

# Township Master Plan

Findings from the Kennett River  
Tourism Infrastructure  
Improvements  
28.06.2021

KENNETT

Urban Design  
Landscape Architecture  
Town Planning



**SMEC**

Member of the Surbana Jurong Group

## Document Control

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Image on Front:	Kennett River / view from Interpretive Walk

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## Purpose

The Kennett River Masterplan is intended as a preparatory document only, to form the basis for any masterplan related works in the event of future funding separate to Geelong City Deal funding. While aspirational elements have been captured from the community, it is noted that any future works are subject to the regulatory consents and approvals processes for the coastal and marine environment. Proposed works will also need to factor life cycle planning for ongoing asset maintenance and management. Consistency with the following Marine And Coastal Policy Guidelines will apply:

- Siting and Design Guidelines for Structures on the Victorian Coast, Victorian Coastal Council (May 2020)
- Good Design and the Coast, Issue 2003, by the Office of the Victorian Government Architect, Victorian Coastal Strategy 2014 or subsequent version

## Roles & Responsibilities of Master Plan

City Deal Project Team – creators and co-funders of this Masterplan document following community consultations from December 2020 – June 2021. Colac Otway Shire – co-funders of the Masterplan and responsible for open space and road infrastructure works. Project owners of the Masterplan until transfer of assets to Great Ocean Road Authority occurs. Great Ocean Road Authority – land owner and provider of coastal guidelines. Department of Environment, Land, Water, Planning (DELWP) and Corangamite Catchment Management Authority (CCMA) – responsible for land and water overlays. To provide guidelines and constraints when and if assets from the masterplan are proposed to be constructed.

## Related Strategies

Tourism Parking and Traffic Strategy for Kennett River. See Colac Otway Shire website.

## Contents

Document Control	2	Township Concept Strategy	5
Disclaimer	2	Township Master Plan	6-8
Purpose	2	Township Vision : Furniture, Materials & Building Treatment	9
Roles & Responsibilities of Master Plan	2	Township Vision : Vegetation	10
Kennett River Identity	4		

## Overview and Vision

The Kennett River Township Masterplan has been prepared as part of the Geelong City Deal project funding for Kennett River Tourism Infrastructure Improvements - expected to be constructed in 2022/23.

Throughout the community engagement sessions held with the Kennett River community from December 2020 to June 2021 to inform the concept plans for the tourism infrastructure improvements, many ideas were proposed by community members and stakeholders for the Kennett River township area.

The ideas and preferences that relate to the City Deal funded infrastructure works have been incorporated into that project and have also formed the basis for the layout of the township in this Masterplan. The community's preferences for the aesthetic appeal of the infrastructure (eg. public toilet cladding and colour) has also been taken into account and represented in this Masterplan under the Materials Palette section. Further ideas, outside of the City Deal funding, have been captured to show the aspirational ideas of the community, such as play equipment and shelters.

Colac Otway Shire Council recommended a Masterplan document be completed for the purpose of enabling future works to enhance the public realm, including recreation and open spaces at Kennett River. The main areas of focus include the green space in front of the café, recreational areas along the river including the fishing platform and opportunities for travellers to take a break and enjoy the natural features of Kennett River. The proposed Grey River Road parking area has been shown. Areas behind the café and storm water ponds are not included in this plan.

Feedback on the Masterplan was held with the community via an online Q&A session and email submissions to ensure the community aspirations were adequately represented. A full list of community comments from the City Deal consultations can be provided on request. Details on the Kennett River Tourism Infrastructure Improvements can be found at the Colac Otway Shire website.

Kennett River community vision for township improvements

The Great Ocean Road attracts more than 5.5 million visitors per year (2019 - pre-covid). Kennett River has become known as a popular tourist stop to experience Australian wildlife such as koalas and native birds. The large groups of international tourists and tour buses of over 1000 visitors per day was putting intense pressure on this small community and its infrastructure.

The Kennett River Association prepared the following objectives in 2016 (excerpt from Tourism Volumes in Kennett River discussion paper):

- Support the strategic direction of Great Ocean Road Tourism by enhancing Kennett River as an important tourist attraction, whilst still retaining the natural charm of the township area
- Enhance the nature based tourism experience at Kennett River by considering the creation of viewing areas for koalas and birdlife, an interpretive koala walk, a shelter for presentations, connection to the existing river walk and a picnic area
- Investigate the need for infrastructure such as public toilets and a car and bus parking area (City Deal funding supports this)
- Resolve serious safety concerns currently faced by the high tourism volumes and lack of infrastructure to support this tourism (City Deal funding supports this)



# Kennett River Identity

The following photographs explore the existing character and qualities in Kennett River township area.



Existing Kennett River fishing deck looking toward Great Ocean Road, to be retained. Possibility to create better access to fishing deck.



Kennett River interpretation trail, potential opportunity to highlight the start of the interpretation trail from the fishing deck.



Existing deck overlooking wetland to retain, likely to inform material and style of proposed furniture/ finishes.



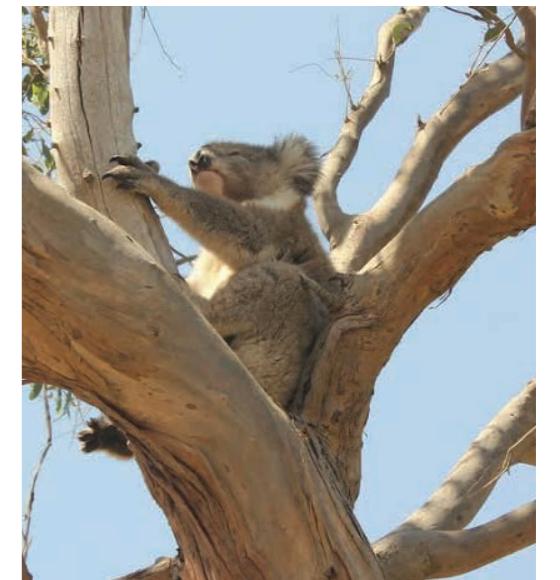
Kafe Koala looking toward Grey River Road, noting the cafe frontage and with possible opportunity for activation out the front.



Grey River Road looking toward Kafe Koala, showing available space for feature planting on empty corner and need for path upgrade.



Beach access to be retained, with connections to other parts of the site explored.



Koala creating a major tourist attraction, with opportunity made to create safe viewing options.

# Township Concept Strategy

The Diagrammatic Plan below overlays the Concept Design for the Tourism Infrastructure Improvements atop existing conditions of the subject area to:

- Investigate opportunities for landscape embellishment and improvement to compliment the proposal,
- Identify constraints and conflicts that can be mitigated through future landscaping measures.

These findings have then been used to inform the Masterplan layout (over page) and develop the high level concept of spaces to respond to community aspirations identified during consultation processes.

## Legend

Scope of Investigation

Pedestrian Circulation and desire lines

Exploration and Journey  
Kennett River Interpretation Walk:  
- Retain existing signage  
- Additional seating  
Koala Walk  
- Provide safe walk for tourist, with infrastructure connection to guide tourist movement

Preserve key views into Kennett River, to ensure attention from drivers passing by

Interface Constraints such as Great Ocean Road Access:  
- Level constraints  
- Consider retaining wall design  
- Pedestrian crossings

Activation Opportunity  
- Propose Landscape buffer

Key Attractor Point - Entrance, Play structure, Wayfinding, Cafe and Amenity

Public Toilets  
- New proposed structure to be visible and soften with plants

Existing Wetland  
- Ecological/ Wildlife habitat  
- Stormwater treatment infrastructure

Retain Fishing Deck  
- As attraction to fishing  
  
 'Retain Wetland' Viewing Deck  
- To inform materiality

Community Amenity:  
 Shelter  
 Picnic Tables  
 BBQ  
 Fishing Table  
 Cafe break-out  
 Picnic Tables  
 Community space  
 Bike Racks

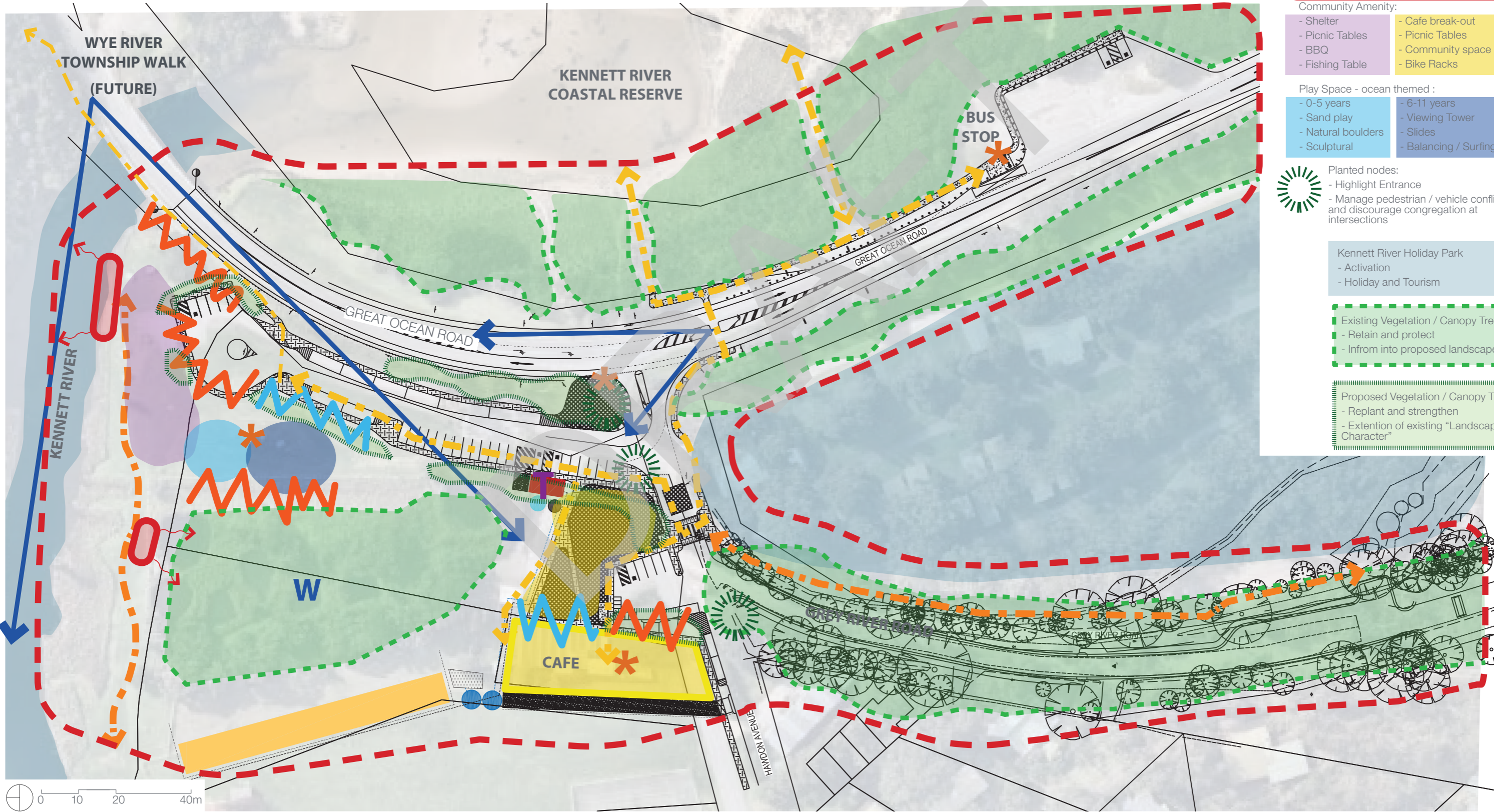
Play Space - ocean themed :  
 0-5 years  
 Sand play  
 Natural boulders  
 Sculptural  
 6-11 years  
 Viewing Tower  
 Slides  
 Balancing / Surfing

Planted nodes:  
 Highlight Entrance  
 Manage pedestrian / vehicle conflict and discourage congregation at intersections

Kennett River Holiday Park  
 Activation  
 Holiday and Tourism








Existing Vegetation / Canopy Trees  
 Retain and protect  
 Infrom into proposed landscape

Proposed Vegetation / Canopy Trees  
 Replant and strengthen  
 Extension of existing "Landscape Character"




# Township Master Plan

## Legend

	Proposed Trees		Grass
	Existing Trees		Concrete Path
	Proposed Feature Vegetation		Gravel Path
	Re-vegetation Areas		

## Proposed Improvements

- 1 Provide spill out space adjacent to koala cafe, opportunity for table seating and umbrellas for shelter
  - 2 Develop community gathering space within informal seating, dappled shade and nearby bike parking
  - 3 Provide a multi aged play space using predominantly timber materials to promote activity and nature play
  - 4 Opportunity for a simple shelter and future embellishment, such as BBQ & furniture
  - 5 Enhance open space to provide unprogrammed kick about area
  - 6 Incorporate CFA access hardstand area into expanded gravel surrounds and access to existing fishing jetty
  - 7 Grey River Road parking and path back to Town. Opportunity for further development, with space for overflow parking to Holiday Park.
  - 8 Vehicle vs pedestrian safety separation for bus stop and beach access, through the use of timber bollards
  - 9 Install feature planting at intersection to control pedestrian movement and congestion
  - 10 Wisconsin Mound with vegetated surface to integrate into the surrounding landscape, subject to EPA approval. Including access track to water tanks.
  - 11 Island for safety, to be developed in detailed design
-  Investigate for improved circulation and pedestrian links such as river walk upgrade, connection through and around wetland and accessibility to beach front

\* Future improvements to the entry & exit to Holiday Park will compliment the city deal works.



# Township Master Plan - Sections



A



Gravel entry to existing jetty, allowance for CFA access track and picnic tables. This approach is influenced by existing materials.



Simple play area for swings, small wooden play tower and open space for play. Timbers used to be able to 'grey off' and reduce as a focal point.



Informal seating for community meeting place, either used in groups or singular. Using timber furniture that links to existing site materials.



B

Concrete path to service cafe customers and opportunity for visitors to also use the lawn.










Toilet block with timber battens and steel posts with skillion roof as selected by community. Planting around the toilet block and water tanks used to help blend building into landscape.

NOTE: This item is currently funded in line with Kennett River Tourism Infrastructure works. Completion in late 2022.

# Township Master Plan - Details

## Legend

-  Proposed Trees
-  Existing Trees
-  Proposed Feature Vegetation
-  Re-vegetation Areas
-  Turfing
-  Concrete Path
-  Gravel Path

- 1** Plaza Eating Area
- 2** Informal seating/ gathering area
- 3** Play Area
- 4** Shelter Area
- 5** Kick Around Area
- 8** Bike Parking



Timber playground with simple swing for visitors. Landscape and low garden beds to surround the play ground to help blend into the landscape.



Infromal seating for community meeting place, either used in groups or singular. Using timber furniture that links to existig site materials.

Grassed area for relaxed kick-around and break out space with undulating ground.



Simple timber structure to provide shelter from the elements, with possible amenities, pending funding.



Toilet block with timber battens and steel posts with skillion roof. Garden bed surrounds to blend into wetland and hide water tanks.



Unprogrammed public open space as requested from consultation





# Township Materials Palette

Timber Furniture - To reflect coastal & warf style



Steel elements - To resist corrosion



Indicative suggestion only



Paving Finishes - Indicative only



Preferred community exposed aggregate concrete, Point Addis (or similar)



Preferred community traditional concrete, Apollo colour.



Gravel paths and CFA access hardstand area, final gravel choice to be determined.

Timber bollard - with pyramid top



Timber materials used need to be able to oxidise (Silver Off)

Timber Batten Finish - With time to oxidise



Edge Treatment



No kerb or defined edge to gravel paths, to help with the flow between materials and help keep with existing character/ style.

Entry Elements



Examples for further exploration. Opportunity to develop through public art for a signage post for town entry.

This may also be developed along Grey River Road as interpretive or educational signage.

## Township Vision : Vegetation

The following images represent the theme and character of the proposal, but do not explicitly identify plant species proposed for the Landscape Concept. Indigenous plant species from the Ecological Vegetation Class will be represented within the overall planting design, to enhance the ecology of the site. The species list shall also be developed with Colac Otway Shire, to ensure robust, native and interesting plant types, selected for their attractiveness to enhance the local character and for ease of maintenance and operations.

Plant Schedule will be influenced by the following documents:

- EVC 18: Riparian Forest
- EVC 45: Shrubby Foothill Forest
- Colac Otway Shire: Indigenous Species List

Subject to approval by authorities.





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