street. Appropriate development on this site will improve Bass Avenue’s general functioning and appearance but will result in an increase in building density and a reduction in open space. It will be important that porosity is maintained by incorporating pedestrian links through the site to Thompson Avenue and The Esplanade.

The Continental Hotel occupies a significant site opposite the Cowes Foreshore and further development of this site should aim to activate the street and should conform with the relevant design guidelines.

The corner sites of The Esplanade and Thompson Avenue do not adequately address both street frontages and any future redevelopment of them should improve the interaction at street level, and preserve sea views from within the town.

The vacant lots on The Esplanade will come under increasing development pressure and it will be important that development is carefully designed to ensure that it is appropriate for this highly visible site.

Views

The views that can be experienced around Phillip Island are valuable and include picturesque rural scenes, the land-water edge, rugged cliffs and coastline and casual fishing village scenes.

Cowes is a town with expansive sea vistas, which add to its appeal for locals and visitors alike. ‘Viewing’ from and within a town aids navigation and allows the viewer to understand their surroundings, and this is an important part of the visitor’s experience. From Cowes one can view Flinders on the Mornington Peninsula, French Island and the Strezeleckis which reinforces the ‘island’ location.
The view down Thompson Avenue (3) presents an open feeling to the
town, dominated by the avenue of Golden Cypress trees.

The water is visible at the end of the street and over the rooftops of
the mainly one and two storey shops. This visual access to the water from
within the town is a defining feature of Cowes, and maintaining these views
will become a key to retaining Cowes’ coastal character into the future.

Views down The Esplanade (4) from both directions are characterised by
built form on the south side and the sea to the north. The sea views are
also taken advantage of by hotels and establishments along this street.

Each of the secondary north-south streets has views to the bay, often
framed by an avenue of trees. (5)

Historically, the views of the town from the end of the jetty (1) and from
the water (2) were considered significant, as they were the visitor’s first
image of Cowes. These views were the visual ‘gateway’ to Phillip Island.

Visitors and local people who walk along the foreshore and the jetty now
enjoy these views which is dominated by trees and the topography, rather
than the built form which is only partly glimpsed through the trees. Buildings
are secondary to the view, reinforcing the image of a small coastal town.

Erehwon Point is a natural landmark, which physically and historically has
been seen as an important feature on the horizon when approaching
Cowes by sea.

The views from the sea will obviously become increasingly significant if
the car ferry proposal is successful in Cowes.

Implications

If the current trend for large new developments on the Esplanade continues, Cowes’ small
coastal town image will be undermined, and views of the town from the jetty and sea will be
characterised by built form rather than the treed parkland landscape.

Future developments will need to include open space between buildings and variations in
height if these important glimpses of sea are to be retained for all.

New built development should be designed to maintain the present visual dominance of the
landscape.

The views within Cowes could be greatly enhanced in the future if the visual quality of the
built form is improved. New built form should be responsive to the coastal context in form,
scale and materials.

Redevelopment of the jetty triangle should recognise the important role of ‘viewing’ the
surrounding landscape and seascape as an intrinsic part of the amenity of Cowes.
Movement

Traffic congestion and parking is a critical issue in summer and there is significant conflict between vehicular traffic and pedestrians in high-peak times. There are several overflow car parks located at the rear of the shopping strip, but these are either poorly sign-posted or poorly organised. There is a need to identify other sites for future bus and car parking near the centre of Cowes.

Parking along the foreshore, in the Jetty Triangle area and on Thompson Avenue is unrestricted. Within the Jetty Triangle particularly, parking significantly detracts from pedestrian amenity, safety and access to the beach.

Pedestrian access and movement

During the summer period, the beach and jetty are the main focus for residents and visitors to Cowes. Pedestrian movements flow from the retail areas of Thompson Avenue and The Esplanade, and also from the side streets that access The Esplanade and the beach between Steele Street and Osbourne Avenue.

This peak activity creates conflict between pedestrians and vehicles, as there is no perceived safe pedestrian crossing. Most side streets leading to the foreshore are steep and do not have footpaths, which limits access for those with reduced mobility.

These issues limit the interaction between the north and south sides of The Esplanade and effectively detach the foreshore from the town itself. The conflict is of major concern to the community, who would prefer this area to be made more pedestrian-friendly.

The jetty itself is a major attraction for pedestrians and also attracts significant vehicle numbers. The location of car parking in front of the jetty causes conflict, reduces the visual quality and function of the location as a potentially significant public space. The landform offers an opportunity to create significant linear parkland stretching from the yacht club to Erbhon Point. However, the jetty triangle car park blocks movement between the east and the west foreshores and pedestrian activity is further limited by a lack of well-developed paths.

For major celebrations and festivals, sections of The Esplanade and Thompson Avenue are closed to vehicle traffic creating a more pedestrian-friendly environment.

Away from the foreshore, pedestrian links between rear-of-shop car parks and the retail strip require upgrading to facilitate safe and efficient pedestrian movement. This will ensure that these car parks are better utilised.

Implications for the Design Framework:

- **Conflict between pedestrians and vehicles along The Esplanade is a real concern to the community.** There is no perceived safe crossing point for pedestrians and the town seems detached from the foreshore as a result.
- **A more pedestrian-focused jetty triangle would improve the image of Cowes to visitors arriving by sea.**
- **Improved walking paths and promenades on the foreshore would enhance the function and appearance of the beach and foreshore parkland.**
- **Improved footpaths leading from the residential streets to the foreshore would provide safer and more direct access for residents and visitors.**
- **Better pedestrian links between car parks and the Thompson Avenue shopping strip would significantly improve the amenity of the precinct.**
Vehicle Movements and Parking

The foreshore is a busy area for parking vehicles and accessing the open space, restaurants and retail outlets of Thompson Avenue and The Esplanade. This activity leads to congestion and parking problems during the peak summer periods, and conflict with pedestrians accessing the beach. Tourist coaches and buses visiting Cowes add to the congestion and visual clutter, block pedestrian access and present difficulties for pedestrians trying to cross Thompson Avenue and The Esplanade safely.

The function and appearance of the foreshore area would be improved if car, bus and coach parking were relocated away from the jetty. The site would need to be convenient, with equitable pedestrian access to the foreshore and retail area, and largely concealed from the visually important area of the foreshore.

To alleviate seasonal conflicts between traffic and pedestrians, Council could consider traffic calming measures and better pedestrian links for The Esplanade and Thompson Avenue. A dedicated study by a traffic consultant would need to be undertaken to balance the need for traffic access to and from the area with the safe movement of pedestrians.

There are several car parks located to the rear of shops along Thompson Avenue, which accommodate much of the overflow traffic during the summer months. These car parks assist in reducing the congestion and demand for parking in the main street, and remove many cars from the public realm, however they are not well sign-posted. They present a number of safety issues as pedestrian links are often concealed and unpleasant for pedestrian use, or are simply not provided.

The development of the foreshore precinct will attract more vehicles and place greater pressure on the existing infrastructure. Future developments will need to provide adequate and appropriate car parking for patrons and limit vehicle access directly off The Esplanade.

The potential introduction of a car ferry and associated infrastructure raises further issues for movement patterns in Cowes. While a location is yet to be identified, should it occur in this precinct there would be a significant impact on traffic conditions for cars and pedestrians. Any traffic and parking strategy should consider the potential car ferry link and its location.

Implications for the Design Framework:

The jetty triangle is currently a car-dominated place that poses safety concerns for pedestrians and detracts from the visual appearance of the whole foreshore. This area could become a focal point in Cowes as a space designed for people rather than cars. To achieve this, car parking would need to be relocated, and bus parking moved to another site.

Further development within the precinct will attract more vehicles. New development should incorporate accessible parking facilities where practical, rather than placing greater pressure on the existing infrastructure and increasing conflict with pedestrians.

Reducing vehicular traffic along The Esplanade, particularly at peak periods and during festivals and celebrations, would stimulate pedestrian activity and create an attractive and vibrant meeting place for local people and visitors.

Reducing traffic volume and speed will improve the sense of linkage between the foreshore and the town centre. This will also provide greater safety and a more enjoyable experience for pedestrians. A dedicated traffic and parking study would be required to identify possibilities for balancing the conflicting uses.
Ventnor differs from the other communities of Phillip Island due to its indistinct edges. It is separated from Cowes West by Saltwater Creek, and here the street grid shifts in orientation to face the coast. The residential development has no recognisable centre, but rather appears to be an extension of Cowes West.

Within Ventnor, the township appears to have developed in two clusters - to the west around Grossard Point and to the east around Saltwater Creek - with a large tract of bushland, public reserve and cliff-top housing in between.

For now Ventnor is primarily a weekend community - some 76% of homes are occupied on a part time basis only. As is the case for the whole of Phillip Island and San Remo, this is expected to change as greater numbers of people retire to their holiday homes in Ventnor.

**Land Form**

The coastline at Ventnor is spectacular – high cliffs lead down to beaches facing north west. Stepped pathways at the end of the roads allow beach access.

Typically, a vegetated zone along the foreshore separates residential land from the beach. Vegetation acts as a buffer between houses and the coast – houses are not visible from the beach.

Grossard Point is a rocky outcrop and a good viewing place. The existing cyclone fencing here is unsightly and belies the otherwise excellent views and historical significance of this location. (The historic grave of WP Grossard from 1868 is situated here).

**Implications for the Design Framework:**

Ventnor has high quality vegetation along the coastline and within parts of the residential area, which should be protected and enhanced.

Grossard Point is a natural viewing location and historical interest point, but is currently cluttered and unattractive.

**Land Use and Amenity**

Ventnor is a disparate residential settlement on the north west coast of Phillip Island. Cowes lies to the east, with rural land or the coast on all other sides. There are two residential areas, with an area of rural and reserved land in between.

The community is not well served by local facilities, perhaps due to the proximity of the Cowes commercial area and the relatively high proportion of part-time residents in Ventnor (76% of houses are only occupied on a part-time basis).

A general store and service station is situated on the eastern edge, close to the caravan park on Ventnor Road.

Recreational amenity in Ventnor is good and includes a pony club, family beaches with picnic areas and playground, and a recreation reserve.

The foreshore car park area and adjacent toilet block are dark and enclosed due to overshadowing by mature cypress trees.
**Implications for the Design Framework:**

Ventnor is sprawled in its pattern of development, and consolidation would be preferred over further expansion.

Trends suggest that the number of permanent residents will increase as people retire to their Ventnor holiday homes, which will create demand for more retail facilities.

Ventnor is currently without a ‘centre’. The retail facilities on the edge of the township are located beyond walking distance for most houses in Ventnor.

The recreational facilities including the playground and picnic areas are somewhat dated and require upgrading.

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**Built Form**

The sprawling built fabric of Ventnor generally comprises ‘beach house’ dwellings, with many houses used as holiday homes.

Ventnor appears to have larger houses than the other townships; many having two storeys with car parking underneath. The dominant materials are lightweight timber and fibro cement cladding.

An estimated 15.4% of lots are appropriately zoned for residential development is vacant within Ventnor. This land must be developed prior to any expansion of the township and should be adequate for the next 5 -10 years of population growth.

Along the Esplanade, a wide grassy plateau stretches from the unsealed road to the clifftops, allowing the houses here to have uninterrupted views of Western Port Bay and Mornington Peninsula.

The topography and vegetation allows the built form to be well screened, and generally these houses are not visible from the beach.

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**Implications for the Design Framework:**

Ventnor’s rural boundaries are indistinct and the residential area bleeds out into rural land.

Ventnor has developed in two parts, resulting in an eastern and western settlement with undeveloped land between.
South Coast Estates

The south coast of Phillip Island is as wild and exposed as the north coast is ordered and civilised. Looking out to Bass Strait, the coastal settlements on Phillip Island’s surf coast are exposed and windswept.

Smith’s Beach, Sunderland Bay, Surf Beach and Sunset Strip are quickly accessed off the Phillip Island Road, and the beaches here are renowned and popular with surfers.

These communities consist of holiday homes for the most part (77% of houses are occupied on a part-time basis). As with the rest of Phillip Island and San Remo, the ratio is changing as more people retire to their holiday homes.

A lack of local retail facilities, except for a store in Smiths Beach and on the Phillip Island Road in Surf Beach, will become an issue as the permanent population increases.

Visually, these communities tend to bleed together. They generally have indistinct boundaries, except for Sunset Strip which is separated from Back Beach Road. But while they have many factors in common, the local people do perceive them as separate estates with distinct interests, needs and identities.

Smiths Beach

Smiths Beach is the western-most settlement on the surf coast. It is located between Back Beach Road and the coast. Beach access is from the car park at the end of Smiths Beach Road (which runs north-south across the island, connecting to Cowes).

The landform is flat and elevated, sloping down to the coastline. The foreshore is made up of dunes to the east of Smiths Beach Road, with high cliffs further west. The foreshore reserve is reasonably well vegetated.

Built form tends to be elevated to take advantage of views – either on stilts with carports below or two storeys. Materials and styles are varied. Currently there is considerable development activity happening around Smiths Beach Road, near the general store, and a key site diagonally opposite the shop is vacant.

The residential areas in Smiths Beach vary. West of Smiths Beach Road the homes seem more established and the streetscapes benefit from vegetation and gardens. This area has a gentle rise in the topography allowing coastal views for houses behind the ‘front row’.

East of Smiths Beach Road, the residential fabric is perhaps more recent, with less established gardens, fewer street trees and flatter land resulting in a more exposed character. These houses are visually exposed from the main roads and present an untidy image to passing traffic.

An estimated 15.8% of lots are appropriately zoned for residential development is vacant within Smiths Beach. This land must be developed prior to any expansion of the township and should be adequate for the next 5-10 years of population growth.

Stormwater drainage in Smiths Beach is consistent with rural areas, and consists of open swales along road sides. Several swales are poorly maintained, eroded and weed infested.

Most streets are unpaved in Smiths Beach.

Sunset Strip

Sunset Strip, unlike Smiths Beach, Sunderland Bay and Surf Beach is away from the coast. The residential community is located within the fork at the intersection of Back Beach Road and Phillip Island Road.

Screened from the road by vegetation, it is somewhat difficult to negotiate the entrance to Sunset Strip.
Housing quality, styles and materials vary and are generally single storey. Many houses in Sunset Strip have access to good views to the south coast, over farmland and Sunderland Bluff beyond.

Roads are unsealed, storm water drainage consists of open swales and there is occasional street planting.

An estimated 42.5% of lots are appropriately zoned for residential development is vacant within Sunset Strip. This land must be developed prior to any expansion of the township and should be adequate for the next 5 -10 years of population growth.

**Surf Beach**

The topography at Surf Beach is generally a flat dune system above coastal cliffs and beach. The Esplanade links Sunderland Bay with Surf Beach resulting in a relatively unbroken residential fabric.

Roads are unsealed and vegetation is minimal. Properties on the Esplanade are large and exposed with good views, and are clearly visible from surrounding areas and the beach. Along the coast and beach side the built form is predominately 2 storeys.

Built character varies in style and quality, houses are often large, and have minimum landscaping. Houses to the north of the estate are clearly visible from the Phillip Island Road, presenting an untidy and disunified appearance.

An estimated 24.3% of lots are appropriately zoned for residential development is vacant within Surf Beach. This land must be developed prior to any expansion of the township and should be adequate for the next 5 -10 years of population growth.

**Sunderland Bay**

Sunderland Bay is located between the Phillip Island Road and the coast. The flat landform lies above coastal bluffs and the beach.

The built form is varied in style, quality and materials. Many are poorly maintained holiday homes of between 1 and 2 storeys and roads are unsealed. The foreshore is vegetated with grasses and low-lying scrub. Dunes and bluffs line the beach at Sunderland Bay, with high cliffs to the west and east.

The Esplanade, which runs along the foreshore, is the site of large houses with excellent views. The Esplanade connects the Sunderland Bay settlement with the Surf Beach settlement.

An estimated 24.3% of lots are appropriately zoned for residential development is vacant within Sunderland Bay. This land must be developed prior to any expansion of the township and should be adequate for the next 5 -10 years of population growth.

**Implications for the Design Framework:**

These settlements need to define and maintain their individual identities.

Building type and quality is variable and houses and gardens are often empty and poorly maintained due to a largely part time community.

Infrastructure such as local roads are often substandard and poorly maintained.

The coast, coastal landscape and local ecological systems are fragile, dynamic and vulnerable.

There are insufficient local amenities to support a more permanent community.

The South Coast estates are visually exposed due to the topography, landscape and planning. Building form is visible from the road, beach and environs and is not easily screened.

The condition of local roads could be improved, however non traditional, porous paving materials should be used to limit runoff.
Cape Woolamai

Cape Woolamai is relatively established, but predominantly part time community, only around 25% of the houses are occupied on a full time basis.

An estimated 46.3% of lots are appropriately zoned for residential development is vacant within Cape Woolamai. This land must be developed prior to any expansion of the township and should be adequate for the next 5-10 years of population growth.

Land Form

The township of Cape Woolamai is located south of the Phillip Island Road, stretching across the ‘thigh’ of the Cape Woolamai leg north of the State Faunal Reserve. It has two coastal frontages: Woolamai Surf Beach to the west and Cieeland Bight to the east. The coastal reserves are well vegetated, and there are ecologically significant shearwater rookeries to the west.

The land form is quite flat, rising to the west and south.

Built Form

Residential

Most structures are screened from the foreshore by vegetation, however buildings further inland are visible from Phillip Island Bridge and San Remo.

Cape Woolamai has two distinctive areas, east and west of Woolamai Beach Road, each with a different style and level of amenity.

East of Woolamai Beach Road, the houses appear more established and generally one or two storeys in height. These houses are closer to the east-facing shore which has a calmer beach and is more appropriate for families than the ocean beach on the western side.

Mature and established gardens add to the streetscape, and streets are paved and planted with trees.

West of Woolamai Beach Road, the residential area is more recently developed and there is considerable construction activity currently underway. Facing the south coast over Woolamai Beach, the housing fabric is taller with some three storey houses evident. Roads are unsealed and the general character is more exposed than to the east.

These homes are clearly visible from the Phillip Island Road over the airstrip, due to their height, bulk and lack of screening vegetation and detract from the visual landscape.

Commercial

A small cluster of commercial buildings on Vista Place includes a cafe, real estate agent and surf shop. There is sufficient and reasonably well-organised car parking opposite, and vacant sites are available for development.

The commercial area is located for convenience shopping on the way into the residential area and as a result, is not convenient from within the settlement. The shops are unattractive and exposed, and do not present well to Phillip Island Road.

The general store in the south east of the estate is better positioned for local residents, and close to the beach.
Implications for the Design Framework:

Houses on the western side of Cape Woolamai Beach Road are exposed and visible from the surrounding landscape.

Unsealed roads on the western side produce significant amounts of dust, especially in summer.

There is scope for further retail development within the small shopping cluster, which contains several vacant lots.

Movement

Cape Woolamai Beach Road is the main route through the township, with residential areas to the east and the west.

Either side of this spine the local road network has a strong grid pattern, offset from the road. The uniformity and lack of hierarchy within the road layout results in some navigation difficulty.

Local streets on the western side of Cape Woolamai are narrow and unsealed, creating dust issues in summer for the local residents. These roads lack footpaths, and reinforce a reliance on cars for transport.

Implications for the Design Framework:

The local road system is difficult to navigate due to confusion caused by the uniformity of the streets.

Unsealed roads on the western side of Cape Woolamai create local dust problems in summer. Alternative, porous paving treatments should be considered to formalise the roads, increase their safety and reduce dust, without creating excess runoff.

Lack of footpaths on the western side of Cape Woolamai creates safety conflicts between pedestrians and vehicles, and reinforce the communities reliance on cars for transport.

Public Spaces

The Beach

Cape Woolamai is famous for its surf beach - supposedly the second most recognised Victorian beach by international surfers, after Bells Beach at Jan Juc.

Cape Woolamai State Faunal Reserve

This reserve includes shearwater rookeries, the Woolamai surf beach and walking tracks that traverse the exposed granite outcrop of the cape itself. It is part of the Phillip Island Nature Park and considered to be an area of international environmental significance.

Implications for the Design Framework:

The public spaces of Cape Woolamai are stunning and fragile environments. These areas are visited by many people, and development within the township should carefully consider the potential impacts on the surrounding landscape.
**Other Settlements**

There are several smaller settlements on Phillip Island, ranging from a couple of isolated houses at points along the south coast to a settlement of around 300 lots at Wimbledon Heights.

An estimated 26.1% of lots are appropriately zoned for residential development is vacant within Wimbledon Heights. This land must be developed prior to any expansion of the township and should be adequate for the next 5-10 years of population growth.

It is considered that these settlements should not expand, and that all future residential growth should be concentrated firstly in existing available residential lots, then in Cowes and San Remo.
A Vision for Phillip Island and San Remo

It is the year 2020, and Phillip Island and San Remo are renowned as Australian environmental success stories. They have become internationally famous as wonderful places to live, work and visit.

The communities of Phillip Island and San Remo are physically separated from each other and each has its own distinct identity. These townships are home to vibrant communities and are the key to the area’s ever increasing diversity.

Victoria’s leading destination for nature-based tourism, Phillip Island offers a wonderful diversity of experiences. Its year-round attractions and wide range of quality tourist accommodation make a significant contribution to the local employment base and economy.

Across the Narrows, the fishing village of San Remo is a well loved destination for families, with a focus on recreation-based tourism. Marine Parade, San Remo’s cosmopolitan commercial strip, buzzes with activity day and night. The foreshore is now at the centre of community life.

A strong arts community exists at Phillip Island and San Remo. Exciting art works by local artists are incorporated into the built environment. New architecture is elegant, responds to its context and embodies the principles of environmentally sustainable development. Streetscapes are livable and inviting, with better places for people, more street planting in residential areas and less cluttered footpaths in commercial strips.

Bushland corridors extend right across the landscape linking together magnificent foreshores and reserves. The sweeping rural and coastal vistas that characterise Phillip Island and San Remo have been maintained. The overhead power lines that once detracted from the visual landscape have now been placed underground.

The previously cluttered collection of signs along roadsides has been replaced by a co-ordinated suite of custom designed signage.

The important gateways to Phillip Island and San Remo such as the golden cypress avenue at Cowes and the views along the tourist road from the Anderson Roundabout have been maintained and further enhanced to establish a real feeling of ‘entrance’ at these places.

The roads have appropriate speed limits and are safe for all users: drivers, pedestrians, cyclists and wildlife.

And at Cowes, an old gateway has been thrown open once more - holiday makers are again arriving by sea!
The People’s Vision

This section presents the broad vision for the development of Phillip Island and San Remo over the next twenty years. The vision comprises broad design principles and framework diagrams that set the conceptual scene for the way forward.

The vision is a distillation of people’s diverse thoughts, concerns, opinions and aspirations, which have been collected over a series of meetings with community representatives on the Steering Committee, focus groups, an all-day community convention, a three-week public exhibition and interviews. Many local students participated by producing work for an art and literature exhibition, based on the theme of the Future of Phillip Island and San Remo.

This vision is the combination of the thoughts and ideas of the community, the project steering committee and the project team’s analysis of the existing framework.

The vision is divided into four ‘realms’:
- Landscape and Environment
- Urban Development and Built Form
- Tourism and Recreation
- Movement

These form the basis of the overall strategies and guidelines.
Landscape and Environment

Vision

Restoring and protecting the unique and well-loved environment of Phillip Island and San Remo must be at the forefront of any plan for the future.

Regeneration and creation of wildlife corridors winding through rural and urban areas, and extending coastal reserves would help to provide some of the vegetation that has been cleared from Phillip Island and San Remo since European settlement.

Replacing vegetation will have several benefits. Among these are the expansion of habitat for local fauna, the provision of enhanced open spaces for recreation and an improved image for Phillip Island as a nature-based destination.

The encouragement of a pest and weed free environment, championing the principles of Environmental Sustainability and the maintenance of important views, will also revitalise the environment.

Goals

Aim to revegetate Phillip Island and San Remo in order to improve biodiversity and soil quality.

Preserve existing views and vistas across farmland and seascapes.

Improve the appearance of the landscape and protect the existing high quality landscapes found across Phillip Island and San Remo.

Actions

Create a linked system of indigenous vegetation corridors throughout Phillip Island & San Remo, integrated with a network of pedestrian and cycle paths.

Use indigenous vegetation wedges as a buffer between urban areas and rural land.

Use local indigenous species outside of the townships. Use a diverse palette of plants, and consider the differences between north and south when selecting species.

Work in partnership with landholders, developers and the community to achieve this vision.

Investigate incentives, assistance and training opportunities to help the community preserve important rural and coastal areas.
Urban Development and Built Form

Vision
The permanent population is predicted to rise to more than 11,500 people by 2020 and demand for visitor accommodation will increase as visitor growth rates are set to rise by some 2.2% per annum. There are sufficient vacant lots to absorb much of this growth over the next ten years and the trend of holiday home owners retiring to existing properties is likely to continue. There will still be demand for additional residential and holiday buildings and associated commercial and community services.

The vision for the future of built form exists on two levels. The underlying principle is that the townships should be contained and consolidated within prescribed boundaries and separated from each other by vegetation wedges and open space. It is important to ensure that built form does not spread across the whole island, and it is crucial to protect the coastline and rural areas from unchecked, irresponsible development.

Secondly, it is important that new buildings contribute in a positive way to the landscape and the environment. Design Guidelines will provide developers and the community with a toolkit for achieving successful development.

Goals
Maintain and reinforce separate urban areas as distinct communities.
Encourage the consolidation of townships and limit residential development to within the existing township boundaries.
Incorporate the principles of Environmentally Sustainable Development.
Promote a higher level of quality in new developments.

Actions
Emphasise the individuality of each community and improve the general architectural standard through positive and site responsive built form.
Define and clearly mark urban edges of townships.
Improve and reinforce the existing residential areas and clearly define the boundary to future development.
Improve and reinforce the existing commercial areas and clearly define the extent of each individual commercial area.
Establish new local centres comprising small scale, local convenience retail at Ventnor and the South Coast, where existing centres are either remote or do not address the needs of the community.
Encourage the development of more ‘robust’ architectural expression to buildings on the south of Phillip Island and San Remo to reflect the more windswept and rugged character of the landscape and conditions.
Tourism and Recreation

Vision

Phillip Island and San Remo would continue to benefit from the sustainable management of visitor activity, particularly the protection and conservation of the natural and cultural environment, which is one of the area’s key tourism assets. The fostering of a wide range of year round tourism opportunities, including appropriate and sustainable event development and the enhancement of existing attractions would ensure the continued development of Phillip Island and San Remo, as a quality and experiential visitor destination.

Goals

Ensure that new tourism developments are sensitive to and actively protect the natural and cultural environment and significant landscapes.
Foster a range of tourism opportunities in Cowes and San Remo.
Develop and improve public places for community and visitor events.
Improve the quality of tourist development and amenity.

Actions

Investigate the establishment of an Eco-Centre, for ecology, tourist information and environmental education as well as a sea safety centre at Woolamai Life Saving Club and a marine centre in Rhyll.
Expand the range of accommodation options to encourage more overnight stays.
Encourage the development of attractions which minimise the impact of seasonal visitor activity.
Enliven Cowes and San Remo through expanded shopping facilities, events and activities.
Investigate the development of an aquatic centre.
Provide non-vehicular linkages between communities.
Improve coastal facilities for viewing, picnicking, boating, surfing, fishing, walking & swimming.
Encourage tourism developments that are ecologically sustainable and responsible and sensitive to the landscape, particularly on the exposed south side.
Investigate opportunities to establish an art gallery.
Movement

Vision
Movement could be greatly improved by a network of bike and walking tracks that will encircle Phillip Island and the Anderson Peninsula. The shared trail would incorporate wildlife corridors with indigenous planting. Links would connect the communities and facilitate getting around in a safe, healthy and enjoyable way.

An 80km/h speed limit across Phillip Island would protect significant roadside vegetation from removal, and ensure that the roads are safe for all users, drivers, pedestrians, cyclists and wildlife.

Extended ferry services would connect the northern communities and offer visitors a unique view of the coastal townships. A car ferry would allow visitors to arrive at Cowes by sea, and form a link between the popular touring routes of the Great Ocean Road and the Gippsland region.

Goals
Establish or reinforce gateway approaches to and from the Island.

Ensure that movement throughout and around Phillip Island and San Remo effectively links all communities with minimal impact on the natural environment.

Actions
Establish a shared pedestrian/cycle path around the Island and San Remo with links between the communities.

Investigate the appropriate route for a future shared pedestrian/cycle path. The route should be located on public land where possible and only on private land in consultation and agreement with the landowner.

Minimise the impact of the chosen route on existing ecology, viewlines and urban areas.

Introduce a seasonal shuttle bus service that connects Cowes and San Remo with other communities and places of interest.

Establish a car ferry connection between Cowes and Mornington Peninsula.

Establish a ferry service to link the northern townships.

Liaise with VicRoads in order to achieve a reduction in speeds.

Prepare an emergency access contingency plan.
section five

STRATEGIES
Location, Links and Destinations

The location of Phillip Island and San Remo has great benefits. The ‘island’ identity makes the destination special and the proximity to Melbourne makes the area accessible. There is further potential to enhance the ‘island’ character, provide a greater seaside focus and establish links with other popular coastal destinations.

The following goals and actions identify ways to use and enhance location, links and destinations:

Goals

Emphasise the ‘island’ character of Phillip Island as a point of difference to other tourist destinations.

Promote San Remo as a destination in its own right, separate from Phillip Island.

Ensure that the arrival point in Cowes is recognised as being of international standard.

Consider the development of water borne travel to and from the mainland and around Phillip Island and San Remo.

Actions

Develop a car ferry connection between Phillip Island and Stony Point providing several daily services.

Investigate linking Phillip Island with the Queenscliff-Sorrento route, and with Williamstown and Melbourne.

Provide additional ferry capacity on peak days such as during the weekend of the Australian Motorcycle Grand Prix, Christmas, New Year and Easter.

Link the ‘northern’ communities by sea – i.e. a ferry service between San Remo, Newhaven, Rhyll and Cowes.

Examine the options for an appropriate location of a new jetty to accommodate the improved ferry services, considering social, economic and environmental impacts. This should include the following:

The new jetty should take advantage of deep water to enable cruise liners to dock.

The new pier structure should contain restaurants and cafes.

Pedestrian and vehicular traffic should be separated along the jetty.

Ensure that traffic flow associated with the ferry does not significantly impact on traffic movements in and around Cowes.

Take the opportunity to decrease vehicular traffic along the Esplanade and the northern end of Thompson Avenue.

Highlight the relatively short distance from central Melbourne (1.5 hours by road) in tourism marketing campaigns and the proximity to deep water in Bass Strait for boating access.

Examine opportunities for ferry services to link with local rail services including Stony Point Rail Link and Lang Lang.

Focus San Remo’s proximity to Melbourne and the outer south eastern suburbs.

Provide facilities for and promote the northern foreshore as a safe harbour for cruising yachts and major and local sailing events.

Design Guidelines

There are no design guidelines appropriate for Location, Links and Destinations. Refer to the actions above for guidance.
Identity

The identities of both Phillip Island, San Remo and the Anderson Peninsula are well established. The task for this framework is to reinforce existing identities where they make a positive contribution to the overall vision, and to forge new means by which these places can be better known and recognised.

The following goals and actions outline ways to maximise the potential of local assets to improve identity:

Goals

*Encourage and foster the individual identities of the different communities, and between Phillip Island and San Remo.*

*Recognise the important role that the rural and coastal environment and landscape plays in defining the character of Phillip Island and San Remo.*

Actions

Reinforce the sea as an important natural landmark across Phillip Island and San Remo by protecting views to and from the foreshore.

Promote the rural character of Phillip Island as being important to the identity of the place by protecting vistas across farmland that are accessible to all.

Mark entry points to create a sense of arrival at the regional and local level to both Phillip Island and San Remo, including the Anderson Roundabout.

Focus on the unique coastal location, environment and fishing identity of San Remo.

Use indigenous vegetation corridors to separate and buffer between urban development and rural land.

Define the existing commercial centres by providing strong and recognisable boundaries. Avoid allowing commercial development to ‘bleed out’ into residential areas.

Identify existing landmarks and investigate the creation of new ones in key locations across Phillip Island and San Remo to enhance the identity of each place.

Upgrade tourist facilities, incorporating different functions such as education, conference facilities, visitor information and accommodation.

Reinforce the significance of surfing at Phillip Island by establishing a surf & sea safety centre at Woolamai Life Saving Club and establishing local and international surfing carnivals.

Reinforce the perceived difference between north and south.

Establish a marine / historical education facility at Rhyll.

Design Guidelines

There are no design guidelines appropriate for Identity. Refer to the actions above for guidance.
The Physical Framework

Environment, Landscape, Views

Phillip Island and San Remo’s landscape is fragile and dramatic because it is the edge of land and sea. Its fragility and drama adds to the attraction of living in and visiting Phillip Island and San Remo. The local environment is part of larger ecological systems and habitats, so local actions can have wide-reaching effects. It is important that the significant local landscapes, habitats and ecological systems are protected now and for future generations.

Views are important to people’s perception of the landscape, helping them understand the environment around them. Phillip Island and San Remo have several national trust listed landscapes, and it is these and other significant views that give the area its sense of place.

The UNESCO (United Nations Education, Scientific and Cultural Organisation) Biosphere project (which also covers the whole Western Port catchment and Mornington Peninsula) will increase international focus on the environment and landscapes of Phillip Island and San Remo. It will provide a framework for environmentally sustainable development, and direct the attention of local people and visitors towards the environment.

The Biosphere project will be of great benefit to Phillip Island and San Remo, and the following goals and actions are intended to compliment the aims of Biosphere. They address ways to protect and enhance the landscape and environment of Phillip Island and San Remo:

Goals

Protect the ecologically significant areas, wildlife habitats and fragile coastal systems on Phillip Island and the Anderson Peninsula.

Improve the local environment by replacing some of the removed indigenous vegetation.

Recognise and protect the important views, and vistas across the area, and ensure that development does not impinge on these views.

Protect significant urban, rural and coastal landscapes from adverse impacts.

Ensure that development does not block views to rural and coastal areas and is not highly visible from vantage points to and from the sea.

Ensure that infrastructure does not have a detrimental impact on rural, coastal and urban landscapes.

Protect vegetation along foreshores.

Establish wildlife corridors both around and across the island and San Remo linked and continued through urban developments to create a system of linked corridors (below).

Encourage farming practices that are ‘value added’ and are ecologically sustainable.

Limit the further subdivision of rural land outside of existing residential areas.

Prevent inappropriate commercial developments on rural land.
**Actions**

Reinforce the protection and enhancement of existing public reserves to reflect indigenous flora.

Establish wildlife corridors both around and across Phillip Island and the Anderson Peninsula linked and continued through urban developments to create a system of linked corridors.

Reinforce and extend existing wildlife corridors, supporting the efforts of Landcare and partners.

Rehabilitate stream environments, including Salt Water Creek and Native Dog Creek, as part of the network of revegetation.

Use indigenous species of local provenance wherever possible and in doing so, emphasise the differences between the north and south.

Ensure that developers undertake an analysis of views from and to the site as part of the site analysis process.

Accelerate the process of coastal revegetation to prevent further erosion.

Protect and reinforce vegetation along foreshores, using indigenous species.

Continue community education initiatives that promote the use of indigenous species in the domestic landscape and discourage the use of identified weed species.

Promote responsible pet ownership within the community to enhance urban habitat for birds and other wildlife.

Continue to support the Coast Action initiatives, including weed removal.

Continue to support community based organisations such as Landcare and conservation groups that have made significant improvements to the local environment.

Ensure that development does not occur in areas that are subject to inundation.

**Design Guidelines**

Encourage fewer and lower fences within townships to provide transparency and permeability for wildlife.

Ensure that developments are setback adequate distances from main roads in order to reduce visual intrusion and provide adequate area for landscaping.
Establish a palette of tree species for streetscape planting in each community. Use indigenous species wherever possible – otherwise, choose species with habit, form and growing requirements that are suited to local conditions and requirements.

Ensure that new developments do not obstruct or impinge on important vistas. Establish vegetation wedges using indigenous species of local provenance to reinforce the physical boundaries of existing urban communities. Use green wedges as a buffer between residential and rural land.

Ensure that new infrastructure does not have an adverse impact on rural, coastal or urban landscapes.

Ensure that development does not have an adverse impact on significant environmental, cultural or archaeological sites, or coastal processes.

Identify and protect important views across Phillip Island and San Remo. Avoid new developments blocking views to rural and coastal areas.

Plant road reserves, but maintain views and sight lines important for safety. Protect existing indigenous vegetation within road reserves.

Provide landscaped setbacks of adequate distance from main roads to reduce visual intrusion.

**Built Form**

Design is both the process of making places and the physical and spatial characteristics of built form. It is the way that a town, a building or a public space engages physically with its surrounding landscape.

The standard of much of the existing built environment is not strong within Phillip Island and San Remo. The opportunity exists for creating new development and upgrading existing development to create a significant improvement in the quality of development.

New buildings, whether in rural or urban areas should make a positive contribution to the character and visual quality of Phillip Island and San Remo, and not become intrusive elements in themselves.

In the future, every opportunity should be taken to promote and establish urban areas as places that are well planned, designed and developed.

**Goals**

*Lift the standard of the built environment by encouraging contemporary architecture and a site-responsive approach to the design of buildings and spaces in urban, rural and coastal areas.*

**Actions**

Establish a design committee made up of design professionals (architects, urban designers, landscape architects and planners) to review and comment on all planning applications for new built form and subdivisions.

Encourage well designed, contemporary, site responsive architecture.

Encourage excellence in building design. Sponsor a 'Good Design' competition for both Phillip Island and San Remo, similar to that currently held by the City of Port Phillip.

Minimise the environmental impact of new developments from the planning process through to the construction.

Strengthen links between town centres and surrounding residential areas.

Preserve existing remnant vegetation.
Design Guidelines


Design for maximum energy efficiency and Environmentally Sustainable Development (ESD).

Respond to the differences between north and south sides of Phillip Island in housing, commercial and public realm design. Structures and spaces developed in the southern coastal areas should echo this more robust environment, whilst those on the northern edges should reflect the quieter, less exposed environment in which they sit.

Site new developments close to existing services wherever possible.

Ensure that all new developments are designed and sited to complement the specific context in which they sit and take account of existing landform, vegetation and historic character.

Design to minimise earthworks - eg follow the contours of a sloping site by using split levels.

Provide adequate street lighting, using well-designed lighting fixtures in keeping with the intended context.

Design to cater for equitable access.

Use high quality, durable materials that are in keeping with the coastal and rural surrounds including timber, painted render, galvanised steel, stainless steel, stone, glass and aluminium. Limit the use of highly reflective materials.

Ensure development is consistent with neighbourhood character.

Ensure that buildings are sited so as not to adversely impact on the quality of important views.

Aim to conceal new buildings from views from the beach or sea and site new development so as not to conceal important vistas.

Limit development to two storeys (or 7 metres from ground to top of wall) unless in clearly identified locations. Building height should be determined from natural ground level and be stepped in situations where the land slopes.

Ensure that new developments do not create undue noise for existing dwellings on adjacent lots, or for dwellings within the same development.

Screen all plant equipment, particularly when located on the roof.

Maintain important views and ensure that buildings are sited so as not to adversely impinge on the quality of those vistas.

Site new buildings close to existing services wherever possible.

Avoid blank facades facing nearby blocks or side roads and pay particular attention to the rear of buildings especially if visible from nearby properties and streets.

Design buildings to minimise the overshadowing of the public realm.

Protect and retain any existing indigenous vegetation when constructing new buildings and avoid damage to environmentally sensitive areas. Buildings should be designed around existing significant vegetation as much as possible.

Provide a context plan demonstrating how the building fits within the context of its surroundings and how view lines have been accommodated in all new development proposals.
Commercial & Retail

It is important that local residents and visitors have access to quality commercial facilities to fulfil day-to-day needs, attract visitors, reduce escape spending and to generate local income and employment.

Trends suggest that Phillip Island and San Remo will experience demand for more retail development as population figures and visitor number continue to increase.

The following goals and actions address issues related to retail activity and the development of the commercial areas:

Goals
Upgraded commercial areas to maximise their level of function and appearance for a growing local population and increasing visitor numbers.

Promote improvements to retail provision that will benefit existing residents and encourage tourism.

Support established businesses and their consolidation within existing retail centres.

New retail development should be located in established commercial areas.

Capture a higher proportion of ‘Escape Spending’ (currently 40% of total food spending is directed outside of the local area).

Actions
Define clear limits to all commercial precincts and consolidate commercial activity within them. Concentrate retail and commercial development in areas already performing those functions.

If there is demand for an additional supermarket in Cowes, encourage its siting within the primary commercial centre (north of Church Street if sufficient land is available).

Encourage the development of businesses specifically aimed at the younger market.

Encourage a high standard of visual presentation of retail premises.

Encourage the development of high quality restaurants, cafes, galleries and shops.

Ensure the amount of retail floor space within Thompson Avenue and The Esplanade in Cowes is maintained and limit the expansion of service businesses within this precinct to maintain an interesting, active and vibrant retail shopping areas.

Ensure reliability in power supply in order to provide more certainty to local business.

Ensure retail businesses provide equitable access for all people.

Keep pavements clear of merchandise and advertising to enable easy access along the streets.

Investigate the long term feasibility of providing small, local retail facilities in areas that are currently lacking them, such as Ventnor and the South Coast estates.

Improve pedestrian links within commercial areas - provide safe and attractive links between buildings to access car parks, public open spaces and residential areas.

Design Guidelines
Present active facades to buildings that engage with the street environment and avoid large expanses of blank walls.
Apart from on corner sites, align building facades parallel to the street and extend buildings to side property boundaries to reinforce existing street patterns.

Corner sites should actively address both frontages at street level and ensure that the corner allows for safe and comfortable pedestrian movement.

Maintain a consistent retail street frontage by avoiding residential development at ground floor level and employing a standard building setback, determined on a street by street basis.

Use window and door openings, architectural detailing and changes in materials and glazing to upper levels to articulate the facades of larger buildings and to minimise apparent bulk.

Utilise verandas and awnings to provide visual interest and shelter at street level.

Provide appropriate waste storage, loading and recycling facilities and screen them from public view.

Ensure that entrances are at the same level as the footpath, clearly visible from the street and allow for mobility impaired access.

Increase the provision of through block access, and encourage opportunities to create pedestrian links between buildings and parking where available.

Design to encourage increased pedestrian activity at street level.

Avoid creating points of conflict between vehicles, pedestrians and bicycles.

Locate access ways and equipment away from adjoining residential uses.

Provide appropriate acoustic treatment for roof plant equipment.

Provide and ensure that footpaths do not dominate the streetscape, whilst allowing safe pedestrian access.

Align building facades parallel to the street and extend buildings to side property boundaries to reinforce existing street patterns.

Residential Development

Future residential development across Phillip Island and San Remo must acknowledge the unique character of the coastal environment. Specifically, the development on the southern side of the island must respond to a robust and rugged landscape where as the quiet and urban character of the northern side requires a different response.

It is also essential that consolidation with the existing township boundaries occurs across the island to prevent urban sprawl and allow the ‘green space’ between the townships to be maintained. The new residential form must be sustainable and ensure the individual character of the township is preserved.

Goals

Create residential developments that are high quality, sustainable and sensitive to their surrounding context.

Actions

Focus medium–density residential development adjacent to existing commercial centres and activity nodes.

Underground all new power lines and infrastructure and encourage the undergrounding of existing power lines wherever possible. Otherwise introduce aerial bundle cabling.

Avoid residential development in areas of seasonal inundation.
Protect and retain any existing indigenous vegetation when constructing new buildings and avoid damage to environmentally sensitive areas. Ensure residential development is consistent with neighbourhood character.

**Design Guidelines**

New residential buildings should be a maximum of two storeys from natural ground level and be stepped in situations where the land slopes. Maximum height shall be 7 metres to top of wall and 8 metres to ridgeline. Refer to section seven for recommendations on building heights within the townships.

When designing new buildings, consider the existing site conditions and design to incorporate topographical features - eg. follow the contours of a sloping site by using a split level design.

Provide a context plan demonstrating how the building fits within the context of its surroundings and how view lines have been accommodated in all new development proposals.

Design buildings to minimise the overshadowing of the public realm.

Conceal new buildings from views from the beach or sea and site new development so as not to conceal important vistas.

Maintain important views and ensure that buildings are sited so as not to adversely impinge on the quality of these vistas.

Avoid blank facades facing nearby blocks or side roads and pay particular attention to the rear of buildings especially if visible from nearby properties.

Minimise the use of highly reflective surfaces.

Retain important views within existing residential areas.

Use low and permeable fencing in residential areas.

New dwellings should be sited to address the street frontage.

Place garages to the side or rear of new dwellings and avoid placement as part of the frontage. Do not locate garages forward of the building line.

**Subdivision Development**

Where future subdivision of land on Phillip Island and San Remo is required, it is important that a ‘suburban’ Melbourne response is avoided. The coastal character of the island with important views and vistas, ridgelines, rural landscapes and small seaside towns must dictate the size and pattern of future subdivision. The separation of the existing townships and prevention of new subdivisions ‘creeping’ outside of the township boundaries will ensure that the individual character of each area is retained.

**Goals**

*Plan new residential developments carefully to cater for the shifting demographic, ageing population and increase in full time residents, while avoiding creating an oversupply of residential property.*

**Actions**

Assess and ensure that adequate infrastructure is available to cope with any proposed subdivision or development.

Ensure that all new subdivisions include a street tree planting strategy developed in consultation with Council, and include a maintenance bond for private land.

Preserve existing remnant vegetation within new subdivision developments.
**Design Guidelines**

Prepare Local Structure Plans for all new subdivisions. Such plans are to demonstrate how the principles outlined in this section will be achieved.

Consider all new developments in the context of nearby dwellings and avoid unacceptable impact on neighbouring properties.

Subdivision applications should be accompanied by an Environmental Management Plan (EMP) to ensure environmental impacts are minimised during the construction process.

Take account of the context of a site in planning the layout and the development of the design philosophy.

Undertake an analysis of views from and to the site as part of the site analysis process.

For subdivisions in areas with existing vegetation define building envelopes in order to protect and retain remnant vegetation.

Incorporate a system of well designed open spaces within new residential areas that are accessible and respectful of existing natural features.

Provide adequate footpaths to allow for safe and accessible pedestrian movement, whilst minimising their dominance in residential streetscapes.

Create wildlife corridors through new developments wherever possible and link into existing wildlife corridors or areas of open space.

Minimise the amount of hard paving and incorporate Water Sensitive Urban Design techniques wherever possible.

Where practical, use alternatives to impervious paving.

Ensure that appropriate stormwater management techniques are in place.

Ensure all services and infrastructure is provided underground.

Respond to the existing land form, vegetation, historic character and site context when developing the layout of any new development.

Create easily identifiable entrance points and access ways to open space, foreshores, commercial areas and surrounding neighbourhood, a legible hierarchy of movement and definable internal focus points.

Provide a diversity of layout and building form to increase the vitality of a development.

Provide a range of lot sizes to accommodate different forms of housing.

Plan to provide on site systems to control the rate and quality of stormwater flow.

Utilise the principles of environmentally sustainable design in the setting out of the development and in the design of its buildings.

Provide open space within 500 metres of each household.

Avoid positioning side and rear fences adjacent to public open space.

Locate the front of dwellings to overlook public open space, where possible.

Minimise the use of courts and cul-de-sacs wherever possible.

Plan to substantially utilise existing water bodies in the design of the development as functional and aesthetic features.

Respond to local building forms and patterns of development in the detailed layout.

Present the primary address of all new developments to the street frontage.

Locate garages to the side or rear of new dwellings and avoid placement as part of the frontage. Do not locate garages forward of the building line.

Use low and permeable fencing in residential areas.
Limit residential development to two storeys (or 7 metres to top of wall and 8 metres to the ridgeline) unless in clearly identified locations.

When designing buildings, consider the existing site conditions and design to incorporate topographical features - eg follow the contours of a sloping site by using split levels.

**Design Guidelines for Industrial Development**

The non-residential development on Phillip Island and San Remo is largely characterised by farming and tourist land uses with industrial development being a small sector of the existing built form. As such, it is important that any future industrial development must be sympathetic to the context, ensuring the siting, treatment and screening from key vistas is paramount. The design and scale of industrial development is largely governed by the type of industry and therefore it is important that each development is considered on a case by case basis.

**Goals**

Lift the standard of the built environment by encouraging contemporary architecture and a site-responsive approach to the design of buildings and spaces in urban, rural and coastal areas.

**Actions**

Encourage excellence in industrial building design.

Minimise the environmental impact of new developments from the planning process through to the construction.

Preserve existing remnant vegetation.

Ensure industrial development do not impact on residential amenity.

**Design Guidelines**

Ensure that industrial developments include a landscaped front setback.

Provide appropriate waste storage, disposal and recycling facilities that are not visually prominent.

Encourage parking to the side or rear of the site rather than at the front of the site.

Encourage lively, well-articulated industrial buildings – use colour and glazing and avoid blank walls and excessive signage.

Screen all plant equipment, particularly when located on the roof.

Incorporate a well designed area for waste storage to ensure a minimal impact on the streetscape.

Ensure that industrial development does not impede important views and screen from nearby access ways and residential areas.

Provide landscaping to developments along major roads.

**Rural areas**

The extensive farmland that covers Phillip Island and the Anderson Peninsula provides much of the visual character and cultural identity that generations of local people and visitors have come to love.

It is vitally important that this character continues into the future. Development within the rural environment can have a substantial impact on the visual quality of the landscape. It is therefore important that developments within rural areas are undertaken sensitively and that negative impacts on the landscape are minimised.

The following goals and actions respond to the need to protect this valuable cultural and visual asset.
Goals

Encourage the retention of rural land for agricultural uses.

Encourage excellence in the siting and design of developments in rural areas to protect significant views and landscape features.

Consolidate urban development within existing urban boundaries and avoid building in rural areas.

Protect significant views of rural land from land, sea and from roads on Phillip Island and Anderson Peninsula.

Ensure that all new developments are designed and sited to complement the specific context in which they sit.

Actions

Prevent low density or rural-residential development other than in designated areas and townships.

Discourage the further subdivision of rural land outside of existing residential areas.

Prevent inappropriate commercial developments on rural land.

Encourage farming practices that are ‘value added’ and are ecologically sustainable.

Encourage diversification in rural enterprises.

Promote the investigation and development of alternative agricultural uses, such as olives, vineyards, hemp and aquaculture.

Investigate and promote the development and marketing of quality, locally grown produce.

Investigate the opportunities for a partnership between tourism and farming – e.g. promoting a ‘Gourmet Region’ – cheese, wine, olives, and fish.

Continue to encourage farmers to plant indigenous species of local provenance on their farms.

Support the initiatives of organisations such as Landcare who involve the farming community in efforts to address rural issues such as salinity, weeds and erosion.

Work in partnership with the rural community and landholders to protect and enhance important rural areas.

Design Guidelines

Provide landscaping to the frontage of any developments that fronts onto roads, particularly main roads and vantage points.

Buildings in rural areas should be a maximum of two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.

Group all buildings within new developments and avoid them spreading out across the landscape.

Design developments to be responsive to the differences between north and south. For example, a building on the southern coast should echo its robust environment in materials, construction and form.

Avoid disturbance to existing heritage structures or sites.

Avoid disturbance to natural vegetation.

Plant indigenous species of local provenance within all developments in rural areas.

Minimise changes to the natural drainage patterns of the area and incorporate Water Sensitive Urban Design techniques for managing stormwater.
Ensure that all new developments are sensitively located with regard to existing and proposed wildlife corridors.
Design for environmentally sustainable development.
Maintain important views and ensure that new development does not adversely impact on existing rural views.
Ensure that all developments create minimal changes to the natural drainage patterns of the area and cause no adverse environmental impacts.
Ensure that developments and infrastructure are not sited on ridge lines, tops of hills or other vantage points, wherever possible. Screen new developments from existing viewing points.

**Public Open Spaces**

Public spaces are often referred to as the ‘lungs of the city’. They provide places of respite from the bustle of busy streets and constant traffic.
Although it is often difficult to provide new areas within established urban environments, it is possible to revitalise existing spaces to help rejuvenate a community.

The most significant public spaces within Phillip Island and San Remo are the foreshores – they form wonderful linear parks and are a valuable and often neglected public asset.

**Goals**

*In coastal townships, establish the foreshore as the heart of each community, with secondary spaces that support and link back to it.*
*Improve public lighting in public areas, residential areas and along traffic routes.*
*Redevelop the Cowes Jetty Triangle as a significant public space and focal point of Cowes.*

**Actions**

Create a system of well designed open spaces that are accessible and respectful of natural features.
Undertake an extensive street tree planting program and choose species to complement the scale of surrounding buildings and the street width.
Incorporate high quality artwork into urban areas where possible.
Reduce clutter and intrusive advertising in the public realm.
Avoid creating points of conflict between vehicles, pedestrians and bicycles.
Develop a lighting strategy for the commercial areas of Cowes and San Remo and ensure that pedestrian areas are well lit at night.
Use contemporary lighting elements and fixtures – avoid heritage styles.
Minimise light pollution by employing careful lighting design.
Uplight the trees on Thompson Avenue in Cowes to create a dramatic night-time atmosphere.

Limit street lighting to urban areas.
Create new open spaces that are safe, attractive and welcoming.
Provide interpretive signage in public places to provide information about the local environment, heritage and available facilities.
Use building materials that reflect and reinforce the local character and context of public places. In foreshore areas utilise timber, concrete, stone, galvanised steel and stainless steel.
Provide new and retain existing open space and recreation areas within
the urban environment.

**Design Guidelines for the Foreshores:**

Upgrade the foreshores to create robust people places that encourage community and visitor use.

Rejuvenate public foreshore areas such as the jetty triangle in Cowes to enable the staging of events, community celebrations and functions.

Provide signage to assist and educate visitors about relevant laws relating to the area, such as dog access to beaches, litter, etc.

Remove car parking from foreshore areas.

Foreshores should not be used for parking. Ensure that car parks are located away from beaches to allow coastal plantings and protection of dune systems. Car parks should incorporate significant landscaping to reduce their visual impact.

Upgrade foreshore public spaces and associated facilities such as toilets, bins, seating and signage where required. Incorporate appropriate planting, minimise surface runoff and ensure that views, visual quality, movement and the environment are not compromised.

**Design Guidelines for Open Spaces in New Residential Areas:**

Provide public open space within new residential areas.

Ensure that dwellings in any new development are positioned to front directly onto access roads and open space areas.

Discourage back or side fences that abut open spaces.

Make use of existing water bodies and creek lines in the development of open space networks.

Use indigenous species of local provenance, with exotic species used only in designated locations in urban areas.

Manage litter including the provision of recycling bins.

Provide and maintain footpaths, pedestrian links and gathering areas.

**Signage**

Signage should mark the attractions, assets and sites of interest in a clear way to assist residents and the visitors. A consistent approach would improve legibility and convenience for visitors. The aim should be to use a strong graphic that will provide a repeated and reinforced image for the whole of Phillip Island and San Remo, as well as site-specific variations that reflect the individual qualities of the townships and attractions.

**Goals**

*Develop a consistent approach to signage across Phillip Island and San Remo and implement a suite of signage that is clear, informative and attractive.*

*Assist commercial operators in preparing their own, appropriate signs through a simple guidelines document.*

**Actions**

Develop and enforce a clear, simple signage strategy, which aims to minimise the amount of signage.
Develop a distinctive, contemporary and consistent suite of signage that brings together the whole area, yet is particular to each township.

Rationalise and remove unnecessary existing signage particularly at entrance points and within key view lines.

**Design Guidelines**

Avoid visual clutter when positioning signage.

Ensure that the character and scale of signage is in keeping with that of the building it is attached to or the place it is located.

Rationalise and remove unnecessary existing signage particularly at entrance points and within key view lines.

Improve clarity and positioning of signage to existing and proposed car parks.

Ensure that signs on heritage buildings complement the scale and character of the building.

Remove all 'A' frame advertising signs or sandwich boards from the footpaths and the public realm.

Locate cultural, heritage and environmental interpretive signage at key buildings and structures, points of interest and along walking tracks.

Cluster directional signage and information signage and where possible place on a single pole.

Limit the amount of signage that is used.

Only signage that is directly related to the use / development of rural land and is consistent with the aims and objectives of the signage strategy should be allowed in rural areas.

No illuminated pole signs should be located within the Study Area.

**Movement**

On a large scale, the existing road system that services Phillip Island and San Remo is generally effective in moving vehicles to and around the area, even at peak periods. There are, however, some concerns locally regarding speed and associated loss of wildlife on the roads, and many examples of inadequate pedestrian and movement systems within the townships.

Future access and movement strategies must pay greater attention to people’s specific requirements, especially with regards to providing equitable access for all.

**Vehicular Movement**

**Goals**

Concentrate vehicular access within the existing road system and avoid construction of major new roads.

Improve the safety of roads for all users: pedestrians, vehicles, cyclists and wildlife.

**Actions**

Aim to reduce the speed limit throughout Phillip Island to 80km/h from the existing 100km/h.

Undertake emergency access planning in conjunction with the appropriate
government departments.
Investigate the use of major events traffic management techniques during the peak summer period to alleviate traffic congestion.
Ensure all roads are constructed and maintained to an appropriate standard.
Locate entry and exit points to facilitate safe vehicle and pedestrian movements.
In urban areas, minimise the visual impact of pavements, whilst providing safe access.

**Design Guidelines**
Access to beaches and coastal activity nodes should be in accordance with relevant management plans.
Ensure that access and egress points and major intersections are legible and well lit.
Separate vehicular traffic from pedestrians and cyclists, wherever possible.
Preserve important sight-lines, particularly at vantage points, hill tops, junctions, near the coast and adjacent to reserves to ensure safety of all drivers, cyclists and pedestrians.
Design for access and servicing for safe vehicle and pedestrian movement.

**Pedestrian and Bicycle Movement Goals**
Reduce the dominance of vehicular traffic and parking in urban areas and increase pedestrian amenity.
Work towards degrees of pedestrianisation in the town centres, especially in key areas at periods of high activity.
Improve out-of-town walking and bicycle movement opportunities.

**Actions**
Investigate the appropriate route for a shared bicycle/pedestrian path around and across Phillip Island and San Remo, linking townships, landmarks and attractions. Such routes must be located to not adversely affect environmentally significant areas, nor harm the habitat of significant flora and fauna.
Provide for adequate bicycle parking within commercial areas and at beaches.
Locate all new pathways in visible areas to maximise security.
Design shared pathways to be 2.5 metres wide, and pave in asphalt.
Encourage more effective pedestrian links to beaches and foreshores in urban areas – consider traffic calming devices, feature paving in the road at pedestrian crossing points and traffic islands, etc.
Develop pedestrian links in commercial areas between car parks and shops.
Remove barriers to pedestrian movement by removing goods for sale and signage from pavements, except for outdoor eating.
Widen and improve footpaths where required in commercial centres and provide opportunities for outdoor cafes.
Ensure footpaths and road crossings within the townships cater for the mobility impaired.
Loading and Servicing

**Goals**

Minimise the visual impact of loading and servicing areas.
Ensure such areas do not dominate the frontage of buildings.

**Actions**

Locate loading docks and service areas to the rear of buildings, away from public view.
Position loading bays away from sight lines.
Encourage the long-term improvement or relocation of poorly located loading areas.
Minimise the number of vehicle crossings in pedestrian areas.
Design access and servicing areas to ensure safe vehicle and pedestrian movement.

Public Transport

**Goals**

Promote the use of public transport and increase the availability of public transport services.

**Actions**

Introduce a shared shuttle bus service that will connect Cowes and San Remo with other townships and places of interest.
Investigate the provision of a boat ferry service that runs between townships.

**Design Guidelines**

There are no design guidelines appropriate for Public Transport. Refer to the actions above for guidance.

Car Parking

On Phillip Island and the coastal areas of San Remo and the Anderson Peninsula, the landscape is relatively flat to undulating with many stunning long distance views. The siting of car parks in these areas is therefore crucial, especially for major developments, within sight lines of major roads and along exposed foreshore edges to ensure it does not impact on these viewlines.

The townships experience significant seasonal increases in population, and the pressure on parking infrastructure is noticed primarily at these times. Individual parking recommendations are contained within each of the Township Strategies, however, the key goals are outlined as following:

**Goals**

Achieve a balance between providing sufficient car parking within townships to cater for seasonal fluctuations in population numbers, while minimising the visual impact and "land take" that excessive car parking can create during other times of the year.

**Actions**

Avoid locating car parks on foreshores.
Investigate initiatives in urban areas that could reduce the pressure on parking in peak periods, such as paid parking, rear of shop parking and time limits.
Ensure new commercial developments provide adequate car parking.
Avoid damage to environmentally sensitive areas.
Use appropriate trees to provide shade in new car parks.
Provide clearly separate pedestrian access to avoid conflict with vehicles.
Look at providing underground or high rise carparking in Cowes and San Remo to alleviate parking stress on local streets.
Provide designated, well signed areas for bus parking.

**Design Guidelines**

Ensure all car parks are appropriately designed to cater for public safety and conform with the relevant Australian Standards.

Minimise the visual impact that car parks can have on sight lines from roads, reserves, tourist destination points, lookout points and residential areas.

Encourage car parking to be provided in small discrete lots separated by planting, wherever possible.

Locate entry and exit points to facilitate safe vehicle and pedestrian movements.

Rationalise and re-pave existing car parks to maximise the efficiency of existing areas before taking up valuable land to build new ones.

Minimise car parking within reserves. In particular, minimise parking on the foreshore and locate away from beaches, dunes and environmentally sensitive areas.

Separate loading and manoeuvring areas from public car parking areas.

Locate employee parking at the rear of lots.

Provide appropriate screen and shade planting to all new car parks.

Reduce the dependence of on-street parking in community centres and encourage long term parking in designated off-street car parks within close walking distance of retail areas.

In commercial centres, locate any proposed multistorey car parks mid-block and provide an active frontage eg retail outlets, to the street.

Utilise existing areas between shops for car parking, where cars can be effectively screened from nearby streets.

Provide clear signage indicating both the location and availability of parking in positions that will be easily seen by passing motorists.

Manage on street parking by introducing carefully managed time restrictions.

Provide for adequate bicycle parking.

Incorporate new parking within new urban developments, preferably underground, wherever possible.

Target and design to reduce points of conflict between pedestrians and cars.

Ensure that there is easy and direct access from disabled car parking spaces to building entries and public places.

Ensure acoustic screening is available for parking areas adjoining neighbouring residential uses.

Design garages that do not dominate the frontage of the residential site and which are in proportion with the dwelling in terms of size, height and massing.

Allow as much space as possible between permissible crossovers, garages or car ports provided on the same site.

Limit the number of crossovers to one per lot.
Respond to the site when designing new car parks in rural areas. Design to effectively integrate the natural assets of the environment such as vegetation and slope and to minimise visual impact.

**People**

Phillip Island and San Remo have wonderful communities of active, passionate residents and visitors who return with their families yearly. Great people places and events help to build strong social networks locally and improve the quality of peoples’ daily lives by providing opportunities for interaction.

The following goals and actions identify design strategies to make places for people with vibrant, positive atmospheres conducive to community interaction and participation.

**Goals**

*Reinforce the communities of Phillip Island and San Remo.*

*Consider the needs of people of all life stages and be sensitive to the needs of all of the community, including those with disabilities.*

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

*Recognise and protect the individual identities of each township.*

**Actions**

Develop a greater focus on youth within communities to provide better recreational, educational and employment opportunities.

Be sensitive to the needs of the ageing community and enhance access to retail areas and services, amenities and public transport.

Design for a safe and secure environment that promotes equitable access for all.

Enliven people and places through expanded events and activities.

Create sustainable employment and training opportunities.

Liaise and promote initiatives aimed at community building.

**Design Guidelines**

There are no design guidelines appropriate to People. Refer to actions for guidance.

**Tourism**

Tourism is the lifeblood of the local economy and is generally viewed positively amongst the community, who appreciate the economic benefits it generates. There is some concern however, regarding potential impacts that development and large visitor numbers may have on the environment, especially in coastal areas of Phillip Island.

A central Eco-Centre could be a multi-functional facility providing scientific research, communication, education, tourism, accommodation, catering and conferencing. It would be the heart of nature-based tourism at Phillip Island. The Eco-Centre would be best located centrally and near the main tourist traffic route.

The following goals and actions identify opportunities for enhancing tourism at Phillip Island and San Remo, in a sustainable manner:
Goals

Promote San Remo as a destination in its own right with a unique fishing village identity and great recreational opportunities.

Promote Phillip Island as a nature-based holiday destination with excellent scenery and wildlife, across all seasons.

Concentrate new tourism developments in specifically defined locations and protect remaining rural areas to preserve the qualities that make the Island and San Remo so attractive.

Ensure that new tourism developments are sensitive to and actively protect the natural, cultural and social environment.

Design and develop an Eco-Centre as a focal point of Phillip Island, with interpretative facilities and tourist information promoting the attractions on Phillip Island as a whole. A central Eco-Centre could be a multi-functional facility providing scientific research, communication, education, tourism, accommodation, catering and conferencing. It would be the heart of nature based tourism at Phillip Island.

Investigate a partnership between the public and private sectors for the funding and operation of an Eco-Centre.

Actions

Develop and improve San Remo foreshore for visitor and community events.

Improve the range of accommodation types in San Remo.

Enliven San Remo through a calendar of night-time events in summer – including night markets, twilight music evenings, and outdoor movie screenings on the foreshore.

Expand the range of accommodation options – include family style group accommodation, an integrated environmental lodge/resort with low environment impact, backpackers and quality 4-5 star accommodation.

Build upon and expand opportunities for nature-based tourism.

Promote the traditionally popular activities including wildlife viewing, boating, sightseeing, walking, cycling, swimming, surfing, fishing and diving.

Improve coastal facilities for viewing, picnicking, boating, surfing, fishing, walking and swimming.

Improve public places such as the Cowes ‘Jetty Triangle’ for community and visitor events.

Encourage the development of all-season attractions and a calendar of events to minimise the impact of seasonal visitor activity.

Provide more opportunities for specialist shopping and entertainment and dining in commercial centres.

Enliven Cowes through expanded events and activities such as summer evening markets, music on the foreshore and an outdoor movie program.

Consider closing Thompson Avenue and The Esplanade to traffic during evenings of major events and celebrations eg New Years Eve.

Promote the historical significance of the George Bass Memorial Drive.

Encourage greater non – vehicular linkages between communities including the development of a walking/cycling ‘round the Island’ trail that includes San Remo.

Improve or develop walking tracks, including:

- Cape Woolamai loop walk (upgrading and realigning existing tracks where necessary)
- Oswin Roberts Reserve – Conservation Hill – Rhyll Wetlands tracks
- Major beach access tracks including Forrest Caves
- Loop walks including: Churchill Island, Rennison Bight, Forrest Caves, Cape Woolamai and Cleeland Bight
Design tourist developments south of the north/south divide with more robust architectural themes, reflective of the more open, dramatic and windswept character.

Investigate opportunities to provide rural related tourism opportunities.

Utilise established links to nature-based tourist attractions across Phillip Island.

Consider the incorporation of accommodation, convention and reception facilities.

Extend monitoring points at key ecological sites around Phillip Island and at San Remo, that feed back to a main interpretive hub at the Eco-Centre.

Provide interactive multi-media facilities at the Eco-Centre linked directly to the information monitoring points.

Provide interpretive information of the dynamic marine environments of Western Port and Bass Strait.

**Design Guidelines**

New buildings in rural and coastline areas should be a maximum of two storeys (7 metres to the top of wall and 8 metres to the ridgeline) in height.

Encourage the development of nature-based tourist developments, complemented by architectural design that reflects that approach.

Encourage architectural design that is both contemporary and innovative and that actively demonstrates the principles of Environmentally Sustainable Design (ESD).

Design new buildings to reflect the differences in the environment between north and south of the Island.

Minimise the impact of new developments on the natural landscape.

Protect existing views by siting new tourist developments away from established view lines and coastal edges.

Respect existing vegetation and landform and design to accommodate natural features and characteristics within the layout.

Ensure that traffic access and car parking does not disadvantage existing facilities or dwellings.

**Recreation**

Successful recreation facilities are an essential requirement for a healthy community. Recreation can be structured or unstructured and should include opportunities, services and programs for sport, art, hobbies, cultural activities and independent leisure. (Municipal Leisure and Recreation Plan, Shire of Phillip Island, 1994).

The following goals and actions relate to recreation:

**Goals**

*Actively promote opportunities for recreation through the provision of high quality information, events, interpretive and educational facilities to suit the diverse needs of the community.*

*Improve opportunities for walking and cycling within communities and across Phillip Island and San Remo.*

*Reinforce beaches and water-based activities as local recreation resources, not just as tourist destinations.*

*Provide open space and recreation opportunities throughout urban areas.*
**Actions**

Retain existing and provide additional open space within urban areas.
Provide a shared bicycle and walking trail around and between communities on Phillip Island and San Remo, including connections to the George Bass Coastal Walk in San Remo.
Develop a public hall strategy to determine which communities could benefit from public halls where none exist at present.
Ensure a rich program of cultural activities and events occur within each community.
Recognise other recreational activities including fishing, boating, surfing, beaches etc. Reference to top ten activities in the recreation plan and enhancement of facilities and opportunities.
Actively promote recreation opportunities for young people, particularly proven activity generators such as BMX and skate parks.
Promote the establishment of sporting and recreational opportunities.
Investigate opportunities to link and promote new recreation activities with established major events such as the Australian Motorcycle Grand Prix and the channel challenge.

**Design Guidelines**

There are no design guidelines appropriate for Recreation. Refer to the actions above for guidance.

**Arts and Culture**

A thriving arts and cultural life is an asset within a community. Phillip Island is already home to an active arts community and maintaining a focus on the arts will enhance the identity of both Phillip Island and San Remo.

The following goals and actions address the development of local arts and culture:

**Goals**

*Create and support an arts focus for the local communities, tourists and visitors.*

**Actions**

Commission and establish an Arts Policy.
Continue to support the ‘Creative Island’ newsletter and Art Tour program.
Establish a reference group of councillors, council officers and the local arts community and encourage this group to select and implement public art projects.
Involve young people in the development of art in the community.
Incorporate artwork into major developments in key locations.
Commission major public artworks for important public sites such as the ‘Jetty Triangle’ in Cowes.
Use sculpture to mark key identity points, as recommended by the Phillip
Island 10-Year Art and Design Plan (Jenny Saulwick, 1991).
Use the beaches and coastal areas as the setting for an annual exhibition/festival for temporary art installations featuring a group of artists.
Focus exhibition space at the Cowes Cultural Centre on craft-based works.
Create a new gallery for local and contemporary art.
Establish the new jetty precinct as an outdoor performance / people place / amphitheatre.

**Design Guidelines**
There are no design guidelines appropriate for Arts and Culture. Refer to the actions above for guidance.

## Heritage

Properly identified and protected, the heritage elements of a place provide a timeline of development and social history – an essential element of the identity of any place.

The following goals and actions address heritage:

### Goals
- Identify and protect existing heritage features and sites of Aboriginal and European significance, both in the townships coastal fringe and in rural areas.
- Protect and maintain significant trees and streetscapes.
- Protect significant archaeological and historical sites.

### Actions
- Promote the importance of heritage with historical walks such as in Rhyll, including interpretive signage at key locations.
- Identify and promote the Phillip Island and District Historical Society Museum in Cowes as a valuable community asset.
- Implement the recommendations relating to archaeological and historical sites in the Phillip Island Nature Park Management Plan, December 2000.
- Undertake archaeological surveys of prospective development sites prior to construction of new developments.
- Ensure that all development proposals are referred to the relevant authorities concerned with Aboriginal affairs and cultural heritage.
- Improve knowledge of the cultural heritage of the area by providing information at designated interpretive centres.
- Provide a complete interactive history of Phillip Island and the Anderson Peninsula at the Eco-Centre.

### Design Guidelines
- Ensure that alterations to heritage buildings take into account the architectural and cultural history of the building.
- Encourage the continual use and reuse of heritage buildings including sympathetic internal adaptation and restoration.
- Investigate flood lighting to heritage and landmark buildings.
- Protect views to sites of heritage significance.
- Protect avenues of trees and trees on the foreshores.
section six
TOWNSHIP STRATEGIES
The Individual Townships

The Townships in Focus
The townships on Phillip Island and San Remo are diverse and individual, each with its own history and character. In the main, the townships fringe the coast and are separated from each other by either water, farmland or bushland.

It is this separation and the varied conditions that has allowed the growth of such individual places.

A strategy has been developed for each township to allow detailed design objectives and actions to be developed for each of these unique areas.

Strategic Goals and Actions
In order to ensure that each township continues to develop as an individual community, it is important that they each retain their sense of separateness. The design framework responds to that need by considering each township as a discrete entity, with separate goals and actions for each place.

This section should be read in conjunction with the overall goals, strategies and design guidelines that apply to the whole study area as they form the basic framework for design and development of new residential, retail, industrial and tourist buildings across Phillip Island and San Remo. These goals, actions and guidelines are outlined in section five.
San Remo

Goals
- promote San Remo as a destination in itself
- encourage the development of its fishing village character
- consolidate development within the existing boundaries of San Remo
- provide a much needed waterside focus by improving the amenity of the foreshore spaces
- improve the appearance and function of Marine Parade
- encourage built form of a high quality that is site responsive
- develop the approach to San Remo as a major entrance from the east
- maintain views over the bay from Phillip Island Road
- maintain and further promote links with Newhaven and Cape Woolamai
- underground infrastructure

Actions

Future Development
Investigate the opportunities to link the proposed recreation facilities (golf courses) with existing nearby residential development.

Encourage the development of recreation facilities - ensure that the design stage focuses on solutions to minimise environmental visual impacts.

Consolidate development within existing urban zoning boundaries.

Promote the provision of high quality accommodation.

Prevent additional urban development from occurring north of Phillip Island Road.

Built Form

Ensure that all new built form is developed and designed in accordance with the design principles of section five to achieve design excellence.

Ensure that the design and development of all new built form incorporates ESD principles.

Foreshore Precinct

Protect, improve and create better links between the foreshore spaces - the foreshore is the key to San Remo’s identity.

Relocate the under-utilised foreshore car park, east of the toilet block - redevelop this area as the public focus of San Remo, and a place for major public events such as Carols by Candlelight and the Channel Challenge.

Identify the foreshore as a pedestrian oriented, open and public space - discourage further building development on the foreshore.

Open up views of the fishing jetty from Marine Parade by relocating the public toilet block from its existing location to a site where views will not be impeded - eg below the embankment of the bridge.

An upgraded foreshore would be a great asset to the San Remo community.
Create a public focal point at the location of the current toilet block.
Maintain the jetty as a major focal point.
Upgrade and maximise the use of the gravel car park between the fisherman's co-op and the caravan park.

Improve pedestrian access to and around the foreshore by extending footpaths from east to west. Continue the path through the area behind the fisherman's co-op.

Establish zones of indigenous planting along the interface between the lawn and beach, with timber steps at intervals marking specified access points to the beach. Use indigenous grasses and groundcovers of local provenance.
Upgrade the barbecues, picnic furniture and shelters with modern facilities, as required.
Provide the playground area with shade and seating.
Plant trees for shade along the foreshore car park edge.
Investigate the provision of bus parking close to food and public toilets.

**Commercial Area - General**
Concentrate the San Remo commercial area to the southern edge of Marine Parade.

Develop a precinct for people on Marine Parade between Bergin Grove and Woolamai Grove incorporating cafes, the hotels, open space and restaurants to cater to local residents and visitors.

Ensure that all new commercial development is of a high standard and complies with the Design Guidelines set out in section six.

Underground all powerlines in Marine Parade and Phillip Island Road.
Minimise signage and clutter, especially illuminated and neon signage.

**Marine Parade - West of Bergin Grove**

Encourage a high standard of retail development and a vibrant, cohesive streetscape.

Encourage the redevelopment of all commercial buildings.

Include verandahs and awnings to all new buildings and ensure that facades are well-articulated to create a visually cohesive streetscape.

Activate street frontages on Marine Parade by limiting uses to retail, cafes, galleries and restaurants at street level.

Promote a consistent retail frontage by requiring a zero setback for all new buildings.

Encourage residential and holiday apartments as 'shop-top' dwellings to the third storey however ensure that at least the first storey is utilised for commercial purposes.

Limit the height of new buildings to a maximum of three storeys (10.5m to the top of wall) in height, with the third storey stepped back from the street.

For new buildings, use a combination of painted timber, stone, painted render and galvanised or stainless steel, and minimise the use of highly reflective surfaces.

Encourage the use of pitched metal roofs to all new developments.
Utilise a palette of light or vibrant colours to reinforce the character of the waterside environment.

Supplement and reinforce existing street tree planting.

Repair and upgrade footpaths where necessary.

**Marine Parade - Bergin Grove to Back Beach Road**

Improve the entrance to San Remo at Back Beach Road by addressing traffic issues and providing a gateway appropriate for this significant entrance to San Remo.

Conserve the key buildings of St. Augustine’s Anglican Church and those residences identified in the heritage study.

Encourage the redevelopment of all commercial buildings.

Encourage the redevelopment of the corner of Back Beach Road and Marine Parade as a landmark building.

Limit new buildings to be a maximum of three storeys (10.5 metres to the top of wall) in height with the third storey stepped back from the street and encourage the inclusion of verandahs and awnings to create a visually cohesive streetscape.

Replace existing shrub planting to the verge between Marine Parade and Phillip Island Road with trees and indigenous grasses below.

Plant Eucalyptus in existing nature strips. Replace under-performing turf with a permeable paving surface.

In the longer term, when redevelopment occurs, extend the footpath width to the kerb line to encourage outdoor dining areas and to facilitate pedestrian movement.

**Phillip Island Road - East of Back Beach Road**

Encourage the development of motels, restaurants and retail outlets on larger lots.

Ensure that signage does not dominate the built form of new development.

Ensure that the setback to all new buildings is consistent with the existing streetscape.

Provide landscaping to setbacks.

Limit buildings to a maximum of two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.

Improve the entrances to San Remo at Punchbowl Road, Potters Hill Road, and Back Beach Road with custom-designed signage that is consistent with a signage policy for the town.

Plant trees to the south side of the road in existing nature strips.

Supplement avenue planting on the north side with additional plantings of the same species.

Consider extending the tree planting on Phillip Island Road as an Avenue of Honour.

**Traffic and Parking**

Implement the recommendations of the Traffic and Parking Study when available.

Improve access from the Phillip Island Road to the Back Beach Road.
At Phillip Island Road / Bergin Grove / Marine Parade, consider treatments to improve the capacity of egress movements from San Remo to Phillip Island Road.

Reduce in size the foreshore car park east of the existing toilet block.
Consider a car park to the rear of shops where vacant land is available - provide outdoor, covered pedestrian links from back of shops to the street.

**Keams Land**
Encourage the planned development of Keams Land with a mix of uses including education, recreational and residential.

**Residential Areas**
Consolidate development within existing residential boundaries of both the lower town and the hillside areas identified in the Existing Framework (Section 3).
Avoid building ‘big boxes’, especially on undulating land and hillsides. Vary the building mass in response to the topography.
Ensure that all new residential development is of a high standard and complies with the design guidelines set out in section six.
Encourage fewer and lower front fences to open up the streetscape and allow visual permeability.
Limit new buildings to a maximum of two storeys in height (7 metres to the top of wall and 8 metres to the ridgeline).
Introduce a policy of undergrounding or aerial bundle cabling to all residential streets.
Plant trees in residential streets to create visually cohesive streetscapes throughout San Remo.
Establish wildlife and pedestrian corridors throughout the residential area, linked by new development sites and existing areas of open space as well as creating a buffer to rural land.

Section Six - 5
San Remo:
Marine Parade and Foreshore

1. Rationalise car park and return excess land to public open space
2. Possible future medium density residential development
3. Proposed future car park with pedestrian link to shops
4. Proposed "tourist precinct"
5. Proposed public square - upgrade foreshore and picnic furniture and relocate toilet block
6. Rationalise and reduce car park size
7. Upgrade playground and provide shade
8. Relocate toilet to this location - adjacent to playground
9. New indigenous planting at bridge entrance
10. Maintain jetty as an important local landmark
11. New indigenous planting to edge of beach, with formalised beach access points

- Underground powerlines (UP)
- Aerial bundle cabling (ABC)
- Improve existing walking path
- New walking path aligned with top of stone retaining wall
- Proposed timber boardwalk
- Proposed street tree plantings
- Proposed pedestrian link between shops and car parking at rear
Newhaven

Goals
- reinforce Newhaven’s identity as an established community and a precinct for education and heritage
- consolidate development within the existing boundaries of Newhaven
- enhance and encourage the use of places for people in Newhaven
- clearly mark the entrances to Newhaven
- link the retail area with the park
- develop the jetty precinct as a vibrant, safe place for people
- ensure that future development is of high quality and an appropriate scale for Newhaven
- equip Boys Home Road for the future possibility of adjacent development
- upgrade the appearance of the streetscapes
- maintain links with San Remo and Cape Woolamai
- underground infrastructure

Actions

Future Development
Consolidate development within existing zoning boundaries.
Use planting and wildlife corridors as a buffer between the rural land and potential future residential development.
Promote a broader range of accommodation options in Newhaven.

Built Form
Ensure that new developments are planned to reflect the streetscape patterning of Newhaven.
Ensure that all new built form is developed and designed in accordance with the design principles of section five to achieve design excellence.
Ensure that the design and development of all new built form incorporates ESD principles.

Gateway Precinct
Investigate the development of a major sculptural element at the entry point from the bridge. As the main arrival point to Phillip Island, this is a landmark site and creates the first impression of Phillip Island for visitors from all over the world.
Incorporate street tree planting to the entrance precinct to present a more unified appearance.
Highlight the role of the Visitor Information Centre within the gateway precinct.
Ensure that landscaping is incorporated within building setbacks along Phillip Island Road, that is sympathetic to the street planting.
Reduce signage clutter particularly from the bridge to the Cape Woolamai turn-off.
Redevelop the landmark ‘Dutchies’ cafe site with a commercial use capable of attracting visitors, eg a restaurant.
Improve the entrance to Newhaven from Cape Woolamai through building setbacks, the use of street planting, reduction in signage and increased landscaping within sites.

Jetty Precinct
Identify this area as the location for a public plaza and outdoor dining area, using the jetty and water as an attractive backdrop.
Relocate the fish processing factory that is currently on the jetty when the building is no longer actively used or the lease expires.

Relocate the abalone hatchery and associated out buildings from the foreshore when no longer actively used or the lease expires.

Replace the existing building with a structure, housing a restaurant or cafe to strongly define the southern edge of the space.

Improve access to the jetty and associated pedestrian links.

Commercial Area
Encourage consolidated growth of commercial development within the established boundaries of the existing commercial areas, ie Newhaven Plaza and ‘Dutchies’.

Encourage the redevelopment of the southern most corner shop in Newhaven Plaza (left).

Landscape or build retail premises on the corner site (left), which is used for service and delivery in order to reduce the visual impact.

Limit new commercial buildings to be a maximum of three storeys in height with the third storey stepped back from the street, and avoid blank facades that do not interact with the streetscape.

Park
Enhance existing meeting/gathering place on the Anderson Street side of the park, with pedestrian links to the shops opposite.

Install informative signage - eg explaining a walking tour of local heritage and ecological sites.

Residential Areas
Encourage residential buildings of a high quality in Newhaven.

Any new development in the residential areas of Newhaven should be guided by the characteristics of the existing built form and street layout.

Reflect the context of the existing buildings on the street when determining setback requirements.

Along Forrest Avenue, limit developments to residential or small accommodation use (ie bed and breakfast).

Limit building form to be a maximum of two storeys in height (7 metres to top of wall and 8 metres to the ridgeline).

Encourage fewer and lower front fences to open up the streetscape and allow visual permeability.

Supplement street tree planting with the dominant existing species, in each street.

Underground powerlines to Forrest Avenue and all ‘waterfront’ streets.

Boys’ Home Road and Education Precinct
Protect the old Boys’ Home (Anglicare) as a key historic building. Ensure that any development on and around this location is respectful of this significant site.

Mark a new roundabout at Phillip Island Road and Boys Home Road with planting.

Undertake street planting along Boys Home Road.

Create a lookout point beyond the roundabout adjacent to St Paul’s Discovery Centre. Include seating and interpretive signage with information about the mangroves, Churchill Island, McLeod Point, Swan Bay, etc.
Continue the existing rectilinear street patterning through to any new residential development that may occur west of Boys Home Road. Provide street tree planting to all new streets.

**Industrial Sites**

Establish a landscape program within the road reserves adjacent to major developments, such as the Dairy Museum and Big Flower Farm, to reduce their impact on the landscape.

New development should be consistent with the design guidelines for industrial sites as set out in section five.

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**Newhaven**

Consolidate urban development within existing town boundary - to be reviewed in 2007.

- Possible future site for jetty open space precinct
- Boys Home Precinct
- Gateway precinct to be upgraded - use landscaping & signage control
- Visitor information centre
- Newhaven local retail precinct

Industrial sites such as the Big Flower Farm, above, should include a landscaped frontage and road reserve to minimise the visual impact on the landscape.
Newhaven
Jetty Precinct

1 Upgrade foreshore with planting and walking tracks
2 Rationalise car park
3 Create a new public plaza
4 Relocate existing building when the building is no longer actively used or the lease expires, and replace with new building as part of the public realm
5 Consider views from bridge

- Underground powerlines
- Aerial bundling cabling
- New shared path
- Proposed street trees
- Relocate buildings
Newhaven
Local Retail Precinct

1 Key entrance point to Phillip Island: consolidate signage and consider this site for a major new art work
2 Improve intersection entrance to Newhaven
3 Proposed information point & meeting place
4 Improve link between retail centre and park
5 Key site (maximum. 2 storeys - 7 metres to top of wall)
6 Possible future commercial development
Newhaven Entrance Corridor

1 Upgrade roundabout to Boys Home Road
2 Entrance to Phillip Island - Consolidate signage and install significant sculpture by local artist
3 Newhaven commercial area
4 Public Park
5 Proposed Jetty Precinct

- Proposed entrance avenue street tree planting
- Proposed vegetation buffer between road and industrial land uses
- Proposed street tree planting
Rhyll

Goals

- preserve the peaceful and compact character of Rhyll
- consolidate development within the existing boundaries of Rhyll
- unite the currently fragmented areas of foreshore land into a cohesive series of public spaces
- ensure that future development is of high quality and an appropriate scale
- improve the appearance and function of Rhyll’s commercial area
- underground infrastructure

Actions

Future Development - Residential

Consolidate development within existing zoning boundaries.

Maintain Rhyll-Newhaven Road as the boundary for residential development.

Use planting and wildlife corridors as a buffer between the rural land and residential development.

Maintain the existing residential character of the residential streets.

Reflect the context of the existing buildings on the street when determining setback requirements.

Encourage new buildings to respond to the hillside topography of Rhyll, by varying the levels and avoiding the ‘big box’ effect.

For new residential streets, plant street trees of indigenous species.

Limit residential development to be a maximum of two storeys (7 metres to top of wall and 8 metres to the ridgeline).

Continue to promote the planting of indigenous species in the domestic landscape.

For new development, encourage the provision of wildlife corridors and pedestrian links.

Ensure new developments maintain existing view lines to and from the foreshore.

Underground existing and new powerlines.

Built Form

Ensure that all new built form is developed and designed in accordance with the design principles of section five to achieve design excellence.

Ensure that the design and development of all new built form incorporates ESD principles.

Commercial Precinct - Beach Road

Limit commercial development to the existing area of Beach Road facing the eastern foreshore and the existing shop at the corner of Walton Street and Lock Road.

Improve pedestrian amenity by formalising the footpaths along the commercial strip.

Establish street tree planting in the footpaths.

Activate the ground level by providing retail or service frontage to the street.

Develop a parking plan for the Rhyll commercial area.

Encourage shop-top dwellings above retail to provide a presence at night time.
Ensure that new buildings on corner sites present active facades to both streets.

Limit commercial built form to be a maximum of two storeys (7 metres to top of wall and 8 metres to the ridge line) in height.

Encourage articulated facades, pitched galvanised steel roofs and verandahs to create a visually cohesive and interesting streetscape.

Investigate the potential to relocate car parking on the foreshore to an alternative, convenient location and return this area to public open space.

**Foreshores**

Protect and upgrade Rhyll’s foreshore reserves and improve pedestrian linkages.

Prevent new development on the foreshore.

Underground all existing powerlines on foreshore areas, or on streets running immediately parallel to the foreshore.

**Eastern Foreshore**

Upgrade the eastern foreshore - the area opposite the existing commercial strip.

Replace existing hard surfaces with simple *in situ* exposed aggregate concrete paving.

Use contemporary timber, aluminium, and galvanised or stainless steel furniture, including seats, bins and picnic tables.

Maintain walking path along the eastern foreshore.

Supplement planting with clumps of indigenous vegetation. Incorporate informal clumps of mixed indigenous trees, shrubs and grasses.

Plant indigenous grass and groundcover species between the footpath and the road.

Encourage renovation of the yacht club - aim to create a more transparent, lightweight structure no higher than the existing building.

**Southern Foreshore**

Improve the southern foreshore to enhance its appearance and function as a local open space for walking and passive recreation.

Formalise the car park area so that the mouth of the jetty is designed for pedestrian use only, whilst making provision for emergency and maintenance vehicle access when required.

Upgrade the jetty to accommodate high weekend usage and possible local ferry services.

Upgrade picnic furniture, barbecues, seating and bins in the vicinity of the jetty.

Investigate and facilitate the relocation of the angling club building - replace with public parkland utilising indigenous plants.

**Northern Foreshore**

Maintain walking path along the northern foreshore.

Encourage renovation of the yacht club - aim to create a more transparent, lightweight structure no higher than the existing building.
Enhance existing planting with informal clumps of mixed indigenous trees, shrubs and grasses.

Minimise the use of highly reflective materials on the building facades.

**Entrance and Approach**

Maintain significant roadside vegetation in Rhyll and on its approaches.
Mark the entrances to Rhyll - install contemporary, custom-designed signage at the approaches on Cowes-Rhyll and Rhyll-Newhaven Roads.
Underground powerlines in Lock Road (north side).
1 Upgrade Yacht Club building
2 Revegetation/landscaping works to foreshore - indigenous grass, shrub, tree and groundcover species in defined planting beds
3 Upgrade commercial area and associated public areas - redevelop shops and add new footpath and trees
4 Proposed lookout point and pavilion. Angling Club to be relocated
5 Rationalise car park
6 Upgrade jetty to accommodate new ferry services between communities
7 Proposed shared trail and indigenous planting

- Underground powerlines (UP)
- Aerial bundle cabling (ABC)
- Existing footpath
- Proposed pedestrian path
- Proposed street tree plantings

Landscaping with clumps of mixed indigenous species along the foreshore
Cowes

Note: Refer to the Cowes Foreshore Precinct Urban Design Report (Appendix) for detailed goals and actions in relation to the Foreshore.

Goals

- reinforce the role of Cowes as the major commercial and residential centre on Phillip Island
- develop and promote Cowes as a unique town with a strong sense of cultural heritage and a parkland environment by the sea
- develop a high-quality urban environment with built form that is responsive to Cowes’ coastal setting
- encourage development that will benefit the people of Cowes and provide a vibrant and attractive place in which people can live, work and holiday
- consolidate urban development within defined boundaries
- sensitively develop key sites so that they make a positive contribution to the urban environment and do not impinge on views and the quality of public space
- develop Thompson Avenue as an attractive, dynamic and robust main street precinct
- establish Thompson Avenue and the Esplanade as a dining and entertainment precinct day and night, all seasons
- redevelop the jetty precinct as a central location for pedestrian activity, whilst preserving historical items
- underground infrastructure in key areas
- improve the image, function and appearance of the foreshore and jetty areas, which are the signature open spaces of Cowes
- improve pedestrian circulation and safety and reduce the impact of car parking on the foreshore
- encourage vibrant and memorable public spaces for community events that are active year-round, day and night
- provide clear connections between the foreshore, jetty, The Esplanade and Cowes town centre
- provide robust and attractive recreational facilities for continued use
- encourage development that benefits people of all life stages and abilities
- encourage development that is environmentally sustainable
- foster a range of tourism opportunities for Cowes that complements the well recognised attractions of Phillip Island
- to develop and improve the public spaces of Cowes for community events throughout the year.

Actions

Future Development

Consolidate future development within the defined township boundary.

Investigate the type of development required to meet the needs of the future population, particularly the aged.

Identify the area between Osbourne Avenue, Steele Street, The Esplanade and Chapel Street as having opportunities for increased residential density, providing development meets all other design objectives.

Develop a strategy for signage, street furniture, public artworks and structures in the public realm. Use contemporary, custom designed and coordinated furniture and signage along the foreshore that is appropriate for the seaside context.

Design and implement a coordinated lighting strategy to maximise opportunities for night-time activity, increase safety and help orient the visitor. Use contemporary lighting methods to highlight key features and avoid heritage-style fixtures.

Establish water links between Cowes, Melbourne, the Mornington and Bellarine Peninsulas, San Remo and Stony Point and encourage more water-based activities.

Develop a calendar of tourism events for all seasons to minimise the impact of peak activity during the summer months only.

Introduce a shuttle bus around Phillip Island to provide an affordable and environmentally preferable transport option for people coming into the Cowes Foreshore Precinct.
Undertake a neighbourhood character study for Cowes.

Undertake a heritage study to identify Cowes’ cultural and social heritage.

Introduce a policy of undergrounding or aerial bundle cabling to all residential streets, to be undertaken over a period of ten years.

Promote the cultural and social heritage of Cowes through the development of a heritage interpretation strategy. Include high quality, contemporary and coordinated interpretive signage as part of the heritage trail.

Establish a heritage trail throughout the town, and investigate the possibility of a shipwreck diving tour off the coast of Cowes.

Maintain and reinforce Cowes’ traditional coastal town scale that is characterised by its ‘fine grained’ building form.

Design new buildings to reflect the intimate, small-scale character and landscape surrounds of Cowes.

Avoid building forms that are out of scale with their surroundings, and ensure that the tree line along the foreshore is not dominated by built form.

Identify the Isle of Wight as a landmark site that has the potential to make a significant impact on the whole precinct, particularly the foreshore, and the mixed use zone of The Esplanade.

Identify the Jetty Triangle, Corners of The Esplanade and Thompson Avenue, The Continental site and vacant sites on The Esplanade as key sites for development that have the potential to make a positive impact on the whole precinct.

Concentrate mixed use and tourism friendly developments within the northern section of Thompson Avenue and along The Esplanade from Warley Avenue to Steele Street.

Consolidate the commercial area to the existing retail spine along Thompson Avenue.

Improve the car parking facilities in central Cowes and investigate a location for coach parking away from the Jetty Triangle.

Upgrade Cowes’ public spaces with a particular focus on the jetty triangle.

Use planting and wildlife corridors as a buffer between the rural land and residential development.

Underground all powerlines on the foreshore and on streets immediately parallel, eg The Esplanade.

Replace overhead powerlines with aerial bundle cabling in all remaining streets within the central Cowes area.

Provide sealed footpaths throughout the Cowes central area.

Provide an additional toilet block in Cowes, and consider combining with an information/visitors’ centre.

Ensure that all new development including residential, industrial and commercial complies with the design guidelines set out in Section five.

Ensure the Mitchell land (council owned land between Chapel and Church Streets and east of the Civic Offices) is retained for community use.

Provide a dedicated bus parking area within or near the Cowes commercial centre.

Provide additional carparking within or near the Cowes commercial centre.

**Built Form**

Ensure that all new built form is developed and designed in accordance with the design principles of section five to achieve design excellence.

Ensure that any new buildings in Thompson Avenue and Esplanade are designed to a high architectural standard.

Ensure that the design and development of all new built form incorporates ESD principles.

Incorporate glazing to maximise the opportunities for views between the building and outside.
Ensure the development presents active frontages to The Esplanade and Bass Avenue.

Introduce uses that will contribute to community and social life, and add to tourism opportunities.

Reflect the site’s history within the architecture of any new development, with an interpretive, contemporary and high quality approach.

**The Foreshore**

Provide a pedestrian promenade walk from the Cowes Jetty to Mussell Rocks

Retain, protect and maintain significant existing trees in the foreshore reserve and begin a program of replacement planting.

Upgrade picnic facilities at Mussell Rocks - use contemporary picnic shelters and furniture and rationalise car parking.

Upgrade the facilities at Erehwon Point including picnic shelters, playgrounds, signage, landscaping, furniture and lighting.

Remove existing kerb and grassed nature strip opposite Thompson Avenue, near public toilets and replace with a paved pedestrian surface.

Conduct and implement a management plan for public space between Mussell Rocks and Erehwon Point.

Create continuous linear parkland by linking foreshore nodes at Mussell Rocks, the jetty and Erehwon Point with paths and boardwalks.

Improve the foreshore facilities for viewing, picnicking, boating, fishing, walking and swimming.

Provide new, coordinated signage throughout the Cowes Foreshore Precinct to assist navigation and educate visitors about the area. Information would include place names, history and heritage, relevant laws on dog access to the beach, litter etc.

Provide safe links between the foreshore and the commercial area for pedestrians.

Reinforce the beach and foreshore environment to ensure that it is robust enough to withstand the year-round recreational needs of the local population, and the higher summer impact of visitors.

Identify and protect significant landscape and historic features within the foreshore area for future users.

Develop a comprehensive strategy for foreshore vegetation, including a survey of existing vegetation and a planting plan.

Identify and protect existing communities of indigenous coastal vegetation along the foreshore, particularly to the west of Mussell Rocks.

Establish communities of indigenous groundcover species at the interface between the foreshore and the beach.

Retain significant heritage features on the foreshore.

**Potential Car Ferry and Associated Infrastructure**

Investigate the reintroduction of the car ferry from Stony Point to Phillip Island, allowing visitors and residents to arrive by sea.

Determine a location for the jetty that does not impinge on the pedestrian scale and functioning of The Esplanade and foreshore area.

Should the development of a car ferry link and associated infrastructure occur in this area, the following should be provided:

*Provide high-quality pedestrian access from Thompson Avenue and The Esplanade.*

*Establish The Esplanade and the jetty as a pedestrian priority zone.*

*Minimise visual intrusion.*

*Provide high-quality public facilities and services at the end of the jetty.*

*Minimise impact from vehicles (including coaches) and from parking areas on The Esplanade.*
Key Site - Jetty Triangle

Create a clear vision for the jetty area in consultation with the local community. Redevelop the jetty triangle as a pedestrian-focused, public space and a centrepiece for public life in Cowes.

Remove car parking from the jetty triangle and relocate to another location within the town.

Use artistic collaborations to develop street furniture and public art that reflect past and present uses of the foreshore and jetty area.

Encourage art & craft markets around the jetty triangle at weekends and at night during summer.

Provide safe links between the jetty triangle and the commercial area for pedestrians.

Utilise changes in level to create a dynamic space, adaptable to suit different uses from informal recreation to organised markets, festivals and events of different scales.

Take advantage of the sea views and ensure that they are not obscured.

Acknowledge the relationship between the jetty triangle and the Isle of Wight site. Consider pedestrian spaces, links, access, views and traffic issues that will be common to both sites.

Introduce integrated, creative and high quality lighting to maximise the opportunities for use of the jetty area after dark. Install pedestrian scaled lights to pedestrian paths and subdued feature lighting to the jetty, stone wall, rotunda building and key trees.

Thompson Avenue - General actions

Encourage redevelopment of buildings along Thompson Avenue, from the Esplanade to Settlement Road.

Improve the quality of the built form.

Highlight the entrance to Cowes with well-designed signage.


Retain existing Manna Gum (Eucalyptus viminalis) in the road reserve near Ventnor Road.

Underground powerlines on Thompson Avenue, from Ventnor Road to the Esplanade.

Maximise street frontage opportunities by ensuring that corner site developments actively address both streets.

Establish a high level of interaction between indoors and outdoors by encouraging commercial development such as cafes and convenience retail at ground floor along Thompson Avenue.

Encourage active retail and entertainment uses at street level to create a vibrant pedestrian environment.

Encourage shop top dwellings on level three or higher, within the commercial areas to activate the street at night time.

Ensure that all new commercial development is of a high standard and complies with the design guidelines as set out in section five.

Remove signage, merchandise and cluttered street furniture from footpaths.

Maintain the existing views of the sea that are enjoyed from within the town, and ensure that new developments on Thompson Avenue are able
to demonstrate that they do not impinge on these views, particularly the sites on the corner of Thompson Avenue and the Esplanade.

Promote improved opportunities for specialist and boutique shopping facilities within Thompson Avenue that will benefit existing residents and attract visitors.

Improve the safety and accessibility of pedestrian links from Thompson Avenue to the car parking areas at the rear of shops and the residential areas to the east and west.

Provide nominated bus and car parking away from Thompson Avenue to cater for nightly tourist buses. Investigate the use of the tennis courts site in Bass Avenue for this purpose.

Concentrate all new retail development within the existing retail area of Cowes.

Ensure that any new buildings along Thompson Avenue are designed to a high architectural standard that maximise opportunities for active street frontages.

**Key Development Site: Corners of Thompson Avenue & The Esplanade**

Ensure that any redevelopment of these sites is carefully designed to protect, enhance and maximise the existing views of the water from within the town.

Make a feature of the public realm at the corners at The Esplanade as part of any redevelopment of the corner sites. Aim to provide maximum interaction at the interface between the street and the built form, replace the existing pavement with high quality paving materials and introduce public artworks.

Maximise opportunities for activity at ground level by ensuring that buildings actively address and open onto both The Esplanade and Thompson Avenue.

Aim to create vibrant and successful spaces, and to maximise interaction between the public realm and new development.

Ensure that new developments contain uses that will enliven the area such as cafes, restaurants, and galleries.

**Thompson Avenue: From The Esplanade to Chapel Street**

Encourage the development of specialist retail, cafes and restaurants.

Encourage a zero setback for all new buildings to provide a visually cohesive street frontage.

Provide pedestrian crossing on Thompson Avenue between the Esplanade and Chapel Street.

Recognise the importance of Cowes’ avenue of Golden Cypress trees. Remove the Chinese Elms at the northern end and replace with Golden Cypress.

Use verandahs and awnings to reinforce a unified appearance.

Establish a high level of interaction between indoors and outdoors by providing commercial development such as cafes and convenience retail on the ground level.

Limit development to be a maximum of two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height between the Esplanade and Chapel Street.

Create a pedestrian link between the car park behind Thompson Avenue and the street to ensure clear and safe pedestrian access.

Use vacant land behind shops on the east for additional car parking.

Create pedestrian links between rear of shop car parking and the street - encourage the redevelopment of current buildings to allow this to take place.
Maintain existing angle parking and investigate options for time restricted or paid parking to increase parking turnover on the street.

Provide appropriate kerbing around the base of Cypress trees to minimise damage by vehicles.

Provide nominated bus parking away from Thompson Avenue, but central to the commercial precinct to cater for nightly tourist buses.

Activate the Cowes Car Parking Precinct Plan.

Provide signage to indicate parking behind shops on east and west sides of Thompson Avenue.

Improve pedestrian amenity in this section of Thompson Avenue, consider the reduction of kerbing and use a combination of bollards and feature paving to indicate pedestrian and vehicular areas.

Allow for greater pedestrian movement at the northern end of Thompson Avenue by reducing the clutter of street furniture and streetscape elements, and the removal of obtrusive signage.

Encourage the development of the north west corner of Thompson Avenue and Chapel Street. Ensure that both street frontages are addressed with access and activity on both sides.

Replace overhead powerlines with aerial bundle cabling on Chapel Street.

Indicate pedestrian crossings at the roundabout on the corner of Thompson Avenue and Chapel Street - use paving to emphasise the priority of pedestrians at this key commercial corner.

**Thompson Avenue: From Chapel Street to Church Street**

Encourage the development of community services in this strip to reinforce its existing role as a civic precinct.

Improve footpaths.

Establish a high level of interaction between indoors and outdoors by providing commercial development such as cafes and convenience retail on the ground level.

Maintain streetscape character by positioning buildings with setbacks reflecting existing buildings.

Encourage a landscaped frontage to the street, in keeping with the existing building settings presented by the Anglican church, civic centre & library.

Limit development to a maximum of two storeys (7 metres) in height.

Maintain angle parking to both sides of the street.

Replace overhead powerlines with aerial bundle cabling on Church Street.

**Thompson Avenue: From Church Street to Settlement Road**

Encourage the development of high quality accommodation with commercial activity at the street level and first floor.

Establish a high level of interaction between indoors and outdoors by providing commercial development such as cafes and convenience retail on the ground level.

Maintain existing streetscape character by positioning buildings with setbacks reflecting existing buildings.

Limit development to a maximum of three storeys (10.5 metres to the top of wall) in height between Church Street and Settlement Road.

Maintain existing on-street car parking arrangements.
Thompson Avenue: From Settlement Road to Ventnor Road
Concentrate retail development to areas north of Church Street.
Protect existing trees on site north of the RSL.
Limit development to a maximum of two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height between Settlement Road and Ventnor Road.
Maintain existing streetscape character by positioning buildings with setbacks reflecting existing buildings.
Maintain existing on-street car parking configuration.
Improve footpaths between Settlement Road and Ventnor Road.

The Esplanade
Maximise opportunities for active street frontages with pedestrian focused uses and activities.
Encourage commercial establishments that promote activity such as cafes, galleries and restaurants at ground level along The Esplanade, between Bass Avenue and Warley Avenue.
Ensure that any new buildings along The Esplanade are designed to a high architectural standard. Make use of the design committee recommended in this document.
Encourage the use of decks to upper storeys, and animate the buildings through active uses such as dining.
Ensure that buildings actively address all facades that are visible from the public realm; avoid blank walls facing side-streets, roads, lane ways, car parks or pedestrian links.
Limit development on The Esplanade between Warley and Bass to a maximum of five storeys in total, with a maximum of two storeys at the street level and stepped back to five storeys mid-lot.
Limit development on The Esplanade between Bass and Findlay and between Warley and Walpole to a maximum of four storeys in total, with a maximum of two storeys at the street level and stepped back to four storeys mid-lot.
Limit development on The Esplanade between Findlay and Steele and between Walpole and Osbourne to a maximum of three storeys in total with a maximum of two storeys at the street level and stepped back to three storeys mid-lot.
Maintain the existing common parapet line along Thompson Avenue and the Mixed-Use zone of The Esplanade.
Ensure building setbacks that are consistent with the existing character of the street.
Widen footpaths between Bass Avenue and Thompson Avenue to encourage outdoor café style seating.
Upgrade pedestrian pavement and street furniture between Bass Avenue and Thompson Avenue.
Provide new street tree planting within the widened footpath areas as part of an organised planting program.
Retain, protect and maintain existing street trees.
Incorporate safe, pedestrian-friendly links within new developments from The Esplanade through to car parking areas at the rear of shops.
Promote a safe place for pedestrians and foster pedestrian links between the Esplanade and the foreshore - consider using contrasting feature paving in the road surface.
Investigate traffic calming measures on The Esplanade through a dedicated study to reduce conflict points and congestion during summer, and to ensure the safety of pedestrians.

Underground powerlines on the south side of the Esplanade.

Identify The Esplanade, between Warley Avenue and Osbourne Avenue, as having opportunities for increased residential density, provided development meets all other urban design objectives.

Encourage high quality residential development of the lots in this area, including the two adjacent vacant lots opposite Mussel Rocks.

Introduce street trees to The Esplanade between Warley Avenue and Osbourne Avenue, to help present a more unified appearance to the streetscape.

**Landmark Site: The Isle of Wight Hotel**

The Isle of Wight Hotel site is considered to be Cowes’ most significant site. It is imperative to the image of Cowes that any new development on this site:

- makes a positive contribution to its setting
- is responsive to the coastal context in form, materials and use
- is a significant attraction in its own right
- raises the benchmark for built form and provide Cowes with a landmark of international quality
- contributes successful public spaces at ground level
- reflects heritage and past uses within the architecture
- maximises pedestrian activity at ground level on both frontages

Built form on the Isle of Wight site should not exceed 2 storeys (7 metres) at the street interface. At mid-block the height should not exceed 5 storeys (17.5 metres)

Retain and protect the existing Moreton Bay Fig on the Isle of Wight and Continental Hotel sites.

Encourage the use of materials that complement and are sympathetic to the coastal setting such as timber, stainless and galvanised steel and stone.

Acknowledge the relationship between the jetty triangle and the Isle of Wight site. Assess and respond to pedestrian spaces, links, access, views and traffic issues that will be common to both sites.

Retain and protect significant trees on the site including the Moreton Bay Fig on the corner of The Esplanade and Bass Avenue.

Avoid, where possible, obscuring glimpses of the sea that can be viewed from within the town.

Maximise opportunities for a high level of activity at ground level including open shop fronts, balconies and street vendors where appropriate.

Provide pedestrian links and spaces through the site at ground level to link the site to the public realm and to encourage movement through the site. Provide open pedestrian access through to Thompson Avenue and The Esplanade.
Aim to limit vehicular access to the rear or side of the site – avoid vehicular crossovers on The Esplanade.

Employ highly articulated facades to provide visual interest and to compliment the existing ‘fine grain’ and varied character of Cowes’ built form.

Ensure that proposed development is of an international standard, in keeping with Phillip Island’s significant tourism role within the state.

Incorporate glazing to maximise the opportunities for views between the building and the outside. Ensure that the development presents active frontages to The Esplanade and Bass Avenue.

Introduce uses that will contribute to community and social life, and add to tourism opportunities.

Reflect the site’s history within the architecture of any new development, with an interpretive, contemporary and high-quality approach.

**Osbourne Avenue**

*(Note: Osbourne Avenue is not covered under the Cowes Foreshore Precinct Urban Design Framework report - Appendix)*

Introduce street trees to Osbourne Avenue to help present a more unified appearance to the streetscape. Utilise indigenous trees if possible, to maintain the present landscape character.

Construct a pedestrian footpath to the eastern side of Osbourne Avenue and to Chapel Street, between Osbourne Avenue and Warley Avenue.

Improve the entrance to the Yacht Club at the north of Osbourne Avenue. Provide signage and planting to improve the appearance of the car park in this location.
Walpole Street
Reinforce the street tree planting in Walpole Street by planting Norfolk Island Pines in gaps within the existing avenue.
Construct a pedestrian footpath to at least one side of Walpole Street.

Warley Avenue
Maintain the existing high-quality avenue of Norfolk Island Pines (Araucaria heterophylla).
Replace existing overhead powerlines with aerial bundle cabling on the western side.
Continue to encourage the establishment of health care and service providers in this area.
Reinforce the streetscape in Warley Avenue by planting Norfolk Island Pines in gaps within the existing avenue.
Formalise the car parking area on the east of Warley Avenue to improve the appearance and functioning of the car park. Include a pedestrian route through the car park from Warley Avenue to Thompson Avenue.
Use feature paving to indicate pedestrian priority zones and install signage to the car park to reduce conflict between vehicles exiting and entering, and between vehicles and pedestrians.
Incorporate planting within the car park, particularly at the interface between car park and street to improve its appearance and to provide shade in summer.
Ensure suitable access to key health services in this area for those with limited mobility.

Chapel Street
Identify Chapel Street, east of Thompson Avenue as a high-quality accommodation precinct.
For large lots, ensure that new buildings address every street frontage and avoid large, unbroken facades.
Protect and retain existing trees on lots wherever possible - make it a requirement for developers to provide a botanical survey as part of the planning process.
Maintain and supplement the plantings of native trees in Chapel Street and encourage new developments to use a similar plant palette.
Plant additional trees to reinforce the streetscape in Chapel Street, between Osbourne Avenue and Thompson Avenue.
Introduce established trees in the pavement near the transport interchange to provide shade over the taxi rank.
Provide new public toilets in the vicinity of the transport interchange.
Replace existing overhead powerlines on northern side with aerial bundle cabling.
Reinstate the Norfolk Island Pines between Chapel Street and the Esplanade and along Walpole Street, Wavley Avenue, Bass Avenue, Findlay Street and Steele Street.
Bass Avenue
Plant street trees on the western side of Bass Avenue where the existing grassed edge is wider than usual.
Activate the eastern side of Bass Avenue by ensuring that any new buildings present an active frontage to the street and that car parking is located to the rear of the site.
Replace existing overhead powerlines with aerial bundle cabling.
Provide a footpath to the western side of Bass Avenue, from Chapel Street to The Esplanade.
Improve signage and create pedestrian links if possible, between the car park on the west side of Bass Avenue, near Chapel Street, and the Thompson Avenue shopping precinct.
Recognise that appropriate development of the Isle of Wight tennis courts site will improve Bass Avenue’s general functioning and appearance but will result in an increase in building density and a reduction in open space.
Ensure that porosity is maintained by incorporating pedestrian links through the site to Thompson Avenue and The Esplanade.

Findlay Street
Provide footpaths to at least one side of Findlay Street, from Chapel Street to The Esplanade.
Maintain the existing avenue of Norfolk Island Pines in Findlay Street.
Activate Findlay Street by ensuring that any new buildings present an active frontage to the street, and that car parking is located towards the rear of the site.
Replace existing overhead power lines in Findlay Street with underground cabling or aerial bundled cabling.

Steele Street
Maintain the grassed edge to the eastern side of Steele Street, and the footpath to the western side.
Maintain the plantings of native trees in Steele Street and encourage new developments to use a similar plant palette.
 Consolidate urban development within existing town boundary - to be reviewed in 2012.

Cowes

Cowes Boat Ramp

Retain for community use

Identify Cowes central area as suitable for increased density to meet housing and services needs—Refer revised Cowes Foreshore Precinct Urban Design Report in Appendix.
Cowes:
Foreshore Precinct and Commercial area

1. Upgrade BBQ and picnic facilities and car park at Mussell Rocks
2. Retain, protect and implement replacement strategy for foreshore vegetation
3. Improve the entrance to Yacht Club

■ Key development sites:
4. Jetty Triangle
5. Corners of Thompson Avenue and The Esplanade
6. The Continental

■ Landmark development site
7. The Isle of Wight

Proposed improved pedestrian link
Proposed footpath
Proposed street tree plantings
Existing Avenue plantings
Proposed new foreshore walking track linking Mussell Rocks and Erehwon Point

Section Six - 30
Ventnor

Goals
- position Ventnor as a community separate to Cowes
- consolidate development within defined boundaries
- provide Ventnor with the infrastructure required to service its growing community of permanent and part time residents
- protect the beaches and the existing landscape character
- encourage appropriate built form throughout Ventnor
- underground infrastructure

Actions

Future Development
Consolidate future development within the defined township boundary.

Provide improved commercial facilities once sufficient infill residential development has occurred - recommended location at the intersection of Ventnor Beach Road and Lyall Street.

Ensure that all new dwellings in Ventnor, both residential, industrial and commercial, complies with the design guidelines set out in section six.

Use planting and wildlife corridors as a buffer between the rural land and potential future residential development.

Built Form
Ensure that all new built form is developed and designed in accordance with the design principles of section five to achieve design excellence.

Ensure that the design and development of all new built form incorporates ESD principles.

New Local Centre
If Ventnor experiences a growth of permanent residents a new small, local centre should be provided to meet the needs of this growing community and provide a focus to the town.

Such a centre should include retail, services, and some necessary community facilities aimed at encouraging a growing permanent local community.

Provide verandahs and awnings to provide shade and present a cohesive retail strip.

Encourage development to a maximum of two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.

Use trees in the building setting and provide breaks in hard surfaces with planting beds of indigenous shrubs and grasses to minimise runoff.

Provide sufficient car parking behind the strip and angle parking on the street edge.

Streetscapes
Continue revegetation works on Ventnor Beach Road, and along all major roadsides in Ventnor.

Underground powerlines on all foreshore areas and on streets immediately parallel with the foreshore, eg the Esplanade.

Replace overhead powerlines with aerial bundle cabling on Cowes-Ventnor Road, and on all residential streets.

Section Six - 31
Foreshores

Improve access to Grossard Point and design as a public lookout. Remove fencing, install interpretive signage and seating.
Upgrade toilet block at the end of Ventnor Beach Road.

Residential

Limit expansion to the area between the existing settlement and Ventnor Road.
Use planting and wildlife corridors as a buffer between the rural land and residential development.
Encourage fewer and lower front fences to open up the streetscape and allow visual permeability.
To the south west, allow residential development to occur along Grossard Point Road to Ventnor Road. New residential development in this area should not extend to the south west any further than the existing development.
Plant street trees throughout Ventnor - use indigenous species where possible.
The Ventnor Public Land should remain public land and not be subject to development.
Ventnor

Consolidate urban development within existing town boundary - to be reviewed in 2012.

Ventnor public land / common to remain not to be subject to development

Section Six - 33
1. Proposed lookout with new seating and interpretive signage. Fencing to be removed. Restore indigenous vegetation to coast.

2. Conserve foreshore and continue revegetation.


4. Consolidated residential development if there is a clear and demonstrable demand.

5. Continue revegetation works to Saltwater Creek
   - Improve existing pedestrian path
   - Vegetated buffer between residential and rural land
Smiths Beach, Sunderland Bay, Sunset Strip, Surf Beach

Goals
- maintain each estate as a separate entity with its own distinct identity
- consolidate development within the existing boundaries of each estate
- provide these places with the infrastructure they need to become great places to live and visit
- protect the beach and coastal environment to allow for their sustainable use in the future
- improve the appearance of the streetscapes
- encourage high quality residential development that is responsive to the site
- underground infrastructure

Actions

Future Development and Infrastructure
Maintain each estate as a separate community and consolidate future development within existing zoning boundaries.

Establish a street tree planting program - concentrate on streets where overhead powerlines have previously restricted the planting of trees.

Promote the use of indigenous plants within residential landscapes, building settings and for streetscapes.

Use planting and wildlife corridors as a buffer between the rural land and residential development.

Reflect the context of the existing buildings on the street when determining setback requirements.

Limit residential and commercial buildings to no more than two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.

Underground all new powerlines and all powerlines on foreshore areas and streets immediately parallel to the foreshore eg the Esplanade. Elsewhere, replace existing overhead powerlines with aerial bundle cabling.

Use the principles and techniques of water sensitive urban design such as swales for storm water drainage.

Built Form
Ensure that all new built form is developed and designed in accordance with the design principles of section five to achieve design excellence.

Ensure that the design and development of all new built form incorporates ESD principles.

Conserve, and design new buildings to accommodate existing remnant vegetation in all new developments.

Encourage new built form to be designed to reflect the more rugged and dynamic character of the southern part of the Island.

New Local Centre for all Four Communities
Identify a site between Smiths Beach and Sunderland Bay, adjacent to Back Beach Road for a future small, local centre. The specific location will be defined based on further investigation.

Ensure that the centre has adequate pedestrian and cycling links that are off-road and connected to the nearby communities.

Limit building heights to two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.
Recreation & Landscape
Undertake a planting strategy for the residential estates on the south coast. Promote the use of indigenous plants that will thrive in the coastal conditions.
Include recommendations for street trees and landscape buffers to screen built form from Phillip Island Road and to separate residential development from rural land.

Smiths Beach
Identify the north west corner of Marlin and Smiths Beach Roads as a potential key site for commercial, community or residential development.
Ensure that any new buildings on this site maximise pedestrian amenity by actively addressing both street frontages.
Implement the street tree strategy and plant indigenous street trees along Smiths Beach Road.
Maintain drainage swales on Smiths Beach Road.

Sunderland Bay
Discourage further residential development beyond the existing residential area.
Implement the street tree strategy and plant indigenous street trees along Sunderland Bay Road.

Surf Beach
Consolidate development within the existing residential boundaries of Surf Beach.
Implement the street tree strategy and plant indigenous street trees along all streets except the northern side of the Esplanade where the planting should be indigenous plants with a mature height of no more than one metre.

Sunset Strip
Consolidate development within the existing road framework of Sunset Strip.
Improve pedestrian links between Sunset Strip and the possible future local facilities - consider a pedestrian island on Back Beach Road.
Implement the street tree strategy and supplement existing planting with additional trees - use indigenous species.
Improve the clarity of vehicle entrances into the estate, install signage at both entrances to the Sunset Strip Estate.

Residential Areas
Consolidate new residential development within the existing residential boundaries.

This house at Surf Beach has been constructed using materials that reflect the rugged and exposed landscape of the south of the Island. While it is sited in a dominant way, indigenous plants have been established to provide some screening in the future.

The commercial area at Smiths Beach. Visually dominant powerlines, poorly maintained drainage swales and a lack of street planting make the main street an exposed, unfriendly place.
Ensure that all new residential development is of high standard and complies with the design guidelines set out in section five.

Encourage new buildings to be a maximum of 2 storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.

Encourage fewer and lower front fences to open up the streetscape and allow visual permeability.

Introduce a policy of undergrounding or aerial bundle cabling to all residential streets, to be undertaken over a period of ten years.

Plant trees in residential streets to create a visually cohesive streetscape and improved appearance.

Establish wildlife corridors throughout the residential area where possible, linked by existing areas of open space as well as creating a buffer to rural land.

Improve roads using paving materials aimed at reducing dust, visual dominance and increasing permeability.

Retain existing vegetation where possible on building sites.
Smiths Beach, Sunderland Bay, Sunset Strip, Surf Beach

- Proposed future wildlife corridors and shared pedestrian bike route
- Consolidate urban development within existing town boundary - to be reviewed in 2012.
Cape Woolamai

Goals

- consolidate development within the existing boundaries of Cape Woolamai
- improve the streetscapes of Cape Woolamai
- enhance the existing retail centre at Vista Place
- protect the beach and coastal environment to allow for their sustainable use in the future
- set standards for high-quality and appropriate residential development
- maintain the links with San Remo and Newhaven
- improve the entrances to Cape Woolamai
- underground infrastructure

Actions

Future Development and Infrastructure

Develop a street tree planting program - concentrate on streets where overhead powerlines have previously restricted the planting of trees.

Limit residential and commercial buildings to two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.

Underground all powerlines along Woolamai Beach Road and Vista Place. Elsewhere, replace existing overhead powerlines with aerial bundle cabling.

New residential developments to include landscaping using indigenous plants of local significance.

Use planting and wildlife corridors as a buffer between the rural land residential development.

Pave unmade roads west of Woolamai Beach Road to reduce dust, improve safety for vehicles and pedestrians and to improve the appearance of the streetscape. Use materials that will not visually dominate the streetscape.

Use water sensitive urban design practices and techniques, eg grass swales, for stormwater management.

Built Form

Ensure that all new built form is developed and designed in accordance with the design principles of section five to achieve design excellence.

Encourage new built form to be designed to reflect the more rugged, dynamic landscape of the southern part of Phillip Island.

Ensure that the design and development of all new built form incorporates ESD principles.

Entrance and Vista Place Commercial Area

On Phillip Island Road, install an attractive, custom designed sign to signal the entrance to Cape Woolamai. The design of the sign should reflect a theme based on Cape Woolamai itself.

Encourage the further development of the local retail precinct around Vista Place.

Retail development should be no greater than two storeys (7 metres to top of wall and 8 metres to the ridgeline) in height.

Enhance the microclimate around this area by planting trees along road sides and supplementing the existing vegetated zone between Phillip Island Road and the service lane - use indigenous species.
Maximise interaction between indoor and outdoor spaces by ensuring that all ground floor activity is retail, dining, community or entertainment based.

Increase presence, day and night by encouraging second storey shop-tops to be used for a mix of residential, holiday apartments and offices.

Present a visually cohesive street presence by building retail buildings in ‘strips’.

Ensure that corner buildings address both streets.

**Residential**

Limit residential development to infill within the existing zone boundaries.

Ensure the interface of residential development with the State faunal reserves and sheanwaters rookeries is sensitive to the environmental significance of these areas. This is best achieved with screening of indigenous vegetation.

Limit new buildings east of Woolamai Beach Road to a maximum of two storeys (7 metres to top of wall and 8 metres to the ridgeline).

Continue to promote the use of indigenous plants within residential landscapes, building settings and for streetscapes.

Restrict the use of known pest plants, eg *Agapanthus sp*.

Encourage fewer and lower front fences to open up the streetscape and allow visual permeability.
Cape Woolamai:
Vista Place Retail and Entrance Precinct

1 Entrance point with custom-designed signage
2 Future expanded commercial area

- Aerial bundle cabling (ABC)
- Proposed Streetscape planting
- Proposed new paving to streets west of Woolamai Beach Road
- Buffer planting to screen residential estate from road and surrounding land uses.
section seven
IMPLEMENTING THE VISION
Translation into the Planning Scheme

The Design Framework is a broad scale vision encompassing diverse goals and strategies to address the future development of Phillip Island and the Anderson Peninsula for the next 20 years. Translation of the strategic recommendations of the vision into specific planning scheme controls has been carefully considered to ensure there is the appropriate focus and strategic justification to introduce new policies and statutory controls into the Bass Coast Planning Scheme.

It is considered that the Design Framework can best be translated into the Planning Scheme by emphasising the importance of design in achieving appropriate development and built form. It must be recognised that not all development pressures and identified shortfalls of the existing Planning Scheme can be solved by the implementation of a Design Framework.

The existing Planning Scheme provides the base from which relevant design strategies and controls can be included which flow directly on from the Design Framework. Amendments to the following sections of the planning scheme are proposed to achieve the appropriate design focus, beginning at the broad strategic level of the Municipal Strategic Statement (MSS) down to the specific localised controls of the Overlays.

Design Framework will be a reference document

Design Framework will be the reference document for the development of new local policies

New Design and Development Overlays (DDOs) to be developed from the Design Framework

Municipal Strategic Statement (MSS)

Local Planning Policies

Zones / Overlays

Amendments to the Municipal Strategic Statement (MSS)
The MSS is considered to be the framework for the future growth and development of the Shire, in a similar manner as the proposed Design Framework is a broad framework for design. The principle strategies and objectives developed in the Design Framework will be translated directly at the MSS level. This is considered the most vital step in the implementation of the Design Framework to ensure the design principles have the highest strategic weight in the consideration of all new development.

Addition of Local Planning Policy within the Local Planning Policy Framework
A series of specific policies which relate to the design of built form on Phillip Island, San Remo and the Anderson Peninsula and the various townships were studied as part of the framework plan. These policies provide specific performance measures and objectives for design and provides the local policy basis for decisions on the appropriateness of built form and at a broader level, land use.

Proposed Overlays
It is considered that the most appropriate planning tool to utilise when addressing the design and location of built form is the Design and Development Overlay and the Significant Landscape overlay.

Reference Document
It is intended that the Phillip Island and San Remo Design Framework will be incorporated into the Planning Scheme as a specific Reference Document.
Prioritising the Projects

The vision for Phillip Island and San Remo will be achieved overtime. The realisation of works ‘on the ground’ will only occur as capital works budgets and the ability to source funding from government and the private sector allow.

It is important that the future development of Phillip Island and San Remo is guided and influenced by the vision put forward in this document. The ultimate success of the implementation is the responsibility of the whole of government and the community, including the private sector.

To assist with budgeting and programming, projects have been sorted into three categories; the short, medium and long term plans. Due to the timing of funding, it is considered that further prioritisation of the actions may result in a sequence that is not achievable and therefore risk the success of the overall goals. At this stage the actions must also be relatively open, allowing measurable outcomes to be developed when appropriate. This will allow investigation of options to occur depending on the circumstance and funding available in order to achieve the most appropriate design solution.

A strategic approach is required to achieve the projects. The aim should be to undertake a manageable number of projects at any one time to enable the highest quality built result.

This is therefore a flexible plan and may be updated as the needs of the community change, or as additional funding becomes available. Ideally, the priority plan should be a living schedule, and updated on a regular basis to reflect works that are under-way, completed or being planned.

The Short Term Plan - next 3 years

General Actions

Investigate the potential to develop a car ferry connection between Phillip Island and Stony Point.

Examine the options for an appropriate location of a new jetty to accommodate the improved ferry services.

Mark entry points to create a sense of arrival at the regional and local level to both Phillip Island and San Remo, including the Anderson Roundabout.

Encourage and foster the separate identities of the different communities.

Undertake a Neighbourhood Character Study for each township and prepare a Neighbourhood Character Overlay and associated local variations to ResCode.

Establish a palette of tree species for streetscape planting in each community.

Establish a program for revegetation to be achieved within a defined period of 20 years.

Establish a promotional and incentive program aimed at incorporating ESD principles into design and construction.

Work with the farming community on methods available to retain rural land for agricultural uses.

Develop an incentives scheme to encourage rural landholders to undertake greater levels of revegetation on rural land holdings, which are consistent with good farming practice.

Develop a broader calendar of events for both day and night.

Develop a footpath master plan for Cowes and San Remo.

Provide further public convenience facilities within the central area of Cowes.
Develop an Eco-Centre as a year-round central focus for attractions Island-wide.

Investigate the appropriate location and method of construction for a shared walking and cycling trail around and across Phillip Island and Anderson Peninsula. Aim to provide a trail between townships. The trail should principally be located on public land, however may include private land in consultation and agreement with landholders.

Construct the shared trail once location has been agreed.

Establish wildlife corridors around and across Phillip Island and the Anderson Peninsula.

Undertake emergency access contingency planning.

Investigate traffic management measures for peak season.

Develop a public hall strategy.

Commission and establish an Arts Policy for Phillip Island and San Remo.

For major developments in key locations, set aside a budget for artworks as part of the development costs.

Commission major public artworks for important public sites.

Identify and protect existing heritage features and sites of Aboriginal and European significance.

Develop a maintenance program for significant trees.

Promote the Phillip Island and District Historical Society Museum in Cowes.

Implement the recommendations relating to archaeological and historical sites in the Phillip Island Nature Park Management Plan, December 2000.

Uplift the trees on Thompson Avenue in Cowes.

Develop a lighting strategy for the commercial areas of Cowes and San Remo.

Provide interpretive signage in public places.

Act to minimise the environmental impact of new developments.

Underground all new power lines and encourage the undergrounding of existing power lines wherever possible. Otherwise introduce aerial bundle cabling (ABC).

Establish a ‘Good Architecture & Design’ seminar series to discuss design issues.

Sponsor a ‘Good Design’ competition for both Phillip Island and San Remo.

Establish a design committee made up of design professionals (architects, urban designers, landscape architects, planners) to review all planning applications for new built form to ensure that a high level of design is actively promoted in the community.

Develop and enforce a clear, simple signage strategy.

Include a program within the signage strategy for the rationalisation and removal, if necessary, of existing signage.

Improve signage to existing and proposed car parks.

Investigate the reduction of the speed limit throughout Phillip Island to 80km/h.

Investigate initiatives in urban areas that could reduce the pressure on parking in peak periods.
The Medium Term Plan - 3 to 10 years

General Actions
Investigate linking Cowes with the Queenscliff-Sorrento route, and with Williamstown and Melbourne.
Link the ‘northern’ communities by sea.
Improve coastal facilities for viewing, picnicking, boating, surfing, fishing, walking and swimming.
Investigate the operation of a shuttle bus running between the different parts of Phillip Island and San Remo.
Provide a shared bicycle and walking trail around and between communities on Phillip Island and San Remo.
Promote the heritage of Phillip Island and San Remo.
Link the open spaces by a defined system of existing and new pedestrian pathways and corridors.
Create more pedestrian friendly environments in the town centre.
Widen footpaths adjacent to retail outlets and provide opportunities for outdoor cafes.
Develop exhibition space at the Cowes Cultural Centre on craft-based works.
Introduce a shared shuttle bus service that will connect Cowes and San Remo with other communities and places of interest.

The Long Term Plan - 10 to 20 years

General Actions
Define the existing centre in each community by providing strong and recognisable boundaries.
Identify existing landmarks and create new ones in key locations across the Island and San Remo.
Ensure a rich program of cultural activities and events occur within each community.
Create a new gallery for local, contemporary art.
Encourage the development of facilities and land uses that will encourage people to spend time in the area ie outdoor cafes and recreation facilities.
Create a network of pedestrian/cycle paths.
Underground all power lines or ABC.
Increase the availability of public transport services to San Remo and Phillip Island.
Use planing and wildlife corridors as a buffer between the rural land and residential development.

San Remo

Short Term Actions - up to 3 years
Develop and improve San Remo foreshore for visitor and community events
Reduce the size of the under-utilised foreshore car park east of the toilet block - redevelop this area as the public focus of San Remo.
Relocate the public toilet block from its existing location to a site where views will not be impeded.
Plant trees for shade along the foreshore car park edge.
Investigate the creation of a public focal point at the position of the current toilet block.
Upgrade and reduce in size the gravel car park between the fisherman’s co-op and the caravan park.
Establish zones of indigenous planting along the interface between lawn and beach.
Supplement existing street tree planting.
Replace existing shrub planting to the verge between Marine Parade and Phillip Island Road with trees and native grasses below.
Undertake a tree planting strategy that considers the replanting of indigenous vegetation where possible.
On Phillip Island Road, east of Back Beach Road, plant trees to the south side of the road in existing nature strips - use Eucalyptus sp. (to match those west of Bergin Grove).
Replace the barbecues, picnic furniture and shelters with modern facilities.
Provide the playground area with shade and seating.
Repair and upgrade footpaths where necessary.
Signal the entry to the township with street trees on Marine Parade.
Improve the entrances to San Remo at Punchbowl Road and Back Beach Road with custom-designed signage that is consistent with a signage policy for the town.
Plant trees in existing nature strips to the south side of Phillip Island Road, east of Back Beach Road. Supplement avenue planting on the north side with additional plantings of the same species.
Consider extending the tree planting on Phillip Island Road as an Avenue of Honour.
Undertake a site specific study of the appropriate planned development of Keams Land.
At the intersection of Phillip Island Road/Bergin Grove/Marine Parade, investigate a double roundabout treatment.

Medium Term Actions - 3 to 10 years
Encourage the development of world-class recreation facilities at San Remo.
Implement a street tree planting program to all streets to create cohesive streetscapes throughout San Remo.
Upgrade the barbecues, picnic furniture and shelters with modern facilities.
Improve pedestrian access to and around the foreshore by extending footpaths from east to west. Continue the path through the area behind the fishermans co-op.
Consider a car park to the rear of shops where vacant land is available.

Long Term Actions - 10 to 20 years
Upgrade all footpaths in San Remo, allowing for outdoor dining and ease of pedestrian access.
Extend the footpath width on Marine Parade, between Bergin Grove and Back Beach Road, to the kerb line to encourage outdoor dining areas and to facilitate pedestrian movement
Implement a staged undergrounding and aerial bundle cabling program.
Underground all powerlines in Marine Parade and Phillip Island Road.
Newhaven

**Short Term Actions - up to 3 years**

Develop the jetty precinct as a vibrant place for people.
Investigate a major sculptural element by a local artist at the entry point from the bridge.
Remove cluttered signage at the turn-off from Phillip Island Road.
Enhance the meeting/gathering place on the Anderson Street side of the park, with pedestrian links to the shops opposite.
Install informative signage - eg explaining a walking tour of local heritage and ecological sites.
Supplement street tree planting in residential streets.
Undertake street planting along Boys Home Road.
Underground power lines to Forrest Avenue and all ‘waterfront’ streets.

**Medium Term Actions - 3 to 10 years**

Redevelop the landmark ‘Dutchies’ cafe site.
Install informative signage at the new meeting space in the park.
In streets other than those facing the water, replace existing overhead power lines with aerial bundle cabling (ABC).
Mark a new roundabout at Phillip Island Road and Boys Home Road with planting.
Create a lookout point beyond the roundabout adjacent to St Paul’s Discovery Centre. Include seating and interpretive signage with information about the mangroves, Churchill Island, McLeod Point, Swan Bay, etc.
Establish a landscape program within the road reserves adjacent to major developments, such as the Dairy Museum and Big Flower Farm, to reduce their impact on the landscape.

**Long Term Actions - 10 to 20 years**

Continue the existing rectilinear street layout through to any new residential development that may occur west of Boys Home Road.
Provide street tree planting to all new streets.
Relocate the fish processing factory that is currently on the jetty when the building is no longer actively used or the lease expires.

Rhyll

**Short Term Actions - up to 3 years**

Improve pedestrian amenity by formalising the footpaths along the commercial strip.
Establish street tree planting in the footpaths.
Develop a car parking plan for the Rhyll commercial area.
Mark the entrances to Rhyll with the installation of contemporary, custom-designed signage at the approaches on Cowes - Rhyll and Rhyll - Newhaven Roads.
Upgrade the eastern foreshore - the area opposite the existing commercial strip, including:
Replace existing hard surfaces with simple in situ exposed aggregate concrete paving.
Install a coordinated range of street furniture.
Supplement planting with clumps of indigenous vegetation. Incorporate informal clumps of mixed indigenous trees, shrubs and grasses.
Plant indigenous grass and groundcover species between the footpath and the road.
Investigate the potential to relocate car parking on the foreshore to an alternative, convenient location and return this area to public open space.

Medium Term Actions - 3 to 10 years
Reduce the area of the jetty car park and formalise the car park area.
Upgrade the jetty to accommodate high weekend usage and possible local ferry services.
Install picnic furniture, barbecues, seating and bins in the vicinity of the jetty.
Enhance existing planting on the northern foreshore.
Provide a clearly defined walking path past the yacht club and boat yard.
Provide angle parking in the road adjacent to the commercial edge.
Improve the southern foreshore to enhance its appearance and function as a local open space for walking and passive recreation.
Formalise the car park area so that the mouth of the jetty is designed for pedestrian use only, whilst making provision for emergency and maintenance vehicle access when required.
Upgrade the jetty to accommodate high weekend usage and possible local ferry services.
Upgrade picnic furniture, barbecues, seating and bins in the vicinity of the jetty.
Undertake a tree planting strategy that considers the replanting of indigenous vegetation where possible.
Investigate and facilitate the relocation of the angling club building - replace with public parkland utilising indigenous plants.

Long Term Actions - 10 to 20 years
Investigate the relocation of the angling club building.
Incorporate new walking and cycling tracks in Rhyl into the 'round the Island trail.
Investigate the renovation of the yacht club.
Underground all existing powerlines on foreshore areas, or on streets running immediately parallel to the foreshore.
Cowes

Short Term Actions - up to 3 years
Redevelop the jetty precinct as a central pedestrian activity location.
Underground all power lines on the foreshore, on streets immediately parallel, eg. The Esplanade and on Thompson Avenue.
Replace overhead powerlines with aerial bundle cabling in all remaining streets within the central Cowes area.
Remove existing kerb and grassed nature strip opposite Thompson Avenue, near public toilets and replace with a paved pedestrian surface.
Create a pedestrian link between the car park behind Thompson Avenue (west) and the street to ensure clear and safe pedestrian access.
Maintain existing angle parking and investigate options for time restricted or paid parking to increase parking turnover on the street.
Provide signage to indicate parking behind shops on east and west sides of Thompson Avenue.
Replace the existing brick paving near the Isle of Wight.
Plant street trees on western side of Bass Avenue.
Investigate the development of an aquatic centre.
Retain, protect and maintain significant existing trees in the foreshore reserve and begin a program of replacement planting.
Examine signage, merchandise and cluttered street furniture from footpaths.
Examine ways to minimise vehicular traffic in the area of The Esplanade, east of Thompson Avenue, including possible closure to traffic in peak season and for events.
Introduce established trees in the pavement near the transport interchange to provide shade.

Medium Term Actions - 3 to 10 years
Provide sealed footpaths throughout the Cowes central area.
Provide a pedestrian crossing on Thompson Avenue between The Esplanade and Chapel Street.
Improve the car parking facilities in central Cowes and investigate a location for coach parking away from the Jetty Triangle.
Provide signage to indicate parking behind shops.
Use vacant land behind shops on the east of Thompson Avenue for additional car parking.
Upgrade picnic facilities at Mussell Rocks - use contemporary, custom-designed picnic shelters and furniture and rationalise car parking.
Conduct and implement a management plan for public space between Mussell Rocks and Erewhon Point.
Investigate the provision of an additional toilet block in Cowes, combined with an information/visitors’ centre in Chapel Street.
Plant trees in residential streets to create a visually cohesive streetscape.

Long Term Actions - 10 to 20 years
Underground or aerial bundle cable all overhead power lines.
Implement the street tree strategy, providing trees to all streets in Cowes.
Ventnor

Short Term Actions - up to 3 years
Underground power lines on all foreshore areas and on streets immediately parallel with the foreshore.
Continue revegetation works on Ventnor Beach Road, and along all major roadsides in Ventnor.
Improve access to Grossard Point and design as a public lookout. Remove fencing, install interpretive signage and seating.
Upgrade toilet block at the end of Ventnor Beach Road.
To facilitate safety, formalise the car park and beach access area at the end of Ventnor Beach Road to eliminate blind spots and allow sunlight to penetrate the space.

Medium Term Actions - 3 to 10 years
Revegetate and upgrade Saltwater Creek valley.
Locate entry feature signage on the Saltwater Creek Bridge.
Replace overhead power lines with aerial bundle cabling on Cowes-Ventnor Road, and on all residential streets.
Promote Ventnor’s remnant vegetation within the Island-wide network of wildlife corridors.
Continue revegetation works on Ventnor Beach Road, and along all major roadsides in Ventnor.

Long Term Actions - 10 to 20 years
Investigate the new town centre for Ventnor to be developed once sufficient infill residential development has occurred and there has been an appropriate level growth of permanent population.
Plant street trees throughout Ventnor - use indigenous species where possible.
Create walking tracks through Ventnor that will link into the overall trail network.
Use planting and wildlife corridors as a buffer between the rural land and residential development.

Smiths Beach, Sunderland Bay, Sunset Strip, Surf Beach

Short Term Actions - up to 3 years
Improve the clarity of vehicle entrances into the estate.
Undertake a planting strategy for the residential estates on the south coast.
Promote the use of indigenous plants that will thrive in the coastal conditions.
Include recommendations for street trees and landscape buffers to screen built form from Phillip Island Road and to separate residential development from rural land.
Plant indigenous street trees along Sunderland Bay Road.
Plant indigenous shrubs, grasses and groundcovers along The Esplanade on the northern side.
Medium Term Actions - 3 to 10 years

Improve pedestrian links between Sunset Strip and the future local centre and park.
Investigate a pedestrian island on Back Beach Road.
Underground all new power lines and all power lines on foreshore areas and on streets immediately parallel to the foreshore.
In streets other than those on foreshore areas, replace existing overhead power lines with aerial bundle cabling.

Long Term Actions - 10 to 20 years

Undertake a strategic review of land between Smiths Beach and Sunderland Bay, adjacent to Back Beach Road, for a future local centre, considering the appropriate design guidelines for any new built form. This development should only be considered when there has been adequate growth in the local communities.

Cape Woolamai

Short Term Actions - up to 3 years

Establish a street tree planting program.
Underground all power lines along Woolamai Beach Road and Vista Place.
On Phillip Island Road, install a new sign to signal the entrance to Cape Woolamai.
Establish a buffer zone of indigenous planting adjacent to the airport.

Medium Term Actions - 3 to 10 years

In locations other than Woolamai Beach Road and Vista Place, replace existing overhead power lines with aerial bundle cabling.
Promote the further development of the local retail precinct around Vista Place.
Enhance the microclimate around this area by planting trees along road sides and supplementing the existing vegetated zone between Phillip Island Road and the service lane.

Long Term Actions - 10-20 years

Pave all unmade roads west of Woolamai Beach Road to reduce dust and improve the safety for vehicles and pedestrians. Use materials that will not visually dominate the streetscape.
Use planting and wildlife corridors as a buffer between the rural land and residential development.
Funding

The realisation of the vision can only become a reality as funding becomes available. Council’s capital works budget, government funding and private sector investment will all need to be utilised to their greatest potential if the vision is to materialise in a physical form. The Shire should seek Federal, State or joint Local government funding and work in partnership with private enterprise for projects as they arise.

This is not intended as an exhaustive list, but rather a starting point. Funding sources will be altered significantly over the lifespan of this report.

Street Tree Planting
This is normally funded from Council’s rate base. Council could seek sponsorship for specific avenues, foreshore planting or parks.

Overhead Cables
The Power line Relocation Committee, under the Department of Treasury, sets aside funds on an accrued basis for relocating overhead power lines in ‘significant’ areas. Funding could be on a ‘dollar for dollar’ basis or a ‘one for two’ dollar basis. The committee usually only considers main shopping areas and prominent boulevards for undergrounding.

Community Organisations and Clubs
Council should approach organisations such as Rotary, Apex or Lions clubs, churches or regional industries such as regional tourism committees to sponsor specific projects. Such organisations have a tradition of contributing funds for local projects which achieve a community benefit.

Environmental Organisations
Organisations such as Landcare have a successful history of completing revegetation projects and other associated initiatives on Phillip Island. Council should continue to work with Landcare to achieve aims that are common to both. This is included as a key part of the Design Framework.

Other organisations such as Greening Australia and Australian Trust for Conservation Volunteers can provide support for revegetation and environmental projects.

Corporate Sponsorship
Options for corporate sponsorship should be investigated for projects that will generate a commercial return. Guidelines should be established and projects implemented where appropriate.

Government Funds
There are a large number of State and Federal government funding sources available for different cultural, heritage, public works and infrastructure programs. The following are but a small selection which is most relevant to the proposed actions as part of the Design Framework.

Community Support Fund
The Community Support Fund (CSF) was set up to ensure that a proportion of Government revenue from electronic gaming machines in hotels is made available for worthwhile projects that will benefit the Victorian community. It is a significant source of funding for projects at both the
local community and state-wide level. Under its charter, the Fund supports new projects in the areas of sport, recreation, tourism and the arts. Feasibility studies which can be shown to be of strategic value can also be supported by the community support fund.

**Arts Victoria**

Arts Victoria provides a range of programs which are designed to assist in the development and presentation of cultural projects, programs, and services which will benefit the Victorian arts industry and the community. These include funding programs, forums, research, and publications.

**Community Festivals Scheme**

The Community Festivals Scheme aims to assist the development of local festivals that reflect community concerns, build social connectedness, maximise participation and, where appropriate, engage artists in their presentation.

**Council and Regional Development Body Program**

The Council and Regional Development Body Program is designed to strengthen regional economic growth by boosting support for Regional Development Bodies. Grants will be made on a dollar-for-dollar basis and are available to Councils, groups of Councils and Regional Development bodies for development projects, marketing strategies, investment promotion or economic business plans and regional strategies.

**Country Victoria Tourism Council (CVTC)**

The Country Victoria Tourism Council (CVTC) recognises that there are many events being held in regional Victoria which do not meet the current assessment criteria for cooperative marketing assistance through Tourism Victoria. It also recognises that some of these opportunities have the potential to develop into significant regional events able to attract large numbers of intra-state and interstate visitors (and to some extent international visitors, although this is not essential). The Country Victoria Events Program (formally known as Tourism Victoria’s Minor Regional Events Funding Program) provides funding to assist with this development.

**Local History Grants Program**

The Victorian Government, through Arts Victoria, has introduced the Local History Grants Program to help communities maintain their sense of identity and heritage. This major initiative, supported through the Community Support Fund, aims to enable communities and individuals to record and publicly present stories of notable events, movements and people from Victoria’s proud past. The Government has committed $600,000 from the Community Support Fund to this initiative over a two-year period.

**Parks Victoria Grants Program**

The Parks Victoria Grants Program involves three targeted components: Agency Grants for the Melbourne and metropolitan area; state-wide Community Grants and Volunteer Grants. The aim of the grants program is to protect and enhance the natural, cultural and heritage values of Victoria’s parks.
Public Heritage Program

The Public Heritage Program is a three-year program established to provide needed capital works funding for public heritage places, interpret and present public places for the benefit of the community; and enhance domestic and international tourism. The program will also help local government to identify, manage and promote heritage places and provide seed funding to initiate and launch regional heritage projects. Assistance can be provided for the conservation of any heritage site or structure listed on the Victorian Heritage Register or protected under the local planning scheme, including historic buildings, historic gardens and archaeological sites.

Coastcare

This is a national program that encourages community involvement in the protection, management and rehabilitation of coastal and marine environments. The program assists local communities to form partnerships with local land managers to undertake projects that aim to improve and protect our coastal and marine habitats.

Regional Infrastructure Development Fund

This fund is designed for projects of a capital nature, irrespective of size, which meet the specified eligibility criteria and which add to the socioeconomic asset base of a region, municipality or local area. Examples of capital works, whether partly privately or publicly funded, may include:

- Industry development including physical works to facilitate economic development
- Transport improvements, including road, rail, ports or airports of strategic regional significance
- Tourism related capital works for new and improved facilities
- Strategic education and communication technologies infrastructure

Cultural Heritage Projects Program

The Cultural Heritage Projects Program supports the conservation of places of cultural significance - historic and indigenous heritage. Only historic places on the Register of the National Estate, its Interim list or State heritage registers are eligible for funding. Projects that aim to identify indigenous heritage places for appropriate listing or conservation planning may also be supported.

Hire of public spaces

Prepare and distribute guidelines on the hire of public spaces for community events and functions as a way of generating income for upgrading of these facilities.

Car Parking in Lieu Payments

Council has the ability to impose a car parking in lieu payment where commercial developments and proposals are not able to provide the necessary car parking spaces as specified under the Planning Scheme. Funds raised through this method should be directed back into the provision of additional, and upgrading of existing car parking within the townships, particularly Cowes and San Remo.
Promoting the Future

The Design Framework will enable the Bass Coast Shire to join forces with the many initiatives that will come from stakeholders and the community as a whole. It is important not to lose site of the fact that the framework is a guideline for the next 15 to 20 years. Every achievement, whether large or small, must be communicated as living proof that the future vision is evolving.

Promotion is Strategy. It is also about Communication.

Over the past months, considerable effort has been expended by the project team, the steering committee, councillors, council officers, the community and stakeholders in developing this Design Framework.
Once approved and the steering committee has disbanded, what will the arrangements be for ongoing implementation, ownership and management of the 20 year plan?
What measures will be taken to ensure that the Design Framework is part of an ongoing strategy that holds on to and achieves the vision for Phillip Island and San Remo while remaining relevant and up to date?

A Champion must drive the Implementation

The Bass Coast Shire needs to ‘own’ the Design Framework and the supporting communication strategy, which ideally should be driven by an individual – a Design Framework mentor or champion. This person will be accountable to a Design Framework Implementation Committee that will monitor the initiatives and progress of the Framework’s implementation.

The Design Framework champion will be a key in the ongoing effective communication within Council, the region and further afield, and should be a leader in identifying opportunities to progress initiatives. It is assumed that the mentor will have the responsibility through the Implementation Committee of overseeing the implementation of the plan.

Implementation Committee

The Implementation Committee will work directly with Council and should comprise councillors, council staff, state government agencies and representation from the community – ideally individuals who are Bass Coast Shire champions, eager to see the realisation of the vision.
The principle aims of the reference group will be to:

- Communicate, inform and motivate businesses investors and the community
- Establish project programs and in particular select a milestone project that can be achieved within a short time frame to kick-start the Design Framework
- Apply for funding to assist with the implementation of the program
- Monitor and report to council and the community the progress and the implementation

Design Advisory Committee

A Design Advisory Committee - consisting of design professionals including architects, urban designers, landscape architects, planners and members of the community - should be established. The committee’s role will be to review relevant planning applications for new built form to ensure that a high level of design is actively promoted and achieved based on the principles established in this Design Framework.
The Design Advisory Committee would also be involved with the design of high-profile public spaces such as the Jetty Triangle.
**Youth Reference Group**

Establish a youth reference group – in addition to the Design Framework champion, the Implementation Committee and the Design Advisory Committee. The energy and fresh ideas of young people must be continually referred to and where appropriate, implemented in line with the Design Framework. Environmental, arts, recreation and sporting strategies can be positively progressed with the support of this group.

**Monitoring the Implementation**

In order to gauge the effectiveness of the implementation of this Design Framework, it will be essential that a clear monitoring program be established. It would be revisited every three to five years and would ideally be undertaken parallel to the Municipal Strategic Statement review. The monitoring program should examine the following:

- implementation of the action plan
- development rates in the townships and the impact on the land base
- the effectiveness of the Design Framework guidelines in guiding planning decisions both at a Council and VCAT level
- significant changes that have an impact on the vision and the strategies and design principles of this Framework

**A Living Document**

The final Design Framework is a living document – not something to be stored in the bottom drawer once approved. It will be continually reviewed, referred to and presented to interested parties. The communication strategy needs to target a number of sectors and groups:

- Builders, developers and designers - local and other
- Potential investors
- Local industry
- Education - primary, secondary and tertiary levels
- Youth – those who live or attend school in the region and those who visit
- Retail – particularly entrepreneurs to enhance business opportunities in the region
- Environmental Groups – Landcare, ATCV, Greening Australia and others
- Sporting groups and associations
- Community groups - Lions, Apex, Rotary
- Tourism Vic, Victoria Arts and other relevant government groups
- Media – local and state - newspapers, magazines, newsletters, radio, television and the world wide web
- Backpackers associations and networks
- Relevant tourism publications

**The Communication Strategy**

Communication can be in various forms – written, verbal and electronic. Ultimately, the success of the Design Framework will rely on an effective implementation and communication program - a campaign that will be ongoing long after its formal completion.
The communication strategy needs to be an integrated, ongoing program that encompasses a number of activities, promoted through a number of media. We suggest this strategy be developed around 4 C’s:

**Change, Community, Commerce & Creativity**

**Change**

The shared vision for the region is the result of extensive consultation with stakeholders and the community. This vision won’t be achieved immediately but over time there will be a change in the way things are done in the region. This change will influence the design of buildings, streetscapes, the foreshores, residential areas, parking, retail, tourism, recreation and the environment.

Importantly, the implementation of the vision will require a change in attitude and approach. This is not a negative thing - change can be positive, and all communications promoting change must clearly state the benefits to all.

It is imperative that the Bass Coast Shire communicates with all relevant target markets – and from time to time, it may be useful to run training seminars for particular groups such as builders, designers and developers where change is likely to impact most. This will not only enhance the image of Council but will go a long way in building relationships and cooperation to maximise opportunities.

**Community**

The community and the Bass Coast Shire collectively own the future vision. The implementation of the Design Framework will require an ongoing commitment and communication between both.

The community comprises more than just the residents – it is people, business, social interaction and shared values. The spirit and harmony of the community have contributed to what the region is now, and will certainly continue to shape its character in future years. Informal, but regular seminars for key community groups will keep them informed and engaged in the ongoing implementation of the Framework. The role of people at different life stages will ensure that the cultural and physical diversity of the region is maintained.

Younger members of the community should be encouraged to be actively involved in the implementation of the vision. They too contributed to the development of the Design Framework – as future adult community members, the ongoing involvement of youth is vital.

**Commerce**

Commerce is defined as being the interchange of goods or commodities, trade, business and social relations.

Fundamentally, any marketing strategy needs to see a result on the bottom line. Greater return on expenditure and more spending by locals and visitors equates to more benefit to the community. Phillip Island and San Remo are in need of a greater diversity of business, creating more vibrant commercial centres in order to recapture a large percentage of the current estimated ‘escape spending’.

Each year a calendar of promotional and themed events for the area should be created and distributed to business and industry – to enable them to plan, promote and maximise the opportunity to build business - not just as an individual, but collectively for the area. The calendar should also be posted on the web and be well publicised outside the area to
attract additional spending. As the Design Framework is implemented, it is essential that local business be invited to be a part of the journey.

Creativity

This is the fun part, but also the most critical element. The method and message used to communicate must grab the attention of the audience – those who you want to stop, look, listen and take notice.

It must also be a true image of the region. Ideally, a catch phrase or slogan should be created, that can be used in all communication and will reposition the area. We suggest the slogan evolve over time and above all be flexible enough to incorporate different themes or events.

To demonstrate this, whilst “the natural attraction” is an old slogan that has been used previously in marketing campaigns, it does encapsulate the feel of the region and with some modification, could be used again.

Consider using a slogan such as following examples:

- Discover the natural attraction, only 1 ½ hours from Melbourne
- Visit the penguins and discover the natural attraction
- Discover the natural attraction, where the birdlife is amazing
- Don’t miss the grand prix, and discover the natural attraction
- Come and discover the natural attraction
- Immerse yourself in the natural attraction

People respond to what they understand and can identify with. Simplicity and consistency are the keys to success. Overly clever, complicated slogans do nothing more than confuse people.

The consultation process uncovered a number of important elements about peoples perceptions of Phillip Island and San Remo. These elements, mostly single words, should be creatively incorporated into the communication package and could include:

- Unspoiled
- Majestic views
- The Coast
- The Island feel
- Nature
- Surfing
- The walks
- Unique environment
- Close to Melbourne
- Wild
- Family
- Birds
- Penguins
- Seals
- Wildlife
- Jetties
- The Nobbies
- Environment
- Nature park
- Festivals
- Landscape
- The Arts
- Surfing
- Wine/Cheese/etc
- Holidays
- Golf
- Fishing

Being creative is more than just developing a slogan. It involves thinking outside the square and looking at different ways to communicate and involve the community in the implementation of a shared vision. Creativity can be as simple as the way a letter is written to celebrate an achievement or as elaborate as a well planned and executed promotional campaign.
The Launch Phase - the first 12 months

This is the most critical phase of the communication strategy. The Design Framework has been approved and this is the time to sell the benefits of what it will achieve for Phillip Island and San Remo for the next 15 – 20 years. Importantly, the strategy needs to focus not just on external groups but also internally – Bass Coast Shire Councillors, staff and associated agencies should participate in training sessions to become familiar with the content and objectives of the Design Framework.

It is imperative that the communication strategy is clear, relevant and consistent. Clear enough for the general community to understand; relevant in terms of the objectives and recommendations documented in the Design Framework and consistent in the way messages and information are communicated to all.

The Design Framework champion, together with the reference group should drive the implementation of the strategy.

The objective of this process should be to:

Create awareness of the existence of the Design Framework - continually educate and communicate with all Bass Coast Shire staff, relevant agencies and the target groups as indicated, in particular the local community and businesses.

Promote and continually reinforce the benefits and opportunities of the community’s vision with all Bass Coast Shire staff and target groups – as they relate to landscape, the urban communities, tourism and recreation and movement.

Create hype, focusing on all target groups, to gain commitment and enthusiasm for the ongoing implementation of the Design Framework.

Strategies:

Develop a communication campaign around the 4 C’s – Change, Community, Commerce and Creativity. Develop a slogan or catch phrase that is flexible and relevant to the implementation of the plan and used in all communication campaigns. (Refer earlier section on creativity) Serious consideration should be given to permitting local business to use an agreed slogan – this will further strengthen the communication campaign.

Prepare kits for a media launch. The first step in creating awareness is to officially launch the Design Framework to the media. Ideally, the media kit should contain a media release; a couple of ‘visionary’ concepts that can be published and finally a copy of the Design Framework. A high profile government dignitary should launch the Framework.

Prepare relevant marketing materials and distribute them – this may include a new look Bass Coast Shire web site and newsletter, a regular feature in the local newspaper, testimonials from the community on the positive outcomes of the process leading up to the publication of shared vision.

Publicise initiatives – particularly via the web, the Bass Coast Shire newsletter, the Creative Island newsletter local and other media. It should be noted that frequency and consistency are very important in this instance and should occur on an ‘as needs’ basis.

Introduce new activities to the region – promote far and wide to enable these events to grow and attract more visitors in the future. For example - cheese, gourmet food festival, surfing carnivals, music.

Educate and communicate via every avenue available. This includes, but is not limited to:
The media – general press, relevant journals and publications, radio (particularly talk back programs), television
The Bass Coast Shire web site – dedicate a separate page to the Design Framework, profile the Design Framework champion and the reference groups
Links to relevant web sites - Department of Infrastructure, Tourism Victoria and Arts Victoria
The Creative Island and Shire Newsletters; regional school newsletters and publications
Other relevant publications for government, environmental, investor, builder/development groups. Refer to the key targets.
Where possible, personal presentations should be made instead of mail-outs – this is a more pro-active approach. In particular, presentations should be made to those targets that potentially have the ability to progress the objectives of the Design Framework.
Participate in exhibitions, markets and other public events to build awareness - develop and distribute a calendar of regular tourism events including Melbourne and suburban shopping centres (Phillip Island is currently well publicised on the web – this should continue and be further enhanced).
Seek testimonials from the community, including visitors and get permission to publish these – they reinforce enthusiasm and commitment.
Develop an awards program that is perpetual and is a recognition of activities, projects and initiatives that are aimed at implementing the goals of the Design Framework. Traders, local business, youth, schools and the community as a whole can participate.

The Growth Phase - 1 – 5 years
Once the initial push of the first 12 months has passed, there is a real threat of resting on one’s laurels, thinking that all will continue to progress on its own. Nothing could be further from the truth.
The next critical phase of the implementation of the framework plan will be the following 5 years – when it is likely that many of the strategies and recommendations of Framework will become reality.
This will require an ongoing communication strategy focusing again on the 4 C’s – Change, Community, Commerce and Creativity.
The growth phase is all about reinforcement of:

The objectives of the Design Framework
The ongoing commitment of the Bass Coast Shire and the community that the shared vision is closer to becoming a reality.
The successes, new initiatives and achievements to date

Goals
Reinforce the strategies and recommendations of the Design Framework. Be strategic – refer to the target list.

Promote the progress of the plan – which elements of the vision have been realised?
Build on the energy and success of the previous 12 months
Strategies

Continue to build upon the activities and programs initiated in the previous 12 months.
Promote the actions and initiatives completed using the same media as stated in phase one.
Publish Testimonials – including from winners of awards, competitions, etc.
Reinforce that the shared vision is becoming a reality – promote this locally; in Melbourne, via the framework champion, the reference groups and the media.
Review the current activities - announce new projects and initiatives that are planned, underway and completed.
Evaluate effectiveness of launch phase – research and community consultation. Seek feedback from the community. This provides reassurance to Bass Coast Shire that initiatives, projects and actions have been well received. It also provides reassurance to the community that the shared vision is being implemented.
Continue to participate in exhibitions and other public events to build awareness.
The Design Framework provides an exciting opportunity for the Bass Coast Shire and the community to work as one to achieve a common goal – a shared vision. This vision will provide the area and future generations with an environment that is wonderful to live in, work in and visit. The effective implementation of the communication strategy will help to make this vision a reality.
The diversity of the region is quite special. This diversity needs to be protected and enhanced.
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