Colac Otway Shire Tourism Parking and Traffic Strategy

Final

Prepared by: GTA Consultants (VIC) Pty Ltd for Colac Otway Shire Council

Adopted on 26/06/19 Reference: V143930

Issue #: A-Dr3







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Quality Record

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Acknowledgement of Country

The Colac Otway Shire proudly acknowledges the Gulidjan and Gadubanud peoples of the Eastern Maar Nation as the traditional custodians of the Colac Otway Region.

We acknowledge that the Colac Otway Tourism Parking and Traffic Strategy is based upon the lands of the Gulidjan and Gadubanud people.

We pay our respects to their Ancestors and Elders, past, present and emerging. We recognise and respect their unique cultural heritage, beliefs and relationship to their traditional lands, which continue to be important to them today and into the future.



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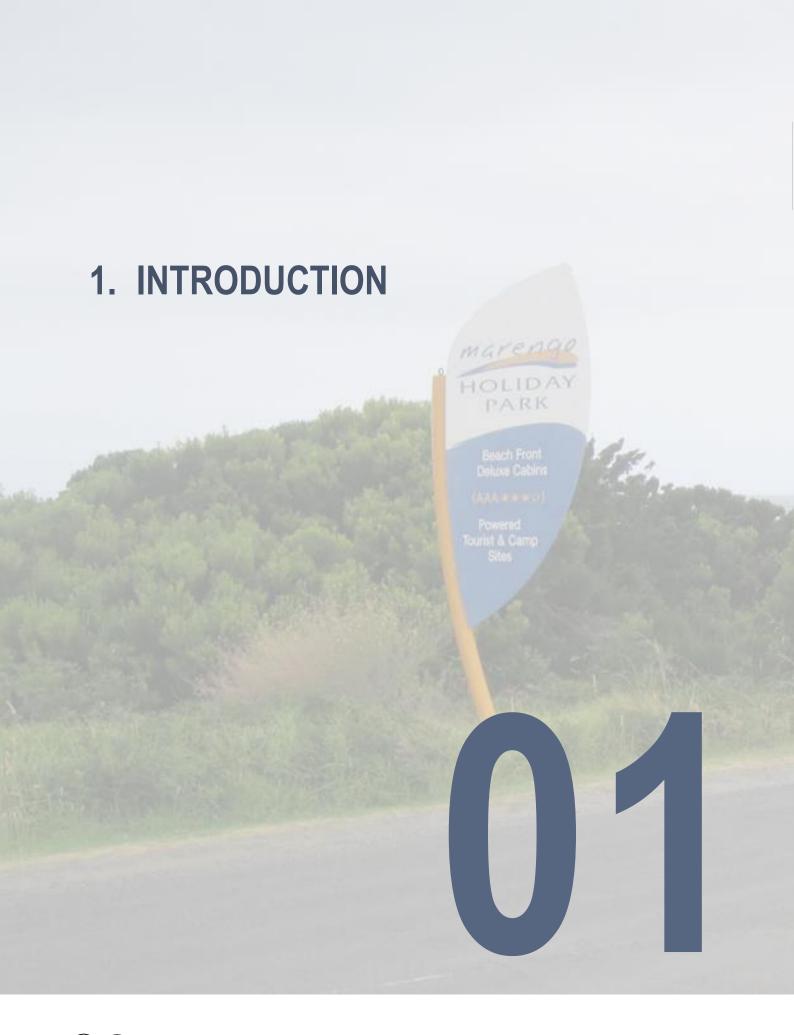


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1.1. Transport and Tourism

The Great Ocean Road and Great Otway National Park region is one of the most popular tourism destinations in Victoria, attracting over 5 million visitors a year¹. The community is a special place for both residents and visitors alike with the lush environment, rugged coastlines and picturesque beaches attracting growing volumes of tourists from all over the world every year. As such, there is a need not only to preserve what makes this place so highly attractive but cater to and embrace the growing demands that will visit into the future.

Not only is transport a vital means of access to the many towns that are scattered along the Great Ocean Road route, the journey along the winding coastline itself is what attracts waves of tourists each year. Each individual town located along the journey has its own unique character and is vitally important in supporting the function and movement of the region.

The Great Ocean Road region received approximately 5.4 million tourists, spending approximately \$1.3 billion. This is expected to grow to 8.1 million in the next decade.

The region experiences vast fluctuations in the volume of tourists each year. Throughout the summer months, campers converge on the towns in large numbers. This is coupled with the volumes of travelling tourists, driving through the area in cars, mini-buses and large coaches for short trips to enjoy the country and catch a glimpse of the Twelve Apostles. A transport system that can safely handle the large volumes of people during the peak periods is required, whilst being inclusive for all road users including those from the local community, business and tourists alike.

Balancing the benefits and impacts of tourism is a challenge which comes with an opportunity to make the towns even better places for everyone.

1.2. Developing an Evidence Base and Strategy

The outcome of this strategy will be a plan which outlines the infrastructure requirements that a number of towns along the Great Ocean Road require in order to cater for the growing number of tourists and the challenges they present. The outputs and recommendations of the strategy will:

- be respectful of the local communities' vision and values.
- account for the unique and rural characteristics of each town,
- support the growth and prosperity of local industries, business and their employees,
- endeavour to improve the experience of international tourists and local visitors.

To do this, an approach has been taken which considers a range of data sources, physical evidence, observations and insights in order to validate our findings and develop a strategy which will provide sustainable and achievable strategies to mitigate the impacts tourism has on movement and access within the towns.

The approach to developing this strategy is shown below in Figure 1.1.

Source: Great Ocean Road Regional Tourism Ltd



Figure 1.1: GTA's Approach



This strategy has been prepared in partnership with the Colac Otway Shire Council and the Steering Committee (as detailed in Section 2.5.4).

1.3. The 'Design Event'

When creating and designing sustainable transport systems, it is important to consider what demand needs to be planned for. There are several common engineering factors used to determine this, for example 85th percentile for parking occupancy and the speed of vehicles.

When considering the current and future needs of Colac Otway Shire, it is also important to note that in many towns, there is a short but very high peak which occurs for approximately 2-6 weeks (depending on the location) over the summer school holidays during late-December to mid-January. However, it is noted that off-peak tourism demand is steadily growing, as a result of increased international tourism visiting the Great Ocean Road region. While it is important to note that there is a need to cater for these demands in some way or another, it is also important to consider the impacts of building and investing in infrastructure in a tourism based economy.

A balanced approach is required to ensure that infrastructure is provided which does not sit idle for long periods, as well as recognising the increasing tourism demands across the year generated by the Great Ocean Road.

Demand is increasing outside the traditional peak seasons of summer and Easter, resulting in fluctuations in peak visitations at particular times of day, depending on the town. The projections for increased tourism to Victoria and the Great Ocean Road also indicate that there is likely to be an increased demand for infrastructure into the future.

This will require a nuanced approach to each town as described further in this strategy.

1.4. Areas of the Colac Otway Shire

This strategy will focus on eight individual towns within the Colac Otway Shire, each with its own unique characteristics with respect to transport and tourism. For the purpose of this study, a number of the towns have been grouped together, due to their geographical location and economic connectivity to one another. The following towns have been considered in this study, and are also shown in Figure 1.2:

- Apollo Bay
- Marengo
- Skenes Creek
- Kennett River

- Wye River
- Separation Creek
- Forrest
- Lavers Hill



Figure 1.2: Local Context – Study Area



1.5. Scope of this Report

Council has called for the preparation of the Colac Otway Shire Tourism Traffic and Parking Strategy which covered all towns as identified above.

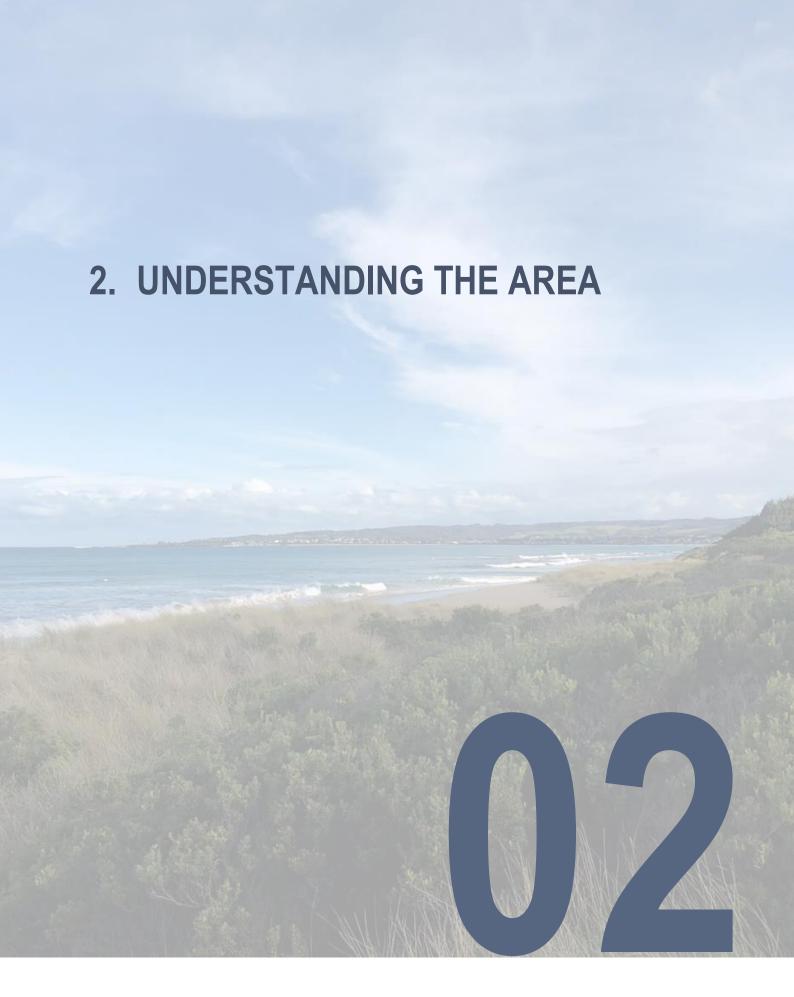
These towns have been considered individually and holistically to allow common identified themes to be addressed in a consistent manner across the towns.

It is however noted that due to funding sources and a number of specific issues, a separate strategy and report has been prepared for Kennett River.

The issues identified in investigations of Kennett River have however still been identified in this report so that a full understanding of issues including potentially common issues across towns centre can be fully appreciated.

Proposed strategies for Kennett River however have not been included within this report as they are identified as part of a separate Kennett River report.





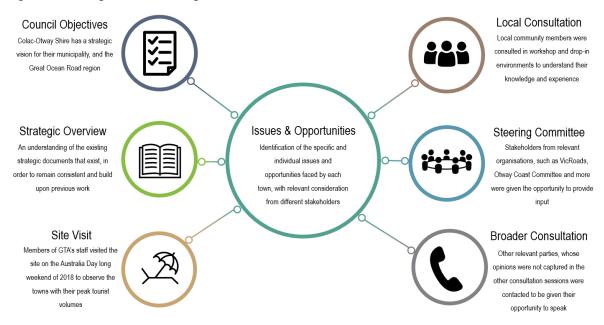


2.1. Introduction

Outlined below is the preparatory work that was conducted in order to gain an understanding of the existing context that is present in the area. The purpose of this review was to identify the existing issues that each town currently faces, and the opportunities that are present. By gaining a thorough understanding of each towns individual character and nuance, appropriate and effective strategies and solutions be crafted.

The steps that were conducted in the background review are outlined below and shown in Figure 2.1.

Figure 2.1: Gaining an Understanding of the Site Context



2.2. Themes

The identification of the issues and opportunities was conducted by looking through three distinct and unique themes. These themes were developed to guide the process of issues identification, characterising what was identified. The themes will then be used later in this report to establish and assess the strategies that are developed. This is done to ensure they are in line with the values of the community and are a positive influence on each town.

The themes that have been used throughout this report are shown in Figure 2.2.



Figure 2.2: Key Themes and Lens

Safety

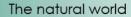


Self security for us as individuals and the public

Appropriately designed built environment & Infrastructure

The comfortable feeling of vulnerable road users

Environment





Reducing our impact on the flora and fauna that live around us Preserving the rural nature & culture of the region

Amenity



The livability and accessibility of the area Impact on our day-to-day life

Our ability to access what we need

2.3. Strategic Context

In preparation for the community and stakeholder engagement, it was important to develop an understanding of the existing strategic documentation and government policy relating to the towns within the study area. The review was undertaken to identify what may potentially enable or restrict the proposed strategies being implemented. The following section provides an overarching summary of approach with further detail in each location section later in this document.

Additionally, current and future works planned which impact the study area were reviewed to identify potential synergies for the infrastructure plan and capital works program which will be developed as part of this strategy.

Further it is relevant to acknowledge that across the study area a number of public land management arrangements exist which will require careful coordination in order to implement actions recommended from this strategy.

2.3.1. Local Policy and Strategic Framework Documents

Colac-Otway Shire have a number of background documents that are relevant in the preparation of this strategy. Many of these documents are masterplans & structure plans for the individual towns. All of the towns within the area are not designated as having significant growth, with minor infrastructure upgrades proposed to aid with access and management of vehicles. The notable exception to this is Apollo Bay, which has been targeted as a growth town in the region. It is expected that further development will occur in Apollo Bay of hotels and resorts which will attract larger tourist volumes into the future.

The background documents that have been reviewed in this strategy are summarised in Appendix A.



2.3.2. Other Authority and Stakeholder Strategic Documents

There are many other relevant authorities within the region that have prepared strategic documentation that is relevant. These agencies, such as the Great Ocean Road Regional Tourism Ltd, and the Department of Environment, Land, Water and Planning (DELWP) have also had a presence in the community consultation process, through a steering committee that has been formed.

The background documents that have been reviewed in this strategy are summarised in Appendix A.

Key actions with regards to transport and parking infrastructure from each of the documents are presented and discussed within the individual town sections of the report.

2.3.3. Population Overview

The current permanent population of each town according to the 2016 Census is noted in the table below. This should be read in conjunction with the tourism growth projections because tourism based infrastructure is a key focus of this strategy.

Town	Permanent population ²
Lavers Hill	78
Marengo	237
Apollo Bay	1596
Skenes Creek	163
Kennett River	44
Wye River	63
Separation Creek	18
Forrest	230

In relation to peak population, a study by Enterprise Geelong in 2016, found the population of Colac Otway Shire to be 48,313 people. The study discerned that this population is comprised of; 20,971 people with permanent residence within the shire, 16,446 people staying in Holiday homes, 7,971 staying in caravan, camping or holiday parks, and another 2,925 staying in hotels, motels and bed and breakfast style accommodation⁶.

2.3.4. Tourism Growth Projections

The Great Ocean Road dominates regional tourism in Victoria as a destination, particularly for international visitors. Over 60% of international visitors who visit any of the attractions in regional Victoria visit the Great Ocean Road Great Ocean. In 2017 in excess of 785,000 people day trippers visited the Great Ocean Road, with an additional 204,000 people who stayed overnight. It is projected that by 2026/27 based on forecasts for increased international tourism, that the Great Ocean Road is likely to attract around 1.7 million international visitors³

^{6 2016} Enterprise Geelong Study



² Source: Profile.id using 2016 Census

³ Source: The exploding challenge of international day trips to the Great Ocean Road - Benefits lost and costs delivered to the region. by Decisive Consulting Pty Ltd for Great Ocean Road Regional Tourism

2.4. Site Observations

In preparation for the strategy, GTA Consultants observed traffic and parking characteristics in the following townships in the Colac Otway Shire on the Australia Day long weekend on the 26th and 27th January 2018:

The focus of the inspections was to observe traffic, including pedestrians, and undertake spot counts of cars, to understand the behaviours and level of parking demands throughout the day. This was done to gain an understanding of the movement and local centre characteristics of each township and identify existing issues to allow a more focused approach to community engagement.

2.5. Community and Stakeholder Engagement

2.5.1. Overview

As part of the development of the strategy, an extensive community engagement plan was prepared to ensure all community and stakeholders concerns and suggestions were heard⁴. As part of the community engagement plan, several activities were undertaken at various stages of the project which included:

- Meetings with the project control group and steering committee (as outlined in Section 2.5.4).
- Community workshops and drop in sessions
- Government and business stakeholder workshops
- Phone and face-to-face interviews with local bus companies and tour operators
- Online questionnaire

The community and stakeholder engagement process was undertaken in two stages; issues and opportunities development, and feedback on preliminary concepts.



During the issues and opportunities development phase, workshops and drop in sessions were undertaken in Forrest, Kennett River, Wye River and Apollo Bay. This also included a government stakeholder workshop held in Colac. While workshops were not conducted in every town, all residents were given the opportunity to attend other workshops to discuss their views.

The purpose of these workshops was to not only hear directly from the community about their issues and concerns, but to gain important insights into why, how and when these things occur. Furthermore, an understanding was sought on what the community values about the places they live and suggested improvements or solutions to the towns.



Figure 2.3: Kennett River Community Workshop

⁴ The various engagement activities were advertised in various ways by Council including email, post, I ocal print media and social media. Further to this, participants during the engagement process were encouraged to spread the word amongst their contacts.



2.5.3. Values and Vision

In order to establish a framework for developing strategies to mitigate the impacts on parking and transport created by tourism, the community was asked to identify what they valued about the place that the live, work or visit. This was done both at the community workshops and using the online survey.

Specifically, there were three questions asked on the online survey:

- Thinking about the town you live, do business, or visit most often within the study area, please list some of the things which make it a great place?
- With regards to the safety, environment and amenity of the place, what are some of the features or characteristics which need to be preserved in this town, both now and for future generations?
- What is the thing that you value the most about where you live, whether it be in Colac Otway Shire or elsewhere?

The results were collated and sorted, with non-relevant words removed, and then ranked. A word cloud was prepared showing all words which were represented at least 10 times. Although the communities of each town had slightly different values, there were all generally related to the surrounding natural environment, and the coastal and hamlet lifestyle. A summary of the key findings is displayed below in Figure 2.4.

Figure 2.4: Values and Vision Word Cloud (All towns)



2.5.4. Steering Committee

As part of the project, a steering committee was established by Council to meet throughout the project and discuss the challenges and opportunities involved with the development and implementation of potential solutions. The steering committee also served the purpose of providing a coordinated approach from an authority perspective given the complex nature of land management along the Great Ocean Road and Great Otway National Park.

The members and organisations of the steering committee are shown below:

- Colac Otway Shire Cr Chris Potter
- Regional Roads Victoria Stephen McGarrigle
- Transport for Victoria Mark Hearsch
- Department of Environment, Land, Water and Planning – David Rourke
- Otway Coast Committee Anthony Alfirenko
- Parks Victoria Andrew Gardiner
- Great Ocean Road Regional Tourism Liz Price
- Members of Council's project control group team



2.5.5. Tour Bus Operator Surveys

A number of interviews were conducted with bus operators in order to gain their insight and perspective for the development of this strategy. As a significant portion of the tourism industry in the region occurs through the bus operators (with substantial growth expected into the future), it was important to gain insight into how these companies operate and any solutions that they may have to the issues faced in each town. The operators that were interviewed in this strategy are:

- Go West (tour bus operator)
- Wildlife Tours (tour bus operator)
- Coles Coaches (local bus company)
- Christian's Bus Company (local bus company)

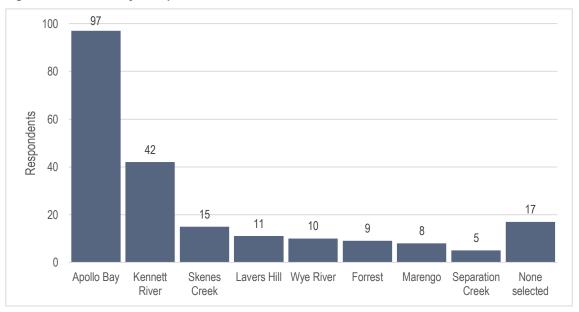
It should be noted, that other bus operators were approached for interviews, however they declined to be interviewed.

2.5.6. Online Survey

As identified above, an online survey was created and advertised to the local community and distributed to tour bus operators. The survey was undertaken in order to gain the perspectives of a range of users, including temporary residents who could not attend the workshops. Many of these residents own properties within the study area, but do not live at them permanently.

The survey was advertised by Council through various methods, to maximise the number of responses. A total of 202 responses were received to the online survey, and a breakdown of the responses received per town are shown below in Figure 2.5.

Figure 2.5: Online Survey - Respondents Per Town





2.6. Summary

All of the above methods were used to gain an understanding of the unique characteristics and identity of each town, to guide the identification of the issues and opportunities. Each town has similar yet different issues that are caused by the volume of tourists that visit every year and the vast fluctuation in population that occurs seasonally and even throughout the day. Through undertaking this detailed consultation and information gathering exercise the towns could be understood and appropriate strategies and solutions could be created to mitigate these issues into the future. It should be emphasised that demand management is an important consideration across all the towns given the growth forecasts in these environmentally sensitive locations. This is because it is critical to balance the need for more infrastructure with the impacts this may have on valued parts of character and amenity in each town.

In the below sections, these issues and opportunities have been summarised town by town, with detailed solutions provided further in this report.



3. APOLLO BAY & MARENGO

"Apollo Bay has a great outlook, with its location it offers a 'calm, easy' approach to taking a break of hours or better yet days to unwind and embrace nature." – Local Resident





3.1. Overview

Apollo Bay is the second largest town in Colac Otway Shire, located on the eastern side of Cape Otway. The town has a permanent population of approximately 1,000 residents, swelling to over 15,000 during the peak summer periods⁵. As it is one of the largest towns in the region, Apollo Bay services the broader community with the amenities it needs, containing several supermarkets, restaurants, cafes and retail shops.

Apollo Bay is cradled by the towns of Skenes Creek to the north, and Marengo to the south. Marengo is significantly smaller than Apollo Bay, with a small number of houses, surrounding a caravan park and beach. The residents of Marengo, as well as many other towns within the region are reliant on Apollo Bay to meet their day to day needs.

Figure 3.1: Town Locations



3.2. Town Characteristics

Collingwood Street (the Great Ocean Road is renamed within the confines of Apollo Bay) runs through the centre of Apollo Bay, operating as the main street and hub of activity. The foreshore to the east contains parks, the beach and information centre for tourists. To the west are the many shops and services that the town offers, some of which are only open during peak periods of the year.

Apollo Bay is a popular stopover location for many tourist bus operators. Many of the buses stopping here will take advantage of the restaurants and amenities for their lunch breaks, before continuing on to the Twelve Apostles. Apollo Bay currently experiences issues with many buses of varying sizes all stopping at the town during the middle of the day, parking along the busy Great Ocean Road and interrupting traffic flow, or within residential streets when parking is at capacity in the central activity area and along the foreshore.

⁵ Source: Colac Otway Shire Website



Marengo is similar in nature to Skenes Creek, located to the south of Apollo Bay the town has a caravan park with a swimming beach. Both towns have a large number of holiday rentals available year round, many of which belong to temporary residents.

3.3. Movement and Access

Collingwood Street acts as the main vehicular thoroughfare of Apollo Bay, which separates the retail frontages and the foreshore area. The street has a mixture of parallel and angled car parking with short term parking restrictions (e.g. 1-2 hours) to encourage turnover of parking.

Pascoe Street runs parallel to Collingwood Street, behind the main commercial and retail area. It services much of the overflow car parking that the town experiences during busy periods when the parking along the main street is at capacity, as well as informal parking for buses.

Two pedestrian zebra crossings (with flashing lights) are located on Collingwood Street to facilitate movements between the retail and foreshore areas. Formal pedestrian paths are generally provided along all retail frontages within the Town Centre and along the foreshore. Lesser pedestrian provisions are available within the adjacent residential street network.

Pedestrian connections do not extend currently to the Apollo Bay Harbour area.

The Great Ocean Road similarly runs through the town of Marengo, acting as the town's only access point.

3.4. Strategic Context

There are a number of strategic documents in which Apollo Bay is referenced. Many of these documents reference Apollo Bay as being a focal point for tourism related accommodation and associated commercial development within the region, and growth from this perspective is being encouraged. Development such as residential, retail and accommodation are expected to occur in the future of Apollo Bay which will enable a greater number of overnight stays potentially replacing some of the existing short-stay day trip journeys.

The documents reviewed make reference to a number of projects that will improve movement and access throughout Apollo Bay, Skenes Creek and Marengo. Some of these projects are listed below:

- Connect the towns of Apollo Bay, Skenes Creek and Marengo with a continuous pedestrian / cycling link
- Improve pedestrian access around the visitor centre and foreshore car park
- Provide continuous footpaths around Pascoe Street
- Improve traffic function at the Nelson Street / Great Ocean Road intersection
- Investigate application of a variable speed limit through the town centre
- Provision of key short-term parking along the Great Ocean Road
- Provide wayfinding signage to the underutilised council carpark on Pascoe Street
- Implementing the Great Ocean Road as a one-way road
- Provide a shuttle bus service between the towns

It is also noted that Council is about to commence a Community Infrastructure Plan (CIP) for Apollo Bay, Marengo and Skenes Creek.

The Apollo Bay, Skenes Creek and Marengo Community Infrastructure Plan aims to deliver a Master Plan for Apollo Bay, Skenes Creek and Marengo that considers key community issues in these settlements and addresses current and future civil and community infrastructure needs. This plan will encapsulate a range of concurrent studies/projects affecting these towns including the Apollo Bay Harbour Development Plan, Apollo Bay Central Foreshore Master Plan and this strategy



(Colac Otway Shire Tourism Parking and Traffic Strategy). Key outputs will include a streetscape improvement plan for the central business area of Apollo Bay, resolution of traffic and parking issues (including tourist buses), identification of social and recreation facility needs, a draft Development Plan for the Harbour, and a master plan for the Apollo Bay foreshore and other OCC managed foreshore area between the three towns.

The CIP will be used by Council to inform decision-making around the planning and delivery of community and civil infrastructure, which will be the subject of budgetary processes over time.

3.5. Consultation

3.5.1. Community and Government Consultation

The community and stakeholder engagement process (as outlined in Section 2.5), identified a number of issues in relation to tourism traffic and parking related issues and potential solutions. The following outlines the areas of key concerns which were raised throughout the engagement activities for both areas of Apollo Bay and Marengo.

Stage 1 feedback relates to the information gathered during the issues and opportunities phase of the project.

Using the collected information from the site observations and insights and knowledge provided by the community in Stage 1, a concept plan was then developed. This plan was presented back to the community at further drop-in sessions and a government and stakeholder workshop. The Stage 2 feedback identified below relates to the additional feedback and further issues raised which are in addition to those raised in the Stage 1 engagement.

Table 3.1: Apollo Bay Community and Stakeholder Consultation Summary

Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	Stage 1	
Community Drop-in Session	 Congestion and access issues are caused by the volume of pedestrians crossing the Great Ocean Road There is a lack of formal bus parking facilities in the town Poor condition of roads and footpaths There are no parking restrictions in place on McClaren Pde 	 Provide a signalised crossing point along the Great Ocean Road to assist in pedestrian and traffic flow Use the foreshore to provide additional parking, or provide out of centre car parking for people to walk into town Provide additional public toilets Pedestrian infrastructure across Pascoe Street Provide a pick-up / drop-off zone for buses Provide bus parking in land at McClaren Pde / Nelson Street



Engagement Activity	Area of Concern	Opportunities and Potential Solutions
Community Workshop	 Traffic flow is an issue in Apollo Bay, with high volumes funnelling from Skenes Creek through the town. The on-street parking and pedestrian crossings along the Great Ocean Road cause congestion Buses in the town have an issue with a lack of formal parking options during the midday peak, with a lack of amenities to cater for the peak volumes Pedestrian infrastructure is lacking, such as: crossing points over the Great Ocean Road and Pascoe Street and footpaths throughout the rest of the town. During the extreme peak periods, parking in the Activity Centre fills Pascoe Street, and spills up the residential network. Additionally, the time restricted parking is largely ignored. The public toilets within the township are very busy during the peak periods, and not proximate for short-stay day trip tourists Tourists staying in Marengo must travel to Apollo Bay, as there are no shops within the Marengo township 	
Government and Stakeholder Workshop	 High volumes of bus parking and congestion occurring during the peak of the town (11am - 2pm). There is a lack of parking available for buses during this time. The parking areas have been provided in a non-coordinated fashion for both buses and cars. The bus parking is a distance from the beach and shops. Not enough public toilets Lack of wayfinding signage, and signage in other languages Visitors can't find / remember where the bus is parked Time in the town is limited Buses / tourists impact quality of life of locals Car parking around the Harbor needs to be improved. Also how traffic is directed in and around the Harbor Lack of parking enforcement Parking occurring in V/Line bus stop Coastal Erosion is threatening the foreshore car parks 	 Provide a formal bus parking facility with a toilet block on Pascoe Street Have short-term pick-up / drop-off and key locations Education to bus drivers and tourists about where to park One-way traffic along the Great Ocean Road Multi-lingual wayfinding Redirect buses onto Pascoe Street Paid parking
Online Survey	 The volume of buses parking in town is an issue, with large numbers of tourist buses stopping in Apollo Bay at the same time There is a lack of parking available in the town, and the parking that is available is informal, with pot holes The traffic is heavy and congested along the Great Ocean Road The public toilets are lacking, and not appropriately maintained Inexperienced & international drivers are causing issues by driving slowly along the Great Ocean Road, driving on the wrong side of the road and otherwise ignoring the road rules Parking fines is a negative to tourism 	 Provide pedestrian infrastructure where it is lacking, such as footpaths and crossing points Crossing points on the Great Ocean Road should be formalised Providing a formalised bus parking area to control the level of tourist buses stopping in the town Creation of a bus depot with formal parking options and toilets for tourists. Wayfinding signage is needed to alternate parking options A treatment to Collingwood Street, redirecting traffic down Pascoe Street and pedestrianisation of the Activity Centre. Paid parking with exclusions for ratepayers



Engagemen Activity	t Area of Concern	Opportunities and Potential Solutions
	Stage 2	
Community Feedback Sessions	 Heavy time restrictions are too short Traffic on Collingwood Street is very heavy. Appropriate modelling to be done if closing the road is seriously considered Lack of safe pedestrian connectivity between the town and the harbor 	 Bus parking at the back of town will keep it out of the way of the Activity Centre Better wayfinding to public toilets is required Connect the bicycle / pedestrian path from Skenes Creek to Marengo Raised pedestrian crossings or Pedestrian operated signals across Collingwood St Footpath connections between the town and the harbour
Government Workshop	 Parallel parking for buses is inefficient use of space Land may need to be purchased for bus parking 	 Roundabouts can be used to allow buses to U-turn along Pascoe Street Bus parking can be provided near the information centre

Table 3.2: Marengo Community and Stakeholder Consultation Summary

Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	Stage 1	
Community Drop-in Session	Tourist buses are increasingly stopping in Marengo and not Apollo Bay There is no public toilet in Marengo	Potential for visitors to buy food in Apollo Bay, drive on and stop in Marengo
Online Survey	The public toilets in Apollo Bay are in poor condition, and there are none in Marengo	Provide a public toilet in Marengo

3.5.2. Tour Bus Interviews

Tour bus operators were asked specific questions in regard to the town of Kennett River, with the following providing a summary of key commentary.

- All consideration has been in regard to large buses, and not considering minibuses
- Infringements are given when buses are parking in regular parking spaces (rear of car sticking out into lane)
- Driver must park to guide tourists where to go
- Parking must be walking distance from café's where lunch is served
- Support parking options in Pascoe Street. Parking to north of town is too far away
- Support the use of angled parking modern buses fitted with reverse cameras to view oncoming traffic
- The bus operators are feeling unwelcome and unfairly targeted
- Refuelling occurring at Caltex
- Drivers legally required to take break and cannot work longer than 12-hour days.

Further to the above, a number of suggestions were raised by residents with regards to the provision of bus parking at the rear of the town near the school. There feedback from tour operators and bus companies was that this would not be feasible due to the following:



- Although operators are on a legally imposed break, they have a duty to remain close to their passengers in case of an emergency.
- Drivers often depart the bus temporarily to guide their passengers to their lunch destinations.
- Drop off / pickup locations would still be required close to the destination, as passengers have a very tight time frame
 to eat lunch and continue to the Twelve Apostles.
- In summary, operators indicated that this area or facility would not be utilised.

Similarly, provision of a bus car park and / or drop off point on the foreshore side near Thomson Street would likely be underutilised due to the distance of many of the dining options for passengers.



3.6. Apollo Bay - Issues and Opportunities

3.6.1. Introduction

Key issues and opportunities have been identified and summarised in the following section, combining information gathered through background investigations, site observations and various consultation sessions. These issues and opportunities are further presented graphically in Figure 3.2 following the written descriptions.

3.6.2. Pedestrians

Apollo Bay is generally better serviced with pedestrian infrastructure than many of the other towns in the municipality, however there are still many shortfalls within the network, where no footpaths or designated pedestrian crossing points are provided.

There are several zebra crossings on Collingwood Street catering for high pedestrian volumes. Observations indicated in the order of 40 pedestrians crossing at the northern zebra crossing on Collingwood Street in a 5-minute period, which would equate to in the order of 500 pedestrians per hour. This crossing is most central to the town centre and observed to be the busiest crossing location. However, given the nature of the surrounding land use and the unconstrained nature of the foreshore reserve, crossing occurs along the length of Collingwood Street. The area around the information centre is a barrier to pedestrian movement both along the foreshore and crossing Collingwood Street.

Only two pedestrian zebra crossings exist, causing many people to informally cross at many points. Informal crossing is unsafe due to the heavy congestion along the road.

Furthermore, retail tenancies encroach onto the footpaths along the shopping strip, obstructing pedestrian movements during the high activity periods.

Pascoe Street to the west of Collingwood Street and the residential street network beyond has a lack of pedestrian infrastructure. Many of these residential streets do not have footpaths, forcing pedestrians to walk along the road. Pascoe Street is approximately 20m wide in certain sections, with no formal crossing points provided.

The laneway which connects Collingwood Street to Council's major off-street carpark is not clearly visible from the street frontage. Additionally, it is narrow and not well defined as a public area reducing passive surveillance from both the street frontage and the car park at the rear.

3.6.3. Traffic & Congestion

A majority of the towns traffic volumes are centred on Collingwood Street which experiences an annual average daily traffic volume in the order of 3,000 vehicles per day.

The main street of Apollo Bay has conflicting movements with local traffic, parking vehicles, through traffic and high pedestrian volumes crossing informally and at the zebra crossings.

Issues that are a result of traffic and congestion are exacerbated through the town and at the approaches by international & inexperienced drivers in the region. Many drivers within the vicinity of the town are unfamiliar with Australian driving conditions.

Pascoe Street provides a secondary north-south route through the town centre.

3.6.4. Buses

Apollo Bay is a popular stopping point for many of the tour bus companies that travel along the Great Ocean Road. It is understood that in the order of 40 - 50 tour buses can pass through Apollo Bay each day. Observations across a number of days have indicated a peak of 15 - 20 bus being parked at any one time. This number is made up of a mix of mini bus type vehicles and large coach style vehicles.



The high demands for parking during peak periods along the Great Ocean Road leads to tourist buses informally double parking to drop off passengers (along the Great Ocean Road). Given that there is a limited supply of formalised bus parking spaces and pick up / drop off opportunities, many of the buses will park in residential streets, often creating conflict between operators, passengers and residents. Furthermore, some locations where operators are dropping of their customers are unsafe, and place pedestrians directly in the path of vehicle travel.

Much of the bus parking issue is contained to the around the midday peak period, when the tour buses arrive in town as part of their journey to the Twelve Apostles. The tour buses require the bus parking areas to be proximate to the town and amenities that they are visiting as they have only a limited time period within the town. If bus parking is not provided appropriately, then the current issues will continue.

3.6.5. Parking

The Apollo Bay town centre experiences high demands for parking during peak times. Parking demands along Collingwood Street reach effective capacity with occupancies exceeding 90% making it difficult for drivers to identify available vacancies without increased circulation. Parking along Collingwood Street is primarily time-restricted in effect allocating this parking to service the retail offering of the centre rather than beach goers.

An informal unrestricted gravel parking area exists on the foreshore at the northern end of the town opposite the service station. This area was observed to reach occupancy levels in excess of 90% during the middle of the day catering for in the order of 100 vehicles. The informal nature of this car parking area however can however limit the capacity of this area should a couple of vehicles park inefficiently or at the wrong orientation.

Apollo Bay has a number of off-street car parks around the town. Car parks close to the beach / foreshore are heavily utilised and reach capacity early in the day during peak periods.

The off-street car park accessible via Pascoe Street (toward the southern end of the town) has recently been formalised and constructed however remains currently underutilised. Observations indicated this car park was less than 50% occupied at peak times. A contributing factor to this could be the lack of effective wayfinding.

Parking along Pascoe Street is well utilised with occupancies in the order of 75% during peak times. Capacity however does exist and could be better promoted to encourage use of this parking in preference to Collingwood Street. Outside of peak periods, observations indicated much lower utilisation of Pascoe Street parking. Parking at peak times is also understood at times to extend back into the residential street network.

Parking restrictions in the town were also identified during consultation as an issue, with certain areas lacking restrictions, and others with restrictions that are too short. Fines are understood to be regularly handed out by ticket inspectors in the town when overstay is occurring, and many locals believe that this will leave a poor impression to tourists that are visiting.

3.6.6. Amenities

It was identified through consultation that more public toilets as well as bin facilities are required within the township to cope with the existing peak demands. Future growth in the area will exacerbate existing issues with regards to adequacy for existing amenities to function during busy times. It is however noted that this is an issue which is understood to occur for 2-3 weeks per year and the existing locations of amenities appear to be appropriate for tourism activity along the foreshore and beachgoers. However, there is a distinct lack of amenities located in areas which link to bus parking areas in Pascoe Street, which contributes to unsociable behaviour in the surrounding residential areas.

3.6.7. Wayfinding Signage

Apollo Bay currently has a lack of wayfinding signage that is clear and legible for unfamiliar tourists. This wayfinding signage is required to direct tourists to the various facilities that exist in the town, such as bus parking areas, amenities and



off-street car parking. When providing this additional wayfinding signage, consideration should be given to the volume of international tourists that visit the area, many of which have poor understanding of the English language.

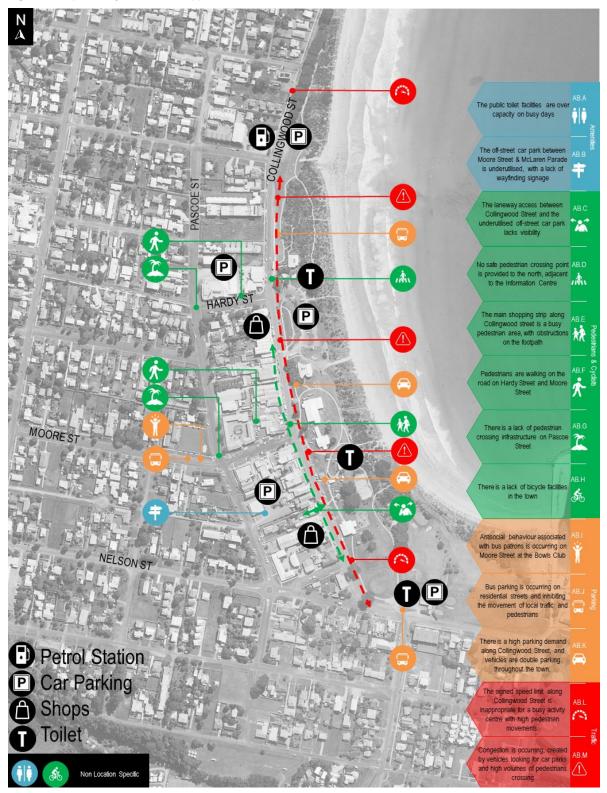
3.6.8. Apollo Bay Harbour

Parking and access in and around the Apollo Bay Harbour is poor, with the area reliant on informal gravel parking. Pedestrian connections between the harbour and Town Centre are limited.

The harbour is generally outside of the scope of this strategy. It is understood that a separate specific study of this area will be undertaken looking at this area with a holistic development focus, not just transport connections.



Figure 3.2: Apollo Bay Issues and Opportunities





3.7. Marengo – Issues and Opportunities

3.7.1. Introduction

Key issues and opportunities have been identified and summarised in the following section for Marengo, combining information gathered through background investigations, site observations and various consultation sessions.

3.7.2. Amenities

It was identified that there is a lack of amenities within the township of Marengo. This includes options for shopping as well as public facilities such as toilets. It is unlikely that a year-round convenience shop and facilities will be developed in Marengo due to its proximity to Apollo Bay.

Provision of a new public toilet to replace the old one that was destroyed will assist the amenity of the area.

3.7.3. Vehicle Speed

As the town is less developed than many other towns, and vehicles have left the busy activity centre of Apollo Bay, vehicles are accelerating to a high speed to continue on their journey down the Great Ocean Road. This is creating an unsafe environment for other road users, such as pedestrians and other vehicles attempting to merge onto the Great Ocean Road. The speed limit is not consistent with other speed limits through rural towns in the area.

3.7.4. Bus Parking

A number of buses are parking in Marengo, having bought lunch in Apollo Bay. The volume of buses that are stopping in Marengo is not however considered sufficient to warrant requiring specific treatment at present.



4. SKENES CREEK

"Skenes Creek is a hidden gem, great beach and beautiful rolling hills" – Local Resident





4.1. Overview

Skenes Creek is a small coastal hamlet located 6km's north of Apollo Bay. This small town is predominantly residential, with a caravan park and a surf beach. During the peak periods, the town does not experience the visitor volumes that its larger neighbours do, however due to its size, the volume of tourists fills the capacity of the town and its beach.

The town is spread along the Great Ocean Road, with a number of adjoining roads for locals to access their properties. The defining features of the town are its beach, spread around the Skenes Creek, and the intersection of the Great Ocean Road and Skenes Creek Road, where a large volume of traffic converges to access Apollo Bay.

Figure 4.1: Town Location



4.2. Town Characteristics

Skenes Creek is home to a small community, with a number of tourist accommodation locations available, such as the caravan park and beachside lodge's / holiday homes. The town is built around a small beach, where the Creek flows into Bass Strait.

The town's proximity to Apollo Bay means it is heavily influenced by the larger activity centre. Many of the locals that live in Skenes Creek are reliant on Apollo Bay in order to access their basic amenities, and many tourists that are staying in the accommodation in Skenes Creek are doing so to be close to Apollo Bay, whilst avoiding the significant tourist volumes that the larger town experiences.

4.3. Movement and Access

The town is located on the junction of the Great Ocean Road and Skenes Creek Road, where a bottleneck of traffic converges on its approach to Apollo Bay. Due to this, the town experiences high volumes of traffic flowing through its arterial roads each day, and particularly during its peak operational periods.



4.4. Strategic Context

Due to Skenes Creek proximity to Apollo Bay, many of the documents that have been created for Apollo Bay will influence Skenes Creek. The notable example is the development of an off-road shared path to connect the town with Apollo Bay and Marengo.

Additionally, the Skenes Creek Masterplan Report has been prepared, with a number of suggested solutions to address the concerns of the community including:

- Safe pedestrian link across the northern side of the creek
- Provision of roadside parking and bollards
- Safe entry and egress to car parking area
- Improve linkage to bus stops

As identified within Section 3.4 it is also noted that Council is about to commence a Community Infrastructure Plan (CIP) for Apollo Bay, Marengo and Skenes Creek.

The CIP will be used by Council to inform decision-making around the planning and delivery of community and civil infrastructure, which will be the subject of budgetary processes over time.

4.5. Consultation

The community and stakeholder engagement process (as outlined in Section 2.5), identified a number of issues in relation to tourism traffic and parking related issues and potential solutions. The following outlines the areas of key concerns which were raised throughout the engagement activities for Skenes Creek.

Stage 1 feedback relates to the information gathered during the issues and opportunities phase of the project.

Using the collected information from the site observations and insights and knowledge provided by the community in Stage 1, a concept plan was then developed. This plan was presented back to the community at further drop-in sessions and a government and stakeholder workshop. The Stage 2 feedback identified below relates to the additional feedback and further issues raised which are in addition to those raised in the Stage 1 engagement.

Table 4.1: Skenes Creek Community and Stakeholder Consultation Summary

,		
Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	Stage 1	
Community Drop-in Session	 The Great Ocean Road has a high-speed limit through the town Beachside car park is dangerous due to high speed and cars entering from either end. Parking is also spilling along the Great Ocean Road Right turns from Skenes Creek Road are turning in to high speed traffic There is a lack of formal pedestrian facilities such as footpaths and crossings in the town 	 Beachside car park should be formalised with designated in and out Provide pedestrian crossing points Off-road cycle route between Skenes Creek and Apollo Bay Lower the speed limit through Skenes Creek
Online Survey	 Crossing the road is difficult in the town International drivers are causing unsafe driving The volume of traffic along the Great Ocean Road 	 Drop-off and pick-up areas for buses, with parking at the back of the town A walking / cycling track between Skenes Creek and Apollo Bay



Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	Stage	2
Community Feedback Sessions		 Lower the speed limit through the town to be consistent with other coastal towns. Connectivity between pedestrian paths to Apollo Bay and crossing points within the town
Government Workshop		 Formalise parking areas Implement a lower speed limit through the town Provide pedestrian crossing facilities in the town

4.6. Issues and Opportunities

4.6.1. Introduction

Key issues and opportunities have been identified and summarised in the following, combining information gathered through background investigations, site observations and various consultation sessions. These issues and opportunities are further presented graphically in Figure 4.2 following the written descriptions.

4.6.2. Pedestrians

Pedestrian accessibility throughout the township of Skenes Creek is limited, with very few footpaths scattered throughout the township. The lack of pedestrian facilities around the town is particularly prominent along the Great Ocean Road, where there is a lack of formalised crossing points. Pedestrian desire lines were identified at the V/Line bus stops in town as well as adjacent to the intersection of the Great Ocean Road and Skenes Creek Road.

A notably dangerous point identified along the Great Ocean Road for pedestrians is the bridge within Skenes Creek. A very narrow pedestrian footpath is present, very close to through traffic, with poor footpaths on either side.

4.6.3. Parking

The foreshore parking area located on the southern half of the town is the most congested, experiencing high volumes during peak periods filling by approximately midday during times of observation.

Overflow parking also occurs along the edge of the Great Ocean Road with greater than 10 vehicles observed during the afternoon. Little space between moving traffic and the parked cars, open doors and pedestrians exists creating safety concerns.

This side of the Great Ocean and the entrance to the car park is dangerous for all road users. Vehicles are approaching the car park at high speed, entering a low speed environment where pedestrians and reversing vehicles are present very quickly.

The caravan car park was also observed to be full all day.

4.6.4. Traffic

The speed limit through Skenes Creek is higher than other beach side towns within the municipality and along the Great Ocean Road. This has caused issues with safety for pedestrians and other motorists. The intersection at Skenes Creek of the Great Ocean Road / Skenes Creek Road has been highlighted as cars must merge as it has a high volume of vehicles turning right. This issue is exacerbated by the fact that there are many unfamiliar, international drivers along the road that are known to merge onto the wrong side of the road.



The Great Ocean Road carries in the order of 3,000 - 4,000 vehicles per day⁶ to the south of Skenes Creek Road. Skenes Creek Road carries in the order of 1,000 vehicles per day⁴.

Further it is noted that the posted speed limit (60km/hr) is regularly exceeded along the Great Ocean Road through Skenes Creek with over 6,000 fines issued during 2017 – 2018, representing the highest mobile speed camera fine count within Victoria.

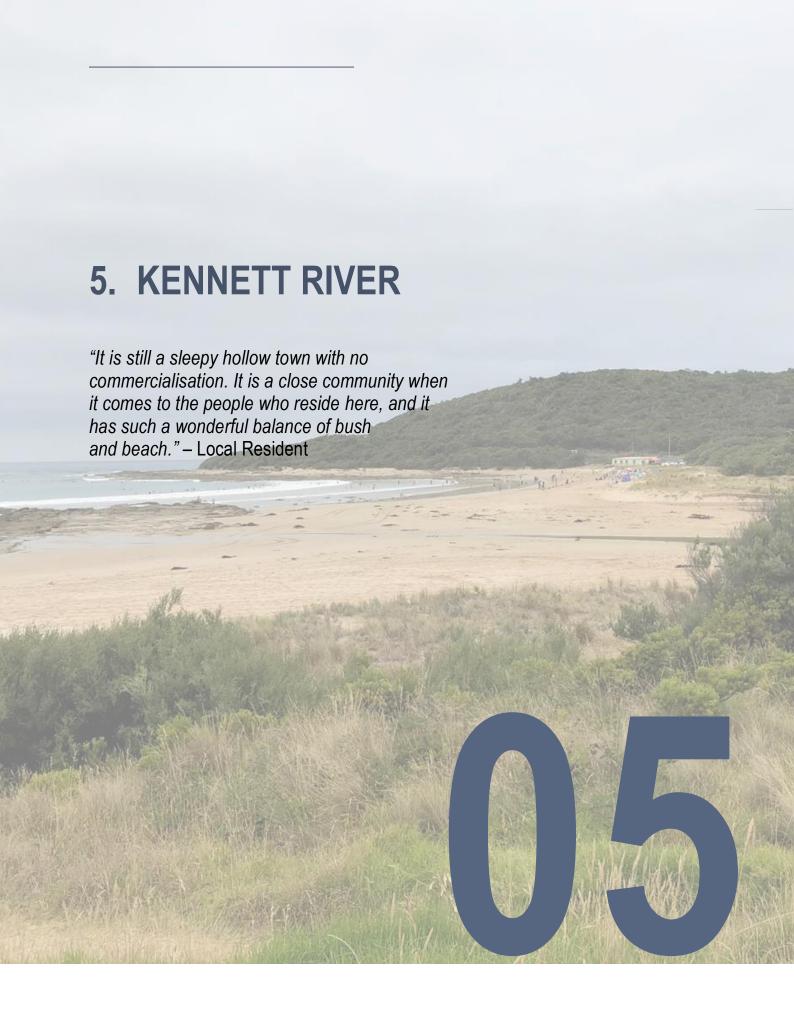
⁶ Based on VicRoads 2016 traffic volume data



Figure 4.2: Skenes Creek Issues and Opportunities









5.1. Overview

The town of Kennett River is a small coastal hamlet, located approximately halfway between Apollo Bay and Lorne. The town has a small population of local residents, with fluctuating tourist populations in its caravan park and high volumes of day trip tourists stopping in the town along their journey down the Great Ocean Road

Figure 5.1: Town Location



5.2. Town Characteristics

Kennett River is a popular coastal beach town, attracting long stay tourists as well as acting as a stopover attraction for the many bus companies that operate along the Great Ocean Road. The beach adjacent to the town is patrolled during the peak season, attracting families to stay at the local caravan park. It also has a reliable surf break, attracting surfers.

The town has one local store, the Kafé Koala, located directly adjacent to the entrance to the town. The Kafé Koala operates as both a café and a general store, selling take away food for tourists and locals, souvenirs and other assorted convenience items.

Kennett River currently experiences high day trip tourist volumes. The town is a popular stop over along the Great Ocean Road, with tour bus operators stopping in the town for a rest break. Kennett River is a popular choice for tour operators due to its convenient location along the route, as well as the local wildlife that can be viewed along Grey River Road. In this small area, tourists can witness wild parrots, rosellas, kookaburra as well as koalas in the tree canopy. Due to the increasing popularity of Great Ocean Road tours, Kennett River is experiencing unprecedented tourist volumes.

Only one publicly available toilet is available within Kennett River. The toilet is located within the centre of the Caravan Park along the Great Ocean Road. This causes issues as many day trip tourists will walk through the campsite in order to use the toilet.



5.3. Movement and Access

Large volumes of tourists arrive in Kennett River every day via tour buses and private passenger vehicles. The tourists converge on the central roundabout at the entrance of the town, walking up Grey River Road to feed the native birds and spot koalas. The majority of bus movements in the township occur between 10am and 2pm on their way towards the Twelve Apostles.

When stopping at the town, tourists will park their vehicles in the service road car park, along the Great Ocean Road, and in the roundabout itself. Most of this parking is informal, in gravel and grassed areas. Another large gravel parking area is present on the northern side of the river away from the town.

As stated above, the existing public toilet amenities are located centrally within the caravan park. This toilet can only be accessed via the Great Ocean Road for day trip tourists, where there is a lack of pedestrian infrastructure. Other amenities such as picnic and recreation areas and a payphone are located in the 'roundabout' area in front of the shop and towards the river.

5.4. Strategic Context

The following outlines the relevant interest groups for the township, committed projects and any strategic documents that were considered in this strategy.

5.4.1. Kennett River Association

The Kennett River Association is a group of part-time and full-time residents who have a significant interest in the tourism and transport related issues within the town. Prior to this strategy, the Association undertook a questionnaire and prepared a discussion paper which were considered in the preparation of the strategy including the engagement process and concept plans.

5.4.2. Kennett River Nature Walk

A nature walk project is proposed on the southern banks of Kennett River on the township side of the Great Ocean Road. Stage 1 of the project is currently funded and will eventually provide an additional attraction for visitors to the town.

5.4.3. Strategic Documents

A number of the strategic documents reviewed were relevant to Kennett River and the wider Great Ocean Road and Colac Otway Shire. These documents are outlined in Appendix A.

These strategic documents indicate a desire for Kennett River to be an isolated, minor town, that is separate from its neighbours focussed on primarily providing for permanent and part-time residents. Many of the issues which have been identified as part of this strategy are consistent with previous studies and strategies, including the investigation of the impact of coach buses and tourism with regards to parking and traffic in the township.

5.5. Consultation

5.5.1. Community and Government Consultation

The community and stakeholder engagement process (as outlined in Section 2.5), identified a number of issues in relation to tourism traffic and parking related issues and potential solutions. The following outlines the areas of key concerns which were raised throughout the engagement activities for Kennett River.

Stage 1 feedback relates to the information gathered during the issues and opportunities phase of the project.



Using the collected information from the site observations and insights and knowledge provided by the community in Stage 1, a concept plan was then developed. This plan was presented back to the community at further drop-in sessions and a government and stakeholder workshop. The Stage 2 feedback identified below relates to the additional feedback and further issues raised which are in addition to those raised in the Stage 1 engagement.

The Kennett River Residents Association undertook a community survey prior to the commencement of the project. The survey identified among other things the following core community values: the small-town feel, the close-knit community, the environment, the natural beauty, the flora and fauna, the peace and quiet, the casual lifestyle, the simplicity of the amenities, the informality, the undeveloped hamlet feel and the abundant wildlife.

Table 5.1: Kennett River Community and Stakeholder Consultation Summary

Engagement Activity	Area of Concern	Opportunities and Potential Solutions
Community Workshop	 Pedestrian volumes in the town are high along Grey River Rd and Hawdon Ave, blocking traffic flow. The interaction between pedestrians and vehicles is dangerous and uncontrolled. Congestion occurs along the Great Ocean Road and around the access point to Kennett River. The volume of cars and pedestrians inhibits access to the town by cars and emergency vehicles. There is a lack of formalised parking in the area, causing informal parking in inappropriate areas and general confusion. Informal parking can block access for other vehicles. The parking demand is spilling into the residential network, with locals being disturbed by parking, tourist volumes and noise. All access, congestion and parking issues are exacerbated by larger vehicles such as mini buses and large coaches that arrive during a small peak period. Speed limit changes along the Great Ocean Road are inconsistent. There is a lack of planning and duty of care by tour bus companies. This means there is a lack of accountability for the issues in the town. There is a lack of public toilets and bins in the area. The toilet that is available in the caravan park requires tourists to walk through the caravan park and disturb campers or walk along the Great Ocean Road. The lack of toilets is causing tourists to use "natures toilet". Tourism is a danger to the wildlife, with a "Theme Park" mentality. The attraction of wildlife is uncontrolled, with a lack of supervision and signage causing over feeding and disturbance of animals in their natural habitat and animals endangered by cars when feeding. 	 Reduce the tourist numbers in the town Regulate the number of tour buses that can stop in the town at any given time through a permit system Create an alternative attraction for tourists to view native wildlife, either outside of Kennett River, or away from Grey River Rd (at funded river walk) Provide educational signage for the wildlife viewing areas, providing information and banning wildlife feeding. Can be accompanied by a Park Ranger, or appropriate education from tour operators. Prevent buses from entering the town, and provide bus parking along the Great Ocean Road
Government and Stakeholder Workshop	 There has been a lack of communication with tour bus companies, to control the demand in the area, and the tourist volumes are only expected to grow into the future, exacerbating problems The volume of tourists are invading the privacy of local residents and campers in the caravan park There are safety issues for pedestrians crossing the 	 Construct a public toilet specifically for day-trip tourists Manage the volume of tour buses throughout the day Provide adequate pedestrian infrastructure internally within the town, and across the Great Ocean Road Provide formalised parking facilities for both buses



Great Ocean Road

demand during peak periods

The public toilet facilities cannot cope with the

· Provide designated wildlife viewing options

Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	There is a lack of control of the wildlife viewing, with vehicles (and emergency vehicle) access inhibited by the animals Maneuvering and reversing large vehicles is a safety issue to pedestrians	
Online Survey	 Pedestrians within the town are at risk due to volume of pedestrians, cars and large vehicles. This is both in the town with parking vehicles and crossing the Great Ocean Road. Pedestrians standing in the middle of Grey River Rd, blocking traffic Caravan park visitors bringing multiple cars are parking them in the residential network The volume of large tour buses entering the town is excessive, parking informally, blocking other cars and endangering the high volume of pedestrians 	 A roster / permit system to control the tour bus volumes visiting the town. The buses should be banned from entering the town, and park externally Provide an alternative, more formalised animal viewing area which is away from the centre of town Parking in the town needs to be formalised to better organize the town and reduce conflict, separating the parking areas from the tourist activity Construct a walking path connecting the north and south of the town
	Stage 2	
Community Feedback / Workshop Session	Buses reversing should be prevented from occurring	 Create a turnaround area at the end of the service road to enable minibuses to utilize area. The parking near this area should be kept Widen the service road to accommodate more parking Create a bridge across the river to connect the north / parking area Capacity to provide parking along Grey River Road Toilets to be located next to café. Other possible locations not approved
Government and Stakeholder Workshop	 Caravan park toilet was designed for caravan park and small number of tourists Large number of cars using service road will create maintenance issues VicRoads do not want coach parking to occur along Great Ocean Road 	Provide wayfinding signage in multiple languages that is consistent with other towns

5.5.2. Tour Bus Interviews

Tour bus operators were asked specific questions in regard to the town of Kennett River, with the following providing a summary of key commentary (comments reflect views expressed during interviews):

- Tour operators did not support providing a dedicated bus parking area to the north, as it was too far away, and time
 would be wasted walking between the town and parking area. The consensus is that the car park would not be
 utilised.
- Tour operators are aware of the existing issues in the township and the safety of their passengers is their number one priority.
- There was a consistent message with tour operators that there are a number of bad operators and drivers who affect
 the reputation of all tour companies. Better infrastructure, regulation and enforcement is the likely answer to resolving
 the existing issues.
- The bus drivers are on "break" required by law, when stopped in the town.
- Providing more parking will encourage more buses to stop in the town.
- Some of the operators are moving away from stopping in the town entirely due to how busy it is.



- The provision of public toilets is poor along the whole length of the Great Ocean Road so priority is to stop in towns with these facilities.
- Better direction, through signage and education could be provided as to where bus drivers should park in each town.
- A permit system would not work given the uncertainty of arrival time due to the traffic and road works when travelling
 from Melbourne. As such, buses would have to stage prior to Kennett River to wait for their 'turn' to access the area,
 resulting in lost time.

5.6. Issues and Opportunities

5.6.1. Introduction

Key issues and opportunities have been identified and summarised in the following section, combining information gathered through background investigations, site observations and various consultation sessions. These issues and opportunities are further presented graphically in Figure 5.2 and Figure 5.3 following the written descriptions.

5.6.2. Buses and Other Long Vehicles

Given the lack of formal bus parking and irregular parking of passenger vehicles and other long vehicles, buses which enter the town often park illegally in locations which are covered by 'no stopping' signage or blocking driveway access or through traffic from entering the town. Observations indicated in the order of 10 mini bus vehicles parked within the town during peak times.

The large vehicles are predominantly operated by tour companies. There has been a lack of communication and planning that has occurred between tour companies and responsible authorities within the area.

5.6.3. Parking within Kennett River

As mentioned above, vehicles park irregularly given the lack of formal parking. The informal parking is particularly prominent in the central roundabout area at the entrance to the town. This causes conflicts between vehicles exiting and leaving as well as with pedestrians. Parking is also particularly difficult for large vehicles, which exacerbates the issues. Local residents have stated that the volume of small and large vehicles idling in the area has a detrimental impact on their quality of life and access to their property.

The areas in which large volumes of vehicles are parking have not been designed to accommodate such high volumes of vehicles.

The high demand for parking has overflowed into the residential network, by both tourists and campers that have brought multiple cars. This has impacted on accessibility for locals.

5.6.4. Parking along the Great Ocean Road

On-street parking occurs along the western side of the Great Ocean Road within the confines of the town between the V-Line Bus Stop and the Hawdon Avenue. This area is at capacity during peak times.

The off-street parking area to the north of the town is currently underutilised. This option has been considered as an option for buses to park, however this is unlikely to be accepted by tour bus operators due to the distance to walk into the town. VicRoads have also indicated disapproval for this idea.

The off-street parking area to the south of the town adjacent to the V-Line bus stop is well utilised during peak times.

5.6.5. Pedestrian Safety

Due to the volume of pedestrians in the area, safety and conflict between vehicles is a critical issue. Vehicles travelling down Grey River Road are inhibited by the large number of pedestrians and birds which have gathered to be fed by the



tourists. The tourist buses all arrive between 10am and 2pm, spilling out all their passengers to congregate around the town entrance / Hawdon Avenue / Grey River Road. This is causing heavy congestion and safety risks in the town for a short period of time. The volume of pedestrians and traffic causes erratic behaviour with risk associated with situations such as conflict between different groups, large vehicles reversing etc. This is exacerbated by a lack of clear pedestrian areas and paths.

Pedestrian connectivity along and across the Great Ocean Road is also poor, with a lack of formal pedestrian facilities.

5.6.6. Amenities

There is a lack of tourist amenities such as toilets within the township. The only public toilet that is available to tourists is within the caravan park. Tourists are requested to walk along the Great Ocean Road and access the toilet via the entrance point next to the V/Line bus stop. However, there are not pedestrian facilities to connect this entrance with the town centre. During busy times, vehicles also park along the Great Ocean Road in this section impacting on pedestrian connections. Although tourists are instructed not to use the caravan park entrance from the roundabout area, it is a much more convenient and safer option. Additionally, tourists and beachgoers have been reported to have used the bushes from time to time to go to the toilet.

5.6.7. Wildlife Viewing and Feeding

As the wildlife is an important feature of the Kennett River area, the animals' health and wellbeing is critically important. Feeding of native birds is illegal and it also disturbs the animals in their natural habitat. Given the animals are attracted to the people who feed them, they often dwell on the road which places them in the path of vehicles travelling down Grey River Road.

5.6.8. Congestion & Traffic

A large volume of vehicles passes through the town when travelling along the Great Ocean Road. The speed limit through the town is not appropriate when considering the volume of pedestrians and vehicular activity that occurs. This activity causes congestion back along the Great Ocean Road, with high speed vehicles forced to slow down suddenly upon entry.



5.6.9. Town Entrance and Roundabout Area

The design at the entrance to the town is confusing, and with large volumes of tourists and vehicles congregating in the same area, conflict occurs. Pedestrians wander throughout the town, with cars parked in hazardous locations and large buses attempt to navigate the confined area. The issues are compounded by a lack of line marking and signage that communicates priorities. A summary of the issues at the town entrance is shown in Figure 5.2.

The roundabout design in the town is an inefficient usage of space, with green space located within the central island, surrounded by cars and noise. As such, the amenity for visitors and residents who utilise the central roundabout area is significantly impacted which results in poor utilisation.

Traffic management within the central activity area of the town is ambiguous which further contributes to the conflict between both vehicles and pedestrians as priorities are not clear for vehicles as they enter the town.

Figure 5.2: Issues Identified with the Roundabout at the Entrance to Kennett River

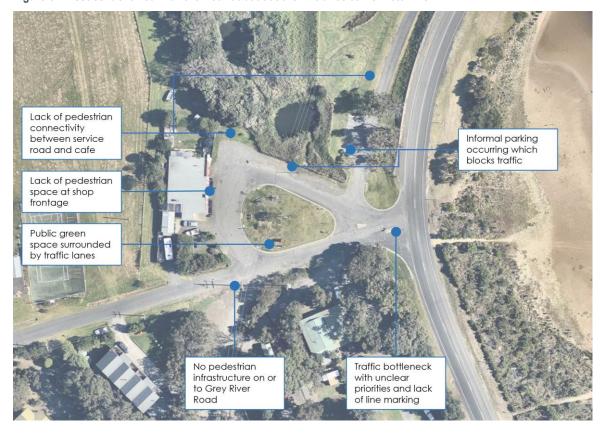
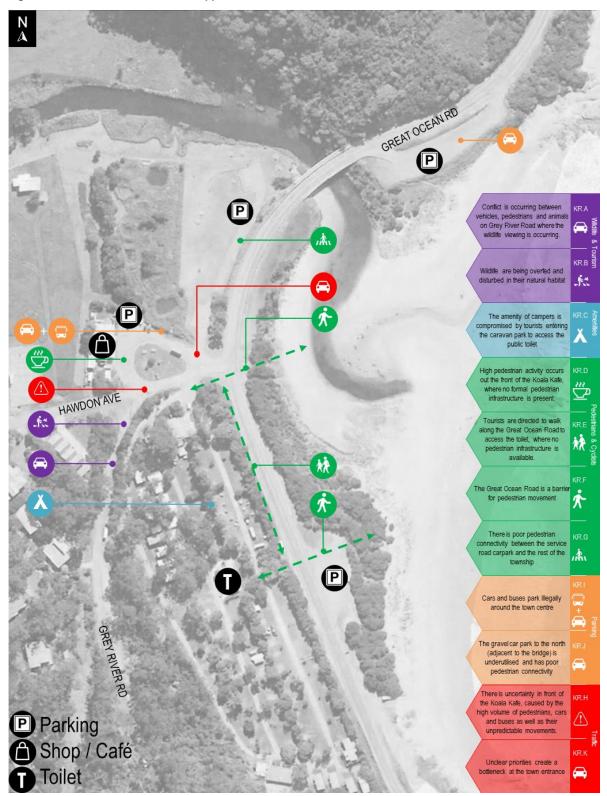
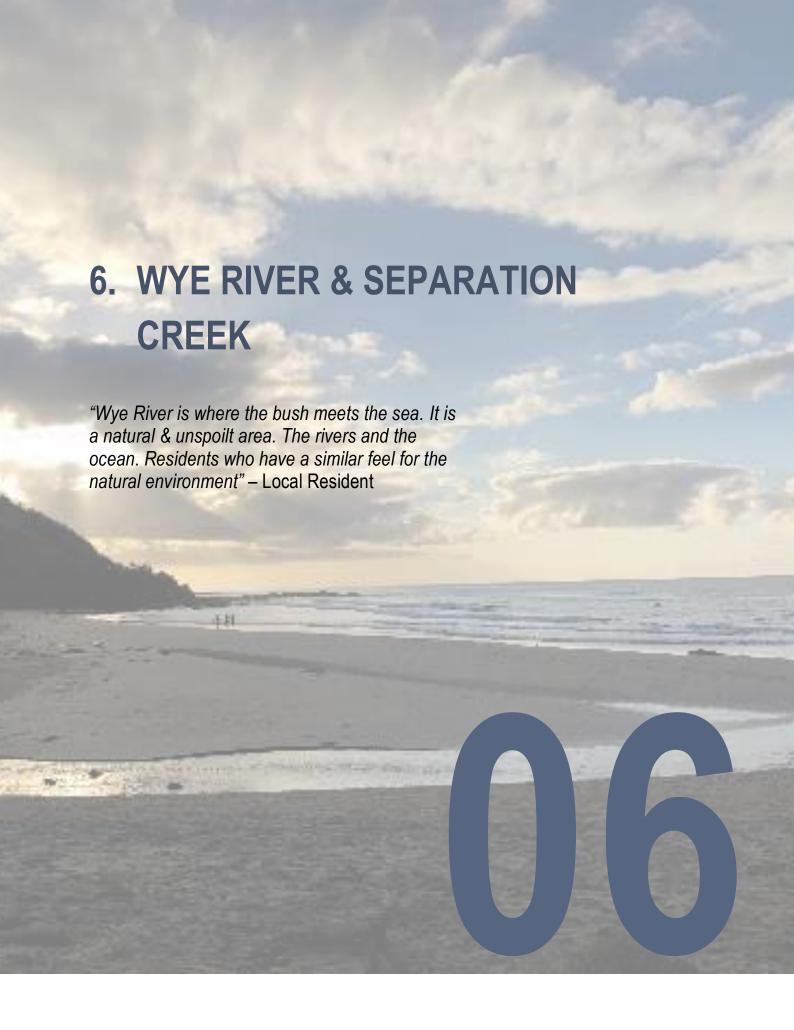




Figure 5.3: Kennett River Issues and Opportunities









6.1. Introduction

Wye River is a popular beachside town within the Colac Otway Shire, located 18 km's south-west of Lorne. The township has a popular caravan park, general store and pub. Due to its popularity, the town experiences high peaks and troughs in its population at various times of the year.

Separation Creek is located to the north of Wye River, offset from the town centre and busy areas. The town has its own beach and car parking lot and is connected to Wye River via the Great Ocean Road.

Figure 6.1: Town Locations



6.2. Town Characteristics

Wye River is situated along the Great Ocean Road. The General Store, park/playground, pub and caravan park are all on the inland side of the road, with the beach and foreshore situated across the Great Ocean Road.

The store, pub and playground are all popular gathering points for families and tourists. As it is one of the more well serviced towns within the municipalities (the next biggest town being Apollo Bay 30 km's away), Wye River attracts mostly long stay tourists in the local caravan parks and accommodation. The beach is also well serviced, containing many picnic tables, public toilets and a surf lifesaving club.

The caravan park in Wye River is one of the most popular camp sites within the study area, with over 130 grassed sites alongside cabins and other luxury accommodation.

Separation Creek does not have the facilities of Wye River, as it is primarily residential in nature.

6.3. Movements and Access

The main access point to Wye River is a busy hub of activity, with large pedestrian volumes travelling between the two caravan parks, beach and other amenities. A pedestrian refuge is located on the Great Ocean Road near the general store,



assisting pedestrians in accessing the beach. Throughout the remainder of the town there is a lack of pedestrian infrastructure, with a large majority of pedestrians observed walking along the middle of the roads due to this.

Beachside parking is available along the Great Ocean Road and is well utilised. The combination of pedestrian movements, vehicles looking for a park and through movements causes Wye River to be a low speed environment.

The caravan park in Wye River is one of the larger and most popular within the study area. The campsites are accessed near the entrance to the town on Wongarra Drive via a boom gate. This boom gate causes queues of traffic to form in the busy site access point during peak period change over days. Each campsite also only has capacity for one private vehicle. As large groups with multiple cars often visit the area, this can cause an overspill of parking into the residential streets.

Although Separation Creek is quite close to Wye River, access between the towns is limited. Aside from the Great Ocean Road, travel between the town can be completed via Paddy's Path, an inland walking track with a 20-minute travel time. The beach is accessible via a number of tracks, with one car park servicing the town.

6.4. Strategic Context

A number of the strategic documents reviewed were relevant to Wye River and Separation Creek. These documents identified the desire for the towns to be isolated, minor towns, that are separate from their neighbours. The focus of the town shall be primarily for permanent and part-time residents.

The documents reviewed make reference to a number of projects that will improve movement and access throughout Wye River and Separation Creek. Some of these projects are listed below:

- Provide walking tracks both within Wye River and connecting to the north
- Continue to provide adequate basic infrastructure, such as public toilets and bins.
- Provide adequate pedestrian / zebra crossings
- Implement a seasonal 40km/h zone through the town
- Formalise car parking

6.5. Consultation

The community and stakeholder engagement process (as outlined in Section 2.5), identified a number of issues in relation to tourism traffic and parking related issues and potential solutions. The following outlines the areas of key concerns which were raised throughout the engagement activities for Wye River and Separation Creek.

Stage 1 feedback relates to the information gathered during the issues and opportunities phase of the project.

Using the collected information from the site observations and insights and knowledge provided by the community in Stage 1, a concept plan was then developed. This plan was presented back to the community at further drop-in sessions and a government and stakeholder workshop. The Stage 2 feedback identified below relates to the additional feedback and further issues raised which are in addition to those raised in the Stage 1 engagement.



Table 6.1: Wye River Community and Stakeholder Consultation Summary

Engagement Activity	Area of Concern	Opportunities and Potential Solutions
,	Stage 1	
Community Drop-in Session	 High traffic and pedestrian volumes are centred around the Great Ocean Road. This causes heavy congestion and delay for both through and local traffic and unsafe conditions for pedestrians Parking is an issue in the town, with overflow from the Caravan Park occurring onto the residential streets. Parking around the Activity Centre is at capacity 	 Provide an off-street car park for the Caravan Park which provides additional supply, whilst restricting parking in the surrounding residential network for residents and ensuring CFA access Formalise the existing parking lots and add stronger time restrictions for the best placed car parking. Ensuring the enforcement of this car parking to increase compliance Provide more facilities in the town for cyclists, such as bicycle parking and connections to Separation Creek and other nearby towns Provide opportunities for buses to stop in the town, b providing bus parking areas, and utilizing the V/Line bus stop outside of the existing schedule Road users should be educated on Australian road rules
Government and Stakeholder Workshop	 The town has a lack of shopping / retail amenities. This means day-trip tourists are not stopping in Wye River There is a lack of wayfinding in the town to different activities There is a lack of parking in the town, and a lack of enforcement of the time restrictions The town only has one access point, causing a bottleneck effect The V/Line buses have poor service frequencies Excessive speeds on the approach and through the town on the Great Ocean Road 	 Provide infrastructure along the Great Ocean Road to slow down traffic and assist pedestrians in crossing, such as town entry treatments and pedestrian refuge Provide more pedestrian infrastructure to connect gaps in the footpath network within the town and caravan park, and to surrounding towns Implement permit scheme in the residential street network for residents and visitors to prevent caravan park occupants from parking. This can ensure emergency vehicle access, and must be met with an increased parking enforcement presence Provide additional off-street parking options adjacent to the General Store and by removing site sheds from the gravel carpark to the north of the river Improve traffic management at boom gate entrance to caravan park Provide a new toilet block located more centrally in the town (e.g. near the Great Ocean Road car parking area or General Store
Online Survey	 There is not enough parking in the town, and parking from the caravan park is spilling into the surrounding on-street network Lack of pedestrian infrastructure means pedestrians must walk on the road Excessive speeds on the approach and through the town The volume of traffic along the Great Ocean Road inhibits pedestrian movements There are not enough toilets in the township 	 Provide bicycle lanes along the Great Ocean Road Accommodate all car parking attributed to the caravan park on-site and prevent campers parking in the residential network Provide formalised facilities where they are currently informal, e.g. marked parking bays and pedestrian crossing points Adjust angle of car parking in streets to accommodate more car parking Provide bus parking area outside of main township, within walking distance Provide wayfinding signage to amenities and car parking Improve the quality of the public toilets



Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	Stage 2	
Community Drop-in Feedback Session	 There is a lack of footpaths in the residential street network. The property boundaries extend to the roadway, meaning pedestrians must walk on the road Crossing the Great Ocean Road near the Boulevard is unsafe, with no pedestrian facilities The public toilets in the town are over capacity 	

There were no concerns raised throughout the community or stakeholder engagement process with regards to Separation Creek, however it was noted that there is a very small permanent population and the two towns function in effect as a singular.

6.6. Wye River – Issues and Opportunities

6.6.1. Introduction

Key issues and opportunities have been identified and summarised in the following section for Wye River, combining information gathered through background investigations, site observations and various consultation sessions. These issues and opportunities are further presented graphically in Figure 6.2 following the written descriptions.

6.6.2. Pedestrians

The main section of the Great Ocean Road running through Wye River carries a high volume of daily traffic for most of the year (in the order of 2,000 vehicles per day⁷, which conflicts with the high volume of pedestrians travelling back and forth between the beach and the town (observed to be in the order of 500 pedestrian movements per hour).

This causes conflict and safety issues due to the lack of formal pedestrian infrastructure. The lack of pedestrian infrastructure extends beyond the town centre as well, into the residential areas, where pedestrians must walk on the road.

6.6.3. Traffic

The town is currently a bottle neck of congestion, due to the slowing down of traffic caused by manoeuvring cars and pedestrians crossing the Great Ocean Road. Due to this, the vehicle speeds on the approaches to the town are considered to be high, due to the large change in speed that occurs when entering the township.

Traffic is also bottlenecking at the town entrance, with particular issues caused by vehicles queuing in order to enter the caravan park. This is impacting vehicles travelling towards the General Store and Pub.

GTA Consultants observations indicated in the order of 100 – 150 vehicle movements per hour into and out of the town.

6.6.4. Parking

Wye River experiences a high demand for car parking during the peak periods, which can result in overflow into the residential streets. The demand for parking is also increased due to the capacity of the caravan park. Each camp site has space for just one vehicle, with a second space able to be purchased. If a group of travellers arrive in multiple vehicles, they generally park them on the residential streets. This overspill of parking inhibits local vehicle access, as well as access for emergency services.

Based on VicRoads 2016 traffic volume data



As there is a lack of enforcement within the town, the time restricted parking spaces in the most proximate locations are understood to be often overstayed.

6.6.5. Wayfinding

There is a lack of wayfinding signage in the town, that directs tourists to the local amenities and tourist attractions. Providing wayfinding that is clear and appropriately located will help tourists in finding attractions in the surrounding area, and finding the local facilities, such as public toilets.

6.6.6. Establishment of Wye River Activity Centre

As there is a small amount of shops and amenities located in Wye River, few day trip tourists are stopping in the township and contributing to the local economy. It is unlikely that significant development will occur in Wye River, due its proximity to the larger township of Lorne, and Apollo Bay to the south (which is the targeted development township within Colac-Otway Shire).

6.6.7. Public Transport

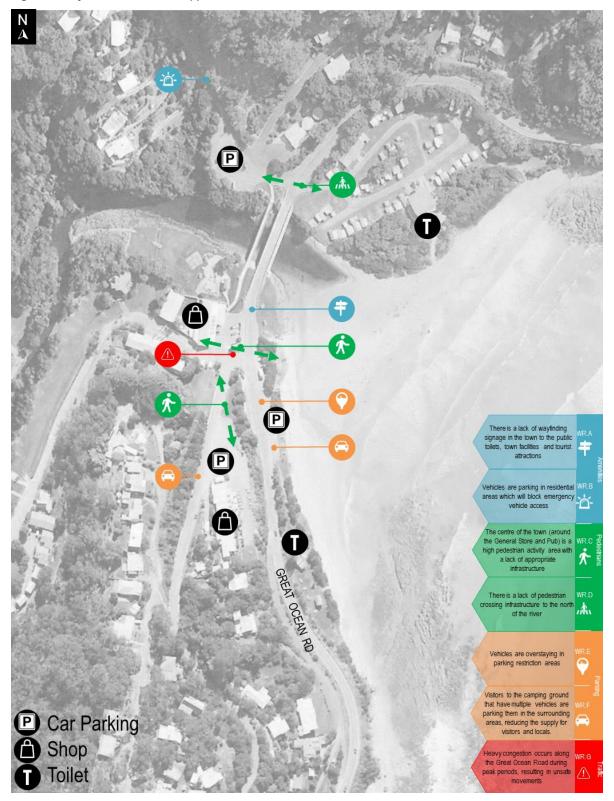
Public bus services in the town have poor frequencies and are not well utilised as a service. Collaboration with PTV is required in order to address the issues associated with bus timetabling.

6.6.8. Toilets

The public toilets were identified as being lacking within the town. However, as the town has multiple toilet blocks that are well serviced when compared to other towns, it is likely that toilet facilities in these towns will be prioritised over Wye River. More appropriate wayfinding signage to the toilets is required in order to direct tourists on finding where the public toilets are located.



Figure 6.2: Wye River Issues and Opportunities





6.7. Separation Creek – Issues and Opportunities

6.7.1. Introduction

Key issues and opportunities have been identified and summarised in the following for Separation Creek, combining information gathered through background investigations, site observations and various consultation sessions.

6.7.2. Vehicle Speed

The majority of traffic passing through Separation Creek is approaching from the north. From this approach, they are travelling at high speed. This, coupled with the higher speed limit through the town, is an uninviting experience for other road users and causes danger for pedestrians attempting to cross the road.

6.7.3. Amenities

The town of Separation Creek has a lack of publicly available amenities and is heavily reliant on its neighbour of Wye River. Whilst the town has no publicly available toilets, the volume of tourists that stop in Separation Creek does not necessarily justify the provision of a public toilet.







7.1. Introduction

Forrest is an inland town, located approximately halfway between the Great Ocean Road and the town of Colac. It is currently a popular tourist destination for its hiking, mountain bike tracks and the popular Soup Fest held every year in June. Unlike other small towns, Forrest does not have a rigidly defined town centre. Many of the shops and facilities in the town are spread along the length of Grant Street, which runs through the centre of the township. The town currently has an underdeveloped pedestrian network, with footpath facilities provided along Grant Street, and very few others in the surrounding street network. The lack of pedestrian connectivity in the town and distribution of facilities makes multi-purpose trips difficult.

Figure 7.1: Town Location



7.2. Town Characteristics

Forrest is a popular tourist attraction for tourists seeking active trails, with its many walking and cycling tracks. The Forrest Southern trail head is a popular location with mountain bike tracks. The head of the facility is located adjacent to Rivendel I Lane which provides a formalised carpark to allow a park and cycle facility, with basic end of trip facilities for riders. Other walking tracks and hiking trails are accessible through the township, such as bush walks to Lake Elizabeth, Stevensons Falls, Horse Riding and more. The town also offers other avenues of interaction with the outdoors, through public seating at picnic areas located throughout the town.

Due to the high volume of families on bikes, the lack of pedestrian facilities and the volume of through traffic along Grant Street; Forrest presents a hazard to many vulnerable road users. In addition, parking demand, was high within concentrated areas of the town, causing an unsafe environment within the streetscape.

7.3. Movement and Access

The township of Forrest is primarily built around Grant Street, running through the centre of the town. There are a number of minor streets in the surrounding network which provide access to facilities such as off-street car parking and public toilets.



Grant Street routinely experiences a high volume of through traffic, with vehicles travelling between Colac and the Great Ocean Road. The road also has a high volume of cyclists during the peak periods, due to various mountain bike trails around the town.

The surrounding street network does not experience high traffic volumes.

7.4. Strategic Context

The Forrest Structure Plan, and Birregurra and Forrest Township Community Infrastructure Plans list a number of recommended infrastructure projects in the area, such as the provision of bicycle parking, improved footpaths and traffic calming measures throughout the town. It is noted that many recommendations from these plans have already been implemented, including but not limited to upgrade and construction of footpaths and other streetscape works improvements.

7.5. Consultation

The community and stakeholder engagement process (as outlined in Section 2.5), identified a number of issues in relation to tourism traffic and parking related issues and potential solutions. The following outlines the areas of key concerns which were raised throughout the engagement activities for Forrest.

Stage 1 feedback relates to the information gathered during the issues and opportunities phase of the project.

Using the collected information from the site observations and insights and knowledge provided by the community in Stage 1, a concept plan was then developed. This plan was presented back to the community at further drop-in sessions and a government and stakeholder workshop. The Stage 2 feedback identified below relates to the additional feedback and further issues raised which are in addition to those raised in the Stage 1 engagement.

Table 7.1: Forrest Community and Stakeholder Consultation Summary

	<u> </u>	<u> </u>
Engagemen Activity	t Area of Concern	Opportunities and Potential Solutions
	Stage 1	
Community Drop-in Session	 Inappropriate speed limits and regulatory signage Excessive speeds on the approach and through the town on Grant Street Excessive and poorly located wayfinding, especially to the public toilet Traffic has tripled in the past 5 years, as Forrest-Skenes Creek becomes a more attractive route than the Great Ocean Road Conflict between pedestrians and cyclists on off-road paths Unsafe crossings for the mountain bike trails Unsafe driving manoeuvres, including overtaking on double lines Unsafe intersections of Grant Street with Turner Dr and Colac-Forrest Rd Grant Street is straight and wide, encouraging speeding 	 Create additional car parking in front of caravan park including opportunities for other car parks Improve / consolidate wayfinding signage for vehicles and pedestrians directing to town facilities Opportunity in front of brewery for town square Provide traffic calming on Grant Street to slow down cars Provide segregated bicycle paths along Grant Street
Governmen and Stakeholde Workshop	 Lack of public amenities for cyclists Lack of car parking for vehicles transporting mountain 	 Provide a segregated off-road bicycle path Provide additional car parking Pedestrian crossings on Grant Street New toilet facility for cyclists



Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	Vehicular traffic will continue to grow towards the Great Ocean Road in the future	
Online Survey	 Town has septic sewerage which has a bad odour and cannot cope on busy days Disregard for road rules and signage More traffic using Forrest to get to Great Ocean Road 	 Public toilet on main road Pedestrian crossings on Grant Street and generally improved pedestrian infrastructure throughout the town Allocated bus parking
	Stage 2	
Community Drop-in Feedback Session	 Excessive speeding through town (confirmed with town's Police officer) Mass Action Curve Program (VicRoads) between Skenes Creek and Forrest 	 Improve traffic management to allow bus movements into service road Bus and other vehicles pull out areas at beginning of town School zone flashing 40k's speed signs Centre for Innovation and Adaption to Climate Change at DELWP site.
Government and Stakeholder Feedback Session		 Utilise toilets at public hall as public toilets Widening of Tiger Trail to allow pedestrian and cyclist shared path Construct and seal service road to assist with delineation of parking Provision of street lighting Rumble strips and other traffic calming treatments on Grant Street Underpass at Boundary Road for bicycles

7.6. Issues and Opportunities

7.6.1. Introduction

Key issues and opportunities have been identified and summarised in the following, combining information gathered through background investigations, site observations and various consultation sessions. These issues and opportunities are further presented graphically in Figure 7.2 following the written descriptions.

7.6.2. Pedestrian Safety and Linkages to Amenities

A lack of pedestrian connectivity and infrastructure has been identified throughout the Forrest township. Grant Street currently acts as a barrier for pedestrian movements, with a lack of pedestrian crossing facilities, such as zebra crossings or traffic lights. Cars are travelling at high speed through the town, causing uncertainty for pedestrians crossing the road. These issues were identified through the various community consultation sessions that were run, and also through site inspections.

Issues in regard to pedestrian safety crossing Grant Street are highlighted during busy periods, in which higher volumes of cars and pedestrians are present. This is particularly present in the centre of town, near the General Store. During site inspections undertaken on the Australia Day long weekend, 2018, 12 pedestrians were recorded crossing within a half hour period in front of the General Store. Conflict also occurs near the Forrest Primary School, where no supervised school crossings are present for young children.

The town of Forrest is decentralised, with the General Store in the centre, Primary School to the north, Platypi Chocolate to the south and the caravan park to the west. Due to the lack of pedestrian facilities, as well as appropriate wayfinding signage, there is currently confusion as to the location of amenities such as toilets.



7.6.3. Parking

Parking is constrained within Forrest in certain popular locations. Site inspections highlighted that parking in front of the General Store and Forrest Brewing Company is well utilised (approx. 75% full), with cars parking up the gravel service road alongside Grant Street. Parking out the front of the mountain bikes has been identified as over capacity during peak periods.

Off-street parking exists in locations on the exterior of the town, near the Caravan Park and Hotel. These parking lots were largely underutilised in the middle of the day, due to a lack of informational signage directing motorists.

7.6.4. Active Travel

Forrest is an attractor for cycling tourists, with a large amount of cycling trails surrounding the area. Within the town itself, however, the facilities to cater for cyclists is lacking, with no cycling facilities available. This is particularly highlighted where locals and tourists have reported conflict between cyclists and cars to the south of the town. Due to safety concerns, cyclists are choosing to cycle off-road, on the footpath, causing conflict for pedestrians.

During event tourist weekends high volumes of cyclists can be seen, travelling between the mountain bike trails to the south, the bush trails to the north, and within the township / General Store.

The township of Forrest is also surrounded by a number of off-road cycle trails, many of which cross Grant Street at informal locations, with poor visibility. These locations are currently unsafe.

Many of the cyclists travel in to and out of the town throughout their visit at Forrest, and there is currently a lack of bicycle parking available to facilitate the demand during these periods.

7 6 5 Toilets

The provision of adequate public toilets has been identified as an issue within the township of Forrest. Due to the lack of an appropriate sewerage system within the town, the toilets within the local shops are inadequate to accommodate for the large tourist volumes.

A public toilet is available in the eastern part of the town, within the caravan park. However, many tourists are not aware of this area, and it is currently underutilised.

7.6.6. Traffic

The speed of vehicles travelling through the town was raised by multiple members of the community, with current speed limits being too high in addition to motorists speeding through the town.

The speeds that vehicles are travelling at are currently a hazard to pedestrians, local traffic and cyclists in the area, and this is likely to grow as an issue, with higher tourist volumes expected into the future. These vehicle speeds make it difficult for vehicles to merge onto Grant Street within the township, particularly at the intersections of Colac-Forrest Road and Turner Drive.

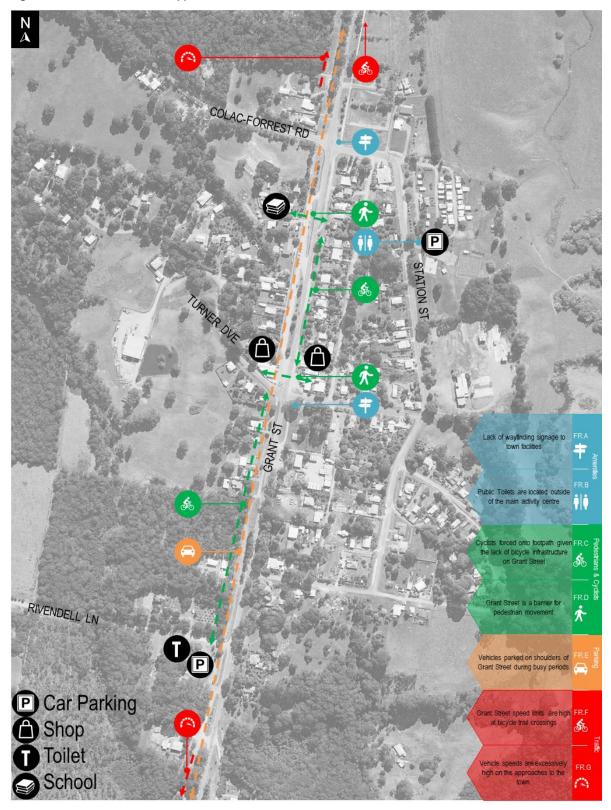
The lack of appropriate infrastructure for other road users is also having an influence on traffic flow and driver frustration. Due to the lack of safe cycling facilities, cyclists are riding along Grant Street, causing cars to be unable to pass due to the double lines. Forrest offers the first opportunity to overtake since Skenes Creek. As such, there are dangerous manoeuvres occurring

7.6.7. Wayfinding Signage

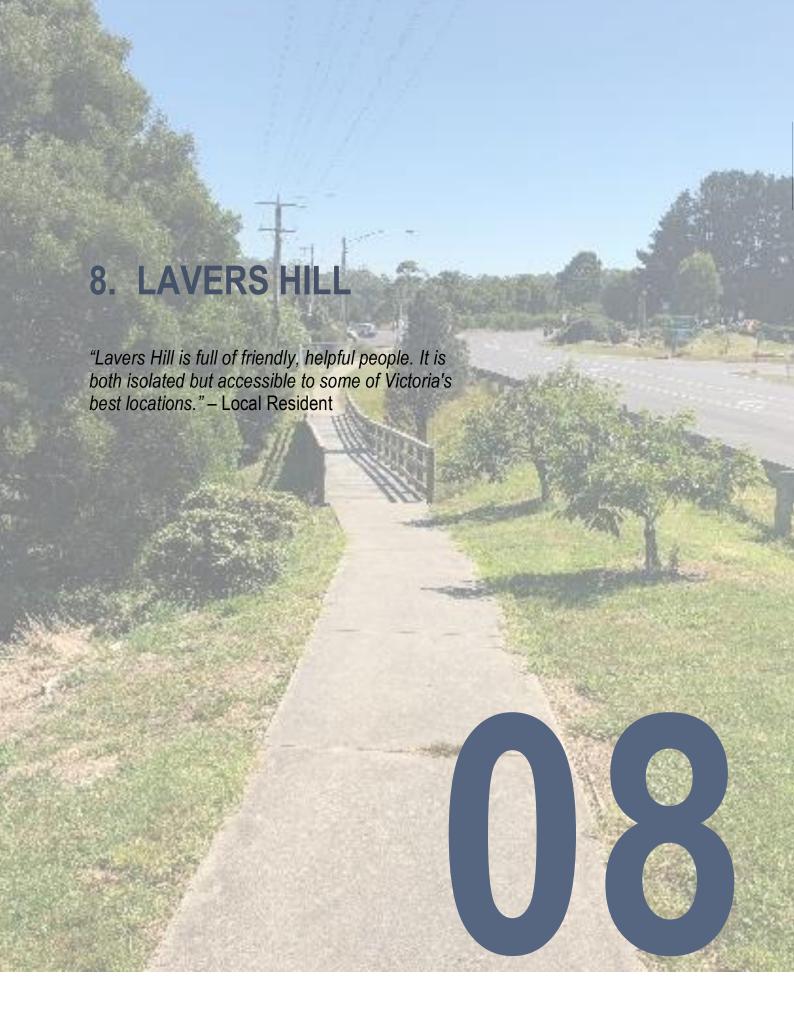
There is a lack of wayfinding signage in the town that appropriately identifies the various public amenities that are available. Wayfinding was identified as an issue to public toilets, off-street parking, local attractions and neighbouring towns.



Figure 7.2: Forrest Issues and Opportunities









8.1. Introduction

Lavers Hill is a small regional town, built along the inland stretch of the Great Ocean Road. The town is home to a number of shops that are used as a stopover for tourist trips along the Great Ocean Road.

Figure 8.1: Town Location



8.2. Town Characteristics

Lavers Hill comprises of a small number of residences and businesses built along the Great Ocean Road. Most businesses within the town have off-street car parking provided within their premises, and therefore demand for on-street car parking is limited within the township.

Due to the popularity of the Great Ocean Road for tourists from all over the world, high volumes of drivers are passing through the town. These drivers can be inexperienced with Australia's road rules (and driving on the left side of the road), fatigued from driving for an extended period of time, unfamiliar with the area and distracted with the tourist destinations. These drivers mixed in with local traffic, minibuses and large tourist buses all flow through the township.

Lavers Hill K-12 College is a school located in the western portion of the town, servicing school age kids within the broader region. The school is accessed via a service road, and a temporary 40km/h school zone is present within close proximity to the school.

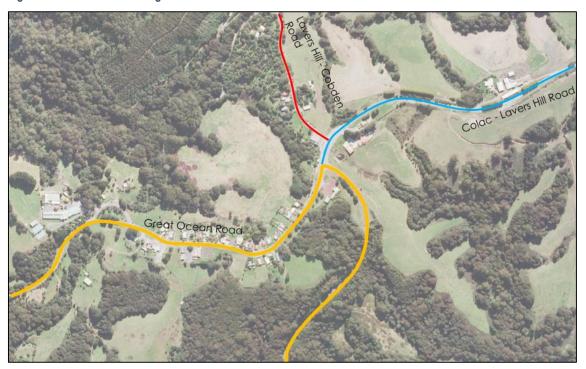
8.3. Movement and Access

Lavers Hill is predominantly built along the following arterial roads: Great Ocean Road, Colac-Lavers Hill Road and Lavers-Hill Cobden Road. A defining feature of the town is the intersection of the Great Ocean Road, in which four accidents have occurred in the last 5 years (two of which were serious accidents involving Motorcycles).

All residences and businesses in the town are accessed via the arterial roads, with many businesses providing off-street parking within their site boundary.



Figure 8.2: Main Roads through Lavers Hill



8.4. Strategic Context

Lavers Hill is a small, rural town in the context of the broader region. Due to its small population and distant location from other more major centres in the area, there is a lack of strategic planning. Lavers Hill does have a structure plan; however this document is 12 years old upon writing this strategy. It is understood that a new strategy is being written during the preparation of this strategy.

8.5. Consultation

The community and stakeholder engagement process (as outlined in Section 2.5), identified a number of issues in relation to tourism traffic and parking related issues and potential solutions. The following outlines the areas of key concerns which were raised throughout the engagement activities for Lavers Hill.

Stage 1 feedback relates to the information gathered during the issues and opportunities phase of the project.

Using the collected information from the site observations and insights and knowledge provided by the community in Stage 1, a concept plan was then developed. This plan was presented back to the community at further drop-in sessions and a government and stakeholder workshop. The Stage 2 feedback identified below relates to the additional feedback and further issues raised which are in addition to those raised in the Stage 1 engagement.



Table 8.1: Lavers Hill Community and Stakeholder Consultation Summary

Engagement Activity	Area of Concern	Opportunities and Potential Solutions
	Stage 1	
Government and Stakeholder Workshop	 Lack of off-street parking facilities during busy periods & informal on-street parking occurring No pedestrian infrastructure on the south side of the Great Ocean Road Lack of long vehicle parking opportunities within township Intersection of Great Ocean Road / Colac – Lavers Hill Road is dangerous Poor wayfinding signage to public amenities such as public toilets Excessive speeds on the approach and through the town 	 Road users should be educated on Australian road rules Provide wayfinding signage in multiple languages Provide parking opportunities for coaches and other long vehicles Upgrade and provide additional toilets Provide pedestrian infrastructure (crossing points and footpaths) along the Great Ocean Road Lower the speed limits through the town Formalise the current off-street parking in the town that is not already formalised Upgrade the intersection of the Great Ocean Road / Colac Lavers-Hill Road intersection to improve its safety
Online Survey	 Lack of off-street parking facilities during busy periods Vehicles parking illegally on the side of the road Cars driving dangerously (e.g. erratic, slow, on wrong side of road) Excessive speeds on the approach and through the town Lack of pedestrian / cycling facilities on south side of Great Ocean Road and crossing Lack of walking paths connecting other places and attractions in the surrounding area Too much / poor signage (wayfinding & advertising) 	 Provide walking and cycling paths to other towns / attractions in the surrounding area Lower the speed limits in the town Provide passing lanes and opportunities along the Great Ocean Road Upgrade the Great Ocean Road in the township with kerb and channelling Provide dedicated large vehicle parking areas
	Stage 2	
Community Drop-in Feedback Session	 Approaching the Great Ocean Road / Colac-Lavers Hill Road intersection is dangerous Vehicles are parking on shoulders off road where there are potholes 	 Provide improved wayfinding signage to public toilets in the town Increase usage of V/line stop Rumble strips on approach to intersection to prevent international drivers from creeping onto wrong side of road
Government and Stakeholder Feedback Session		 Reduce speed on Lavers Hill-Cobden Road to 50km/h Investigate safety upgrades for western intersection of school side road Provide a long vehicle turn around area



8.6. Issues and Opportunities

8.6.1. Introduction

Key issues and opportunities have been identified and summarised in the following, combining information gathered through background investigations, site observations and various consultation sessions. These issues and opportunities are further presented graphically in Figure 8.6 following the written descriptions.

8.6.2. Intersection of Great Ocean Road / Colac-Lavers Hill Road

One of the major issues that has been highlighted within the township of Lavers Hill is the operation of the Great Ocean Road / Colac-Lavers Hill Road intersection. This intersection is shown in Figure 8.3.

Figure 8.3: Intersection of Great Ocean Road Colac-Lavers Hill Road



The Great Ocean Road approaches from the south-east and continues onto the west. It is understood that as the majority of traffic travelling along the road is flowing from Apollo Bay through to the 12 Apostles, this is the dominant movement that occurs at the intersection.

The intersection has been highlighted as being dangerous due to the following reasons:

- The dominant movement at the intersection does not have right of way
- Cars are known to drive onto the right side of the road after turning left

The intersection has four recorded crashes recorded in VicRoads Crash Stats in the last five years, however it is also likely that there are more crashes which have not been recorded due to its rural location. Additionally, VicRoads have identified the intersection as requiring safety improvements.



Vehicle speeds have been identified as too high upon the approaches to this intersection, as well as along Lavers-Hill Cobden Road throughout the township. The speed limit through Lavers Hill is currently 60 km/h, with a temporary reduction during school hours adjacent to Lavers Hill College. This speed has been identified as too high through the centre of town, and on the approaches.

8.6.3. Driver awareness

The Great Ocean Road is one of the most popular tourist destinations in Australia, with large volumes of vehicles travelling along its length every day. Due to the length of the road, driver inattention is a significant issue. Within Lavers Hill, the following safety concerns are present:

- Inexperienced international drivers
- Fatigued drivers
- Speeding both during and outside of school hours
- Vehicles entering the wrong side of the road at the Great Ocean Road / Colac-Lavers Hill Road intersection
- Large tour buses.

8.6.4. Traffic Management

During the site inspections, illegal manoeuvres within the car park at the front of 5225 Colac-Lavers Hill Rd (Yatzies) were observed. There is an opportunity to review the traffic management at this location to improve the operation, ensuring that the carpark operates safely.

The car park is shown in Figure 8.4

Figure 8.4: Car park at 5225 Colac-Lavers Hill Road, Lavers Hill



Safety issues were also identified at the entrance / exit of 1-15 Great Ocean Road (Blackwood Gully). The exit of the car park is within close proximity to the identified intersection of the Great Ocean Road / Colac-Lavers Hill Road, and the danger / conflict associated with the intersection impacts on vehicles as they leave the car park.

Lavers Hill College is located on the western side of the town and is accessed via College Drive. The intersections that exist on College Drive are heavily used by parents as well as truck drivers that are using the road as a rest stop along their



drive. The deflection on the entry into College Drive is low and as such, vehicle speeds are high, creating a hazard to pedestrians and other motorists.

8.6.5. Other Parking within the township

Parking within the township was observed to be at capacity during its peak times. This is causing issues when vehicles are overflowing off-street car parks and parking on-street, along the Great Ocean Road.

The provision of additional off-street car parking was not deemed to be appropriate, as this peak period does not occur often enough.

8.6.6. Pedestrian & Cycling Infrastructure

There is a lack of pedestrian & cycling infrastructure in Lavers Hill, with limited footpath infrastructure along any of the roads, and no formalised crossing infrastructure present. With the high vehicle speeds through the township, this places vulnerable road users in danger around the township.

8.6.7. Wayfinding Signage to Public Amenities

Wayfinding signage to public amenities within the town is inadequate, with many tourists unable to find the toilet facilities. The signage within the town is poor and has not been updated for quite some time.

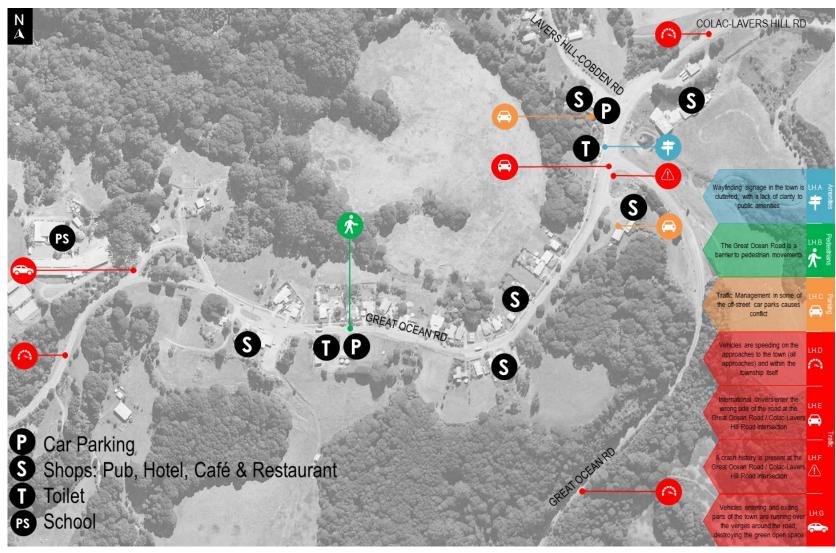
The wayfinding signage that is currently present at the intersection of the Great Ocean Road and Colac-Lavers Hill Road is confusing to drivers.

Figure 8.5: Volume of Wayfinding Signage at the Intersection of the Great Ocean Road / Colac-Lavers Hill Road





Figure 8.6: Lavers Hill Issues and Opportunities









9.1. Common Themes

In the process of undertaking this study, there were a number of common themes and issues which were raised across several of the towns and were generally of a higher-level nature and potentially require a level of strategic planning. It is therefore critical to view some the issues at a holistic level and craft our solutions with consideration of the impacts these could have on other areas, both locally and within the greater Great Ocean Road and Great Otway National Park regions.

A summary of the common themes and issues are listed below:

COS.A - Lack of alternate transport modes

Lack of alternate modes of transport and supporting infrastructure (i.e. infrequent bus services, bicycle and pedestrian infrastructure) resulting in high car dependency and usage. Additionally, there was an appetite for cycling and walking both within and between towns which was demonstrated through the community engagement process.

COS.B - The Great Ocean Road is a barrier to pedestrian movement

Pedestrians do not feel safe crossing the Great Ocean Road in many locations due to the high volume and speed of vehicles, including the presence of larger vehicles such as coaches.

COS.C - Public facilities are inadequate during busy periods

Many of the towns are suffering from a lack of or poorly maintained amenities, including toilets and there is a clear desire to create new opportunities for public toilets in most of the towns.

COS.D - International tourists driving on the wrong side of the road

International self-drive tourists make up a large number who visit the Great Ocean Road. Some of these tourists' experience different conditions to what they might be used to back home.

COS.E - In most towns, the issues relating to tourism generally have the largest impact during the middle part of the day

The majority of bus tourists travelling along the Great Ocean Road are on their way to the Twelve Apostles. Leaving Melbourne early in the morning, the buses arrive at Apollo Bay and Kennett River around the lunch break. Arriving at this time cannot be avoided as there are strict regulations around the allowable driving durations for the tour operators. This results in shorter stop over periods at destinations in between, to ensure visitors get the most time at the Twelve Apostles.

COS.F - Vehicles associated with caravan park occupants

Many caravan parks enforce a one vehicle policy and with many families staying during the summer months, vehicles will be parked outside of the caravan park and therefore reducing the capacity for day tourists to find car parking in the towns.

COS.G - Parking on the road shoulders of the Great Ocean Road

Further to the above, overflow parking occurs along the shoulders of the Great Ocean Road, close to moving traffic. Additionally, pedestrians walking to and from their vehicles do not have adequate pedestrian facilities to get from their vehicle to the destination and vice versa.



9.2. Summary of Issues and Opportunities

A summary of the Issues & Opportunities by town that have been identified in this report are outlined below.

Table 9.1: Apollo Bay Issues & Opportunities Summary

Item	Issues and Opportunities
AB.A	The public toilet facilities are over capacity on busy days.
AB.B	The off-street car park between Moore Street & McLaren Parade (accessed via Pascoe Street) is underutilised, with a lack of wayfinding signage.
AB.C	The laneway access between Collingwood Street and the underutilised off-street car park lacks visibility.
AB.D	No safe pedestrian crossing point is provided to the north, adjacent to the Information Centre.
AB.E	The main shopping strip along Collingwood street is a busy pedestrian area, with obstructions on the footpath.
AB.F	Pedestrians are walking on the road on Hardy Street and Moore Street.
AB.G	There is a lack of pedestrian crossing infrastructure on Pascoe Street.
AB.H	There is a lack of bicycle facilities in the town.
AB.I	Antisocial behaviour associated with bus patrons is occurring on Moore Street near the Bowls Club.
AB.J	Bus parking is occurring on residential streets and inhibiting the movement of local traffic and pedestrians.
AB.K	There is a high parking demand along Collingwood Street, and vehicles are double parking throughout the town.
AB.L	The signed speed limit along Collingwood Street is inappropriate for a busy activity centre with high pedestrian movements.
AB.M	Congestion is occurring, created by high vehicle volumes, vehicles looking for car parks and high volumes of pedestrians crossing.

Table 9.2: Marengo Issues & Opportunities Summary

Item	Issues and Opportunities
M.A	There is a lack of public amenities within the township.
M.B	Vehicle speeds are excessively through the town.

Table 9.3: Skenes Creek Issues & Opportunities Summary

Item	Issues and Opportunities
SK.A	The footpath on the bridge is narrow with no protection to passing traffic.
SK.B	The Great Ocean Road is a barrier to pedestrian movements.
SK.C	There is minimal deflection for vehicles entering the western car park, resulting in high speeds.
SK.D	Vehicles are parking on the shoulder of the Great Ocean Road close to moving traffic throughout the extent of the town.
SK.E	Some drivers are entering the Great Ocean Road on the wrong side of the road at the Great Ocean Road / Skenes Creek Road intersection.
SK.F	Vehicles are exceeding the speed limit on the approaches to the town (all approaches) and within the township.



SUMMARY OF ISSUES & OPPORTUNITIES

Table 9.4: Kennett River Issues & Opportunities Summary

Table 5.1. Tellinet 11.5. Tellinet a eppertament of animally	
Item	Issues and Opportunities
KR.A	Conflict is occurring between vehicles, pedestrians and animals on Grey River Road where the wildlife viewing is occurring.
KR.B	Native wildlife is being overfed and disturbed in their natural habitat.
KR.C	The amenity of campers in the local campground is compromised by day-trip tourists entering the caravan park to use the public toilet.
KR.D	High pedestrian activity occurs out the front of the Koala Kafe, where no formal pedestrian infrastructure is present.
KR.E	Tourists are directed to walk along the Great Ocean Road to access the toilet, where no pedestrian infrastructure is available.
KR.F	The Great Ocean Road is a barrier to pedestrian movements.
KR.G	There is poor pedestrian connectivity between the service road carpark and the rest of the township.
KR.H	There is uncertainty in front of the Koala Kafe, caused by the high volume of pedestrians, cars and buses as well as their unpredictable movements.
KR.I	Cars and buses park illegally around the town centre.
KR.J	The gravel car park to the north (adjacent to the bridge) is underutilised and has poor pedestrian connectivity.
KR.K	Unclear priorities create a bottleneck at the town entrance.

Table 9.5: Wye River Issues & Opportunities Summary

Item	Issues and Opportunities
WR.A	There is a lack of wayfinding signage in the town to the public toilets, town facilities and tourist attractions.
WR.B	Vehicles are parking in residential areas which will block emergency vehicle access.
WR.C	The centre of the town (around the General Store and Pub) is a high pedestrian activity area with a lack of appropriate infrastructure.
WR.D	There is a lack of pedestrian crossing infrastructure to the north of the river.
WR.E	Vehicles are overstaying in parking restriction areas.
WR.F	Visitors to the camping ground that have multiple vehicles are parking them in the surrounding areas, reducing the supply for visitors and locals.
WR.G	Heavy congestion occurs along the Great Ocean Road during peak periods, resulting in unsafe movements.

Table 9.6: Separation Creek Issues & Opportunities Summary

Item	Issues and Opportunities
SP.A	Vehicle speeds are excessive through the town.
Table 9.7:	Forrest Issues & Opportunities Summary
Item	Issues and Opportunities
FR.A	Lack of wayfinding signage to town facilities.

Item	Issues and Opportunities
FR.A	Lack of wayfinding signage to town facilities.
FR.B	Public Toilets are located outside of the main activity centre.
FR.C	Cyclists are forced onto footpaths given the lack of bicycle infrastructure on Grant Street.
FR.D	Grant Street is a barrier for pedestrian movements.



SUMMARY OF ISSUES & OPPORTUNITIES

Item	Issues and Opportunities
FR.E	Vehicles are parked on shoulders of Grant Street during busy periods.
FR.F	Grant Street speed limits are high at bicycle trail crossings.
FR.G	Vehicle speeds are excessively high on the approaches to the town.

Table 9.8: Lavers Hill Issues & Opportunities Summary

Item	Issues and Opportunities
LH.A	Wayfinding signage in the town is cluttered, with a lack of clarity to public amenities.
LH.B	The Great Ocean Road is a barrier to pedestrian movements.
LH.C	Traffic Management in some of the off-street car parks causes conflict.
LH.D	Vehicles are speeding on the approaches to the town (all approaches) and within the township itself.
LH.E	International drivers enter the wrong side of the road at the Great Ocean Road / Colac-Lavers Hill Road intersection.
LH.F	A crash history is present at the Great Ocean Road / Colac-Lavers Hill Road intersection.
LH.G	Vehicles entering and exiting parts of the town are running over the verges around the road, destroying the green open space.







10.1. Objectives

The outline of this strategy is to devise a series of Infrastructure projects that are required in order to cater to the many of the challenges that the region faces in regard to tourism and transport. Now that an extensive consultation and fact-finding process has been conducted, the infrastructure solutions required in order to address them have been formulated.

Addressing these issues was conducted using the process set out in the following section.

10.2. Methodology

10.2.1. Establishing an Evidence Base

Throughout the above process, a large volume of data was collected, identifying a range of issues, opportunities and possible solutions for each town. This data, collected through consultation with various stakeholders and observations onsite was analysed and consolidated, to identify the overarching challenges faced in each town.

Now that the issues that are impacting each town have been identified, solutions can be devised to address them.

10.2.2. Crafting our Solutions Through the Lenses

As discussed earlier in the report, each issue within the township was observed through, and our strategies were crafted through the lens of environment, safety and amenity issues.

When looking through the lenses of environment, safety and amenity, the recommendations can be critically assessed to determine whether they are appropriate to be implemented. Should one of the recommendations achieve a red or amber rating, mitigation measures should be considered to mitigate any negative impacts which may occur through the implementation.

A traffic light scaling system was developed to assess each recommendation mitigation

Figure 10.1: Assessment Criteria of the Lenses

The lens did not identify any further elements to consider

The recommendation has additional elements which could be considered, but are not critical

The recommendation has critical elements which must be addressed prior to proceeding

10.2.3. Developing an Action Plan

Once the strategies have been identified, a streamlined action plan of projects was devised, detailing when the strategies should be implemented, how much they cost, and who is required in order to implement them.

10.2.4. Monitoring and Review

The implementation of this strategy will be consistently monitored and periodically reviewed to assess its effectiveness.

10.3. Common Priorities

When developing the strategies for each town, a number of common user groups needed to be considered. The needs of each user group must be understood and balanced, to ensure the strategies developed are evenly considered, and do not disproportionately advantage or disadvantage any stakeholders. A summary of these user groups, and some of their needs is identified below:



10.3.1. Residents and Property Owners

The local residents that live in each town represented the largest stakeholder group that provided feedback throughout the consultation process. This group consists of residents that live in the town permanently, as well as holiday home owners, that regularly visit the town throughout the year. These residents understand their town and community inside and out, as well as understand first-hand the large fluctuations in population that the towns experience throughout the year.

The strategies developed need to consider the relatively low population each town has throughout the year, and not negatively impact the quality of life of residents.

10.3.2. Local Business Owners / Traders

The towns in the area are supported by a number of local businesses. The local businesses are reliant on short-term staffing, hiring a number of staff members to work during the peak periods to cater for the summer demands. During the off-peak periods, the businesses are either staffed by the owners, or do not open at all. Many of the restaurants in Apollo Bay have arrangements with tour bus operators.

The local business owners are reliant on the tourist volumes during the peak periods as their main source of revenue. Any change in operation that impacts on tourists will be felt by the local business owners.

10.3.3. Tourists

There are predominantly two kinds of tourists that visit the Great Ocean Road throughout the year: beach going visitors that stay in the local caravan parks to relax, and short-stay tourists (many of whom are international) that are driving the length of the Great Ocean Road in a short period of time due to their holiday constraints. These groups are generally unfamiliar with the area, and do not have the necessary context or knowledge of the issues that each town faces.

As the Great Ocean Road is one of the largest tourist attractions in Australia, it is important to allow the industry to prosper and grow.

10.3.4. Tour Operators

Many of the short-stay tourists that traverse the length of the Great Ocean Road each year are day-trip tourists

The most significant growth in the tourism that the region has experienced in the last few years has been day-trip tourists, driving the length of the Great Ocean Road in a single day. Many of these tourists drive the Great Ocean Road in a private car, however the majority are travelling in mini-buses and large coaches.

The volume of day-trip tourists is expected to continue to increase into the future, an understanding of the projected future volume of tourists must be considered in order to cater to these demands.

10.3.5. Government and Authority Stakeholders

A number of responsible authorities are required in order to implement the strategies identified. The perspective of each of these authorities must be considered, as in many cases, their consent is required in order to implement the strategies proposed.

The following responsible authorities must be considered throughout the strategy development process:

- Colac Otway Shire Council (COS)
- Regional Roads Victoria (RRV)
- Public Transport Victoria (PTV)
- Transport for Victoria (TfV)
- Department of Environment Land Water and Planning (DELWP)
- Department of Economic Development, Jobs, Transport and Resources (DEDJTR)
- The Great Ocean Road Taskforce.







11.1. Preamble

Several common strategies were identified throughout the study which are recommended to be implemented at multiple locations including municipal wide. The strategies, including implementation considerations are listed in each of the town strategies where relevant, however the below outlines the rationale and strategy in detail.

11.2. Strategies

COS.1 - Consistent Approach to Speed Limits

It was concluded from our investigations that speed limits along the Great Ocean Road, including Forrest, are inconsistent. Notwithstanding the existing VicRoads Speed Zoning Guidelines, a local area approach for the whole region should be taken to ensure consistency in the towns with regards to setting safe speeds which are legible, conforming to the relevant standards, and that reduce confusion for motorists. Regional Roads Victoria should undertake a review of speed limits as a priority to ensure a consistent approach.

COS.2 - Safer Speeds

A key consideration for setting appropriate speed limits is ensuring that it is reflective of the surrounding road environment, to ensure compliance. Given the key roads in questions are part of the arterial road network, traditional traffic calming treatments including road narrowing are not appropriate as these roads are required to support the through movement of vehicles.

As such, a town entry and exit treatment approach is recommended to be undertaken which will assist with improving compliance with the speed limits within the town and therefore reducing the risk to injury to vulnerable road users.

An example of the town entry and exit treatment for each of the towns within the study area is shown below in Figure 11.1. Furthermore, the effectiveness could be enhanced by including the treatments in all towns within the municipality and neighbouring Shires which experience the same visitors along their journey and the issues which come with these motorists.

Figure 11.1: Example of Gateway Town Entry Treatments - Queensland



The design of a town entry and exit treatments have been proposed, to be implemented with the lowering of the speed limit through the towns where appropriate. The town entry treatment will assist in providing a visual indication that drivers have



"entered" the town and reinforces the lower speed limits being enforced whereas the exit treatment will signal when it is safe to increase speed outside of the township.

The treatments will consist of signage and line marking consistent with current design guidelines and practice. This can be done in conjunction with signage designed collaboratively with the community, displaying a welcome message that reflects each towns' unique characteristics and values.

COS.3 - Improving Safety and Access for Vulnerable Road Users

The towns which are being considered as a part of this study are focused around the arterial road network. Due to this, pedestrian accessibility is constrained between certain parts of the town, with the highway acting as a barrier to pedestrian movements. While a long-term strategy for some towns could include a bypass, such as Apollo Bay, the reality is that vehicular traffic will only increase along the arterial road network. As such, there is a need to improve pedestrian amenity and accessibility in all towns. It is also important to consider the provision of Disability Discrimination Act (DDA) compliant infrastructure to address the need for universal access with an aging population.

The provision of (DDA) compliant infrastructure and pedestrian crossing infrastructure will assist in future proofing the towns from the increases in tourism and will provide universal access.

Cyclists, are also vulnerable road users in the absence of appropriate infrastructure. There is a need in all towns to consider cycling infrastructure to improve accessibility and safety. This will assist with traffic demand management within the towns by improving non-vehicular access for incidental daily travel. For example, if small trips can be replaced by cycling using safe dedicated cycling infrastructure, then vehicle trips can potentially be reduced.

COS.4 - Better Management of Tourist Buses

The Great Ocean Road is the largest tourist attraction in Victoria outside Melbourne. As a result of this, the volume of tourists experienced in the area is unprecedented, with high growth expected into the future. Many tourists are choosing to travel the Great Ocean Road by utilising tour companies, travelling in small mini-buses and large coaches.

A common theme which arose throughout the community and stakeholder engagement activities was the need to implement techniques to better control the flow and arrival of buses in Kennett River and Apollo Bay.

Noting that the issue sits outside of Council's jurisdiction and responsibility, this was not a solution which was considered in this strategy. However, it is recommended for Council to advocate for a State authority (e.g. Transport for Victoria) to investigate a system which could work in effectively managing the demand for buses along the Great Ocean Road. Any permit or management system for the Great Ocean Road would need to have regard for the unpredictability of traffic due to mitigating factors such as road closures, accidents, weather, events etc.

The establishment of the Great Ocean Road Authority will provide an opportunity for this issue to be addressed as part of a proposed overarching road network strategy for the Great Ocean Road and inland routes.



COS.5 - Reduce Proliferation of Signage

It was identified through site observations and community feedback that the proliferation of signage was in issue within the towns. Excessive, poorly placed, and illegal (installed without Council or VicRoads approvals) signage within the road reserve reduced the likelihood of the intended user being able to identify the sign and the instruction.

Further to the above, all new signage implemented as part of the town strategies should follow the same principles. As such, it may be necessary to come to a local working agreement between road authorities to ensure sign proliferation along the arterial road network is reduced. Council should also consider investigating locations in towns away from the arterial road network where signage could be consolidated.

Figure 11.2: Volume of Signage in Lavers Hill



Traffic management, parking and wayfinding signage, when implemented correctly, can improve the user experience and overall amenity of the towns.

COS.6 – Further Investigations into the Adequacy of Public Toilet Infrastructure

A key theme which came out of the investigations for each town, and the Great Ocean Road region in general, was the lack of toilet facilities for tourists during peak times. Throughout the town strategies (across all study areas), there are some strategies that were identified to improve access to public toilets, including new infrastructure or better signage to improve access and utilisation.

There was also comments regarding the actual capacity or adequacy to manage the volume of usage with regards to waste water and maintenance of the facilities. Such concerns were not considered as part of strategy; however, it is recommended that further investigation should occur to identify how the amenity of existing facilities could be improved.

COS.7 – Improve International Drivers' Compliance

Some of the above strategies, including speed and standard traffic signage initiatives will address compliance for international drivers with the road rules. As an initiative, Council should advocate to VicRoads/RRV to continue to implement traffic management treatments, including signage and line marking, to reduce the instances of vehicles driving on the wrong side of the road. A core consideration to arise from this advocacy is the implementation of internationally recognised messaging on signage, and also multi-lingual signage.

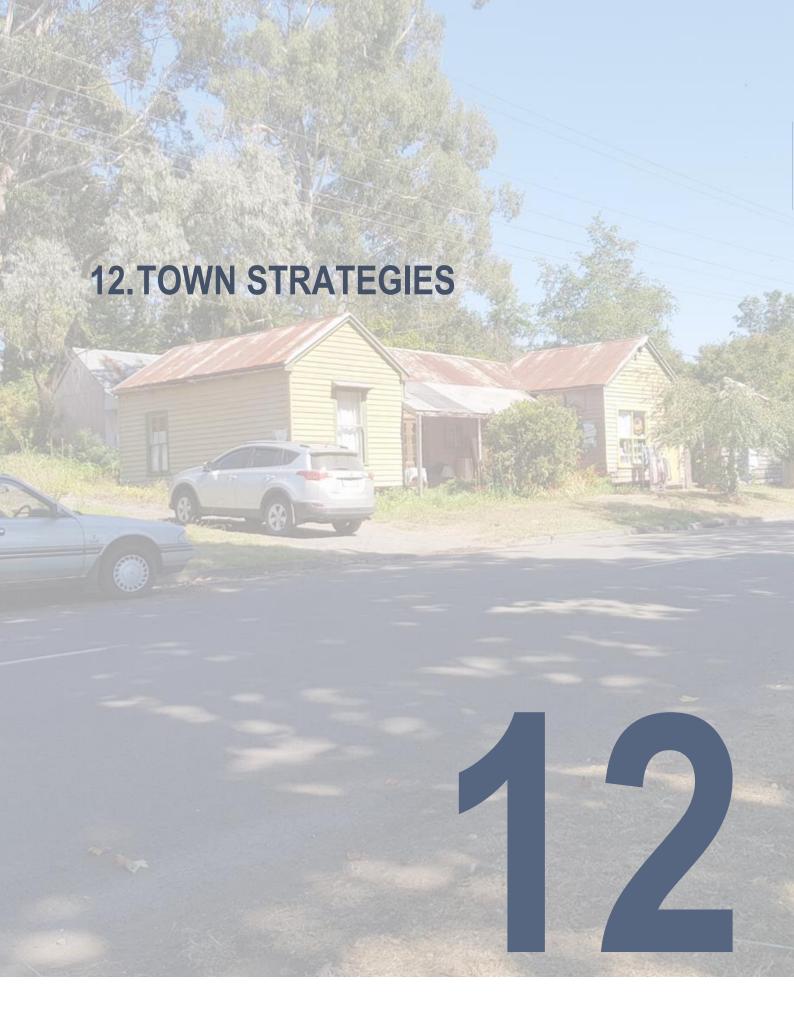
COS.8 - Investigate Provision of Parking for 'Long' Vehicles.

The Great Ocean Road is utilised by different types of vehicles. Caravans, Recreational Vehicles (RVs), mini buses of different seating capacities, and coaches are common alongside standard vehicle classes. In recognition of these different vehicle types it is important to investigate parking 'long vehicles' in appropriate and safe locations,

COS.9 - Advocate to Victorian Government to Provide More Frequent V/Line Services Along the Great Ocean Road.

As part of overall demand management of vehicles along the Great Ocean Road, it is important that people have options to visit the region without the need to arrive by car. An increased frequency of V/Line services will allow people the option to visit or holiday in the region without bringing multiple cars. This is particularly important for families who are holidaying and commuting back to work in Geelong or Melbourne. This will also assist local populations who do not have access to a vehicle to utilise a reliable and frequent bus service.







12.1. Introduction

The recommendations made in this strategic plan aim to achieve the objectives of Council and the community, while addressing issues and concerns which were raised as part of the community and stakeholder engagement of the project.

This section provides both municipal wide and town specific recommendations listed under each town, including the rationale and the further considerations based on the environmental, amenity and safety lenses described in Section 10.2.2.

12.2. How to Read this Section

A table of strategies has been summarised below, with recommendations for each town that has been covered in this report. Each recommendation has an item number, which is used to cross reference with the plans that have been prepared for each town. The plan for each town has been shown following the table.

A number of recommendations have been designed in more detail as referenced within the tables and shown in Appendix B.



12.3. Apollo Bay

Table 12.1: Apollo Bay Town Strategies

ιανι	e 12.1.Apollo Day Town Strategies						
Iten	n Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
AB.	Investigate the provision of a shuttle bus between Skenes Creek, Apollo Bay and Marengo during peak periods. The bus could operate during the busy months when parking is difficult in Apollo Bay.	Provide an alternative mode of transport for tourists & residents in Skenes Creek and Marengo during peak periods, reducing the overall traffic and demand for parking in Apollo Bay.					AB.J AB.M
AB.	Improve the utilisation of the off-street car park on Pascoe Street through wayfinding signage. Implement better wayfinding signage and strategies to get drivers on to Pascoe Street earlier and off Collingwood Street.	narking along Paccoa Straat (ac nar ctratagy				The connecting pedestrian walkway is dark and uninviting with poor passive surveillance from both Collingwood Street and Pascoe Street. Amenity and public safety improvements should be made to supplement any measures to increase the utilisation of the car park. Investigate the provision of long vehicle parking in the offstreet car park in Pascoe Street.	AB.B AB.C AB.K
AB.	Re-route buses to travel on Pascoe Street rather than Collingwood Street. Encouraging buses to travel along Pascoe Street to designated bus parking though the use of directional and wayfinding signage.	Buses currently travel down Collingwood Street which has a high place function however the buses park in Pascoe Street (including in recommendation AB.12). Removing buses will reduce unnecessary traffic from Collingwood Street and improve general amenity of the foreshore.				Increased volumes of traffic reduce amenity for local residents and increases traffic through existing cross intersections along Pascoe Street. Investigate improvements to intersections of Pascoe Street with Thomson St, Hardy Street and Moore Street as well as pedestrian infrastructure (AB.5) Explore opportunities to restrict heavy vehicles and long vehicles from the main trading area in Collingwood Street. Investigate restricting long parking in the foreshore area in the main section of town, with appropriate exemptions (e.g. market vendors).	AB.M



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
						Consider intersection treatments for Hardy/Pascoe/Whelan Street and Pascoe/Thomson Street intersections to facilitate a redirected Great Ocean Road. Explore the potential for Cartwright and Gambier streets as alternative routes. Consider the safe movement of bus ingress/egress from the Great Ocean Road including gap selection analysis and intersection design checks to accommodate the swept path of buses. Intersection design or modifications to be submitted for review and approval of RRV.	
AB.4	Provide public toilets near bus parking. A toilet to service the bus drivers and tourists to be provided at 14 Pascoe Street.	Providing a well-placed public toilet with adequate facilities will encourage tour operators to park in this location and reduce the impact on other public toilets.				Ensure existing sewerage system is adequate to cope with the additional flow. Odour control will be critical to ensure the nearby businesses including several restaurants are not negatively impacted. Consider options for additional or expanded public toilets to facilitate proposed dedicated long vehicle parking. Potential locations include the golf course, and potential freehold sites such as the north side of Nelson Street. Consider including wayfinding and arts/leisure items at public toilets.	AB.A
AB.5	Provide improved pedestrian crossing infrastructure along Pascoe Street. Provision of a combination of pedestrian refuges and/or kerb outstands (new or modified), to narrow the crossing distance of Pascoe Street. Refer to plans V143930-AT02-01 & V143930-AT02-02	To reduce the crossing distance and provide protection for vulnerable road users crossing from the residential areas west of Pascoe Street towards the main activity area. Additionally, there will be increased traffic as vehicles are encouraged to use Pascoe Street (see AB.3 and AB.14).				Conduct a road safety audit on the functional layout plans	AB.G



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
AB.6	Improved bicycle parking provision. Additional and higher quality bicycle parking should be provided in appropriate locations.	Improved cycling facilities will aid in encouraging a mode shift towards active travel.				Investigate safe cycling routes and associated infrastructure as part of a bicycle strategy for Apollo Bay / Marengo / Skenes Creek. Ensure the provision of a shared pedestrian / cyclist path along the foreshore as an alternative to Collingwood street.	AB.H
AB.7	Improved pedestrian access between the Information Centre, bus stop and foreshore car park. Connect the two locations with new pedestrian infrastructure. Refer to plan V143930-AT02-01 contained within Appendix B.	The connectivity of the footpath network is poor between these areas and people either walk along an unmade track or on the road.				Limit the extent of removal of vegetation during the detailed design phase.	AB.D
AB.8	Provide additional pedestrian crossing infrastructure on Collingwood Street in appropriate locations. Additional pedestrian crossings to the north near the Information Centre, and other locations if warranted. Refer to plan V143930-AT02-01 and V143930-AT02-02 contained within Appendix B.	Large volumes of pedestrians currently cross Collingwood Street. There are only two pedestrian crossings that are 265m apart resulting in difficult crossing conditions during peak periods.				Minimise the loss of car parking in front of the shops by locating closer to the intersection of Hardy Street. Conduct a road safety audit on the functional layout plans. The Apollo Bay Community Infrastructure Plan should consider whether pedestrian lights are warranted as part of street scape design for Collingwood street. Explore opportunities to reduce the number of parallel car parks along the west side of Collingwood street, between Hardy Street and McLaren Parade to create kerb outstands and wider footpaths with consideration to urban design outcomes. The location of proposed crossings will require further consideration with respect to conflict with vehicle movements at the intersections to ensure the safety of vulnerable road users. The locations are subject to approval by RRV which will consider the findings of the road audit.	AB.D AB.E
AB.9	Investigate opportunities to reduce footpath obstructions in the retail precinct. Restrict or prohibit	Restricting the furniture on the footpath in the retail areas will assist pedestrian flow during busy periods,					AB.E



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
	footpath trading and set clear space limits for alfresco dining	increasing the capacity of the footpath. Footpath could be widened through item AB.10.					
AB.10	Pedestrianise Collingwood Street through prioritised treatments. Prioritise pedestrian movements along and across Collingwood Street through implementation of: raised threshold crossings at side streets, raised zebra crossings across Collingwood Street, and lower speed limits including shared traffic spaces.	This will promote a vibrant shopping precinct, building on the 'place' function of Collingwood Street				Consider; a one-way treatment for Collingwood Street, restricting access to vehicles of a certain length and load (except for deliveries), angled parking, displacing the bicycle lane to the foreshore and assessing whether parking near the pedestrian crossing should be removed to improve visibility. The pedestrianising of Collingwood street will consider vehicle movements as a secondary function, and require a reduction in vehicle movements through the pedestrianised area. Priority pedestrian treatment is expected to increase delay to vehicles. This is expected to cause adverse driver behaviour and/or impacts on the adjacent network. Analysis is required to consider the arterial network impacts to determine mitigation and if the alternative route can accommodate displaced traffic, subject to the approval of RRV. The strategy should be considered in conjunction with AB3 and AB16	AB.D AB.E AB.L
AB.11	Trial the full pedestrianisation of Collingwood Street through tactical urbanism exercises. Closure of Collingwood Street initially between the Surf Club Car Park Exit point and Moore Street to all vehicular traffic. This could be done during the peak operational periods (e.g. between Christmas and the second week of January), and when the carnival is on the foreshore.	Stopping the through traffic will encourage the vibrancy of the shopping precinct, building on Collinwood Street as a "Place" and further connecting the retail strip with the foreshore. Such a temporary approach would assist in testing whether AB.10 and AB.14 are feasible options for future implementation. It is recognised that such an action would result in the loss of some 45 parking spaces on Collingwood Street however in the context of the overall area such a loss could be tolerated. This would also require extensive liaison with VicRoads				Detailed modelling and parking surveys should be completed to ensure gauge the impacts of the closure to feed into AB.10 and AB.14. Review existing pedestrian facilities prior to the trial to ensure vulnerable road users are able to safely cross the redirected Great Ocean Road. This strategy should be considered in conjunction with AB5.	AB.D AB.E AB.L



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
		to temporarily divert all through traffic along Pascoe Street.					
AB.12	Improved traffic management in surf club foreshore carpark. Improved delineation of car parking, improved intersection treatment at Pascoe Street exit, line marking and arrow symbols to communicate priorities, threshold treatments	Improve the general standard of traffic control and management which is currently poor.				Consider the need to review parking restrictions in this area to ensure that stall holders for the community market are exempt from any restrictions for the purposes of the market.	AB.K
AB.13	Provide long vehicle / bus parking along Pascoe Street. Providing a formal bus parking area with adequate storage to meet future demands that is outside of the main shopping precinct. Bus parking should be limited to approximately 11am – 2pm to allow other vehicles to utilise these spaces. Refer to plan V143930-AT02-01	Bus parking was identified as an issue in the town through community consultation. Providing formalised bays will assist in reducing the issues these vehicles cause.				Remove redundant existing bus parking locations and restrict buses in Moore Street. Consideration should be given to other long vehicle types such as caravans and RV's. Investigate on-street parking for long vehicles in other locations. Explore the east side of Collingwood Street before the Visitor Information Centre for additional on-street long vehicle parking and as a drop off area in the short term. Any restriction to bus parking should not apply to public transport buses. A clear definition should be made between tourist bus parking and public bus stops / zones. This should be clarified with RRV / TFV prior to implementation. Explore feasibility of locating coaches on the east side of Pascoe Street; with mini buses and other types of long vehicles up to a certain length on the west side. There is a need for an additional roundabout at the Thompson St / Pascoe Street intersection to assist with long vehicle circulation. Consider the safe movement of bus ingress/egress from Great Ocean Road including gap selection analysis and	AB.I AB.J



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation intersection design checks to accommodate the swept path of buses. Intersection design or modifications to be	Issues Addressed
AB.14	Medium- and long-term strategic locations for additional off-street bus parking. Options could consider the use of foreshore land opposite the intersection of Thompson Street and Collingwood Street or the purchase of land currently under private ownership. Such options could be further considered and investigated by the Community Infrastructure Plan to be prepared.	To support future demands for bus parking and increases in tourism numbers within the Great Ocean Road region.				submitted for review and approval of RRV. The strategic locations should undergo a detailed business case and feasibility study prior to purchase or implementation. Potential for future mixed use and commercial developments to contribute to consolidated car parking supply through cash-in-lieu scheme. Careful consideration should be given to ensuring there is not an oversupply of bus parking which cannot be utilised outside of peak period of the day. Consideration should be given to suitable areas for bus stabling coupled with passenger drop off area(s) which considers operational requirements for the buses. This should be explored as part of the Apollo Bay community infrastructure Plan. Explore options of using harbour parking area as it is an under-utilised area, at times, for long vehicle parking. This could be undertaken as part of the development plan process for the harbour.	AB.I AB.J
AB.15	Town entry and exit treatments and 40km/h speed limit through township. Implement signage and line marking infrastructure to highlight entry and exit for the town and change speed environment as shown in Figure 11.1 (COS.2).	The town entry and exit treatment will assist in slowing drivers down when driving in the town. This will improve the experience of residents in the town, as it will be easier to cross the Great Ocean Road, and less noise from passing traffic.				The design and implementation should be consistent along the Great Ocean Road to ensure overall compliance. Regional Roads Victoria (RRV) is currently investigating and implementing gateway (speed threshold) treatments across the State as part of the SSRIP program. Approvals are required by RRV on the arterial road network prior to implementation of any gateway treatments. COS should adopt similar gateway treatments to RRV for network	AB.I



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
AB.16	As an ultimate solution, re-route the Great Ocean Road via Thomson Street, Pascoe Street and Nelson Street. This could be achieved through infrastructure and signage at appropriate locations. Redirecting the Great Ocean Road will reduce the volume of through traffic through the township. The implementation of such strategy will be subject to the success of other strategies including re-routing of buses, and the pedestrianisation of Collingwood Street (AB.3, AB.10 and AB.11) Alternative options such as the designation of Collingwood Street to one-way traffic flows would be required to be considered as part of the Apollo Bay Community Infrastructure Plan.	Reducing the volume of through traffic will encourage the vibrancy of the shopping precinct, building on Collinwood Street as a "Place" and connections with the foreshore.				consistency of gateway treatments within the strategy on local/arterial roads. Detailed modelling and parking surveys should be completed to ensure there is no unacceptable impacts on traffic congestion and queuing within the town (also see AB.10). Consider upgrading nearby intersections due to increased traffic, including exploring an appropriate intersection treatment for McLachlan Street / Montrose Avenue. Explore the streetscape design of Moore Street between Collingwood and Pascoe Street to explore options for creating a shared space. Investigate Cartwright and Gambier Streets as options for alternate routes. Review existing pedestrian facilities prior to the trial to ensure vulnerable road users are safely able to cross the redirected Great Ocean Road.	AB.E AB.L AB.M
AB.17	Construct a shared path connection between Skenes Creek and Apollo Bay.	In response to issues raised during public exhibition process.				Supporting infrastructure should be investigated; including the provision of public toilet(s) in appropriate location(s).	
AB.18	Consider the location and quantity of disabled parking spaces to facilitate improved universal access.	In response to issues raised during public exhibition process.				Identify appropriate timed parking restrictions for the commercial areas and develop a traffic signage plan as part of this.	
AB.19	Increased parking enforcement presence during peak periods. Increase the enforcement of parking overstay in time restricted areas, particularly during the summer peak period.	Prevent overstaying time restrictions and illegal parking to improve amenity for short term visitors and residents.					



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
AB.20	Explore installing parking meters in key tourist areas.	Assist with payment of tourism Infrastructure in these areas.				Exemptions for local residents should be prioritised.	
Note	Intersection of Collingwood Street and Nelson Street upgrade. It is also noted that VicRoads is currently in the process of preparing concept designs for the improvement of this intersection. A copy of this intersection design is included within Appendix D.	Upgrades of this intersection will improve the safety of vehicles and pedestrians in this area, and also further facilitate the directing of buses to Pascoe Street as recommended by this strategy (AB.3).					

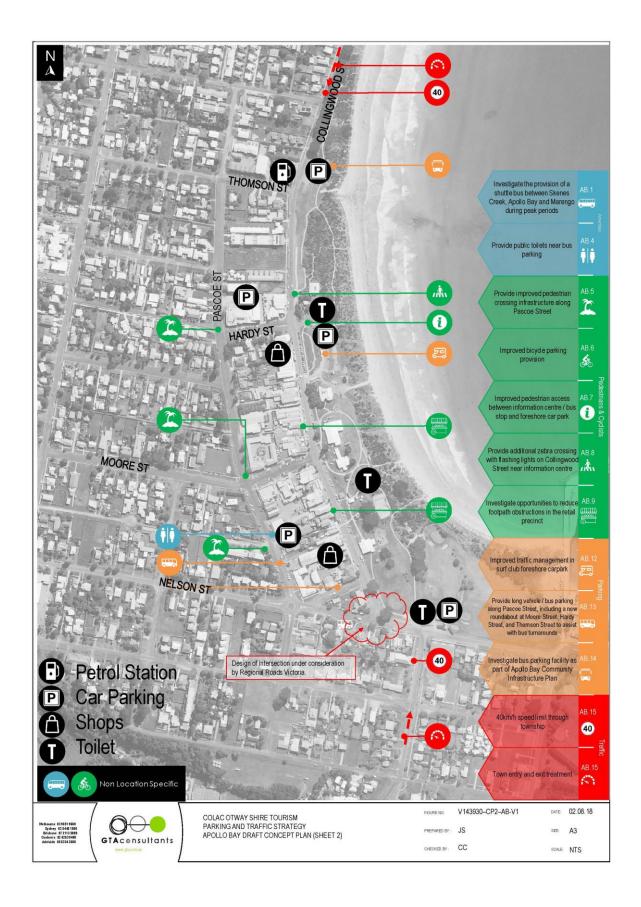


Figure 12.1: Apollo Bay Concept Plan – Part 1





Figure 12.2: Apollo Bay Concept Plan – Part 2





12.4. Marengo

Table 12.2: Marengo Town Strategies

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Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
M.1	Town entry and exit treatments and safe speed limit through township. Implement signage and line marking infrastructure to highlight entry and exit for the town and change speed environment as shown in Figure 11.1 (COS.2).	The town entry and exit treatment will assist in slowing drivers down when driving past the town. This will improve the experience of residents in the town, as it will be easier to cross the Great Ocean Road, and less noise from passing traffic.				The design and implementation should be consistent along the Great Ocean Road to ensure overall compliance. Regional Roads Victoria (RRV) is currently investigating and implementing gateway (speed threshold) treatments across the State as part of the SSRIP program. Approvals are required by RRV on the arterial road network prior to implementation of any gateway treatments. COS should adopt similar gateway treatments to RRV for network consistency of gateway treatments within the strategy on local/arterial roads. Advocate for RRV to review the speed through town to establish safe speed.	М.В
M.2	Investigate the provision of public toilets in Marengo.	In response to issues raised during public exhibition process.					
M.3	Investigate the opportunity for an improved parking area potentially associated with a tourism focal point.	In response to issues raised during public exhibition process.				Investigate improvements to the beachside parking area (e.g. bollards for dune protection) with allowance for parking/turning of longer vehicles and identify the responsible agency(s) for implementation.	



12.5. Skenes Creek

Table 12.3: Skenes Creek Town Strategies

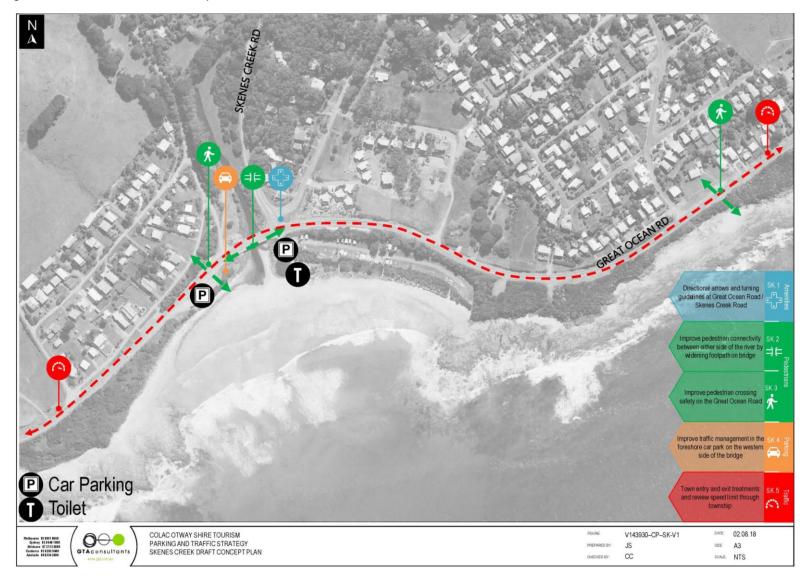
Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
SK.1	Directional arrows and turning guidelines at Great Ocean Road / Skenes Creek Road intersection. Appropriate signage will better communicate priorities at the intersection. Refer to plan V143930-AT06 contained within Appendix B.	Appropriate signage can assist in communicating to unfamiliar drivers in a dangerous intersection.					SK.E SK.F
SK.2	Improve pedestrian connectivity between either side of the river by widening footpath on bridge. Advocate for VicRoads to improving pedestrian accessibility across the Skenes Creek Bridge as well as crossing the Great Ocean Road - particularly near the bus stop. Refer to plan V143930-AT06 contained within Appendix B.	Poor accessibility due to the narrowness of the existing pedestrian paths on the bridge, which also places pedestrians close to moving traffic (currently 60km/h).				Incorporate rigid barriers to separate pedestrians and vehicles on the bridge This should be a shared facility to accommodate cycling.	SK.A SK.B
SK.3	Improve pedestrian crossing safety on the Great Ocean Road. Provision of a new pedestrian refuge island on the west side of the river connecting the main beach car park to the town and outbound bus stop. The implementation of an island will require localised widening of the carriageway. Refer to plan V143930-AT06 contained within Appendix B.	The Great Ocean Road is a barrier to pedestrian movement.					SK.B



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
	Investigation of a pedestrian refuge at the eastern end of Skenes Creek within the Great Ocean Road (just east of Bass Crescent to align with the steps to the beach) could also be considered to provide a safe crossing point at the eastern end of the town.						
SK.4	Improve traffic management in the foreshore car park on the western side of the bridge. Decrease the widths of the entrance and exit points, and delineate parking bays on the road side of the car park Refer to plan V143930-AT06 contained within Appendix B	An appropriate design of the formalisation of the car park can assist in mitigating the safety issues caused by vehicles entering at highs speed. It can also increase the efficiency of the car park.				Maintain access for large vehicles (maintenance / service trucks)	SK.C SK.D
SK.5	Town entry and exit treatments and safe speed limit through township. Implement signage and line marking infrastructure to highlight entry and exit for the town and change speed environment as shown in Figure 11.1 (COS.2).	The town entry and exit treatment will assist in slowing drivers down when driving past the town. This will improve the experience of residents in the town, as it will be easier to cross the Great Ocean Road, and less noise from passing traffic.				The design and implementation should be consistent along the Great Ocean Road to ensure overall compliance. Regional Roads Victoria (RRV) is currently investigating and implementing gateway (speed threshold) treatments across the State as part of the SSRIP program. Approvals are required by RRV on the arterial road network prior to implementation of any gateway treatments. COS should adopt similar gateway treatments to RRV for network consistency of gateway treatments within the strategy on local/arterial roads.	SK.F
SK.6	Construct a shared path connection between Skenes Creek and Apollo Bay.	In response to issues raised during public exhibition process.				Supporting infrastructure should be investigated including the provision of public toilet(s) in appropriate location(s).	
SK.7	Investigate traffic calming measures for Old Coach Road in Skenes Creek.	In response to issues raised during public exhibition process.				Appropriate infrastructure responses should be explored to improve safety and reduce speeds.	



Figure 12.3: Skenes Creek Concept Plan





12.6. Wye River

Table 12.4: Wye River Town Strategies

Table 12			Envi	Safety	Amenity		
Item	Recommendation	Rationale	Environment	_ੁ ਨ	nity	Considerations / Mitigation	Issues Addressed
WR.1	Improve wayfinding to town facilities, such as the public toilets, Great Ocean Road and Paddy's Path. Wayfinding signage to key amenities in the town which is well designed and does not cause clutter. Locations to be included are caravan parks, Paddys Path, and public toilets and amenities.	Wayfinding within the township is currently inadequate.				The wayfinding signage should be placed in an appropriate location, which does not cause clutter or proliferation, and is effective to unfamiliar tourists. Signage for vehicles shall be in accordance with VicRoads Community and Tourism Signing Guidelines. The approach to signage shall be consistent with other towns within the study area.	WR.A
WR.2	Implement 'No Stopping Areas' in residential Areas. The no stopping areas should be put in place to enable emergency vehicle access in areas which experience parking congestion. Roads which are less than 7.2m wide including made shoulders should have this treatment applied. Vehicles associated with holiday rentals shall be accommodated on-site only, and advice should be given in writing or through advertising prior to the implementation of such signage.	Emergency vehicle access can be inhibited in narrow streets due to on-street parking				Recommend the use of 'yellow' lines for localised treatments where 'area' signage is not appropriate. This is to reduce sign proliferation. Investigate the potential to create Riverside Drive in Wye River as a one-way street. This should involve consultation with residents. There is a need for further consultation with residents before introducing no-stopping areas.	WR.B WR.F
WR.3	Improve pedestrian crossing infrastructure. Formalised pedestrian infrastructure crossing the Great Ocean Road, in particular between the foreshore caravan park and The Boulevarde. Refer to plan V143930-AT04 contained within Appendix B.	The Great Ocean Road is a barrier to pedestrian movement				As localised widening will be required on the approach to the bridge, a full road safety audit of the concept design should be undertaken. RRV does not support the removal of guard rail to facilitate a pedestrian crossing point at the proposed location. RRV recommends to review alternate locations to enable pedestrians to safely cross the Great Ocean Road east of the bridge without impacting safety to motorists.	WR.C WR.D



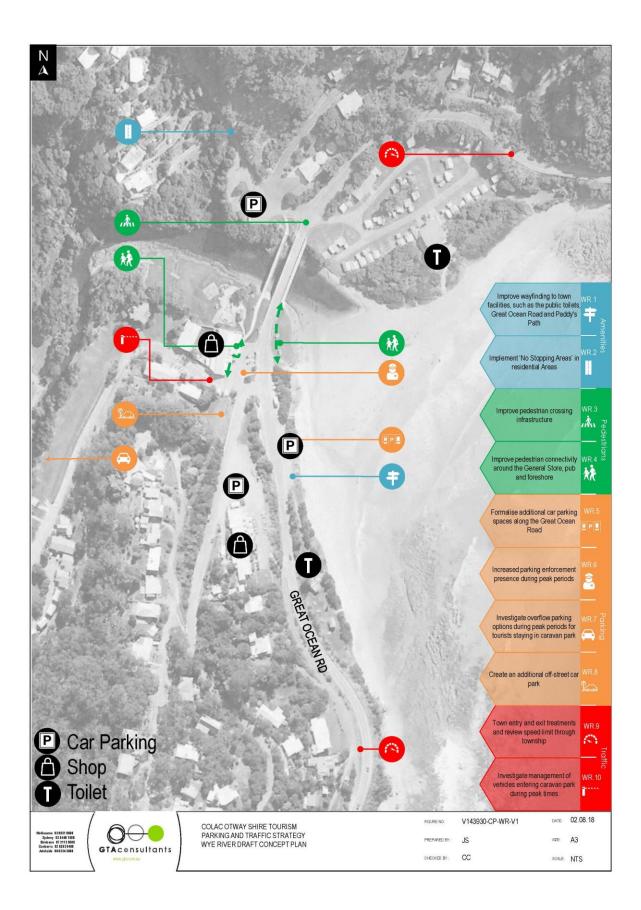
Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
WR.4	Improve pedestrian connectivity around the General Store, pub and foreshore. Providing additional pedestrian infrastructure to connect the gaps within the network that currently exist. Refer to plan V143930-AT04 contained within Appendix B	Provide appropriate facilities for vulnerable road users and improve accessibility.					WR.C WR.D
WR.5	Formalise additional car parking spaces along the Great Ocean Road. Pave and line mark additional 90 degree spaces adjacent to existing car parking spaces on foreshore side of the Great Ocean Road south of the river. Refer to plan V143930-AT04 contained within Appendix B.	There is a lack of accessible foreshore car parking				Consider investigating options for dedicated disabled parking near the foreshore and associated timed parking restrictions.	WR.B WR.G
WR.6	Increased parking enforcement presence during peak periods. Increase the enforcement of parking overstay in time restricted areas, targeting caravan park occupants in 3P and No Standing (signed) areas during the summer peak period.	Prevent overstaying time restrictions and illegal parking to improve amenity for short term visitors and residents.					WR.E WR.F
WR.7	Provide overflow parking options during peak periods for tourists staying in caravan park. An off-street parking option for the tourists arriving with multiple vehicles within the main caravan park.	Significant parking overflow occurs onto the residential street network during peak periods and all vehicles associated with campers should be contained within the caravan park.					WR.B WR.E WR.F
WR.8	Create an additional indented car parking. Utilise the existing informal grassed 'car park' opposite the general store (south of Morley Ave)	To increase the capacity of car parking within the township area near the general store					WR.B WR.E



Item	Recommendation Refer to plan V143930-AT04 contained within	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed WR.F
WR.9	Town entry and exit treatments and safe speed limit through township. Implement signage and line marking infrastructure to highlight entry and exit for the town and change speed environment as shown in Figure 11.1 (COS.2).	The town entry and exit treatment will assist in slowing drivers down when driving past the town. This will improve the experience of residents in the town, as it will be easier to cross the Great Ocean Road, and less noise from passing traffic.				The design and implementation should be consistent along the Great Ocean Road to ensure overall compliance. Regional Roads Victoria (RRV) is currently investigating and implementing gateway (speed threshold) treatments across the State as part of the SSRIP program. Approvals are required by RRV on the arterial road network prior to implementation of any gateway treatments. COS should adopt similar gateway treatments to RRV for network consistency of gateway treatments within the strategy on local/arterial roads. Advocate for RRV to review the speed through town to establish safe speed.	WR.G
WR.10	Investigate management of vehicles entering caravan park during peak times. Advocate for the caravan park to investigate what measures can be taken to improve the queuing of vehicles onto the Great Ocean Road during changeover days in the peak period.	The car park entrance experience significant queuing, causing delay and obstruction of outbound traffic along the Great Ocean Road during peak periods				N/A	WR.C WR.G
WR.11	Investigate / review key tourist walking tracks in Wye River for their accessibility.	In response to issues raised during public exhibition process.					



Figure 12.4: Wye River Concept Plan





12.7. Separation Creek

Table 12.5: Separation Creek Town Strategies

Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
SP.1	Town entry and exit treatments and safe speed limit through township. Implement signage and line marking infrastructure to highlight entry and exit for the town and change speed environment as shown in Figure 11.1 (COS.2).	The town entry and exit treatment will assist in slowing drivers down when driving past the town. This will improve the experience of residents in the town, as it will be easier to cross the Great Ocean Road, and less noise from passing traffic.				The design and implementation should be consistent along the Great Ocean Road to ensure overall compliance. Regional Roads Victoria (RRV) is currently investigating and implementing gateway (speed threshold) treatments across the State as part of the SSRIP program. Approvals are required by RRV on the arterial road network prior to implementation of any gateway treatments. COS should adopt similar gateway treatments to RRV for network consistency of gateway treatments within the strategy on local/arterial roads. Advocate for RRV to review the speed through town to establish safe speed.	SP.A
SP.2	Advocate for PTV to investigate the potential to service Separation Creek with a V/Line bus stop.	In response to issues raised during public exhibition process.					



12.8. Forrest

Table 12.6: Forrest Town Strategies

Table 12	.o. Forrest rown strategies						
Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
FR.1	Review & consolidate wayfinding signage throughout the town. Wayfinding signage to key amenities in the town which is well designed and does not cause clutter.	Issues were raised about difficulty in locating public amenities, many of which are located at the back of the town				The wayfinding signage should be placed in an appropriate location, which does not cause clutter and is effective to unfamiliar tourists. Way finding signs should promote key features, attractions and prominent businesses in the town, whilst also being an attractive architectural feature. Consider the options of centrally locating wayfinding signs at the Turner Drive/Grant Street corner and another at the Southern mountain bike trailhead, subject to further investigation.	FR.A FR.B
FR.2	Improve provision of bicycle parking. Bicycle parking at key locations within town through the use of bicycle hoops and other infrastructure.	Cycling is a key attractor of tourists to Forrest and there are few opportunities to park bicycles in locations which do not obstruct other visitors to the town				Consideration should be given to locating bicycle parking within the public realm to enable multipurpose trips and consolidated use of bicycle parking within the township.	FR.C
FR.3	Provision of formal bicycle / pedestrian crossing facilities. Formalised pedestrian facilities connecting the facilities of the township	This will improve the safety and connectivity of the township for pedestrians. Preventing them needing to walk on the road and informally				Detailed design should include further consultation with adjoining and proximate landowners and businesses to minimise loss of car parking. Consider including a pedestrian/bike crossing point at the chocolatier and another at the south of Forrest where the trails cross the highway. Investigate available options to improve the safety of the school crossing.	FR.C FR.D FR.E



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
FR.4	Create a formal off-road shared path network in the township. Widen and upgrade existing infrastructure to connect the northern and southern ends of the town. Refer to plan V143930-AT03 contained within Appendix B.	Off-road tracks located around the town require cyclists to either ride along Grant Street which carries high volumes of traffic, or on footpaths where conflict occurs with pedestrians.				Design and construction should aim to balance the loss of any green space or vegetation, including creating paths within tree protection zones. New paths should consider surface types which are permeable and suitable for both pedestrians and cyclists. A road safety audit should be completed to guide the design of the shared path to ensure future proofing of the active travel network in Forrest. Considerations should be given to both the safety of pedestrians as vulnerable users of shared paths, and to the safety of cyclists.	FR.C FR.E
FR.5	Improve traffic management and formalise car parking within the service road. Review traffic management and provide better delineation of car parking spaces in service road	The existing traffic management conditions are poor, with the service road being unsealed. Additionally, the efficiency of car parking could be improved by delineating car parking bays.				Under existing conditions, the cyclists currently use the service road, and as such, bicycles should be considered in the design. Notwithstanding, FR.4 recommends and offroad shared path on the west side of Grant Street at this location. The future road should consider the type and extent of construction to ensure removal of green space is limited and stormwater can be treated from new sealed surfaces. Investigation should be conducted into the service road as a one-way option. The location of bus / long vehicle parking should be considered as part of detailed design of the service road, having regard to adjoining land uses and facilities.	FR.E
FR.6	Provide parking / pull out area for long vehicles. Formal facilities for buses in the town	Buses that operate through the town do not have formalised facilities for the safety of both drivers, pedestrians and other vehicles on the road				Additional long vehicle parking opportunities in Forrest should be investigated, including in the service road. A 'long vehicle' is any vehicle that is 7.5 metres long or more. The core intent of this area is to provide timed, short-term parking and stopping solutions for buses, mini-buses etc.	FR.E



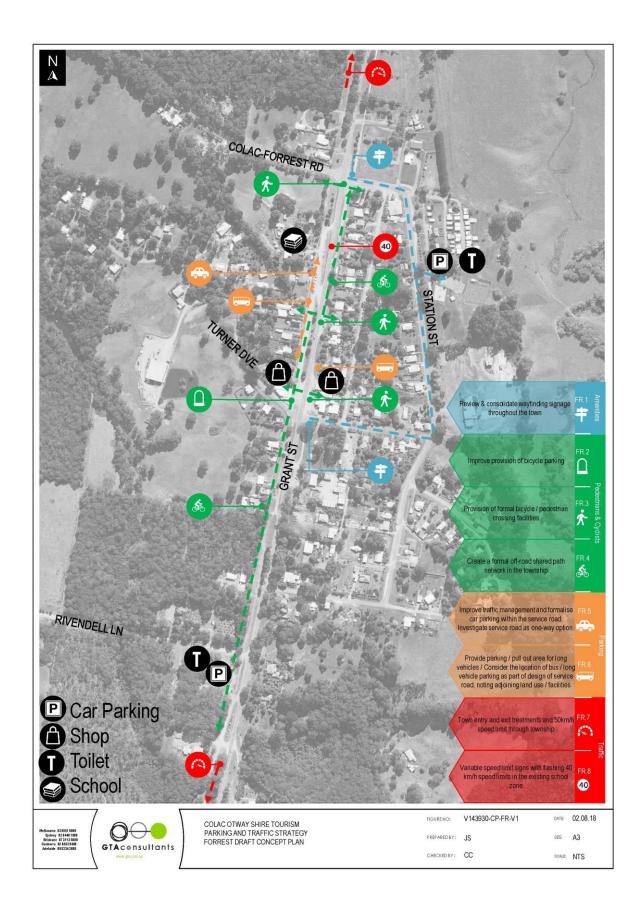
Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
FR.7	Town entry and exit treatments and safe speed limit through township. Implement signage and line marking infrastructure to highlight entry and exit for the town and change speed environment as shown in Figure 11.1 (COS.2).	The town entry and exit treatment will assist in slowing drivers down when driving past the town. This will improve the experience of residents in the town, as it will be easier to cross the Great Ocean Road, and less noise from passing traffic.				The design and implementation should be consistent along the Great Ocean Road to ensure overall compliance. Regional Roads Victoria (RRV) is currently investigating and implementing gateway (speed threshold) treatments across the State as part of the SSRIP program. Approvals are required by RRV on the arterial road network prior to implementation of any gateway treatments. COS should adopt similar gateway treatments to RRV for network consistency of gateway treatments within the strategy on local/arterial roads. Advocate for RRV to review the speed through town to establish safe speed. Consideration should be given to the detailed design of entry treatments, measures which may increase noise/impact on the amenity of the town should be avoided and different measures to reduce speed explored.	FR.D FR.F FR.G
FR.8	Electronic speed limit signs with flashing 40 km/h speed limits in the existing school zone. Implementation of time-based electronic speed signs to supplement the existing static signage.	Visiting tourists, or drivers unfamiliar with the local area may be unaware of the gazetted school times or days due to the nature of the existing static school speed signage.				Investigate options to improve the safety of the school crossing.	FR.G
FR.9	Investigate alternative cycling routes away from Grant Street. Use of signage could encourage the use of an alternative route such as: around Blundy St, into Barwon Street and to Henry Street (example).	In response to issues raised during public exhibition process.				Consider undertaking a cycle strategy for Forrest	
FR.10	Investigate the renewal/installation of footpaths in Station Street and Blundy Street.	In response to issues raised during public exhibition process.					



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	lssues Addressed
FR.11	Investigate road safety improvements along Grant Street within the town.	In response to issues raised during public exhibition process.					
FR.12	Investigate additional parking opportunities to support cycling visitors. Particularly at locations at the trail heads and the former DELWP site.	In response to issues raised during public exhibition process.				Consider the locations at the trail heads and the former DELWP site.	
FR.13	Explore opportunities for the installation of roundabouts at the Forrest-Colac Road / Birregurra-Forest Road intersection and the Birregurra-Forrest Road / Blundy / Turner Street intersection.	In response to issues raised during public exhibition process.					



Figure 12.5: Forrest Concept Plan





12.9. Lavers Hill

Table 12.7: Lavers Hill Town Strategies

Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
LH.1	Implement signage and line marking to assist international drivers. Well designed and appropriately located signage to communicate to international drivers at the intersection of the Great Ocean Road & Colac-Lavers Hill Road.	The roads and intersections in Lavers Hill (especially the Great Ocean Road / Colac-Lavers Hill Road) have been identified as dangerous, with drivers entering the wrong side of the road and travelling too quickly. Appropriate signage can assist in preventing this				Existing signage should be consolidated to avoid proliferation.	LH.A LH.E LH.F
LH.2	Review & consolidate wayfinding signage throughout the town. Wayfinding signage to key amenities in the town which is well designed and does not cause clutter.	Issues were raised about difficulty in locating public amenities and confusion in regard to the volume of directional signage				The wayfinding signage should be placed in an appropriate location, which does not cause clutter and is effective to unfamiliar tourists. Investigation should be held to identify possible improvements to wayfinding signage.	LH.A
LH.3	Provision of formal pedestrian crossing facilities. Formalised pedestrian infrastructure connecting the facilities of the township Refer to plan V143930-AT05-01 contained within Appendix B.	This will improve the safety and connectivity of the township for pedestrians. Preventing them needing to walk on the road and informally.					LH.B
LH.4	Review and improve traffic management in car park at intersection of Great Ocean Road and Colac-Lavers Hill Rd car park and the entrance / egress points to College Drive. A redesign of the carpark out the front of Yatzies to improve the safety and operation. Reduce the entrance width and angle to the entrances to College Drive to reduce entry speeds and see through effect from the west.	The priorities are poorly communicated through existing traffic management and safety is compromised as a result. Vehicles exit the Yatzies car park in the wrong direction into oncoming traffic.				Detailed design should consider the impact on the existing VLine bus stop.	LH.C



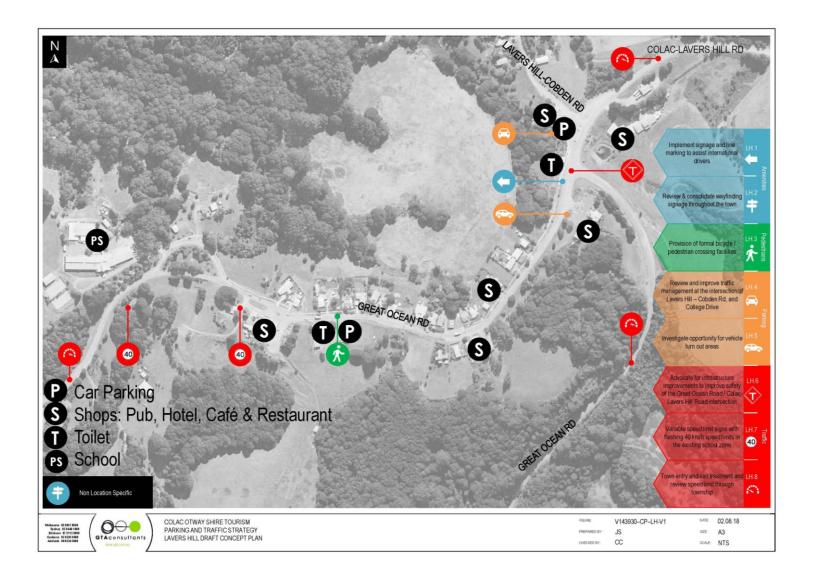
Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
	Refer to plan V143930-AT05-02 contained within Appendix B.						
LH.5	Investigate opportunity for vehicle turn in / out areas. Construct formal turn in / out areas where the existing behaviours occur Refer to plan V143930-AT05-02 contained within Appendix B.	Vehicles were observed to consistently pull into and out onto the unmade shoulders at the same locations, creating significant damage to the road side. Delineating the turn out areas will improve safety and reduce maintenance requirements.				N/A	LH.C LH.G
LH.6	Advocate for infrastructure improvements to improve safety of the Great Ocean Road / Colac-Lavers Hill Road intersection. Communicating to VicRoads the safety concerns that have been highlighted at this intersection.	There is an identified crash history and safety problem at this intersection. Improving the design of the intersection will reduce the likelihood and severity of further crashes.				The design should be sensitive to the surrounding properties, minimise its impact on the surrounding area and clearly designate priorities.	LH.A LH.F
LH.7	Variable speed limit signs with flashing 40 km/h speed limits in the existing school zone. School zones to key traffic intersections in the town which is well designed and does not cause clutter	Visiting tourists, or drivers unfamiliar with the local area may be unaware of the gazetted school times or days due to the nature of the existing static school speed signage.				N/A	LH.D
LH.8	Town entry and exit treatments and safe speed limit through township. Implement signage and line marking infrastructure to highlight entry to the town and change speed environment as shown in Figure 11.1 (COS.2).	The town entry treatment will assist in slowing drivers down when driving past the town. This will improve the experience of residents in the town, as it will be easier to cross the Great Ocean Road, and less noise from passing traffic.				The design and implementation should be consistent along the Great Ocean Road to ensure overall compliance. Regional Roads Victoria (RRV) is currently investigating and implementing gateway (speed threshold) treatments across the state as part of the SSRIP program. Approvals are required by RRV on arterial road network prior to implementation of any gateway treatments. COS should adopt similar gateway treatment to RRV for network consistency for gateway treatments within the strategy on local roads.	LH.D



Item	Recommendation	Rationale	Environment	Safety	Amenity	Considerations / Mitigation	Issues Addressed
LH.9	Explore opportunities to create additional safe parking for long vehicles in the town.	In response to issues raised during public exhibition process.				Investigate the potential utilisation of an area of Crown land / VicRoads land near the corner of the Great Ocean Road and Colac-Lavers Hill Road (south side of GOR) as a small pocket park / rest area. This could be used by large vehicles / tourist buses as they enter the township (coming from Apollo Bay). The rest area could include additional public toilets and other associated infrastructure	

Figure 12.6: Lavers Hill Concept Plan











13.1. The Action Plan

An Action Plan outlining the implementation of the strategies that have been outlined above is shown in the tables in the following sections.

The plan consists of the lead agency and / or responsible authorities for the implementation as well as indicative cost and timeframes for the implementation of the strategies.

The indicative costs have been displayed using a four-tiered system based on the estimated cost range. Costs in dollar figures have not been provided as the strategies have not been fully scoped, however take into consideration the additional considerations which were included in the previous sections.

For reference, the cost ranges are as follows:

- \$ = up to \$25,000
- \$\$ = between \$25,000 and \$50,000
- \$\$\$ = between \$50,000 and \$150,000
- \$\$\$\$ = more than \$150,000

The timeframes for delivery were determined based using several factors including:

- The level of importance to the community and stakeholders, as determined throughout the engagement process
- The level of demonstrated risk to road users
- The estimated indicative costs associated with the delivery of the strategy
- Any known time or funding constraints associated with the delivery of the strategy due to external factors

As such, timeframes were nominated on the following scale:

- Short-term = Within 1 year
- Medium-term = 1-4 years
- Long-term = 5 years+



13.2. Apollo Bay

Table 13.1: Apollo Bay Action Plan

	,			
Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
AB.1	Investigate the provision of a shuttle bus between Skenes Creek, Apollo Bay and Marengo during peak periods.	State Government	\$\$\$	L
AB.2	Improve the utilisation of the off-street car park on Pascoe Street.	VicRoads, Council	\$	S
AB.3	Re-route buses to travel along on Pascoe Street rather than Collingwood Street.	VicRoads, Council	\$	S
AB.4	Provide public toilets near bus parking.	Council	\$\$\$\$	S-M
AB.5	Provide improved pedestrian crossing infrastructure along Pascoe Street.	Council	\$\$\$\$	M
AB.6	Improved bicycle parking provision.	Council	\$\$	М
AB.7	Improved pedestrian access between the Information Centre, bus stop and foreshore car park.	Council, OCC	\$	S
AB.8	Provide additional pedestrian crossing infrastructure on Collingwood Street in appropriate locations.	VicRoads	\$\$	S
AB.9	Investigate opportunities to reduce footpath obstructions in the retail precinct.	Council	\$	M
AB.10	Pedestrianise Collingwood Street.	VicRoads, Council	\$\$\$\$	L
AB.11	Improved traffic management in surf club foreshore carpark.	Council	\$\$	L
AB.12	Provide long vehicle / bus parking along Pascoe Street.	Council	\$\$	S
AB.13	Town entry treatments and 40km/h speed limit through township.	Council, VicRoads	\$	M
AB.14	Re-route the Great Ocean Road via Thomson Street, Pascoe Street and Nelson Street.	Council, VicRoads, PTV	\$\$\$\$	L
AB.15	Trial the full pedestrianisation of Collingwood Street through tactical urbanism exercises.	Council, VicRoads	\$\$\$	M
AB.16	Strategic locations for long term provision of off- street bus parking	Council	\$\$\$\$	L
AB.17	Construct a shared path connection between Skenes Creek and Apollo Bay.	Council	\$\$\$	



Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
AB.18	Consider the location and quantity of disabled parking spaces to facilitate improved universal access	Council	\$\$	
AB.19	Increased parking enforcement presence during peak periods.	Council	\$\$	
AB.20	Explore installing parking meters in key tourist areas.	Council	\$\$	

13.3. Marengo Action Plan

Table 13.2: Marengo Action Plan

Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
M.1	Town entry treatments and 40km/h speed limit through township.	VicRoads	\$\$	М
M.2	Investigate the Provision of Public Toilets in Marengo	Council	\$\$\$\$	
M.3	Investigate the opportunity for an improved parking area, potentially associated with a tourism focal point.	Council	\$\$	



13.4. Skenes Creek Action Plan

Table 13.3: Skenes Creek Action Plan

Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
SK.1	Directional arrows and turning guidelines at Great Ocean Road / Skenes Creek Road intersection	VicRoads, Council	\$\$	L
SK.2	Improve pedestrian connectivity between either side of the river by widening footpath on bridge.	VicRoads	\$\$\$	L
SK.3	Improve pedestrian crossing safety on the Great Ocean Road	VicRoads, Council	\$\$	L
SK.4	Improve traffic management in the foreshore car park on the western side of the bridge	VicRoads, Council	\$\$	L
SK.5	Town entry treatments and 40km/h speed limit through township.	VicRoads, Council	\$	M
SK.6	Construct a shared path connection between Skenes Creek and Apollo Bay	Council	\$\$\$	
SK. 7	Investigate traffic calming measures for Old Coach Road in Skenes Creek.	Council	\$\$	M



13.5. Wye River Action Plan

Table 13.4: Wye River Action Plan

Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
WR.1	Improve wayfinding to town facilities, such as the public toilets, Great Ocean Road and Paddy's Path	Council	\$\$	L
WR.2	Implement 'No Stopping Areas' in residential Areas	Council	\$\$	S
WR.3	Improve pedestrian crossing infrastructure	VicRoads	\$\$\$	L
WR.4	Improve pedestrian connectivity around the General Store, pub and foreshore.	Council, landowners	\$\$	L
WR.5	Formalise additional car parking spaces along the Great Ocean Road.	Council	\$	М
WR.6	Increased parking enforcement presence during peak periods	Council	\$	S
WR.7	Provide overflow parking options during peak periods for tourists staying in caravan park.	Landowner	\$\$\$	M
WR.8	Create an additional indented car parking	Council	\$\$\$	М
WR.9	Town entry treatments and 40km/h speed limit through township.	VicRoads	\$	М
WR.10	Investigate the management of vehicles entering the caravan park during peak times	Caravan park operator / landowner	\$	M
WR.11	Investigate/Review key tourist walking tracks in Wye River for their accessibility.	Council	\$\$	М



13.6. Separation Creek Action Plan

Table 13.5: Separation Creek Action Plan

Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
SP.1	Town entry treatments and 40km/h speed limit through township.	VicRoads	\$	М
SP.2	Advocate to PTV to investigate the potential to service Separation Creek with a V/Line Bus Stop.	Council, PTV	\$\$\$	S-M



13.7. Forrest Action Plan

Table 13.6:Forrest Action Plan

Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
FR.1	Review & consolidate wayfinding signage	VicRoads, Council	\$	М
FR.2	Improve provision of bicycle parking	Council	\$	М
FR.3	Provision of formal bicycle / pedestrian crossing facilities	VicRoads, Council	\$\$	М
FR.4	Create a formal off-road shared path	VicRoads, Council	\$\$\$	М
FR.5	Improve traffic management and formalise car parking within the service road.	Council	\$\$\$\$	L
FR.6	Provide parking / pull out area for long vehicles	VicRoads	\$\$	М
FR.7	Town entry and exit treatments and safe speed limit through township.	VicRoads	\$\$	М
FR.8	Variable speed limit signs with flashing 40 km/h speed limits in the existing school zone	VicRoads	\$\$	М
FR.9	Investigate alternative cycling routes away from Grant Street.	Council	\$\$	М
FR.10	Investigate the renewal/Installation of footpaths in Station Street and Blundy Street.	Council	\$\$\$	S
FR.11	Investigate road safety improvements along Grant Street within the town.	VicRoads	\$\$	М
FR.12	Investigate additional parking opportunities to support cycling visitors.	Council	\$\$	S-M
FR.13	Explore opportunities for the installation of roundabouts at the Forest-Colac Road / Birregurra-Forest Road intersection and the Birregurra-Forrest Road / Blundy / Turner Street intersection.	VicRoads	\$\$\$	M-L

13.8. Lavers Hill Action Plan

Table 13.7:Lavers Hill Action Plan

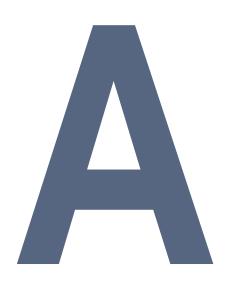
Item	Recommendation	Lead Agency / Responsible Authority	Indicative Cost	Timeframes
LH.1	Implement signage and line marking to assist international drivers at the Great Ocean Road / Colac-Lavers Hill Road intersection	VicRoads, Council	\$	S



LH.3	Provision of formal bicycle / pedestrian crossing facilities	VicRoads, Council	\$\$	М
LH.4	Review and improve traffic management in Yatzies car park	Council, Land owners	\$\$	S
LH.5	Investigate opportunity for vehicle turn out area at Blackwood Gully carpark.	VicRoads, Council, Land owners	\$\$	S
LH.8	Advocate for infrastructure improvements to improve safety of the Great Ocean Road / Colac-Lavers Hill Road intersection.	VicRoads, Council	\$	S
LH.7	Variable speed limit signs with flashing 40 km/h speed limits in the existing school zone	VicRoads, Council	\$\$	M
LH.8	Advocate for infrastructure improvements to improve safety of the Great Ocean Road / Colac-Lavers Hill Road intersection.	VicRoads, Council	\$	S
LH.9	Investigate opportunities to provide additional safe parking for long vehicles	VicRoads, Council		



A. BACKGROUND DOCUMENT REVIEW





Local Policy and Strategic Framework Documents

A broad range of local documents prepared for Council, have been reviewed. Many of the key themes and objectives from these documents, including the need for upgraded and new amenities and transport and parking projects to assist with managing the increasing demand for the Great Ocean Road have been extracted and presented in this report.

In turn, some of these documents will need to be reviewed for any necessary changes as a result of this strategy, due to fundamental changes to the tourism industry landscape within Colac Otway Shire.

The documentation covered under the local policy review is summarised below in Table A.1.

Table A.1. Colac Otw	ay Shire Strategic Plans and Policies	
Document	Summary	
Apollo Bay Harbour Precinct – How Government Can Invest Colac Otway Shire Council, April 2018	The Apollo Bay Harbour contributes significantly to the economy of the state and the region; however, infrastructure assets are currently in poor condition. This report outlines funding requirements for the harbour, to continue to operate effectively and safely. [Note: The Apollo Bay Port / Harbour is outside the scope of this study. Access and mobility between the harbour and Apollo Bay will be considered.]	Apollo Bay Harbour Precinct How Government Can Invest

Apollo Bay Structure Plan – Volume 1 Ethos Urban (trading under Planisphere), 26 April 2007 This Structure Plan is a document that guides major change to land use, built form, access and public space while protecting and enhancing valued aspects of Apollo Bay, Marengo and Skenes Creek.

The structure plan outlines a number of key objectives for the area, including a number of transport / access issues to be addressed in the future and an action plan to implement them.



Apollo Bay Structure Plan – Volume 2 Ethos Urban (trading under Planisphere), 26 April 2007 As a part of the creation of the Apollo Bay Structure Plan, a community consultation process was undertaken to engage residents of the area into the growth of their community. This involved, questionnaires, workshops, committees and engagement on the Draft Structure Plan.

Volume 2 also provides a summary of relevant background material to the Structure Plan, and a summary of the existing demographics.





Birregurra and Forrest Township Community Infrastructure Capire, January 2012 This report outlines the development of Community Infrastructure Plans for the Forrest (and Birregurra) townships. It outlines a description of the physical characteristics of the towns, as well as the results of a community engagement program. This process was undertaken to inform the development of a list of infrastructure projects relevant to the towns, and where they sit in regard to the existing scope of works and delivery already in place.

The exploding challenge of international day trips to the Great Ocean Road

Decisive Consulting Pty Ltd. For Great Ocean Road Regional Tourism Ltd, March 2018 The number of international tourists to the Great Ocean Road is rapidly increasing each year, the majority of which do not stay overnight in the area. As tourism grows in the future, the number of day trippers to the Great Ocean Road is expected to continue to grow.

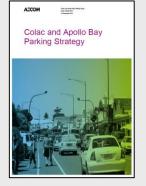
International tourists that stay overnight in the region are 20 times more valuable to the local economy than day trippers. Converting day trippers into overnight stays would be a large boost to the local economy.

The exploding challenge of international day trips to the Great Ocean Road

- Benefits lost and costs delivered to the region

Colac and Apollo Bay Parking Strategy Aecom, 2011 This report identified that parking within the area was mostly generated by tourism and hospitality. Due to the seasonal nature of the demand in Apollo Bay, parking facilities will need to cater to peak season demands, whilst predominantly being empty throughout the year.

The report identifies a number of recommendations and actions to implement, such as improving directional signage, improving the management of tour coaches and adopting differing parking rates.



Forrest Structure Plan CPG, August 2011

The Forrest Structure Plan provides a physical description of the township of Forrest, identifying the Issues and Opportunities of the area. It summarises an implementation plan for the Economic Development of the area, the Environment, Access and Movement, Physical Services and Community Infrastructure.





Kennett River, Wye River & Separation Creek Structure Plans Ethos Urban (trading under Planisphere), February 2008

Document

Summary

The three towns of Kennett River, Wye River & Separation Creek are small coastal towns on the Great Ocean Road. The structure plan takes into consideration many recommendations from technical documentation and strategies that exist in the wider area. These strategies typically suggest reducing the level of development in these smaller coastal towns, whilst encouraging it in the larger towns, such as Apollo Bay.

The structure plan has the following guiding principles: The towns will remain as distinct coastal towns, the impact of the towns on the surrounding environment will be minimal and the primary role of the towns will be for permanent and part-time residents.



Amended Urban Design Framework Plan for Lavers Hill Colac Otway Shire Council, June 2006 This Urban Design Framework generally builds upon the previous UDF completed in 2002. It provides an introduction into the characteristics of the town of Lavers Hill, detailing recommendations for the future development of the town. This framework was developed in consultation with the community, however it is noted that it is now 12 years old and may no longer be relevant.

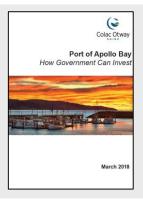


Port of Apollo Bay: How Government can Invest

Colac Otway Shire, March 2018 The Port of Apollo Bay contributes significantly to the economy of the state and the region, however key assets of the port are currently failing. This is causing unsafe conditions.

This report outlines funding requirements for the port, to continue to operate effectively and safely.

[Note: Any works to the Apollo Bay Port / Harbour is outside the scope of this study. Access and mobility between the harbour and Apollo Bay will be considered.]



Skenes Creek Master Plan Report Colac Otway Shire Council, May 2014 The Skenes Creek Masterplan involved a survey of the residents of the coastal town to identify Issues and Opportunities. This community consultation was then used to inform a number of recommended projects for the town.





Document	Summary	
Renewal Plan for Wye River and Separation Creek Community Resilience Committee, March 2018	The renewal plan for the towns of Wye River and Separation Creek was produced by the Community Resilience Committee in collaboration with key stakeholders and the local community. It recommends activities in regard to community connection, the natural environment, town planning and business/tourism for the longevity and growth of the community.	REMEWAL PLAN FOR WYE RIVER AND SEPARATION CREEK March 2017 - March 2018

Other Authority and Stakeholder Strategic Documents

Further to the review of local policy documents, a review was also taken of state and federal government policy and legislation, and strategic plans developed by various other stakeholders, some of whom make part of the Project Steering Committee.

This documentation is summarised below in Table A.2.

Table A.2. Other Government Agencies and Organisations – Relevant Documents

Table A.2. Other C	Government Agencies and Organisations – Relevant Documents	
Document	Summary	
Shipwreck Coast Master Plan McGregor Coxall, December 2015	The Shipwreck Coast Master Plan aims to enhance the coast as a destination, considering the character of the local towns and natural environment. The concepts and strategies that the masterplan recommends target the entire Shipwreck Coast area. It outlines Key Objectives, concepts, strategies and benefits for the area. [Note: The Shipwreck Coast Area extends from Cape Otway to Port Fairy, and is therefore falls outside of the study area however still highly relevant to ensure a holistic approach]	
Otway Coast	The action plan for the appared towns of Congration Creak, Wise Diver	

Otway Coast Hamlets, Separation Creek, Wye River, Kennett River & Wongarra – Destination Action Plan 2017-2020

Great Ocean Road Regional Tourism, June 2017 The action plan for the coastal towns of Separation Creek, Wye River and Kennett River (and Wongarra) identifies strategies and actions for the competitiveness of the towns.

This includes a list of strengths and challenges that the towns area has to face, and the priorities / activities to enhance the visitor experience.

The report outlines a number of actions for the group to advocate for, including their level of priority.





Document Strategic Master Plan for the Great Ocean Road Region

Summary

Visitor Economy 2015 - 2025

Great Ocean Road

Regional Tourism,

September 2015

The purpose of the Strategic Master Plan is to provide leadership and direction to the regions tourism industry. The primary objective is to increase the yield generated from tourism visitation through the provision of quality visitor experiences, providing significant economic benefits to local communities.

The report identifies key issues and opportunities, prioritising the actions to be implemented in the future.



Open Space Strategy Sykes Consulting /

Colac Otway Public This public open space report analysed the rich diversity in public open space that is available within the shire council. It provides strategic direction on many areas, such as the planning scheme, links and corridors and the environment to then prioritise the implementation of Urbis, October 2011 strategies, improvement works planning etc.



Governance of the **Great Ocean Road** Region Issues **Paper**

DELWP, 2018

The Great Ocean Road Region Issues Paper outlines the past, present, and future of the Great Ocean Road. It outlines the history of the area, from the Indigenous communities to the European settlement and construction, the issues that are currently faced in the area, and the call for change in the future.

The paper analyses the current governance arrangements for the area and makes recommendations on changes to the management model was needed. It recommends work in four key areas: Develop a formal policy position, develop and overarching Strategic Framework Plan, Establish and assign a lead agency function and secure funding



Apollo Bay **Destination Action** Plan 2018-2020

Great Ocean Road Regional Tourism Ltd, February 2018 This document (Prepared by Great Ocean Road Regional Tourism Ltd) outlines the strategic issues for the group to focus their limited resources on, and what they can influence to make happen. This includes a list of strengths and challenges that the Apollo Bay area has to face, and the priorities / activities to enhance the visitor experience.

The report outlines a number of actions for the group to advocate for, including their level of priority.



The Otways **Destination Action** Plan 2015-17

Great Ocean Road Regional Tourism Ltd, December 2014 The Otways Destination Action Plan, prepared by Great Ocean Road Regional Tourism Ltd, provides an analysis of the strengths, challenges and opportunities for tourism in the Otways. The Action Plan has six priorities, each with its own set of challenges to overcome.



Victorian Heritage Database

Victorian Heritage Council Victoria

The Victorian Heritage Database outlines all the heritage listed places, objects and historic shipwrecks. This is a comprehensive database of all heritage listings in the state.



Document	Summary
	The Great Ocean Road is listed in the database due to its historical, archaeological, aesthetic and social significance. It also has a connection to the returned serviceman and ANZAC soldiers, who were largely responsible for its construction. A number of other sites along the Great Ocean Road and in the towns along its route are recorded in the database.
Commonwealth Environment and Biodiversity Conservation Act (EPBC Act)(1999) Administered by: Department of Environment and Energy	The EPBC Act enables the Australian Government to join with the states and provide a national scheme of environmental protection and biodiversity conservation. The Act focuses Commonwealth interests on matters of national environmental significance, The Great Ocean Road and much of the surrounding environment is mentioned in the Act, and it is therefore it is a priority to take into consideration the act and relevant approvals required for any significant works.
Cultural Heritage Management Plans - Aboriginal Heritage Act (2006)	A Cultural Heritage Management Plan (CHMP) is required to be prepared by a heritage advisor in the event that any associated works are planned in an area of cultural heritage sensitivity, as defined by the Aboriginal Heritage Regulations 2007. The CHMP is required under the Aboriginal Heritage Act (2006)

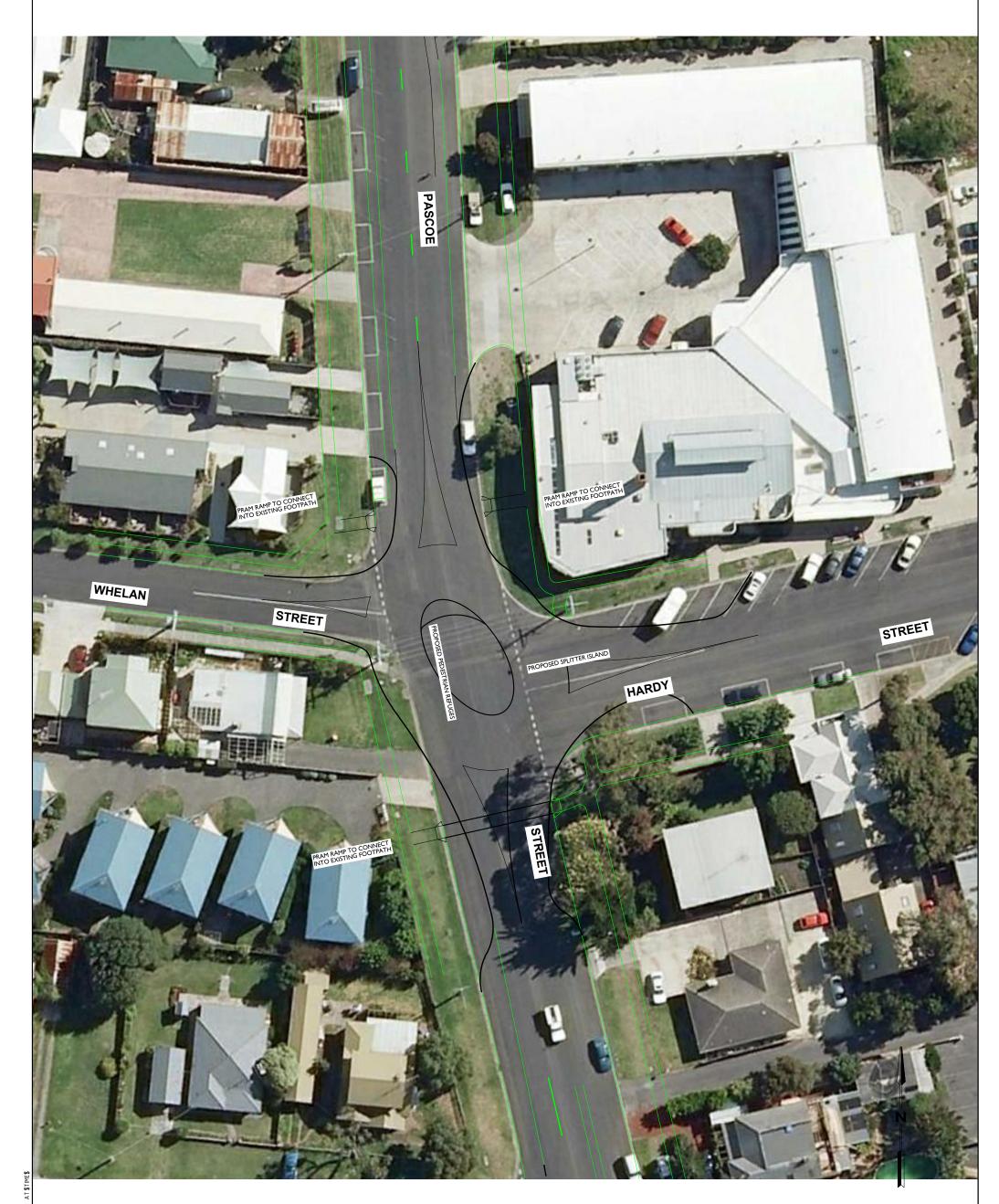
Key actions with regards to transport and parking infrastructure from each of the above documents are presented and discussed within the individual sections of the report.



B. CONCEPT DESIGNS







ON \$DATE\$

GTA consultants

DESIGNED A. WHALE

APPROVED BY C. COATH

DESIGN CHECK A. DELL'ISOLA

SCALE A3

CAD FILE NO. \$FILE\$



COLAC OTWAY SHIRE TOURISM AND PARKING STRATEGY APOLLO BAY, VIC GREAT OCEAN ROAD CONCEPT DESIGN DRAWING NO. V143930-AT02-01

WARNING

ISSUE F1



DRAWING NO. V143930-AT02-02

SHEET 02 OF 07

ISSUE F1





MONTROSE

03 9851 9600 02 8448 1800 07 3113 5000 08 8334 3600 08 6169 1000

DESIGNED A. WHALE

APPROVED BY C. COATH

AVENUE

PRAM RAMP TO-CONNECT TO EXISTING FOOTPATH

REMOVE ONE BUS BAY

RELOCATE BUS STOP-FLAG AS SHOWN

DESIGN CHECK A. DELL'ISOLA

DATE ISSUED 14 October 2019





COLAC OTWAY SHIRE TOURISM AND PARKING STRATEGY APOLLO BAY, VIC GREAT OCEAN ROAD CONCEPT DESIGN DRAWING NO. V143930-AT02-03

REMOVE ANGLED PARKING BAYS

PRAM RAMP TO CONNECT TO EXISTING FOOTPATH

SHEET 03 ○F 07

WARNING

ISSUE F1



GTA consultants

APPROVED BY C. COATH

DATE ISSUED 14 October 2019



CAD FILE NO. \$FILE\$

APOLLO BAY, VIC GREAT OCEAN ROAD CONCEPT DESIGN DRAWING NO. V143930-AT02-04

SHEET **04** ○ F **07**



GTA consultants

APPROVED BY C. COATH

DATE ISSUED 15 October 2019

CAD FILE NO. \$FILE\$



APOLLO BAY, VIC GREAT OCEAN ROAD CONCEPT DESIGN DRAWING NO. V143930-AT02-05

ISSUE P2

