



Apollo Bay Structure Plan

Volume 2

Adopted on 26 April 2007



Apollo Bay | STRUCTURE PLAN



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1. Community Feedback

This section provides a summary of all the community feedback received both before and during the preparation of the Draft Structure Plan (Consultation A), and in response to the draft Structure Plan (Consultation B), through the various methods outlined in Volume 1.

Consultation A:

Community Workshop 1

Stage 1 of the Community Consultation process comprised two workshops, with one held in Apollo Bay on 26 September, attended by approximately 47 people, and a second workshop held in Melbourne on 6 October 2005, attended by approximately 35-40 people. The workshops were structured around 5 key questions, which highlighted various themes:

1. What challenges will need to be addressed?

- Infrastructure provision – water, access, parking, power, sewerage, communication, education, public transport
- Limiting expansion and intensification of town/s: population and geographic extent (no development above 30-40 metre contour, whether to join townships or keep separate), set height limits
- Foreshore and sand dunes – increase open space and recreation opportunities, cap dunes to provide sea views, minimise degradation of foreshore
- Protection of the natural environment and environmental sustainability of urban form
- Traffic and parking
- Providing for affordable housing
- Social infrastructure needs – health/medical facilities, youth recreation
- Job growth
- Open space and recreation opportunities– harbour redevelopment, golf course, parks and playgrounds
- Maintaining small town/community/fishing village feel – finding a balance between permanent residents and visitors
- Preventing inappropriate development – clearer guidance is required, managed growth, low rise growth (no Lorne-style development), open streets, fill in vacant blocks
- Balance between protecting environmental and landscape features and encouraging tourism
- Retain compact commercial core.

2. What existing features should be protected/strengthened?

- Harbour and golf course reserve – no gentrification, retain golf course in existing location
- Barham River and estuaries, and the water catchments
- Foothills (especially above 30-40 metre contour)
- Protect iconic views – protect landscape and hills, views to ocean

- Indigenous heritage
- Cypress trees on foreshore
- Village feel – preserve fishing village atmosphere, relaxed and friendly atmosphere
- Fishing industry
- Encourage diversity of businesses – independent retailers (no McDonalds and no pokies)
- Open space on foreshore, active recreation areas and sporting complex
- Enhance town and streetscape character
- Provide height limits and building design guidelines and balance of housing types
- Protect foreshore
- Provide for permanent growth – jobs, health system etc.
- Landscape, vegetation, trees/bush, rolling hills, pristine beaches, birdlife
- Maintain existing boundaries between townships
- Health and education services
- Airport.

3. What opportunities could be realised to improve the town and its setting?

- More parkland (other than foreshore)
- Shared pathways, especially to Skenes Creek
- Bypass road behind town, or one way flow on Great Ocean Road
- Improved water supply
- Restore and revegetate Barham River and wetlands, and other estuaries and tributaries
- Beautify harbour and link to the shops – maintain golf course as public land
- 18 hole golf course – on sustainable site (not on the floodplain)
- Heated swimming pool/hot sea baths
- Properly planned streets for connectivity (no cul de sacs)
- Define and beautify gateways to townships
- Diversity of employment opportunities and commercial development (no McDonalds or pokies), establishment of cottage industries, fish farming, market gardens, strengthen local primary industry
- Develop local character, create an icon
- Improved traffic and parking (including bus parking)
- Foreshore – retain and improve picnic areas, provide tennis, bike tracks, playgrounds
- Protect foothills
- Provision of international airport
- Retain and enhance indigenous vegetation
- Maintain gaps between township
- Provide incentives to encourage environmental initiatives
- Tourism - Develop culinary opportunities associated with fishing industry, cater for low income tourists (e.g. backpackers), Ecotourism opportunities – marine resource centre, farm stays etc.
- Develop the Saturday market, festivals
- Improved recreation facilities, upgrade pony club.

4. What would you change about Apollo Bay if you had a magic wand?

- Lower rates for permanent residents
- Clean up industrial estate
- Upgrade Skenes Creek-Forrest Rd, upgrade Mariners Lookout
- Provide better street planning, underground power
- Hot sea baths, warmer sea water
- Central Sports complex
- Bulldoze sand dunes to provide views/retain sand dunes
- Retain golf course
- Turn developers into greenies
- Create some 'no car zones'
- Clean runoff and river water, revegetate estuary
- Ring road, one way main street, traffic lights
- More trees, remove pest trees, more exotic planting, revegetate bare hills with original vegetation (no development)
- Increased diversity of native birds
- Sustainable town (economically sustainable, solar passive design), improved design and design controls, height limit of 8 metres, monitor/police developments and permits
- Housing cascading down hill (Mariners Vue)
- Foreshore (retain and improve picnic areas), remove toilet block on foreshore opposite pub
- Improved access, parking, alternative transport
- Keep it as it is!
- More dining choices, new picture theatre
- Greater contributions from Council.

5. What three words would you use to describe Apollo Bay?

Top three words from each workshop:

Apollo Bay workshop: Treasure, unique, paradise

Melbourne Workshop: Tranquil haven, idyllic, scenic lookout

Disposable Camera Exercise

Disposable cameras were distributed to 10 volunteers amongst those who attended the Community Workshop in Apollo Bay on 26 September, 2005. The purpose of the exercise was to gain a better understanding of the community's perceptions and values about different aspects of the study area through a photographic survey of the area. Participants were asked to take photographs of places or things that they like or dislike, as well as good examples of new development (buildings or places), and provide details for each photograph.

In summary, the photographic survey revealed that great value is placed on the scenic views in the area, in particular to the hills, the harbour, across the sand dunes, the beach, and the view from Mariner's Lookout. Participants also like the green spaces in and around Apollo Bay (golf course, farmland, hills, wide streets with grass verges and natural edges), and comments were made about preserving this and restricting the extension of residential areas. Similarly, for Skenes Creek the participants value the natural landscapes and vegetation, with houses set within the landscape and not dominating it. The new sculptures, information centre and native landscaping were also liked. Examples of aspects of the area that are liked are shown below.



Beach and Harbour: The beach and harbour are crucial focal points for visitors and residents alike.



Barham River Floodplain: Rural green belt between Apollo Bay and Marengo

A large proportion of the photographs taken of things people dislike were of new developments. Negative comments were made about overdevelopment, contemporary design, insufficient space around new dwellings for landscaping, impacts on views and neighbours, creation of concrete urban jungles, and buildings being unsympathetic to the character or scale of the town, the neighbouring dwellings or the landscape/streetscape. Criticisms were also made of physical infrastructure provision and maintenance: damaged roads (pot holes, cracks) and poor road edges, lack of footpaths, unmade drains, developers constructing poor quality roads before handing over to Council, the need for slip lanes for traffic turning off the Great Ocean Road, and improvements needed to the swimming pool. Other things people disliked or wanted to see improved were the industrial area and rubbish tip, the presence of weeds (blackberries, pampas grass, pittosporum, arum lilies), and better control of windblown sand around harbour and dunes. Concerns were raised about rising sea levels and the future impact on the area.



Nizam Quay: Totally out of character for this area of town (plenty surrounding land).



Units at Wild Dog development: Very unsympathetic materials, crude building form with overbearing straight skyline.

There were comparatively few photographs taken of recent developments or buildings or spaces that people liked, and where these were taken, there was a high level of disparity in terms of what is liked and disliked. While some identified buildings in this section as examples of good development, in some cases others had identified the same or similar buildings as examples of what they dislike about the area. Reproduction styles are liked by some and contemporary styles are liked by others. In general, however, people are opposed to development of a larger scale, especially with straight, unarticulated forms, and especially if not screened by landscaping (or no allowance made for future landscaping). Subdivisions with wider streets and more generous setbacks are liked, as well as buildings that blend in with the natural environment. Buildings that use similar materials to existing houses and draw on similar themes are also liked, and extensions that carry through the existing style of dwellings are approved of. The recent development of the skate park and the information centre was liked.



Gateway development: Good combination of modern practice and traditional materials and style.



Sculptured poles and Information Centre: Need to encourage Artist community in Apollo Bay. Information Centre set with wonderful native vegetation – great setting for market!

A representative selection of the photographs and captions from the photographic survey will be used in the public display during the next stage of community consultation.

Questionnaire

A questionnaire attached to the Community Bulletin No. 1 was widely distributed in September 2005, and a total of 113 completed surveys were returned. The questionnaire posed 4 questions which sought qualitative responses from the community:

- 1. What are the major town planning challenges for Apollo Bay?**
- 2. What opportunities could be realised to improve the town and its setting?**

In planning for the residential and visitor accommodation growth allocated to Apollo Bay:

- 1. What challenges will need to be addressed?**
- 2. What existing features should be protected/strengthened?**

A number of key themes and issues emerged through the analysis of the responses, which have been summarised below for each question and grouped by theme.

1. What are the major town planning challenges for Apollo Bay?

Providing Clear Direction and Managing Different Perspectives

Respondents identified that major town planning challenges for Apollo Bay will be providing clear direction and vision, generating increased confidence in Shire (better decision making, less financial waste, fairer distribution of funds and representation of Apollo Bay residents, and better communication between residents and Council). The different views and desires of the community need to be balanced, and balance between residents and tourists needs to be found. A challenge will be for the community to admit/come to terms with the fact that change and growth will happen, and ensuring that it happens in a sensitive and eco friendly way.

Managing Development Pressures

A significant challenge that was identified was how to manage the pressure for development. Respondents identified limits that should be imposed on new development, including: preventing high rise development and dense development, particularly immediately along the coastline (2 storeys); allowing no more than 2 units per block; requiring larger allotments in new subdivisions (define minimum lot sizes); ensuring adequate building setbacks; minimising suburban style of development. The need to ensure "green belts" between townships are retained and town boundaries set to limit urban sprawl was also seen as an important challenge. Other development challenges included ensuring the provision of affordable housing (to enable retirees and others to stay in the town), increasing the commercial zone (encourage businesses area into Pascoe St), retaining the 8m height limit and placing more restrictions in older residential areas. Respondents were clear that they did not want to see high scale development like at Lorne.

Protecting Character and Environmental Values

Key challenges that were identified included ensuring the protection of views and natural beauty, open space, the open and undeveloped hills. The retention/relocation of the golf course was seen as important, and if relocated the community would like to see the land preserved as well as open space for public use. The proposed site for the new golf course was contentious, with respondents keen to see the continued protection of the Barham River floodplain and improvements made to the river. Other environmental challenges included restricting further clearing of bushland and encouraging new planting on hills, promoting native vegetation, and replacing cypress trees along the Great Ocean Road (with Norfolk Pines or palms).

Within the townships themselves, respondents identified important challenges to be retaining traditional streetscapes, maintaining the open feel, and protecting the heritage and the character of the area, as well as improving the presentation of the foreshore, harbour and environs.

Meeting Infrastructure needs

Respondents frequently raised concerns about the ability of the existing infrastructure and service levels to keep pace with the development of the town and the increased pressures this would place on the town and environs. In particular, the provision of utility services to meet future demands was identified as a challenge: water supply/storage, electricity, sewerage, access, natural gas.

Some identified the challenge of a potential rise in sea level, and the need for infrastructure to protect the town (sea wall etc).

Improving Accessibility

Accessibility challenges were identified in relation to traffic management, car parking and improving infrastructure and amenity for pedestrians and cyclists. Specific ideas for improving these issues were provided, including: constructing a ring road, protecting road infrastructure from the ocean, providing an inland route to Apollo Bay (in case cut off by natural disaster e.g. tidal wave), providing off street parking in Pascoe St, Apollo Bay, creation of one way streets (especially during peak tourist season) to control traffic.

Pedestrian and cyclist accessibility challenges included providing improved access to the harbour, providing a walking/bike path from Marengo-Skenes Creek, improving pedestrian access, providing footpaths and seating away from the main shopping strip. The provision of a courtesy bus from Skenes Ck to Marengo, and the relocation of the airfield (e.g. to Cape Otway) were also seen as important.

Meeting Community and Visitor Needs

The need for wider employment opportunities (other than building and tourism), especially employment opportunities for youth (golf club, airfield, harbour etc) was seen as a major challenge to ensure the ongoing viability of the community. The improvement of health services, including a permanent paramedic, a heated pool for the elderly and a heliport, was also seen as important.

There was strong recognition of the value of the tourist industry and the need to provide for visitor needs, including through the provision of campsite, student and youth group accommodation, as well as new attractions and activities/centres for youth (holiday activities, upgrade of amusement centre etc).

2. What opportunities could be realised to improve the town and its setting?

The opportunities identified by respondents for this question were largely aimed at addressing the challenges identified in the first question, including:

Providing Clear Direction and Managing Different Perspectives

Managing Development Pressures

Development opportunities and opportunities to better manage development pressures included:

- Better utilisation of harbour (dive centre, restaurants, shops, museum etc), connect to township (perhaps with boardwalk).
- Encourage environmentally friendly developments and sustainable buildings.
- Encourage Great Ocean Green Development – will clean up waste land and attract visitors.
- Encourage tasteful developments that protect the charm of Apollo Bay.
- Set height restrictions on foreshore area.
- Promote higher quality architecture (less suburban), ensure low visual impact of development.
- Encourage natural energy sources – wind and solar – and water recycling
- Stop large scale developments.

Protecting Character and Environmental Values

Opportunities for protecting the character and environmental values of the study area included:

- Reduce/remove sand dunes for views that were available 50-100 years ago, or conversely, preserve the dunes.
- Improve streetscape planning, with community participation.
- Improve the foreshore: replace trees that have been removed; provide new trees that can be established by the time the existing cypress trees are removed; provide tables and chairs near Wild Dog Creek.
- Complete initiatives that are started, such as the neighbourhood character study
- Revegetate hills.
- Provide more trees around the town.
- Introduce landscaping requirements for the industrial estate.

Meeting Infrastructure needs

Identified infrastructure improvement opportunities included:

- Replace open drains with kerb and channel,
- Provide maintenance to footpaths, walking tracks and roads.
- Improve storm water management.
- Relocate airfield to Cape Otway, relocate transfer station.
- Put powerlines underground.
- Provide seating in backstreets for elderly to rest.
- Provide undercover pavilion areas for shelter on foreshore and jetty.
- Provide public toilets at Skenes creek

Improving Accessibility

Opportunities for improving accessibility included:

- Improve traffic flow (provide parking to rear)
- More parking for tourist buses.
- Divert delivery and industry vehicles off Great Ocean Road into Pascoe St.
- Improve road surfaces.
- Provide footpaths.
- Provide foreshore parking near Wild Dog Creek.
- New cycling tracks

Meeting Community and Visitor Needs

Opportunities included:

- Provide for a future municipal precinct (library etc).
- Provide a heated pool/thermal baths, tennis courts, retain current golf course/provide 18 hole golf course (without all the units).
- Enforce local laws re. dogs on beach and in public areas.
- Develop parkland for children's activities away from town centre.
- Pedestrian crossing and lighting in Great Ocean Road.
- Build upon Apollo Bay Music festival profile.
- Better quality retail outlets, retail in Marengo and Skenes Creek.
- Community garden, more seating, increased parkland.
- Tourist attractions that tell the history of the town.
- Increase native vegetation and promote as ecotourism location.
- Walking track in hills, walking/cycling tracks Marengo-Skenes Creek, along creeks.
- Provide another post box south of Apollo Bay.

In planning for the residential and visitor accommodation growth allocated to Apollo Bay:

1. What challenges will need to be addressed?

Again, the challenges respondents identified as needing to be addressed aligned closely with the feedback received in the above two questions. Particular challenges identified here included:

- Providing clear planning regulations (and enforcement) to avoid constant battles.
- Ensuring infrastructure, health and other services and facilities are able to cope with growth and change of the community (e.g. as the population ages).
- Providing affordable housing for locals, providing open space.
- Managing population growth.
- Dealing with conflicting interest groups: developers vs. others interested in maintaining the character of the town.
- Overcoming local paranoia about development – need to reach agreement about what change is appropriate and have a united vision.
- Limit multi storey development and denser development, improve architecture to reflect character of town.
- Encouraging Ecologically Sustainable Design in new development.
- Ensuring that higher density development is encouraged closer to the town centre.
- Preserve town character through implementation of the Planning Scheme, especially by managing growth, maintaining green space between towns and in the hills, managing the spatial distribution of new housing – focus more inland and provide town boundaries.
- Managing traffic and parking issues – heavy vehicles, tourist traffic, traffic management infrastructure (including traffic light at pedestrian crossing), providing for and encouraging walking and cycling, improving public transport services.
- Preserving bushland, replacing vegetation, managing weeds, managing litter, managing impacts of development on natural environment (creeks and floodplains, vegetation removal, introduction of weeds), considering possible impact of greenhouse effect and increased irregularity of weather patterns on urban settlement.
- Managing tourist function of town – providing a balance of tourist accommodation (affordable to high quality), providing tourist facilities and amenities, maintaining balance between tourists and residents, no pokies.
- Improving streetscape amenity – verandahs for shops, parks and foreshore to have rotundas and shelters to provide weather protection.
- Golf course – residents want a golf course but many do not want to see it in the proposed new location, and do not want to see a high level of development in the existing golf course location (would like to see this stay as public open space).

In planning for the residential and visitor accommodation growth allocated to Apollo Bay:

What existing features should be protected/strengthened?

Existing features that were valued and commonly identified to be protected and/or strengthened included:

- Parklands and foreshore (including dunes and trees), foreshore market, recreation reserve, tennis courts.
- Unspoiled beaches, surf club.
- The hills
- Views – to the hills, to the beach, from the lookouts., from the harbour.
- Pier/jetty, commercial fishing.
- Barham River and floodplain.
- Golf course (preserve as public open space or retain golf course)
- Harbour – new development is OK if integrated with current facilities. Protect views and character, provide better facilities for boat users and tourists, retain co-op, link harbour with town centre.
- Main street – shopping precinct, keep development consistent in form.
- Youth club.
- Waterfalls, walking tracks, nature reserves, bird and wildlife habitat, bushland, wetlands.
- Rivers/creeks and estuaries.
- Historical sites, old buildings.
- Surrounding rural areas – keep them this way, encourage hinterland farming.
- Relaxed lifestyle and walkability of town, seaside/village atmosphere.
- Streetscapes – plant more trees, replace old trees along foreshore.
- Emergency services, strengthen police presence.
- Landcare and Coastcare activities.
- Protection of wildlife corridors.
- Enforcement of landscape and vegetation controls through planning scheme.
- Improve and maintain walking/cycling paths and footpaths.

As expected, the issues and opportunities raised by respondents in the questionnaires were similar to the feedback that came out of the community workshops, although they offered an opportunity for more detailed comments to be made. While respondent views on some matters varied, a number of key themes were able to be identified in the feedback that demonstrated common goals amongst the community and other stakeholders. In particular, these related to the preservation of the character, landscape qualities and environmental values of the study area and the need to meet the ongoing needs of the community, and the necessity of balancing these objectives against the development and tourism pressures which in turn are critical in sustaining the community and ensuring the ongoing viability of the townships.

Project Steering Committee

In November 2005 a Project Steering Committee (PSC) was formed, including four community representatives, to provide input throughout the development of the Structure Plan. Two meetings have been held so far, with the first being to discuss issues and opportunities to be explored through the development of the Structure

Plan. An Issues and Opportunities Paper was prepared for discussion purposes, and feedback was sought on this paper from members of the PSC, before the preparation of a Structure Plan outline which was presented to the PSC at the second meeting.

Comments were received from 5 members of this group as well as key stakeholders and several members of the community on the Issues and Opportunities. These comments were taken into consideration during the preparation of the draft Structure Plan.

Many of the comments received, particularly those outside the PSC, replicated comments received through the community consultation process. New issues and opportunities were also identified, and clarification on some aspects was able to be provided.

Comments made that varied from comments received through previous consultation included:

- The 'health and wellness' theme used by the Chamber of Commerce should be incorporated:
 - For the harbour
 - For the creation of a pedestrian and bicycle friendly town
 - For sustainable design and development.
- Infrastructure will be a limiting factor – particularly water storage and electricity supply. Reticulated gas is also being explored for the settlements.
- Medium density housing will be necessary – but the Neighbourhood Character Study is limiting potential.
- Traffic and parking – suggestions were made for improvements (e.g. Great Ocean Road one way traffic, improving bus parking and pedestrian issues in Moore Street).
- Environment – weeds in foothills and valley a significant issue. Retaining cleared farmland is not sustainable as agriculture is unviable and there is no incentive to manage weeds.
- Recreation – new facilities should be clustered together.
- Cultural/archaeological significance of the harbour and Point Bunbury noted.
- Comments on the hard edge versus soft edge were made.
- Comments were also made on the development proposals of the Great Ocean Green and Mariners Vue, with arguments for and against each proposal represented.

Comments received in relation to the Structure Plan outline during the second PSC meeting were also invaluable and were used in the finalisation of the draft Structure Plan.

Consultation B:

Draft Structure Plan

Overview

Community consultation on the draft Structure Plan was carried out between late January and early March 2006, and involved two public information sessions, during which Council staff and project team members were available to explain the Plan, answer questions, and provide guidance about how to make a submission. The exhibition period closed on 6 March 2006, and during this time 422 submissions were received.

Of the 422 (439 minus 17 duplicate submissions) which were received, 216 were proforma submissions, and 206 individual submissions. The proforma submissions comprised 7 different template responses sent from different parties.

The proforma submissions indicated varying levels of support for the Structure Plan, with approximately 67% expressing at least some support for the Structure Plan overall in addition to outlining issues they considered needed to be addressed. It was unclear whether the remainder of the proforma submissions were supportive overall or not.

One of the proforma submissions, with 67 responses, was primarily related to ensuring that provision is made for the continuation of golf in the Structure Plan.

Three proforma submissions, 1 with 18 responses, 1 with 26 responses and 1 with 27 responses, were in relation to a wide range of planning issues, and were generally in support of the Structure Plan.

Two proforma submissions, 1 with 28 responses and 1 with 47 responses, had the main purpose of supporting the development of Mariners Vue, and expressed doubts about the land supply figures. These submissions indicated general support for the Structure Plan. In addition, 1 proforma submission with only 3 responses was made in relation to the land supply estimate used for the structure plan.

As a proportion of the proforma submissions, approximately 36% were primarily written in support of the Mariners Vue proposal, 33% covered a wide range of issues (2 including the Mariners Vue proposal), and 30% were primarily in relation to golf.

Of the remaining 206 individual submissions, approximately 27% expressed support for the overall Structure Plan, while only 7 submissions (3.3%) were unsupportive of the overall Structure Plan and process. The remainder of submissions (70 %) outlined various issues but did not clearly express whether they were in support of the Structure Plan overall.

Comments were received from the community and stakeholders on a broad range of issues, with the most frequently raised comments, issues and concerns summarised as follows:

Environmental Constraints to Growth:

- The ability of the settlements to supply water to an increased population, with calls to restrict spa baths and require water tanks in all new developments.
- Impact of development on the floodplain, including increased impacts of flooding, need to improve ecological values, and the need to maintain a green break in this area.

- Impacts of climate change including sea level rises, increased storm surges and increased variability of rainfall.
- Potential impacts of disturbing acid sulphate soils, including the need to add a discussion and management strategies, and to map affected areas.
- Strong support for protecting hill back drop and managing landslip and erosion risk, including restricting development to below the 40-50 metre contour, although some wanted clearer definition of what this meant. Some submissions considered the 30 metre contour to be more appropriate as a limit to development, others preferred the 50 metre contour, while others thought it should be determined on a site by site basis.
- Concern that wildfire risk was not adequately addressed.
- There was strong support for management of weeds and planting of indigenous species (in settlements and foothills). There were calls for inventories of landscape elements/significant habitat areas and protection of iconic cypress trees (or their replacement). Conversely, concerns were also raised about trees blocking views. There was general support for the proposed Significant Landscape Overlay, although there was some concern about its restrictiveness.

Size of Settlements:

- The green breaks and maintenance of distinct settlements was seen as critical by many submitters, although there was some concern that the Structure Plan won't achieve this. The need to provide clearer definition of "low scale development" was raised several times, along with concern that development on the floodplain will not provide a green break.
- Some acceptance of growth and change and the need to place limits on urban sprawl by defining a hard edge to development. Frequent support for using landscape features to define growth, and for defining the northern urban boundary at Pisces Caravan Park (although some submitters argued that the boundary should be at Wild Dog Creek or alternatively at Marriners Lookout Rd,
- Most of the concerns relating to land supply appeared to be raised by proponents of current and possible future development proposals (e.g. north of Pisces Caravan Park), and those in support of Marriner's Vue. Others identified the apparent glut of vacant lots, properties on the market and pointed out that figures used in land supply calculations were based on boom times which will not be sustained. Land supply figures calculated by submitters were between 4.5 years and 18 years.
- Concern about the ability for sewerage infrastructure and electricity supply to support an increased population. Need to indicate buffer around wastewater treatment plant. Support for installation of rainwater tanks, and ensuring that infrastructure provision occurs prior to further development.
- Improvements to the appearance and landscaping of industrial areas needed. Need to ensure relocation of transfer station and concrete batching plant.
- Strong support for initiatives to increase the environmental sustainability of the settlements and new development, particularly in relation to water use. Mariners Vue proposed development was raised several times as a good example of ecologically sustainable development.
- Land to the west of Pascoe St was raised as a necessary extension of the commercial area. The need for a convenience shop at Skenes Creek and Marengo was raised several times, although an equivalent number of submissions agreed that no shops should be provided in either settlement.

Built form, density and character:

- The 3 storey height limit in the town centre was frequently raised as a concern, although support for 3 storey height limits was also frequently demonstrated in submissions, particularly within the commercial areas. Submissions often stated that building height limits should stay the same, while others suggested height limits varying from 7.5 to 10 metres for the town centre. Submissions called for greater clarity on the meaning of “innovative, high quality design” for buildings in the town centre.
- In residential areas there were fewer concerns raised about height limits, although many submissions called for the height limits (8 metres) to stay the same. Some also called for them to be increased to 9 metres so that there would be more certainty at VCAT.
- Submitters often stated that they did not desire to live in medium or higher density housing, were concerned about impacts on adjoining dwellings, and called for minimum block sizes to be established.
- Support expressed for the retention of fishing village character, and for protection of the neighbourhood character of older residential areas. Support for initiatives to protect these values, although still some concerns about building designs and the need to define “excellent architectural quality” in the structure plan.
- Support for objectives to protect views, but needs to be stronger on protection of public views. Concern about higher buildings and canopy trees blocking views.

Access:

- Concerns were raised about the rising cost of fuel and the impact that this would have on travel patterns and tourism potential. The need to plan for an additional crossing of the Barham River was also raised several times, to address the risk of losing access in the event that a storm event closed bridge access.
- The need for a bypass road to take traffic out of the town centre and the provision of an alternative route for industrial traffic was frequently raised. Strong support for improved cyclist links and for strengthening emphasis on sustainable transport. Need to address traffic issues in summer, particularly through the Apollo Bay town centre.
- High level of agreement with creating a walkable town centre, prioritising the provision of footpaths, improving pedestrian safety and accessibility for the elderly.
- Agreement that public transport improvements are needed, including a shuttle service between the settlements operating throughout the year.
- Improvements to car parking needed, particularly in peak periods. Provision of improved bus drop off points and parking needed. Concern about Parking Precinct Plan, need to outline this in the Structure Plan.

Providing for the social and recreational needs of the community and providing for tourism:

- Need a stronger discussion of employment and economic development, including the viability of growth.
- More detail on recreation needed, including planning for improved/new swimming pool, tennis courts, pony club. Need to provide for more parklands and provide a greater commitment to public open space away from the foreshore.
- Provide stronger support for the continuation of golf in the town, and a solution for the relocation of the golf course, including identification of an alternative site.

Need to recognise tourism potential of golf, and preserve the existing golf course site as open space.

- Retain harbour as a working port, provide improved facilities for port users, residents and tourists. Redevelopment should not include accommodation, and should include only minimal commercial premises. Protect Point Bunbury as public open space.
- Varying views presented about the future of the airfield, with support for retaining an airfield in the region expressed.
- Initiatives to restrict new development and car parking on the foreshore, provide further revegetation and control of weeds, and providing improved amenities supported. Varying perspectives on dune management were expressed.
- Initiatives to promote tourism, jobs and activity supported, and calls for tourism to have stronger recognition for its role as a major economic driver. Potential tourist facilities were identified, including various information centres and museums, and continuation of golf in the town.
- The affordability of dwellings was frequently raised as a concern, including the concern that medium and higher density housing is not more affordable. Need to provide diverse and affordable housing for locals, employees and the elderly recognised.
- Need to provide for improved community services and facilities to support a growing and ageing community, particularly health services. Need to strengthen this part of the Plan.

Proposed developments: Great Ocean Green and Mariners Vue:

- Concerns raised about the consideration of current development proposals as a part of the structure planning process.
- Strong concerns raised about Great Ocean Green and development on the floodplain, loss of green break between the townships, impact on waterway, increased impacts of flooding, presence of acid sulphate soils, visual impact of dwellings and golf course. Support for golf course but not dwellings, preference to see this land improved as open space and for ecological values.
- Varying levels of support for Mariners Vue: support for increased supply of residential land with sea views in a quality development incorporating ecologically sustainable features; and opposition also expressed for the impacts on views from the current edge of the town and from Mariners Lookout.

Other issues:

- More detail needed about how the Structure Plan will be implemented and monitored.
- Varying levels of support for the process of developing the Structure Plan, with concerns raised about the level of consultation, information provided, the length of the consultation period, and the community representation throughout the project.
- Further detail is needed in the background section is needed to provide further support for the main part of the Structure Plan.
- Comments about the overall plan included the need to provide a clearer vision or the need to provide greater detail, while others were strongly supportive of the Plan overall,

These and many more comments were addressed in the Recommended Changes Report adopted by Council in May 2006, and changes have now been made to the final Structure Plan where appropriate to accommodate suggestions.

2. Strategic Context

The Planning Scheme provides a strategic context within which the Structure Plan needs to be considered. Previous studies provide useful background information that needs to be taken into account.

State Planning Policy Framework (SPPF)

The SPPF sets out statewide planning policy, with relevant policies for Apollo Bay contained in the sections Settlement, Environment, Housing, Economic Development, Infrastructure and Particular Uses & Development.

Settlement

A sufficient supply of land needs to be available for a wide variety of uses, with consolidation of existing urban areas and higher density development encouraged near public transport. Orderly development is to be achieved through preparing structure plans that provide for sustainable, integrated, liveable urban development that maximises efficient use of infrastructure.

Environment

Consideration needs to be given to a number of state-wide environmental objectives, in particular:

- Protecting and restoring catchments, waterways, waterbodies, groundwater and the marine environment.
- Managing floodplains to protect life and property from flood hazard, protect flood capacity of rivers, protect flood storage function, and protect environmental significance of floodplains.
- Minimising the impact of salinity and rising water tables.
- Controlling noise effects on sensitive land uses.
- Minimising risks from wildfire.
- Protecting and enhancing coastal and marine ecosystems and landscapes, ensuring sustainable use of natural coastal resources, and ensuring development provides economic, social and environmental benefits. Further strategies are also set out for the Great Ocean Road Region in relation to:
 - Protecting the landscape and environment
 - Managing the growth of towns
 - Improving the management of access and transport, and
 - Encouraging sustainable tourism and resource use.
- Assisting the protection and conservation of biodiversity.
- Creating a network of public open space to meet community needs.
- Conserving places of natural, environmental, aesthetic, historic, cultural scientific or social significance.
- Encouraging efficient use of energy and minimisation of greenhouse gas emissions.
- Promote renewable energy provision.

Coastal Areas

Clause 15.08 of the SPPF was amended on 9 October 2006. This clause now clearly articulates and implements the land use and development strategies of the *Victorian Coastal Strategy 2002* and the State Government policy context arising out of the Coastal Spaces Report and Great Ocean Road Region Landscape Assessment Study. The clause includes the following relevant strategies:

General

Planning for coastal areas should:

- Encourage urban renewal and redevelopment opportunities within existing settlements to reduce the demand for urban sprawl.
- Avoid linear urban sprawl along the coastal edge and ribbon development within rural landscapes and preserve areas between settlements for non-urban use.
- Protect identified visually significant landscapes, views and vistas in coastal areas
- Protect non-urban areas for their visual landscape, environmental, agricultural and recreational qualities.
- Retain the existing subdivision patterns and non-urban uses between settlements.
- Identify and avoid development in areas susceptible to flooding (both river and coastal inundation), landslip, erosion, coastal acid sulfate soils, wildfire or geotechnical risk.
- Avoid development within the primary sand dunes and in low lying coastal areas.
- Avoid disturbance of coastal acid sulfate soils.

Great Ocean Road Region

Planning for the Great Ocean Road Region should:

- Protect the landscape and environment by:
 - Protecting public land and parks and identified significant landscapes.
- Manage the growth of towns by:
 - Directing urban growth to strategically identified areas.
- Encourage sustainable tourism and resource use by:
 - Developing a network of tourism opportunities throughout the region.
 - Supporting tourism activities that provide environmental, economic and social benefits.

Housing

Relevant policies relate to single dwellings, medium density housing, rural living and rural residential development, and crisis accommodation and community care units. Key objectives that are of relevance to the study area, include encouraging:

- Subdivisions in locations with good access to physical and community infrastructure, road access, pedestrian and cycle accessibility and open space.
- Residential development that is cost effective in terms of infrastructure provision, is energy and water efficient and encourages public transport use.
- Increased residential densities to encourage urban consolidation.
- Well-designed medium density housing that improves housing choice, offers increased energy efficiency and efficiency of infrastructure use while respecting neighbourhood character.

- Identification of land suitable for rural living and rural residential development.
- Establishment of crisis accommodation and community care units in confidential locations in residential areas.

Economic Development

Relevant policies relating to economic development are summarised as:

- **Activity Centres:** encourage the concentration of major retail, commercial, administrative, entertainment, tourist and cultural development in activity centres to provide a wide variety of uses in highly accessible locations.
- **Business:** encourage developments that meet the community's need for retail, entertainment, office and other commercial services.
- **Industry:** ensure the availability of land for industry and facilitate its sustainable development and operation.
- **Tourism:** encourage tourism development to maximise employment and long-term economic, social and cultural benefits.
- **Agriculture:** protect the State's agricultural base and productive farmland that is significant in the local or regional context.

Infrastructure

It is State policy that integrated land uses are provided around existing and planned transport services. Access to a development should take into account all modes of travel, including walking, cycling, public transport, taxis and private vehicles. Bicycle travel is to be integrated with land use and encouraged as an alternative form of transport.

Airfields are to be sited (or extended) so that they restrict incompatible land uses in the vicinity. Development around airfields should not prejudice the operation of the airfield, should take into account the detrimental effects of the airfield and should not prejudice future planned extensions.

Health and education facilities should be integrated with the local and regional communities having regard to demographic trends and access requirements.

The provision of water supply, sewerage and drainage services should be planned for to ensure they meet community needs while protecting the environment.

Developer contributions should be considered for the partial provision of community and physical infrastructure.

Particular Uses and Development

Relevant policy includes Design and Built Form, which requires high quality urban design and architecture that has regard to its context, the public realm, landmarks, vistas and views, pedestrian spaces, heritage, consolidation of sites, light and shade, energy and resource efficiency, architectural quality and landscape architecture.

Municipal Strategic Statement (MSS)

The MSS is contained within the Colac Otway Planning Scheme and provides strategic direction for land use and development in the Shire. It is noted that the existing MSS was reviewed and a rewrite of the MSS was carried out, with an amendment exhibited in 2003 to replace the existing MSS in the Planning Scheme. However, the amendment was abandoned by Council in mid 2005 and consequently the current MSS does not reflect the most recent strategic work of the Council.

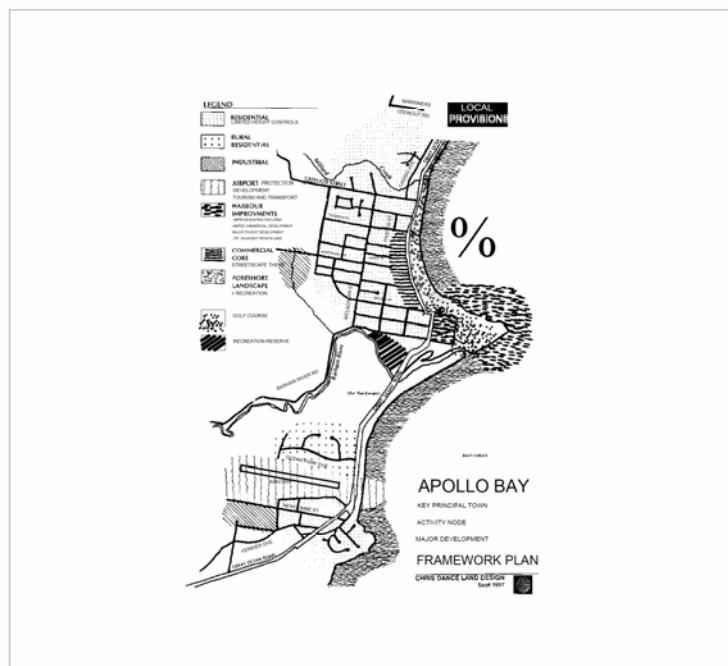
However, until a new amendment is prepared, the current MSS needs to be considered as a part of the structure planning process.

Numerous planning objectives and strategies contained within the MSS relate to the study area and the development of a structure plan for the area. For Apollo Bay, Marengo and Skenes Creek the following specific objectives and strategies apply:

- A key objective is “to **enhance the role** of Colac and Apollo Bay as **key settlements**, to **strengthen the linkages** between these and the smaller communities of the Shire and provide limited **opportunities for rural living** where these do not detract from the key environmental qualities of the region. This will be achieved by facilitating the development of the various settlements in accordance with the needs of each of the local communities.
- A specific objective for Apollo Bay (including Marengo) is “to develop Apollo Bay as an attractive residential community which provides high quality environment as a significant tourist centre”. Strategies to achieve the objective relate to promoting a **high quality identity** for the town, providing a **range of residential** development opportunities, facilitating **provision of infrastructure** to support **environmentally sensitive development**, promoting the **provision of community services**, and **promoting the commercial future** of Apollo Bay.

A Framework Plan for Apollo Bay is included at Clause 21.04-10:

Apollo Bay Framework Plan



- A separate objective for the smaller communities in the Shire, including Skenes Creek, is “to provide an attractive, safe, residential environment and strengthen the economic future of the small communities in the Shire”. Strategies to achieve this objective relate to **promoting the economic future** of small communities, facilitating provision of infrastructure to support **environmentally sensitive development**, and maintaining and **enhancing the environmental quality** of small towns.

Other relevant planning principles include:

- **Improving road, rail, air and port facilities** to provide better access to international and domestic markets.
- **Sustainably managing the natural and cultural resources** of the Shire.
- Ensuring settlement patterns provide a balance between development opportunities with the need to **protect the key visual, environmental and cultural features** of the Otway Coast.
- **Retaining and increasing the younger age groups** in the demographic profile through the facilitation of increased **economic development and employment opportunities**, in order to increase population levels throughout the municipality.
- Promoting environmentally responsible development of **sustainable agriculture** and **fishing** and related activities, especially where they provide links to the tourist industry.
- **Encouraging tourism growth** that diversifies the local economic base and protects the key visual environmental features that attract tourism, including encouraging links between tourism and local industries, providing a range of accommodation and tourist activities and enhancing the transport network.
- **Enhancing the transport network** to improve the accessibility of the region (particularly for key primary industries and tourism activities) by developing a balanced transport network, enhanced road network and improved air and train services.
- Maintaining and enhancing a network of cost-effective **facilities and services** to all communities in the Shire.

Local Planning Policies (LPP)

Local planning policies provide additional guidance in the planning process and come into play when discretion is able to be exercised in the decision making process. All of the current LPPs in the Colac Otway Planning Scheme have some degree of relevance to the subject area and the Structure Plan.

22.01 Main Roads/Scenic Routes

This policy applies to land adjacent to a number of roads within the study area: the Great Ocean Road, Skenes Creek Road, Forrest-Apollo Bay Road and Mariners Lookout Road. Key objectives of the policy relate to protecting scenic roads from unsympathetic development so as not to detract from the beauty of the area, ensuring a high level of visual amenity, while at the same time protecting the capacity, safety and appearance of these roads. The policy includes guidelines for buildings and works, materials and landscaping.

22.02 Ridgelines

This policy applies to development on prominent ridgelines, including those in the foothills surrounding Apollo Bay. The policy aims to ensure that development in these locations avoids detracting from views through appropriate building design and use of landscaping to blend the development into the form of the land.

22.03 Tourism Development – Apollo Bay Harbour Precinct

This policy applies to the land within the Public Park and Recreation Zone at Apollo Bay Harbour, as well as the adjoining Residential 1 Zone bounded by Nelson Street, Trafalgar Street, Gambier Street and Sylvester Street (Great Ocean Road). The

policy encourages new tourist facilities to locate in this area that are designed to be sympathetic with the local setting and compatible with surrounding coastal and residential uses.

22.04 House Lot Excision in the Rural & Environmental Rural Zones

This policy applies to the Environmental Rural Zoned land surrounding the townships in the study area, and places additional restrictions on the subdivision of land to ensure that it is compatible with surrounding land uses and does not prejudice sustainable resource use and rural production activities.

22.05 Coastal and Otway Ranges Townships

The townships of Apollo Bay, Marengo and Skenes Creek are affected by this policy, which has built form, design and landscaping requirements to ensure that new development minimises visual impact on these scenic coastal environments, while also recognising the role of each of the townships.

Zones and Overlays

Land use zones control the *uses* that can occur on land and overlays generally control the *form* that the development may take.

Zones:

The following zones apply within the study area as shown on the Zone Plan in Appendix A:

Residential 1 Zone

This zone applies to the majority of the land within the town centre of Apollo Bay, as well as a large area of Marengo. This zone provides for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.

Low Density Residential Zone

This zone applies to the residential area to the north of Marengo, adjoining the airport, and provides for low-density residential development, which can treat and retain all wastewater in the absence of reticulated sewerage.

Township Zone

The built up area of Skenes Creek is subject to the Township Zone. This zone varies from other residential zones in that it also provides for a range of commercial, industrial and other uses in small towns.

Business 1 Zone

The commercial centre of Apollo Bay along the Great Ocean Road is subject to the Business 1 Zone, which encourages the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.

Special Use Zone 1 – Apollo Bay Airfield

This zone applies to the airport land to the south of Apollo Bay. The zone provides for specific purposes set out in the schedule to the zone. The schedule allows for the use of the land in accordance with a submitted concept plan.

Public Use Zone (Schedules 1, 2, 3, 5, 6 and 7)

The Public Use Zone applies to various parcels of land within Apollo Bay and Marengo with uses that serve a public purpose, including the hospital, P-12 College, cemetery, rubbish tip and other smaller sites. The purpose of the zone is to recognise public land use for public utility and community services and facilities, as well as providing for associated uses that are consistent with the intent of the public land reservation or purpose.

Rural Conservation Zone

This zone applies to much of the land surrounding each of the townships of Apollo Bay, Marengo and Skenes Creek, including the land separating these townships. The zone is applied to protect and enhance the natural environment for its historic, archaeological and scientific interest, landscape, faunal habitat and cultural values, and to protect and enhance natural resources and the biodiversity of the area.

Public Conservation and Resource Zone

This zone applies to the majority of the foreshore reserve across the entire study area (excluding the golf course and harbour), as well as the river courses and some areas of the estuaries within the study area, some areas of the foothills and the nearby Otway National Park. The zone is applied in order to protect and conserve the natural environment and natural processes for their historic, scientific, landscape, habitat or cultural values, to provide facilities which assist in public education and interpretation of the natural, and to provide for appropriate resource based uses.

Public Park and Recreation Zone

Public open space within the study area (excluding foreshore areas) is subject to the Public Park and Recreation zone. This includes the Apollo Bay harbour and golf course. The purpose of the zone is to recognise areas for public recreation and open space and to protect and conserve areas of significance.

Industrial 1 Zone

The industrial precinct to the east of Apollo Bay is subject to the Industrial 1 Zone. This zone provides for manufacturing industry, the storage and distribution of goods and associated uses in a way that does not affect the safety and amenity of the local community.

Overlays

Overlay Plans are included as Appendix B.

Airport Environs Overlay 2

The AEO2 applies to the airport and provides a buffer around this area, in order to ensure that development surrounding the airport recognises the impact of aircraft noise on the proposed use, ensures compatible land uses, restricts sensitive uses, limits the number of people residing in the buffer area and ensures that appropriate noise attenuation techniques are utilised in the development.

Erosion Management Overlay 1

Applies to the sloping land outside the built up area of Apollo Bay (includes Skenes Creek and large parts of Marengo, in order to protect areas prone to erosion and landslip through the minimisation of land disturbance and inappropriate development in the Otway Coastal Foothills.

Environmental Significance Overlay 2 (Lakes, Wetland and Stream)

Applies to the rivers and creeks and their immediate floodplains within the study area, in order to protect the quality of water entering lakes and wetlands, and to protect and enhance lakes and wetlands with significant flora, fauna and fisheries habitat.

Environmental Significance Overlay 5 (East Barham River Potable Water Catchment Area)

Applies to the Barham River and catchment area in the valley and foothills east of Marengo and Apollo Bay, and provides for the management of development that could impact on the water quality, in order to protect the potable water supply for Apollo Bay and Skenes Creek.

Land Subject to Inundation Overlay

Applies to the lower reaches of the Barham River (East Branch) and floodplain, covering parts of the Low Density Residential area of Marengo (north of airfield), and extends north across Barham Valley to the edges of the urban area of Apollo Bay. The overlay also applies to the lower portion of Skenes Creek and surrounds, and extends a short distance along Skenes Creek Road. The overlay is applied to identify land in a flood storage area that would be affected by a 1 in 100 year flood event, to minimise risk to development and ensure that it provides free passage and temporary storage for floodwaters, as well as protecting water quality.

Vegetation Protection Overlay 1 (Significant and Remnant Vegetation)

Applies to the foothills to the east of Marengo and Apollo Bay and the area immediately to the south-east of Marengo, and provides for the protection and management of vegetation in the Otway Ranges and identified remnant grassland, and encourages natural regeneration and replanting with indigenous plant species and the removal and modification of threatening processes and introduced plant species.

Vegetation Protection Overlay 2 (Roadside Vegetation)

Applies to the roadside areas of parts of Skenes Creek Rd, Old Coach Road, Hickey's Cutting, Tiger Lane, Forrest-Apollo Bay Road, Busty Road, Beech Forest-Apollo Bay Road and Barham Valley Road. The overlay provides for the protection and management of remnant vegetation for habitat, scenic and recreation value, and to encourage regeneration with indigenous species.

Wildfire Management Overlay

Applies to land predominantly outside the built up areas of the townships where the intensity of wildfire is significant and likely to pose a threat to life and property. The overlay sets additional requirements relating to built form, siting, access, water supply, subdivision and vegetation management that must be achieved in new developments and substantial extensions in order to minimise this threat.

Relevant Previous Studies, Strategies and Practice Notes

Victorian Coastal Strategy, 2002, Victorian Coastal Council

This strategy sets out a framework for the long term planning for the Victorian coast to assist in its conservation and management. The strategy encompasses a broad view of the coast from the top of the catchment to offshore, and sets out a vision for what the coastline will be like in the future.

Objectives and Actions are identified and grouped under 6 major themes in order to achieve the vision. For Apollo Bay specifically, the Strategy recognises the future role of Apollo Bay as a 'Safe Harbour' in the hierarchy of recreational boating facilities to the year 2010. It identifies Apollo Bay through to Skenes Creek as a Coastal Recreation Zone, capable of sustaining recreational opportunities for large numbers of people (but managed to minimise impacts on remnant values and the coastal environment), and the Marengo area as a Coastal Protection Zone, an area with a relatively natural condition or with other significance. Given that the GORRLAS subsequently identified the area between Apollo Bay and Skenes Creek as a landscape of national significance, this must be taken into account when determining the magnitude of recreational opportunities that could be accommodated in this area in order to minimise impacts on these values. GORRLAS and Clause 15.08 has also subsequently introduced further guidance on avoiding ribbon development and urban sprawl along the coast between settlements, so any development of coastal recreation activities in this area would need to be low scale and be well integrated with the landscape. The Coastal Strategy also notes that the recreational nodes are or will be defined by detailed planning, including by local government, which is part of the role of the Structure Plan. The objective for recreational nodes is "to limit the scale and intensity of development to that appropriate to the area in accordance with the ecologically sustainable development principles for coastal planning and management outlined in this Strategy" (p.43)

The Coastal Strategy also includes Objective 5.4 "*Ensure sensitive sites are identified to protect against inappropriate development and use*", which includes actions to ensure that information on sensitive sites (including vegetation and landscape units) is identified and made available, and that a strategy for minimizing potential effects from acid sulfate soils will be developed.

Great Ocean Road Region Strategy: A Land Use and Transport Strategy, 2004, Department of Sustainability and Environment

The Great Ocean Road Region Strategy was prepared by DSE to manage land use and transport growth demands in the region between Torquay and Warrnambool over the next 20 years. The strategy provides direction for the State Government, the Councils in the region, the community and other stakeholders for planning for the future of the area.

The Strategy consists of four key directions:

- Protect the landscape and care for the environment;
- Manage the growth of towns;
- Improve the management of access and transport; and
- Encourage sustainable tourism and resource use.

Strategies, Initiatives and Actions are included for each of these directions. Specific initiatives and actions for the study area include:

- “Develop Apollo Bay as a preferred coastal township for residential and visitor accommodation growth and community services” with the action of developing a structure plan for Apollo Bay.
- “Investigate possible long-term alternative routes for through traffic around Torquay and Apollo Bay” with the corresponding action being to investigate alternative route for Apollo Bay as part of Apollo Bay Structure Plan.
- “Improve the safety of north-south routes connecting Lorne, Apollo Bay and Port Campbell to the Princes Highway.”
- “Promote cycling by improving infrastructure and opportunities for cyclists, regionally and locally, including between Torquay and Apollo Bay, and Peterborough and Allansford/Warrnambool”. The local action to achieve this is to “resolve future route for Apollo Bay Skenes Creek bicycle path and seek additional funding to complete project.”
- “Investigate airfield capacity in the vicinity of Apollo Bay”, with the action being to “complete investigation into alternative sites for Apollo Bay Airfield.”
- “Review strategic boundaries for settlements”, through establishing an expert committee to advise Council about the status of the town boundary for Skenes Creek.

The strategy identifies Apollo Bay as a township where growth can be directed and accommodated beyond its current boundaries, while respecting the character of the coastal town.

Great Ocean Road Region Landscape Assessment Study, 2003, Planisphere for the Department of Sustainability and Environment (DSE)

Precinct 2.4 “Apollo Bay Coastal Valleys and Hills” is directly relevant to the development of the Structure Plan, and includes the three townships in the study area as well as the surrounding hills. The distinctive qualities identified for the precinct in the Precinct Plan are described as follows:

“Within this landscape character type, precinct 2.4 is distinctive as a location where a number of difference landscape elements intersect in a dramatic manner: low sea coast, bayside townships, topographic edge of the Otway Ranges sweeping down to the narrow coastal strip, edge of the forest, and the incised, vegetated creek valleys. The edges and interrelationships between these elements create a landscape setting of **national significance**.”

National significance is the highest level of significance attributed to areas in the region, and is also applied to the 12 Apostles area, Cape Otway, the coastal landscape between Lorne and Kennett River, and the Bells Beach coastal landscape (Regional Toolkit, p15-17).

The Precinct Plan also sets Future Directions for the precinct, as follows:

“The dramatic intersection of landscape ‘edges’ within the precinct should be retained and protected, and could be further emphasised by increasing indigenous planting for subtle emphasis. Ribbon development and inappropriate development on hill faces should be checked in the precinct, and township edges have the potential to be further defined.”

This is to be achieved through stated Landscape Objectives:

“To increase the use of indigenous vegetation to highlight natural features within the precinct.

To retain the contrasts between landscape elements within the precinct.

To ensure that development that occurs on hill faces or in other prominent locations is not highly visible.

To minimise the visual impact of signage and other infrastructure, particularly in coastal areas, hill faces and ridges.

To protect the clear, sweeping views to the ocean available from the precinct.

To retain the dominance of an indigenous natural landscape in coastal areas, between townships, particularly from the Great Ocean Road."

Development Principles are provided to assist with the implementation of these Objectives. Further Precinct Analysis is also provided, with recommendations made for planning scheme amendments needed to implement the outcomes of the study, including changes to the MSS, the application of a Significant Landscape Overlay and schedule, and a new Local Planning Policy.

GORRLAS notes that ribbon development along the Great Ocean Road between settlements is a key issue, and that "it is important to contain the urban form of townships, and for the natural landscape to dominate beyond the township edge" (Municipal Toolkit, Colac Otway Shire, p.6). It is noted that "perhaps the most complex and dramatic coming together of edges" in the region occurs in precinct 2.4 (Apollo Bay, Marengo and Skenes Creek). As discussed above, this results in the whole precinct being designated as being of National Significance and the private land outside the townships should be protected by a Significant Landscape Overlay.

Implementing a Coastal Settlement Boundary, VPP Practice Note, October 2006

This new Practice Note provides guidance on establishing coastal settlement boundaries, and identifies the positive outcomes of settlement boundaries in a coastal setting, as follows:

- Preventing ribbon development along the coast and maintaining a non-urban break between towns.
- Containing outward growth and safeguarding conservation areas, coastal landscapes and productive agricultural land
- Encouraging more compact and efficient urban settlements
- Establishing defined areas for future housing and other development and allowing for the long term planning of infrastructure needs
- Reducing land-use conflict at the urban/rural interface.

In defining the extent of a settlement, the Practice Note states that the boundary should have a 10 year planning horizon, and should identify opportunities for future growth if there are any. The strategic planning process to identify these boundaries should identify the role and function of the settlement in the region, any constraints such as topography, native vegetation, rural activity and areas of significance (environmental and landscape), areas which might pose a risk if developed due to flooding, wildfire, Acid Sulfate Soils, salinity, landslip etc.

The Practice Note also provides guidance on implementing the coastal settlement boundaries through maps and related policy objectives and strategies in the Local Planning Policy Framework. The example given is for implementation through the MSS, with a separate clause for coastal boundaries.

Colac Otway Strategic Development Master Plan – Apollo Bay Structure Plan (2001) PPK Environment & Infrastructure Pty Ltd

The purpose of the Structure Plan for Apollo Bay (one of the five components of the Colac Otway Strategic Development Masterplan) is to guide the future development and growth of Apollo Bay and Marengo to 2020.

The Structure Plan identifies the future role and function for Apollo Bay and guides development in the town with regard to the need to protect valued assets. It states:

The vision for Apollo Bay and Marengo is a coastal settlement having a seaside-village character and providing a mix of permanent and tourist accommodation which is well designed and located in a manner which respects the environmental attributes and character of the town's location between the ocean and the foothills of the Otway Ranges.

To implement the vision the Structure Plan provides a series of theme based action plans, with implementation actions with a rating of their priority.

Some of the key directions are:

- consolidate the core commercial area.
- development residential infill near the commercial core
- prevent expansion of Marengo south along the Great Ocean Road.
- prevent additional carparking along the foreshore
- establish a township boundary and protect the surrounding foothills
- retain the Barnam flats

Some of the directions of the 2001 Structure Plan have been carried through to this project.

Apollo Bay & Marengo Neighbourhood Character Review – Background Report, 2003, Planisphere

This review provides an objective critique of the previous character study prepared for Apollo Bay and Marengo in 2002 by the Council. This original study provided definitions of the neighbourhood character of the two towns, captured the community's perception of negative and positive character attributes, and defined the existing character precincts and preferred character precincts.

The review sought to rework and strengthen the previous recommendations to enable implementation through the Planning Scheme, and involved resurveying the residential areas of the townships, describing characteristics, and creating guidelines, policies and controls for the management of the character of these towns.

The review included preparation of a suite of planning controls to implement the updated Neighbourhood Character Study, including the introduction of a Neighbourhood Character Policy and a Residential Density Policy into the Colac Otway Planning Scheme, and the application of the Design and Development Overlay (Schedule 4) (DDO4) to the majority of residential areas in Apollo Bay which would require a planning permit for development over 7.5 metres in height. This amendment, Amendment C21, was exhibited by Council in 2004, but has not been finalised.

Apollo Bay & Marengo Neighbourhood Character Study, Colac Otway Shire, 2002

This original Neighbourhood Character Study involved undertaking a street by street survey of the townships of Apollo Bay and Marengo, noting characteristics of the built form and the land use, and taking photographs. This information was collated and eight precincts were identified. For each of these precincts, a description, a list of key characteristics, issues and threats, and draft preferred neighbourhood character statement was prepared. A set of draft precinct guidelines was then drafted, containing objectives, design responses and 'avoid' statements. The community

consultation process was assisted by Dr. Ray Green, Head of Landscape Architecture at the University of Melbourne.

The focus of the original Study was on housing type and land use, and identified the need for minimum lot sizes in order to protect the neighbourhood character. The study report made no definitive recommendations for statutory controls to implement the recommended guidelines, but did append all the relevant tools available in the planning scheme. Advice on implementing the Study was sought from the Department of Sustainability and Environment. This advice outlined several key issues, which prompted a review of the Study and the development of implementation tools in 2003.

Apollo Bay Airfield Development Review – Phase 1 & 2 Reports, 2001, AOS Airport Consulting with ARUP

This review was undertaken to establish the capacity, limitations and use of the airfield, the present and likely future economic contribution of the airfield to the regional economy, and the potential for developing the airfield to cater for twin engine aircrafts (12-15 passenger seats).

The airfield caters for single engine aircrafts and there were concerns that the encroachment of surrounding residential development was restricting the potential expansion of the airport to increase this capacity.

The Phase 1 Report assessed the feasibility and need for upgrading the airfield, while Phase 2 proceeded to develop plans for the upgrade of the airfield.

The report proposed the construction of an 18 X 950 metre runway, with an alignment chosen to minimise impacts relating to noise, vegetation and habitat disturbance, in order to cater for aviation growth over the next 20 years. Acquisition of some adjoining land was recommended.

Colac Otway Strategic Development Masterplan – Apollo Bay Harbourside Development Plan, 2000, PPK Environment and Infrastructure

The *Apollo Bay Harbourside Development Plan* outlines the opportunity to upgrade the Harbour's capacity and facilities in order to improve its role as a commercial, recreational and tourism resource and to generate the additional income necessary to meet ongoing maintenance costs.

With this in mind, the study investigates the feasibility of additional development at the Harbour. The Plan includes several development options with the aim of identifying the most beneficial and economically viable option.

Subject to a number of development assumptions, the economic feasibility analysis concluded that development of a range of commercial facilities at the Harbour is likely to be viable. Consequently this would enhance the Harbour's focus as a centre for the commercial fishing industry, recreational boating, tourism and employment.

Two options or 'generalised concepts' are outlined in the report in order to assess the economic implications of 'high intensity' versus 'low intensity' options at the harbour. The two options are described as follows:

- Low intensity option-The commercial activities would include limited restaurant, café and retail activities;
- High intensity option- The commercial activities would include major retail, restaurant, tourism and accommodation activities.

However, in terms of building height, both options are of a low intensity due to community aspirations.

Both options are assessed using a Net Residual Land Value analysis and the results indicate that Option 1 (Low Intensity) is preferable to Option 2 (High Intensity) in terms of economic viability.

The key objectives of the Harbourside Development Plan are outlined in the report as follows:

- To ensure continued operation of Apollo Bay Harbour as an important working port;
- To facilitate appropriate maritime and tourism related development which is sympathetic to existing character and uses;
- To improve amenity of the Harbour and enhance public access;
- To maintain and strengthen linkages between the Harbour, the Foreshore and Great Ocean Road Commercial strip.

The study concluded that accommodation should not be encouraged at the Harbour, based on economic and planning grounds.

The Masterplan consists of an 'Action Plan' in which it sets down the strategies and actions that need to be taken to achieve these future objectives for the Harbour.

Apollo Bay South-East Precinct: Urban Design Study, 1997, Chris Dance Land Design

This study was commissioned by Colac Otway Shire to provide a strategic framework for the Harbour area in response to emerging development pressures.

The *Apollo Bay South-East Precinct Urban Design Study* aims to retain the unique maritime and provincial qualities of Apollo Bay, including the 'working port' character, as well as provide for the demanding requirements of a busy holiday destination.

Some of the key issues looked at in the study, as outlined in the report, include:

- Examination of existing land use and future land uses;
- Opportunities to link Harbour to commercial strip;
- The need to enhance visibility of the Harbour and;
- How physical development of the Harbour can proceed with minimal negative impacts and maximal positive outcomes.

Also the study also focused on specific recommendations for pedestrian circulation, traffic and parking, landscape development and open space opportunities.

Furthermore, because the Golf club has expressed a desire to shift to a larger and better location, council has requested that this study examines how to deal with the land if this occurs.

The study recommended two main options for development. These options consisted of a Low impact option, with limited but improved public facilities and commercial areas, and a High impact option, with a major Retail, Restaurant and Entertainment facility, and Marina.

The final Masterplan concept focuses on Traffic Circulation and improved town and Harbour links, with low impact development along the Harbour. The final Masterplan sets in place key principles which will govern how the area should be developed within the next 30 years, while the Interim Masterplan outlines those aspects that are achievable immediately.

Ultimately, the study resulted in a long term vision for the Harbour, Great Ocean Road Commercial Strip, Foreshore reserve including the Golf Course area and the Point Bunbury coastline.

Apollo Bay Harbour Study, 1990, Scenic Spectrums and Bruce Henderson Pty. Ltd. in association with Henshall Hansen Associates

The *Apollo Bay Harbour Study (Stage One)* examines how the Harbour's recreational and tourism facilities could be upgraded and what the implications of various changes to the existing facilities might be in terms of social, commercial and environmental considerations.

The proposed development concept as noted in the report, aims to '*act as a catalyst to consolidate the Town-Harbour relationship, to create new tourism based economic vitality and to provide improved recreational, commercial fishing and golf course facilities.*'

Investigations highlighted that while the commercial fishing industry is maintaining a fairly stable level, tourism demands along the Great Ocean Road are steadily growing. Boating demand is rising and current subdivision rates indicate that Apollo Bay will have significant permanent and holiday residential growth in the coming years.

The study presents five optional concepts for enhancing the recreational and tourism facilities at the Harbour, providing equivalent or expanded commercial fishing facilities. Within these five concepts are minimal change options and also options with more significant changes. The options with more significant changes were seen to forecast much greater benefits to the township but required the relocation of commercial fishing facilities, the PGA facilities and the Golf Course.

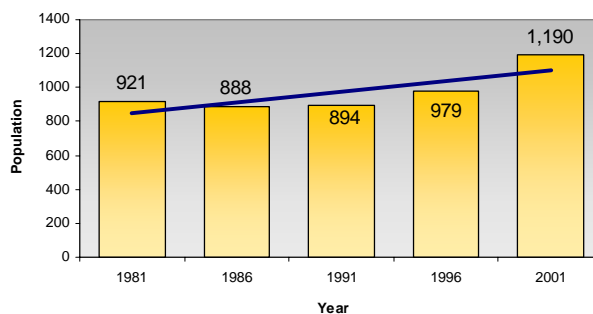
Finally, the study presents a Master Plan for the Recommended Development Concept. This was seen to be the best option by all involved due to its high level of benefits to the local community and visitors to Apollo Bay. This option was chosen as it was seen to optimise the capacity and efficiency of the Harbour while providing a strong visual and physical linkage to the town centre and coastal landscape. Furthermore, the siting of commercial components and relocation of existing facilities were considered appropriate.

3. Demographics and Development Trends

Demographic Analysis

Apollo Bay has a relatively small permanent population of 1190 people, which increases substantially during peak holiday periods. Approximately 52% of dwellings were unoccupied on Census night in 2001, which reflects the large proportion of holiday houses in the town. The town has experienced population growth between 1996 and 2001 of 4.3% and this is substantially higher than the average annual growth of 1.5% over the previous 20 years, between 1981 and 2001. It also experienced a decline in population between 1981 and 1986.

Apollo Bay- Population Change 1981-2001

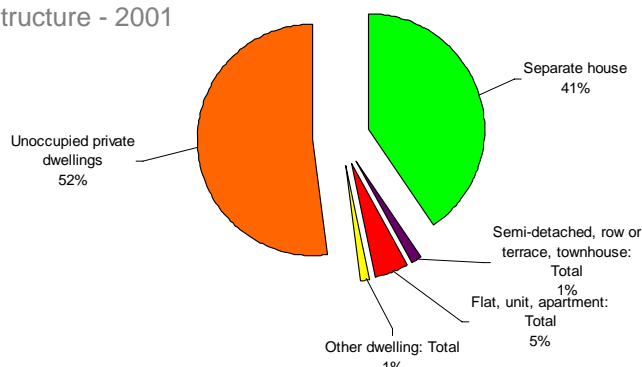


Source: Compiled by Urban Enterprise from ABS data 1981-2001.

Additional demographic analysis of Apollo Bay also indicates that:

- The 4.3% population growth between 1996 and 2001 has been from predominantly migration from outside the area, largely by people aged 50-59 years.
- Population profile of Apollo Bay and its hinterland is significantly older than the State average with 43% of the population under 40 compared with the State average of 57% of people under 40.
- Over 70% of the dwellings in Apollo Bay accommodate either one or two people which reflects the high number of retirees living in the town.

Dwelling Structure - 2001



Source: Compiled by Urban Enterprise from ABS data 1981-2001.

Population forecasts

Forecasting the changes in population in Apollo Bay, Skenes Creek and Marengo can help to guide future planning decisions on residential development and the provision of facilities and services. A population and housing forecast for the Colac Otway Shire has been undertaken by i.d. Consulting. This forecast has divided the shire into a number of statistical areas with Apollo Bay, Skenes Creek and Marengo being included in the Great Ocean Road – Otways area. Apollo Bay is the largest township in this area comprising greater than one-third of the total population.

The forecasting provides estimates on future population sizes, numbers of households, dwelling numbers, household sizes, and age structure. The following has been forecasted for the Great Ocean Road – Otways area:

- Total population will increase by 28% from 2,897 in 2001, to 4,003 in 2021.
- Numbers of households will increase by 35% from 1,204 in 2001, to 1,861 in 2021.
- Numbers of dwellings will increase by 26% from 2,979 in 2001 to 4,007 in 2021.
- The average household size will decrease from 2.34 people per household to 2.10.

Summary data	Forecast year				
	2001	2006	2011	2016	2021
Total population	2,897	3,270 ↗	3,678 ↗	3,853 ↗	4,003 ↗
Households	1,204	1,425 ↗	1,653 ↗	1,767 ↗	1,861 ↗
Dwellings	2,979	3,399 ↗	3,807 ↗	3,932 ↗	4,007 ↗
Average household size	2.34	2.24 ↘	2.17 ↘	2.13 ↘	2.10 ↘

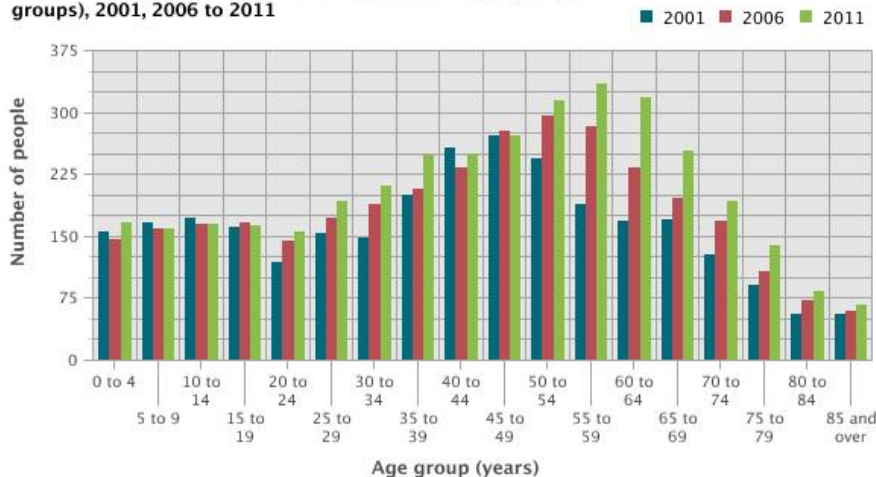
↔ stable* from previous year ↗ increase from previous year ↘ decrease from previous year
 * stable refers to between +/- 0.5% change

Source: i.d Consulting

It is not clear what percentage of the population, household and dwelling increases will occur in Apollo Bay, Skenes Creek or Marengo, however, Apollo Bay is the largest town in the region so it would be likely to accommodate at least a third, and probably most of the growth.

The decrease in household size could have implications of the type of housing that will be required in the future. It is likely that there will be an increase in demand for smaller dwellings, such as units or townhouses.

Great Ocean Road–Otways forecast age structure, (5 year age groups), 2001, 2006 to 2011



© informed decisions

Source: i.d Consulting

The age structure forecast reveals that the population of the Great Ocean Road – Otways area is relatively old and is getting older. This raises a number of issues for the towns, including

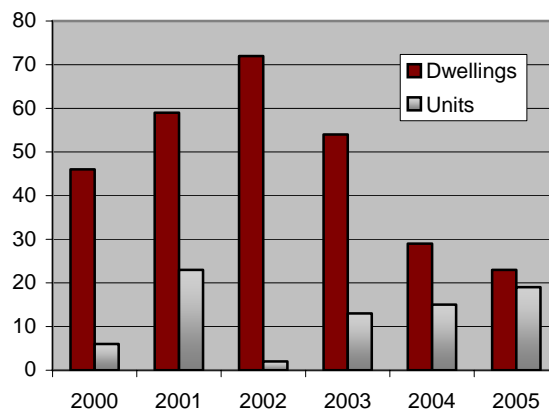
- Pedestrian access and linkages to the town centre (ie footpaths);
- Availability of public transport services;
- Provision of adequate health care and community services;
- The location of new housing in close proximity to shops and services; and
- The type of new housing provided.

Housing Demand

Apollo Bay has traditionally developed relatively slowly, although the population grew strongly between 1996 and 2001. Development has occurred within the natural barriers of the hills to the north and west, the foreshore reserve, and Barham Flats to the south. It has also occurred in a linear fashion along the bay with people attracted by proximity to the beach and views of the coast.

Council has provided current information on the number of building permits issued for new dwellings by Council and private building surveyors for Apollo Bay. Since 2000, dwelling approvals in Apollo Bay have averaged around 50 permits per annum. Unit approvals have averaged around 12 per annum. In the past 3 years there has been a drop in dwelling approvals, while unit approvals have increased steadily since 2003.

Building Permits Issued between 2000 and 2005



Source: Compiled by Urban Enterprise from Colac Otway Shire Building Permit Register

Residential Land Supply

There are a number of rezoning requests currently before the council that seek to rezone land for new residential subdivisions in Apollo Bay. In order to establish whether there is a need to release more land for residential development, an analysis of existing residential land supply has been undertaken for Apollo Bay, Skenes Creek and Marengo. The existing land supply is compared to average building approvals over the past 5 years to provide an indication of how many years of land supply is still available in each township. The table below highlights the infill residential land and broad acre land that is currently available in each township.

Land Supply Table

Area	Type of Vacant Land	Residential Zone		Township Zone		LD Res. Zone	
		No. of Lots	Hectares	No. of Lots	Hectares	No. of Lots	Hectares
Apollo Bay	Infill Land	110	10.5	0	0.0	0	0.0
	Broadacre	321	35.06*	0	0.0	0	0.0
	Subtotal	431	45.56	0	0.0	0	0.0
Skenes Creek	Infill Land	0	0.0	36	2.8	0	0.0
	Broadacre	0	0.0	4	3.5	0	0.0
	Subtotal	0	0.0	40	6.3	0	0.0
Marengo	Infill Land	18	2.4	0	0.0	24	10.7
	Broadacre	1	2.1	0	0.0	0	0.0
	Subtotal	19	4.5	0	0.0	24	10.7
Total	Infill Land	128	12.9	36	2.8	24	10.7
	Broadacre	322	37.16	4	3.5	0	0.0
	Total	450	50.06	40	6.3	24	10.7

Source: Compiled by Urban Enterprise from Colac Otway Shire, GIS database

The table indicates that Apollo Bay has approximately 35.06 hectares of broadacre residential land available at this time. The majority of this land (25.42 ha) is planned for staged subdivision into around 300 lots within the next five years. This does not include the Great Ocean Green development proposal south of Apollo Bay or the proposed subdivision of 40 Mariners Lookout Road. A summary of the subdivisions currently in development in the Apollo Bay Township is provided below.

Planned subdivisions in Apollo Bay

Development	Hectares	Lots	Total Lots
45 Mariners Lookout Road	16.74 (based on an average of 850sqm per lot)	30 lots in 2006 29 lots in 2007 35 lots in 2008 35 lots in 2009 35 lots in 2010 33 lots in 2011	197
70 Cawood St	3.75 (based on an average of 850sqm per lot)	15 lots in 2006 15 lots in 2007 14 lots in 2008	44
21 Old Duxton Road	2.97 (based on an average of 850sqm per lot)	20 lots in 2006 15 lots in 2007	35
Ocean Edge Development	0.8	25 lots in 2005	25
Gum Court Development	1.16 (based on an average of 600sqm per lot)	13 lots in 2005	13
Total	25.42	38 lots in 2005 65 lots in 2006 59 lots in 2007 49 lots in 2008 35 lots in 2009 35 lots in 2010 33 lots in 2011	314

Source: Compiled by Urban Enterprise from Colac Otway Shire, GIS data and Planning Permit Registry

There are approximately 110 vacant allotments within established residential areas and recent subdivisions of Apollo Bay. A number of the lots in the established areas have ocean views and are located in close proximity to the town centre. There is also an area of infill residential blocks from recent subdivisions located in the northern section of the Apollo Bay. Real estate agents have indicated that these sites have received very little market interest.

There are no planned broadacre subdivisions in Skenes Creek however there are approximately 40 vacant allotments within the Township Zone. Marengo similarly has no planned subdivisions but has approximately 19 vacant allotments within the Residential Zone, and 24 vacant allotments within the Low Density Residential Zone.

There are two rezoning requests currently before the council which propose to extend the current town boundaries to the north and south to provide additional residential allotments. The Great Ocean Green development, proposes to relocate the existing Apollo Bay Golf Course and provide 537 residential lots along with a resort, convenience store, infrastructure, services and a network of walking paths. It is located south of Apollo Bay.

The other rezoning request, ‘Marriners Vue,’ seeks to provide an additional 115 allotments to the north of Marriners Lookout Road. The table below shows the size of the development areas and proposed lot yields.

Rezoning Request	Hectares	Total Lots
Great Ocean Green Development	170	537
40 Mariners Lookout Road	21	115
Total	191	652

The available land supply for Apollo Bay has been compared to the average building approvals over the past 5 years to provide an indication of how many years of supply of land are available. Assuming the current average of 50 dwelling approvals per year over the past 5 years, the existing residential land supply is likely to meet demand for around the next 12 years.

The estimate does not therefore take into account any intensification (medium density housing) that can occur within the established town area. Medium density development has an important role to play in the future of Apollo Bay, where there is a need to provide for a range of housing options suited to the ageing population, particularly around the town centre.

The State Policy Planning Framework (SPPF) Clause 14.01-2 states that Councils should accommodate projected population growth over at least a 10 year period, taking into account opportunities for redevelopment and intensification of existing urban areas. This is intended to ensure affordable housing under a competitive market system. The life of the Structure Plan is 20 years so it is important to forecast enough land over this period.

The MacroPlan Expert Witness Report for the C29 Panel and the Essential Economics and Tract submissions have been considered by Urban Enterprise, and the original land supply figures prepared for the Structure Plan have been reviewed in light of the issues raised in these reports. An analysis of the data used in these reports, provided by the Building Commission of Victoria, has revealed that the data contained errors (e.g. inclusion of approvals for additions to dwellings and garages,) and did not factor in demolition permits, which lead to an overstatement of the number of dwelling approvals granted. Revised data on development approvals was obtained by Urban Enterprise from Colac Otway Shire in the review of land supply figures, and the impact on demand expected to arise due to the construction of the Geelong Bypass and the policy contained within the Great Ocean Road Region Strategy to encourage growth in Apollo Bay was also taken into consideration.

This review has revealed that there is a supply of residential zoned land in Apollo Bay, Marengo and Skenes Creek that is capable of meeting demand for the next 10 years. This also indicates that action needs to be taken now to ensure that an adequate supply of residential land is maintained into the future, given the time involved in obtaining approval for rezoning of land. Any additional land would need to be staged for release in line with the take up of existing residentially zoned land, to ensure a 15 year supply of land is able to be planned for.

Land Sales Data

Property sales can help to inform the demand for housing within Apollo Bay although building approvals provide a real indication of the demand for new housing. Although has traditionally been popular as a holiday village and in recent years has become increasingly popular for people seeking a seachange from the city lifestyle. Development has therefore occurred in a ribbon like fashion along the bay, with preference given to proximity to the water and water views. The town has developed with a mix of housing styles, ranging from basic beach shacks to large waterfront houses.

The table below highlights median property sales prices in Apollo Bay, Skenes Creek and Marengo from 2000-2005.

Median Property Sale Prices

	2000	2001	2002	2003	2004	2005
Flats Units						
Apollo Bay	\$208 000	\$320 000	\$320 000	\$320 000	\$325 000	\$343 000
Skenes Creek	-	-	-	-	-	-
Marengo	-	-	-	-	-	-
Houses						
Apollo Bay	\$125 000	\$180 000	\$251 500	\$302 500	\$335 000	\$350 000
Skenes Creek	\$131 000	\$240 000	\$400 000	\$399 000	\$360 000	\$400 000
Marengo	\$163 750	\$277 500	\$390 000	\$390 000	\$361 000*	\$370 000*
Vacant Land						
Apollo Bay	\$55 000	\$87 000	\$135 000	\$145 500	\$215 000	\$212 500
Skenes Creek	-	-	-	-	-	-
Marengo	\$83 000	\$120 000*	-	-	-	-
Commercial Land						
Apollo Bay, Skenes Creek and Marengo	\$200 000	\$265 000	\$507 000	\$590 000*	\$440 000	-

* Sample of less than 5 properties

Source: Compiled by Urban Enterprise from Colac Otway Shire sales register, GIS

House prices in Apollo Bay, Skenes Creek and Marengo increased significantly in the years 2000-2005. Apollo Bay house prices have increased by 180%, Skenes Creek by 205% and Marengo by 126%. This is far greater than the average for metropolitan Melbourne (51%) over the same period. The increase in house prices is likely to have been driven higher amongst other things, by the limited amount of land available. 2005 saw a 'cooling off' of house prices as more land lots became available through the new subdivisions.

Similar to house prices, vacant land prices increased significantly from 2000-2005, with an increase in median sales prices of 285%. Vacant land prices have also shown steadied recently as more land has become available.

Sales prices for units in Apollo Bay increased 65% during the same period. There were too few flat and unit sales in Marengo and Skenes Creek to calculate a median price.

Business and Industrial Land Supply

Available Business and Industrial Zoned land is limited to Apollo Bay.

There is only a limited supply of vacant business zoned land in Apollo Bay, around 0.5-hectares or 4 lots. This comprises approximately 8% of the total commercial land in Apollo Bay (around 6-hectares). There may be some opportunity for more intensive redevelopment of existing lots to provide more commercial opportunities.

There are 2 vacant infill lots of industrial land and a 7.4-hectare broadacre parcel located within the Apollo Bay Township area and an addition 8-hectare parcel of industrial land just outside the township (in the south-western corner of Apollo Bay). Vacant Industrial land comprises around 60% of the total industrial land in the Apollo Bay Township.

Area	Type of Vacant Land	Industrial Zone		Business Zone	
		No. of Lots	Hectares	No. of Lots	Hectares
Apollo Bay	Infill Land	2	0.4	4	0.5
	Broadacre	2	15.4	0	0.0
	Subtotal	3	15.8	4	0.5

Tourism Analysis

Tourism visitor data has been collated for the South Colac Statistical Local Area from the National Visitor Survey, 2004. The South Colac SLA includes Apollo Bay. The following tourism trends have been identified for the area:

- The number of daytrip visitors to the South Colac Statistical Local Area has declined from 350,000 in 1998 to 159,000 in 2004.
- The number of overnight stays by visitors to South Colac in 2004 was 227,000. This has decreased markedly from 302,000 in 2003, but remained relatively steady since 1998.
- The total number of trips to South Colac SLA has declined from 648,000 in 1998 to 386,000 in 2004. This has been primarily due to the large decrease in daytrip visitors in this period.
- The average length of stay of overnight visitors to South Colac has increased slightly since 1998. The average length of stay in 2004 was 3.6 nights per visitor.
- The proportion of visitors to South Colac who stay in holiday homes (houses owned by themselves, friends or relatives) has decreased since 2002 (33%) to 25% in 2004. Significantly more people stayed in a caravan park or a commercial camping ground in 2004 than in 2002.
- The main purpose of visit to South Colac in 2004 was holiday or leisure (86%). The proportion of visitors for holiday and leisure and visiting friends (15%) has remained steady since 1998.

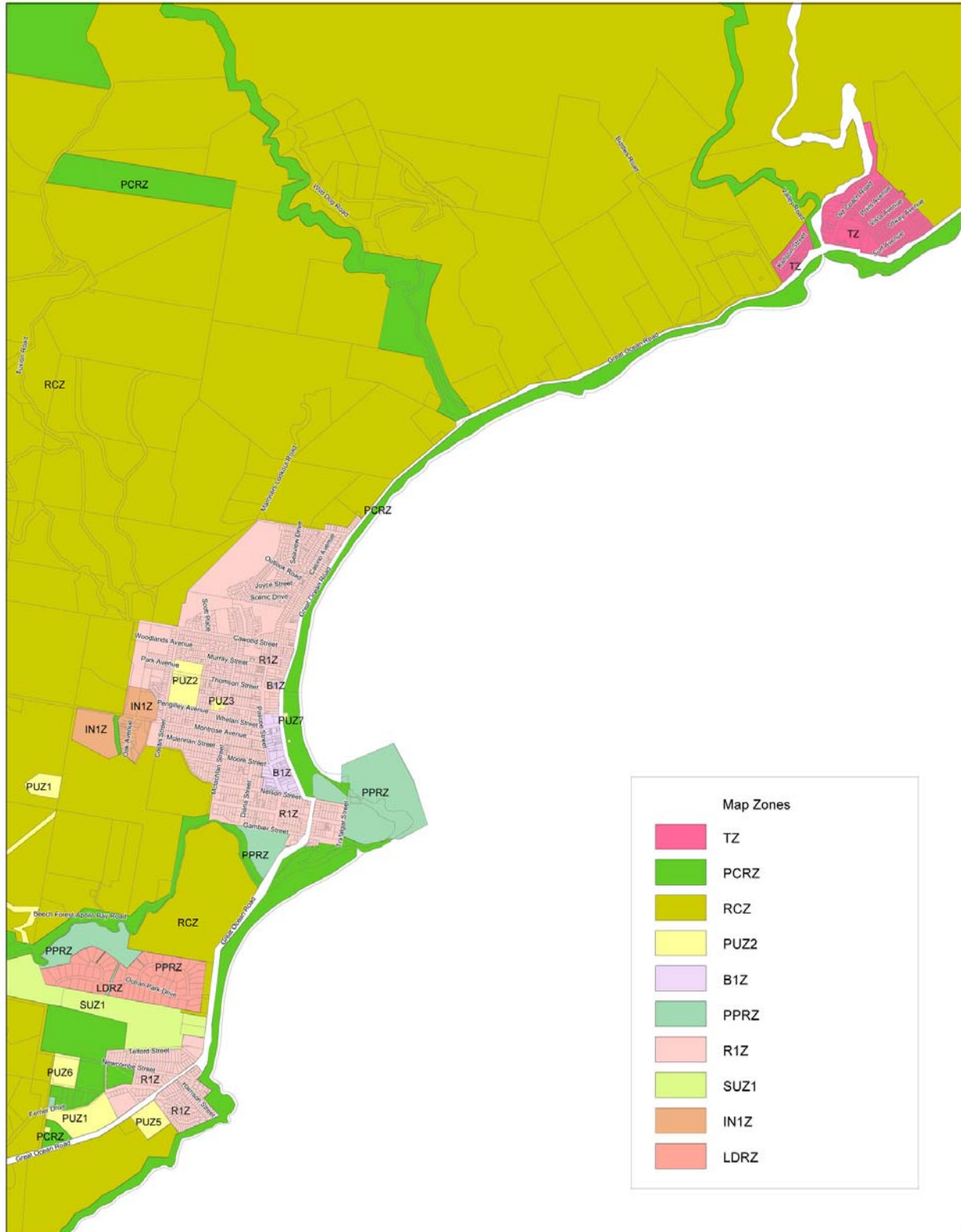
The Apollo Bay region attracts almost 400,000 visitors each year. The number of visitors has declined in recent years, but they are staying longer with most visitors on a holiday or leisure trip.

The most popular forms of accommodation are hotels/motels, caravan parks and staying with friends and relatives. Anecdotally, Tourism Victoria has indicated that

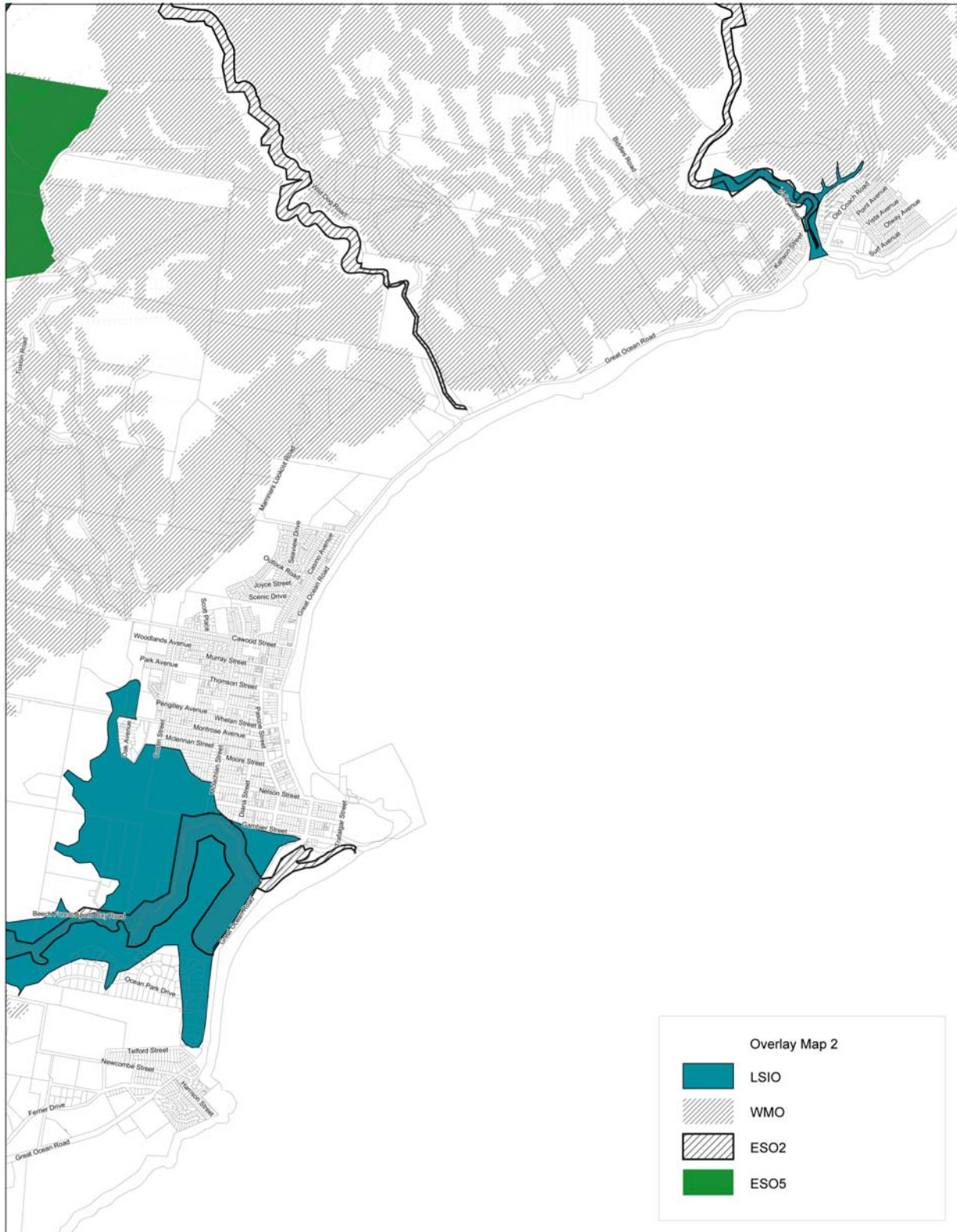
there is a high demand for 4+ star accommodation as there is currently a lack of this type of accommodation.

The tourism analysis confirms that Apollo Bay is a popular tourist destination and has been for a number of years. This is likely to continue in the future, and will be enhanced with the introduction of the Geelong Bypass.

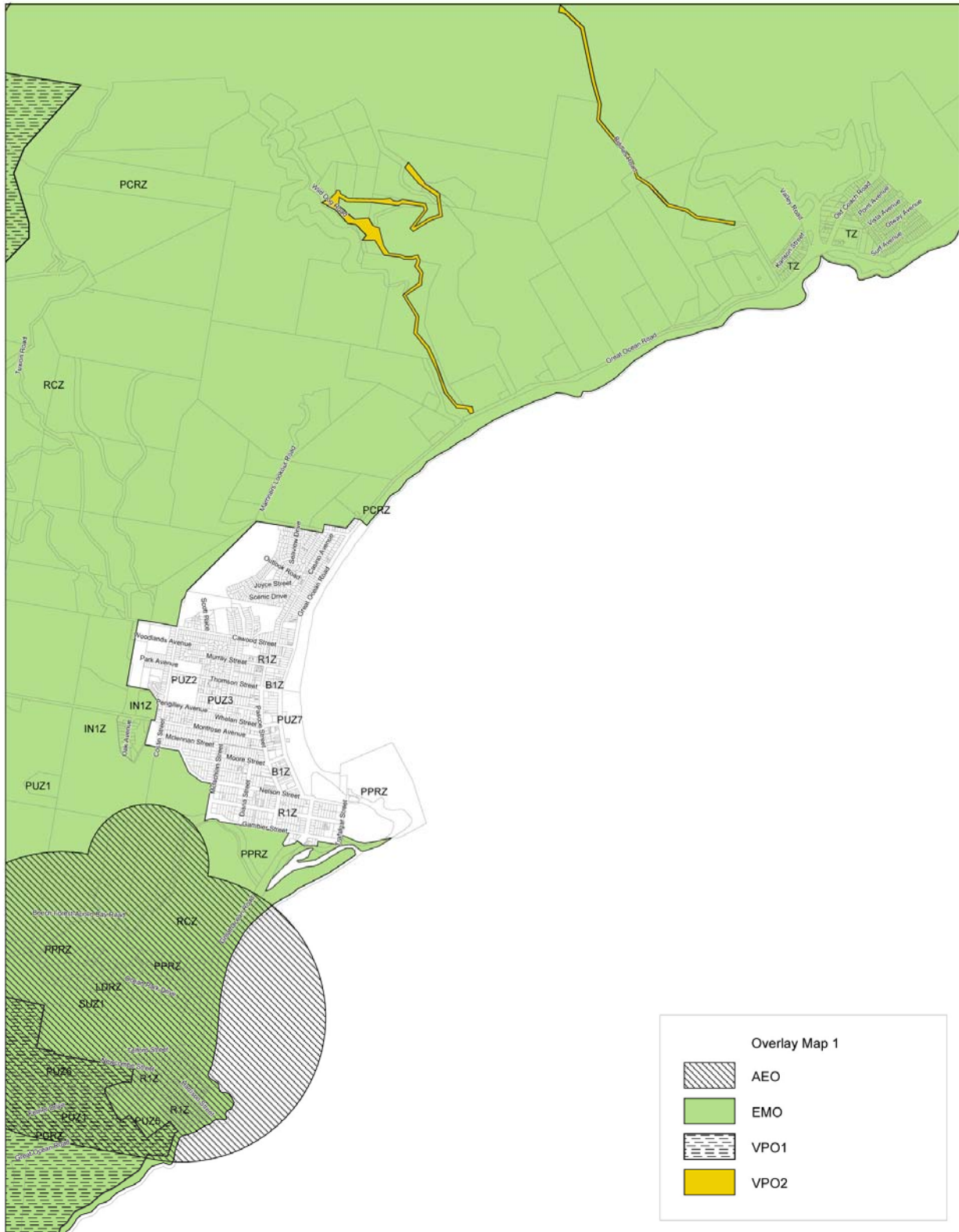
Appendix A – Existing Planning Scheme Zone Map



Appendix B – Existing Planning Scheme Overlay Maps



Colac Otway Shire Planning Scheme - Overlay Plan 1



Colac Otway Shire Planning Scheme - Overlay Plan 2