

1. GUIDING PRINCIPLES



Overview

The Guiding Principles have developed from community and stakeholder consultation and analysis of the key issues and opportunities.

The Guiding Principles have been used to guide the development of emerging ideas and will be used in later detailed planning and design. The Guiding Principles may be refined following feedback from the community.

The CIP is not just about the provision of infrastructure. It should also consider the following:

- The foreshore must be designed to function as a key leisure destination that is attractive to both locals and visitors across all seasons.
- Apollo Bay must function as a part of the Great Ocean Road tourism network as tourism will be an increasingly important economic and employment factor within the town and region.
- Apollo Bay and its hinterland should provide a more complex and layered visitor experience that offers more places to go and more things to do. This will also reduce tourism impacts on the town centre and encourage return visitation.
- There is a need to deal with seasonal peaks in visitors through a more strategic use of footpaths and key road infrastructure, including bus parking.

Key issues to address include:

- Competition for space / facilities.
- Lack of destinations / activities.
- Car dependency and fragmented pedestrian and cycle connections.
- Ad hoc parking that impacts the environment and landscape qualities.
- Limited support facilities for long term and short stay visits.

Guiding Principles

GUIDING PRINCIPLE 1

Develop an activity and connections framework for Apollo Bay foreshore

WHAT DOES THIS MEAN FOR THE CIP?

- Develop a more diverse series of key visitor destinations (multi-use settings) and access networks to meet the needs of a wide range of visitors and locals. This framework will be based on providing a wider range of visitor experiences and destinations that represent the best qualities that define the study area and its region
- Develop specific values and uses for the whole of the study area. Visitor destinations should link together and add value to each other without being separated by 'no go' or inaccessible areas
- Connect places by road and pedestrian / bike trail. There should always be a pedestrian access alternative
- Design places and facilities that allow for shared visitor and local use
- Develop integrated design responses that simultaneously deal with environmental, leisure and infrastructure needs
- Create a flexible design model that anticipates seasonal variations in the level of use and long-term environmental change

GUIDING PRINCIPLE 2

Redesign Apollo Bay foreshore reserve to provide better beach access and more attractive park settings

WHAT DOES THIS MEAN FOR THE CIP?

- Re-structure the foreshore reserve to create a central leisure space that serves the needs of locals and visitors. This space should serve as the start of the Great Ocean Walk and be the place where locals and visitors meet
- Provide a clear and connected trail between the foreshore and the Harbour.



GUIDING PRINCIPLE 3

Change the function and pedestrian capacity of the Collingwood Street retail area

WHAT DOES THIS MEAN FOR THE CIP?

- Consider a seasonal or permanent one-way road system that allows for widening of the Collingwood Street footpath
- Develop a more structured approach to footpath use that separates pedestrian movement and services functions from static uses such as eating and resting
- Develop more informal road crossing points to allow for better pedestrian connections between the foreshore and the retail strip
- Improve the landscape quality of the retail centre and foreshore reserve through tree planting and ground level landscape works



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GUIDING PRINCIPLE 4

Make it easier and safer to get around for all ages and all abilities

WHAT DOES THIS MEAN FOR THE CIP?

- Develop a formal pathway / bicycle network to serve Apollo Bay. Visually reinforce the neighbourhood and pathway structure through tree planting
- Formalise parking and road access to increase parking efficiency and minimise landscape and environmental impacts
- Create a range of key leisure destinations that act to draw casual parking away from retail centre parking areas and reduce competition for parking in the retail area
- Reduce car dominance and encourage pedestrian and bicycle movement between key destinations. Make the pedestrian trail network a specific leisure feature
- Create 'loops of interest' that accommodate various levels of available leisure time, such as one hour, two hour, four hour and all day trail experiences
- Separate vehicle and pedestrians wherever possible. Improve pedestrian safety



GUIDING PRINCIPLE 5

Maintain a 'small town' development scale while catering to seasonal peaks in visitor numbers

WHAT DOES THIS MEAN FOR THE CIP?

- Maintain the low scale of building development. The town, its built form and infrastructure should appear as an authentic part of the town and design form should always be shaped by the landscape
- Maintain the pattern of viewing, the separation of development areas and the visual relationship to landscape that defines Apollo Bay and related coastal settlements. The landscape should always be a visually dominant part of the visitor experience
- Develop a framework of facilities and leisure settings to meet a mid-level of local and visitor needs but develop these in association with multi-use spaces that cater for larger numbers and future change
- Limit the spread of road and parking infrastructure and the visual impacts associated with these uses
- Design for the individual as well as the group. Apollo Bay and its coastal settlements should always provide a personal experience



GUIDING PRINCIPLE 6

Strengthen the relationship between the townships

WHAT DOES THIS MEAN FOR THE CIP?

- Apollo Bay, Marengo and Skenes Creek should each retain their separate form, identity and sense of place. They should be seen as authentic coastal settlements.
- Each place should be seen as a distinct leisure destination with facilities and services matching the needs of visitors, but the infrastructure capacity of each destination should be limited to what can be comfortably absorbed by the landscape and environment of each setting
- Each place should serve as the starting point or destination for a local and regional trail system
- Development within each town setting should not adversely impact the beach / coastal walk which should always retain its 'wild coast' scenic quality



GUIDING PRINCIPLE 7

Meet local community infrastructure needs through the development of shared use facilities

WHAT DOES THIS MEAN FOR THE CIP?

- Develop shared use infrastructure that serves the needs of locals and visitors.
- Consider the role of temporary facilities to meet seasonal and special needs
- Use shared infrastructure settings to bring locals and visitors together.



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GUIDING PRINCIPLE 8

Improve visitor wayfinding and place legibility

WHAT DOES THIS MEAN FOR THE CIP?

- Improve the visitor arrival experience through restructuring of the foreshore and Collingwood Street retail setting. Information should be available at multiple locations and, along with the trail system, provide visitors with multiple activity options
- Each key leisure destination should provide an understanding of the local and regional activity and destination network
- The landscape of each key visitor destination and the connecting network should visually link visitors to the environment.
- Ensure a consistent design, message and branding across the townships.



GUIDING PRINCIPLE 9

Create a sustainable and robust environment that can adapt to environmental change over time

WHAT DOES THIS MEAN FOR THE CIP?

- Re-establish the quality and viability of coastal ecological reserves through the repositioning of road and trail infrastructure and formalising / rationalising beach access points
- Limit vehicle access to road verges and informal pull-off areas.
- Utilise the most current and best available coastal modelling around climate change when redesigning foreshore areas.



GUIDING PRINCIPLE 10

Design for integrated and sustainable design outcomes

WHAT DOES THIS MEAN FOR THE CIP?

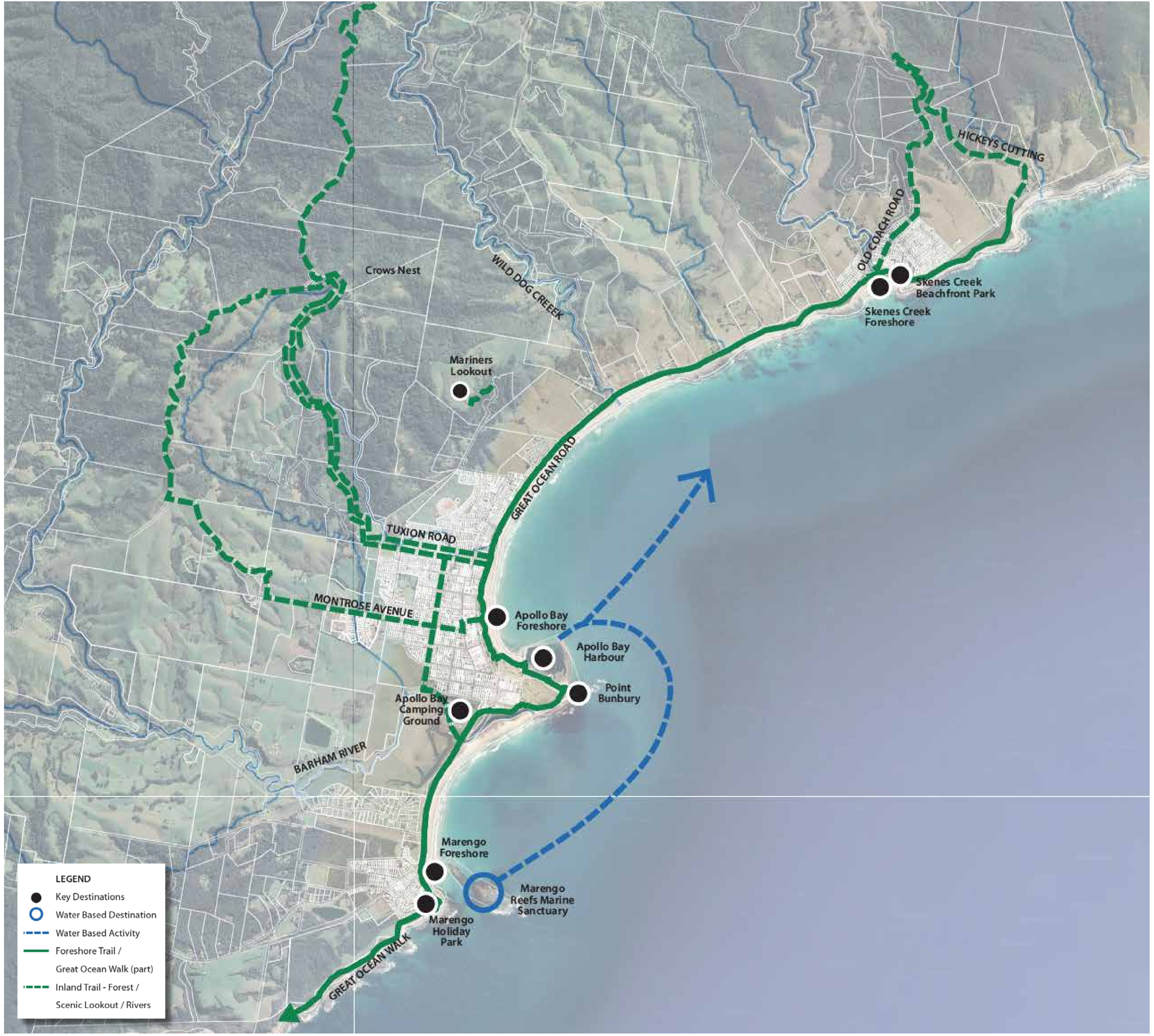
- Design for integrated responses to coastal protection, environmental, infrastructure and leisure needs rather than individual system based design responses.
- Allow for the long term possibility of an 'environmental retreat' response option in some coastal locations such as the area between Apollo Bay and Marengo



1. STRATEGIC FRAMEWORK



Strategic Framework Plan



- LEGEND**
- Key Destinations
 - Water Based Destination
 - Water Based Activity
 - Foreshore Trail / Path
 - Great Ocean Walk (part)
 - Inland Trail - Forest / Scenic Lookout / Rivers

Strategic Framework Plan - The Three Towns

PLEASE NOTE: Any infrastructure suggested on or close to dunal areas will need further rigorous investigation by the relevant authorities, particularly with regard to potential erosion and dune stability.



- LEGEND**
- Town Entry
 - Town Centre Entry
 - The Great Ocean Road
 - Foreshore Trail / Path
 - Key Destination
 - Foreshore Zone
 - Community Hub Connection
 - Town Centre Connection
 - Town Connection

Strategic Framework Plan - Apollo Bay