



## 2. Urban Design Framework



## 2.1 Township Vision

The following vision for Barwon Heads originated from feedback received from the local community, and was refined in consultation with the steering committee. The vision summarises the community's aspirations for the future of the township and helped to canvass exactly what the urban design framework should achieve.

***A place that is defined by the natural landscape features that surround it – the Bellarine Peninsula's 'island' community.***

***A town of diverse character where development is largely nestled into the coastal vegetation, or if development is not tucked away, it is honestly expressed and well designed.***

***A place where the informal qualities are retained, because it is these elements that give the town its special character, and where the interface of the town with the ocean, wetlands, river and rural land demonstrates an environmental sensitivity.***

***A township where people can walk safely, and experience a strong sense of nearness to the water through buildings and vegetation that highlight the coastal environment and unique landforms.***

***A place where a diverse and environmentally aware community want to live and visit.***

## 2.2 Township Urban Design Framework

The urban design framework is structured around eleven key themes. The themes emerged at the first community forum and were further explored during the issues paper stage of the project. The eleven key themes also formed the basis of the Emerging Ideas exhibition.

### 2.2.1 Landscape Setting

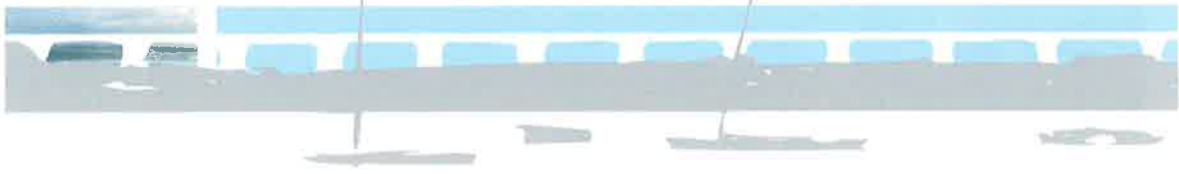
#### Objective

*To protect and strengthen the relationship of the town with its landscape setting.*

#### Strategies

##### Reinforce significant views and vistas

- 1) Maintain the open and clear view to Barwon Heads from the Ocean Grove entrance to the bridge.
- 2) Provide a combination of secluded and exposed viewing places along the riverfront and ocean coastline.
- 3) Protect uninterrupted views along the riverfront and coastline by prohibiting additional unnecessary structures and signage.
- 4) Protect and maintain open rural and wetland views at the Geelong Road entry to the town.



- 5) Maintain the views towards the elevated topography and coastal vegetation of the Bluff from inside the town.

#### **Strengthen the connection to the broader landscape**

- 6) Retain the low-rise character of the town.
- 7) Retain the dominance of landscaping in the majority of the town, and contain the areas of a more urban character to the following:
  - The residential properties directly abutting the riverfront between Ozone Road and Barwon Heads-Geelong Road.
  - The commercial precinct of Bridge Road from Hitchcock Avenue to Ewing Blyth Drive/Flinders Parade.
  - The commercial area of Hitchcock Avenue, from Ozone Road to Bridge Road.
- 8) Maintain a sense of nearness to the water through the retention and addition of informal coastal vegetation.
- 9) Prevent residential sprawl and its impact on rural and wetland landscapes, and maintain the current western boundary development line.
- 10) Recognise and reinforce the distinctiveness of the different landscape types within the township: the sea, the sea/cliff wall, the dune systems, the estuarine environment and the agricultural landscape.

#### **Actions**

- 1) In any planning permit application, consider the effect new development will have on identified views and vistas.
- 2) Rationalise signage in coastal areas to minimise clutter and visual impact.
- 3) Work with Parks Victoria, the Department of Natural Resources and Environment (DNRE) and the Barwon Foreshore Committee of Management to promote biodiversity and protect the unique variety of landscape types and conservation areas encasing the town.
- 4) Update the Greater Geelong Planning Scheme Municipal Strategic Statement (MSS) clause 21.35 incorporating the key objective and strategies relating to the landscape setting of the town.

## **2.2.2 Journey and Arrival**

### **Objective**

*To heighten the distinct qualities of journey and arrival at the entrances to the town.*

### **Strategies**

#### **Build on the landscape character of the inland approach**

- 1) Beautify the Barwon Heads-Geelong Road entrance and strengthen the presence of indigenous vegetation in this location.
- 2) Maintain the open western views of rural and wetland landscapes, intrinsic to the travelling experience at the entry to Barwon Heads and the Bellarine Peninsula.



**Protect the contrast between enclosure and then openness at the river crossing**

- 3) Protect the view of the town from the Ocean Grove entrance to the bridge by prohibiting any structures or obstructive landscaping on the Ocean Grove coastline, adjacent to the bridge.
- 4) Improve the appearance and pedestrian environment of the waterfront car park and intersection treatment located at the intersection of Ewing Blyth Drive and Bridge Road.

**Retain the dominance of the natural landscape along the ocean coastline route**

- 5) Protect views to the coast and ocean from Thirteenth Beach Road.
- 6) Protect the open, expansive views of the town from the top of Ewing Blyth Drive by prohibiting obtrusive structures or landscaping in this area.
- 7) Support the historic overlay zoning of the Barwon Heads Golf Course, prevent dense or intrusive development along Stephens Parade that would have adverse impacts on the sensitive coastal zone or golf links coastal view corridor.

**Actions**

- 1) Remove all illegal and unnecessary signage at the Barwon Heads-Geelong Road entrance to the town and amalgamate existing signage where possible.
- 2) Undertake an indigenous vegetation planting program, including the establishment of an informal avenue of moonahs at the Geelong-Barwon Heads Road entrance to the town.
- 3) Create a landscaped setting for the existing bluestone 'Barwon Heads Village by the Sea' welcome signs at the entrances to the town, utilising low indigenous vegetation.
- 4) Work with the Barwon Coast Committee of Management to improve the visual and pedestrian amenity of the waterfront car park through the introduction of appropriate shade landscaping and pedestrian level lighting.
- 5) Prohibit unnecessary signage and structures on the coastal side of Thirteenth Beach Road and Ewing Blyth Drive.
- 6) Update the MSS clause 21.35 incorporating the key objective and strategies relating to journey and arrival in the town.

## 2.2.3 Edges

**Objectives**

*To enhance the town's built interface with the river, coast, open rural landscape and wetlands.*

*To improve environmental quality at the interface of the built and natural environments.*

**Strategies**

**Protect the valued character of the town as an 'island' surrounded by an environmentally significant natural landscape**

- 1) Support the strongly held community view that the development of the township should be contained within its current urban zoned boundaries.



- 2) Retain an open landscape separation between the Thirteenth Beach residential estate and the established township.
- 3) Protect the environmentally fragile and Ramsar listed Murtnaghurt Lagoon and associated wetland areas to the west of the established township.

**Improve the interface between the town and the environmentally sensitive riverine environment**

- 4) Protect the mangrove vegetation from encroaching residential development.
- 5) Provide clearly demarcated access points along the river edge, and prohibit pedestrian access through the mangrove community.
- 6) Maintain or reinstate the dominance of vegetation in the residential areas adjacent to the river or river parkland, with the exception of the contained area of urban character between Ozone Road and Barwon Heads-Geelong Road.

**Protect the environmental integrity and dramatic natural landscape at the coastal edge**

- 7) Ensure new development does not contribute to coastal erosion and sand drift, and use indigenous coastal vegetation to prevent erosion.
- 8) Reduce the visual impact of development at the coastal edge.

**Actions**

- 1) Retain the Rural zone abutting the western edge of the town, and the associated minimum lot size of 80 hectares.
- 2) Oppose any extension to the Residential 1 zone at the western edge.
- 3) Oppose any extension to the Thirteenth Beach residential estate beyond its current Comprehensive Development zoned boundaries.
- 4) Undertake a detailed study of Murtnaghurt Lagoon and associated wetland areas to establish whether the current boundaries of the Environmental Significance overlay (ESO2) for the protection of high value wetlands and associated habitat are appropriate.
- 5) Work with Parks Victoria and the Barwon Foreshore Committee of Management to provide a managed buffer between residential development and the mangrove community.
- 6) In any planning permit application give consideration to how new development, including dwelling extensions and minor site features, appears from the mangrove community and river itself. If visual screening is required, it is recommended that massed indigenous vegetation be used as opposed to fencing.
- 7) Support regional bio-diversity and encourage the use of indigenous planting on private sites throughout the town and most importantly adjacent to the river environs.
- 8) Require applicants to use environmentally responsible techniques in the design and construction of new works in the vicinity of the river, including water sensitive urban design principles to minimise run-off.
- 9) Oppose any extension of the Stephens Parade Residential 1 zoned area.
- 10) Work with Parks Victoria, DNRE and the Barwon Foreshore Committee of Management on revegetation and weed eradication programs in coastal areas.
- 11) Encourage the use of indigenous coastal species on private sites near the coast.
- 12) Update the MSS clause 21.35 incorporating the key objectives and strategies relating to the edges of the town.



## 2.2.4 Built Form, Image and Character

### Objectives

*To reinforce the unique unpolished, non-engineered and casual qualities of Barwon Heads.*

*To highlight the unique layout of the town and strengthen the character of built form throughout the township.*

### Strategies

#### **Recognise the different character areas and historic development patterns of the township**

- 1) Reinforce the distinctiveness of the different development types and patterns in the township: the old town on the historic grid, the curvilinear new town, the Stephens Parade coastal strip and the Thirteenth Beach residential estate.
- 2) Recognise and strengthen the character of other unique precincts within these areas, such as the predominance of moonahs in Warrenbeen Court.

#### **Protect the non-suburban, casual character of the coastal township**

- 3) Ensure that the unpolished and non-engineered qualities of the town are protected and reflected in any pedestrian, traffic or parking initiatives.
- 4) Protect and enhance the network of pedestrian laneways, and encourage their use by residents and visitors.
- 5) Retain the informal qualities of the wider laneways that exist throughout township.

#### **Strengthen the connection to the landscape in the new town, north of Barwon Heads-Geelong Road**

- 6) Ensure new development does not protrude above the established or future mature tree canopy height and ensure retention of indigenous vegetation in the new area of town.
- 7) Reintroduce vegetation into the new area of town.
- 8) Reinforce the nearby river environment and plant roadside verges with indigenous tree species.

#### **Encourage design excellence throughout the township**

- 9) Encourage innovative and contemporary design in buildings, structures and spaces.
- 10) Ensure new development responds to the opportunities and constraints of the particular site, and the characteristics of the wider area, particularly in relation to views and vistas and solar access.
- 11) Encourage best practice in designing for environmental sustainability.
- 12) Recognise low lying and flood prone characteristics of Barwon Heads and design to minimise stormwater run-off.
- 13) Ensure new development responds to and interprets the unique character of the town and its coastal location.



## Actions

- 1) Implement the findings of the City of Greater Geelong Residential Character Study (August 2001) in relation to precincts located throughout the township.
- 2) Ensure that the vacant Residential 1 zoned land south of Barwon Heads-Geelong Road is developed as an extension to the existing historical grid as opposed to in a cul-de-sac form.
- 3) Retain all laneways, including pedestrian laneways, in Council ownership.
- 4) Embark on a program to name, maintain, promote the use of, and subtly light pedestrian laneways.
- 5) Discourage vehicular access via the wider laneways, particularly if alternative car access exists.
- 6) Discourage new development, including garages and carports, from fronting the wider laneways.
- 7) Retain unsealed roadways and grassy verges, unless the safety of pedestrians or motorists is at risk.
- 8) Avoid introducing kerb and channel into streets with unconstructed roadway edges, unless the safety of pedestrians or motorists is at risk.
- 9) Avoid the use of impervious surfacing for footpaths and pedestrian and bicycle pathways where they are required.
- 10) Implement the findings of the Barwon Heads Flood Study in a manner that is sensitive to the character and environment of Barwon Heads.
- 11) Update the MSS clause 21.35 incorporating the key objectives and strategies relating to the built form, image and character of the town.

## 2.2.5 The Centre of Town

### Objective

*To sustain a thriving and vibrant local centre.*

### Strategies

#### **Support a vibrant mix of uses and building forms**

- 1) Encourage a mix of commercial, entertainment, leisure, residential and community uses in the town centre to ensure continuous activity and to reinforce its role as the focal point for the local community.
- 2) Encourage a variety of residential uses in the commercial centre, including shop-top dwellings and tourism accommodation, particularly above and at the rear of properties in Hitchcock Avenue.
- 3) Encourage the recycling of existing buildings for alternative uses.
- 4) Encourage a well designed and contemporary built form character in the town centre.

#### **Create a safe, comfortable and distinctive pedestrian environment**

- 5) Reintroduce appropriate street trees into the town centre to beautify the street environment, provide shade for pedestrians and reinforce the visual and physical link to the Village Park.
- 6) Provide shared promotional and directional signage to the centre to reduce visual clutter.





- 7) Ensure that the unpolished, non-engineered and casual qualities of Barwon Heads are reflected in any improvements to the pedestrian environment, and that the emphasis is on low maintenance, practical solutions rather than decoration and embellishment.
- 8) Ensure a clear, safe and convenient pedestrian route to bus stops in the centre, where seating, shelter and tourism information is provided.
- 9) Increase the use of public spaces and buildings at night through subtle lighting and encouraging a mix of activities.

#### **Reinforce the visual and physical links between the centre of town and the foreshore**

- 10) Improve the public toilet site in Hitchcock Avenue, and provide a pedestrian laneway linking Grandview Parade to Hitchcock Avenue.
- 11) Allow for future improvements to the Bridge Road streetscape to strengthen the link between Hitchcock Avenue and the foreshore.

#### **Actions**

- 1) Rezone to Mixed Use the existing Residential 1 zoned properties fronting Hitchcock Avenue between Ozone Road and Bridge Road.
- 2) Prepare urban design guidelines for the Hitchcock Avenue area of the town centre.
- 3) Prepare a local policy for the Barwon Heads town centre including the key objective and strategies for the town centre, and including the Hitchcock Avenue urban design guidelines.
- 4) Adopt the streetscape concept plan for Hitchcock Avenue, and:
- 5) Include construction of the works in the 2004/2005 council works program.
- 6) Commission the preparation of detailed costings and working drawings.
- 7) Make applications for grant funding to assist with the implementation of the works, including undergrounding of the powerlines.
- 8) Include the street tree *Melia azedarach* (white cedar) in the streetscape working drawings for Hitchcock Avenue, planted in an avenue
- 9) Begin negotiations to purchase land adjacent to the existing toilet block in Hitchcock Avenue with a view to creating an additional pedestrian laneway from Grandview Parade to Hitchcock Avenue.
- 10) Plan for a streetscape upgrade of Bridge Road between Hitchcock Avenue and Ewing Blyth Drive as a future stage of the project, to be included in a later year of the council works program.

## **2.2.6 Open Space and Vegetation**

### **Objectives**

*To enhance the quality of public open space.*

*To further strengthen the vegetation character of the town and links to the natural landscape.*

*To strengthen regional bio-diversity by protecting the environmental integrity of the natural landscape flanking Barwon Heads.*





## Strategies

### Protect and enhance existing open space

- 1) Protect and enhance the coastal 'green belt' of parkland, incorporating Frank Ellis Reserve, Barwon Heads Park, the Bluff, Thirteenth Beach Foreshore Reserve and Lake Connewarre Reserve.
- 2) Further enhance the small local neighbourhood parks and pedestrian comfort and amenities at these parks.

### Reinforce the landscape character and environmental integrity of the town

- 3) Strengthen the vegetation character of the new area of town north of Barwon Heads-Geelong Road.
- 4) Extend the use of moonah vegetation, forming habitat links throughout the township.
- 5) Protect and promote the community of moonah vegetation in and adjacent to the Village Park and elsewhere in the township.
- 6) Protect significant moonah vegetation on private property.
- 7) Protect the bio-diversity of the town and its surrounding landscape, manage marine habitats and indigenous flora and fauna, and increase the use of indigenous vegetation throughout the town.

### Encourage environmental interpretation and education

- 8) Foster a sense of ownership of the local environment.
- 9) Involve the local school and community groups in environmental programs.

## Actions

- 1) Implement the recommendations of the Barwon Heads Village Park Final Management Plan (June 2002).
- 2) Embark on a neighbourhood parks improvement program, including pedestrian furniture and facilities and indigenous planting at the small parks throughout the township.
- 3) Undertake a vegetation planting program that includes street tree planting in the new area of Barwon Heads, north of Geelong-Barwon Heads Road, utilising appropriate indigenous species and ground covers.
- 4) Undertake an indigenous vegetation planting program including an extension of the moonah vegetation along Sheepwash Road, forming a habitat link between moonah communities in the Village Park, River Parade and the future informal avenue at the Geelong-Barwon Heads Road entrance to the town.
- 5) Introduce a Vegetation Protection Overlay to protect existing moonah vegetation, subject to receiving the advice of a qualified arborist on which moonahs and stands of moonahs are worthy of protection.
- 6) Encourage the development of additional water based activities and associated infrastructure only if the ecology of the river and foreshore, coastal processes and water quality are able to be maintained at a sustainable level.
- 7) Work with Parks Victoria, DNRE and the Barwon Coastal Committee of Management to establish opportunities for interpretation of land, wetland and marine environments.
- 8) Work with the local school on various environmental awareness and revegetation programs.



- 9) Support the development of environmental partnerships with Community and Friends groups to implement protection and management strategies.
- 10) Update the MSS clause 21.35 incorporating the key objectives and strategies relating to open space and vegetation in the town.

## 2.2.7 Community Safety

### Objective

*To improve personal safety and the perception of safety.*

### Strategies

#### **Maintain character while designing for safety**

- 1) Avoid loss of the unique character of the town when considering safety improvements.
- 2) Improve the safety of the pedestrian laneways through formalising and promoting their use and introducing low scale, informally sited lighting at a pedestrian scale.
- 3) Ensure that new lighting in the public domain limits upward light spill to maintain a dark night sky.

#### **Ensure that new development maintains and improves personal safety and perceived safety**

- 4) In public spaces, ensure that people are able to be seen by others and can clearly see and interpret the surrounding environment.
- 5) Ensure clear visibility, unimpeded access and safe paths of movement for pedestrians.
- 6) Ensure the environment is legible so that people can move quickly and efficiently if they need to. Ensure adequate signage and alternative routes.
- 7) Ensure adequate, pedestrian-scaled lighting in public spaces and use landscaping in a considered way, avoiding concealment spots. Particular attention should be given to adequate lighting in parkland adjacent to the river.
- 8) Ensure that buildings are designed to provide an opportunity for casual surveillance (ie overlooking streets, parks and bicycle paths).
- 9) Provide a mix of uses and activities in and adjacent to public spaces to ensure around-the-clock activity.

### Actions

- 1) In any planning permit application, consider the effect new development will have on the safety and perceived safety of the pedestrian environment.
- 2) Embark on a program to ensure that public space, particularly pedestrian laneways and parkland adjacent to the river, is well lit using pedestrian scale lighting with minimal upward light spill.
- 3) Use robust materials in public spaces that can withstand damage and vandalism.
- 4) Use clear and simple signage in public spaces.
- 5) Discourage high, solid fencing backing onto public spaces, particularly pedestrian and bicycle pathways and parkland.
- 6) Update the MSS clause 21.35 incorporating the key objective and strategies relating to community safety in the town.



## 2.2.8 Cultural Heritage and Diversity

### Objectives

*To enhance the expression of cultural heritage through the natural and built environment.*

### Strategies

#### **Protect and promote existing items and places of heritage significance**

- 1) Ensure all layers of the story of the town are celebrated and expressed, from the story of the Wathaurong people, through to European settlement.
- 2) Ensure that heritage buildings, structures and places are protected and that adjacent development is in harmony, but contemporary and designed in its own right.
- 3) Ensure that local iconic buildings, structures and places are maintained and enhanced.
- 4) Preserve the integrity and iconic status of the bridge in accordance with the Conservation Management Plan that has been prepared for the structure.

#### **Encourage a range of community building activities**

- 5) Utilise and promote the skills of local people.
- 6) Encourage and support cultural events that celebrate community and place.
- 7) Facilitate community ownership of public artwork.

### Actions

- 1) Promote the heritage status of the bridge through subtle interpretive material and by denoting it as a feature of interest on any bicycle and/or walking trail.
- 2) Clarify responsibilities for implementing the findings of the Conservation Management Plan, which has been prepared for the Barwon Heads bridge.
- 3) Work with Vic Roads to ensure that any future bridge over the Barwon River is located a sufficient distance from the existing bridge so as not to detract from its visual appeal and heritage significance.
- 4) Explore opportunities for interpretative material relating to items and places of historic interest, and link significant sites into future bicycle and/or walking trails.
- 5) Work with the local traders to explore opportunities for street entertainment, festivals, markets, exhibitions and other initiatives.
- 6) Work in partnership with local artists on historical and environmental interpretative material and public art projects.
- 7) Update the MSS clause 21.35 incorporating the key objective and strategies relating to the cultural heritage and diversity of the township.



## 2.2.9 Pedestrian and Bicycle Movement

### Objective

*To improve pedestrian and bicycle circulation and access.*

### Strategies

#### **Establish a network of pedestrian paths and connections**

- 1) Promote the 'walkability' of Barwon Heads as a pedestrian 'island'.
- 2) Identify natural pedestrian desire lines along the riverfront and improve ease of pedestrian movement along these routes.
- 3) Improve pedestrian links between the 'old' and 'new' areas of the township.
- 4) Encourage residents and visitors to walk to the town centre.
- 5) Provide clear signage to ensure that pedestrians know how to get to Hitchcock Avenue and other attractions in the town.

#### **Improve bicycle paths and facilities for cyclists**

- 6) Promote Barwon Heads as a 'bicycle friendly' location.
- 7) Upgrade existing bicycle paths and add to the bicycle path and bike lane network ensuring a safe town circuit is achieved.
- 8) Ensure all bicycle and/or pedestrian paths are designed with personal safety principles in mind. Create a series of distinctive 'pedestrian friendly' spaces
- 9) Strengthen the role of the Bridge Road commercial area or 'activity node' as a place for pedestrians by improving the pedestrian environment. Continue a pedestrian priority route along Bridge Road and into Hitchcock Avenue.
- 10) Encourage street life through outdoor dining and displays in the centre of town.
- 11) Recognise cyclist links beyond the town, support links to the Bellarine Peninsula and Surf Coast.

### Actions

- 1) Begin negotiations with relevant land managers and land owners to implement the circular walking trail around the perimeter of the town, with an emphasis on managing and minimising adverse environmental impacts.
- 2) Rationalise access and remove poorly located and unused pedestrian links to the riverfront.
- 3) Upgrade the pedestrian environment in Sheepwash Road, incorporating a shared pedestrian and bicycle pathway.
- 4) Highlight the historic pedestrian laneways that link to the town centre with uniquely designed directional signage stating 'walkway to town centre' or similar.
- 5) Provide convenient bicycle parking facilities at activity nodes/destinations throughout the town.
- 6) Ensure compliance with the Disability Discrimination Act in relation to the location of street furniture and pavement designs.
- 7) Update the MSS clause 21.35 incorporating the objective and strategies relating to pedestrian and bicycle movement in the town.



## 2.2.10 Pedestrian Safety, Traffic and Parking

### Objective

*To provide a safe, convenient and integrated transport system.*

### Strategies

#### **Improve pedestrian and vehicular compatibility and safety throughout the township**

- 1) Ensure pedestrian priority in the town centre by transferring the Main Road status of Hitchcock Avenue.
- 2) Improve safety conditions at the intersection of Geelong Road and Hitchcock Avenue.
- 3) Improve pedestrian safety in the town centre.
- 4) Design streets for pedestrian and cyclist useability, safety and access.
- 5) Incorporate designated bicycle lanes, where carriageway width allows.
- 6) Reduce vehicular speed limits in the commercial town centre.

#### **Provide convenient and well signed access to car parking facilities**

- 7) Provide clear signage to existing car parking facilities throughout the town.
- 8) Reduce the visual impact of existing off street car parks and improve pedestrian comfort at these facilities through appropriate landscaping.
- 9) Discourage the purchase and/or amalgamation of additional sites for the sole purpose of providing car parks.
- 10) Manage car parking to suit various types of visitors to the street.
- 11) Maintain flexibility in car parking management to enable response to new development.
- 12) Encourage residents to park off the main road, utilising historic lanes and side streets to disperse traffic and reduce congestion within Hitchcock Avenue.

#### **Promote alternative transport and improve public transport facilities**

- 13) Promote public transport ('bus to the beach'), cycling and walking as the preferred way of travelling to Barwon Heads.
- 14) Retain the bus route though Hitchcock Avenue and Bridge Road.
- 15) Relocate bus stops away from car parking areas of high demand in the town centre.

#### **Retain the non-engineered, casual qualities of the town in any traffic and parking initiatives**

- 16) When introducing footpaths, chicanes or other traffic calming measures, ensure they are designed to have minimal impact on the informal, coastal qualities of the town. Engineering works must be integrated with planting and landscape treatments to reduce their impact.

### Actions

- 1) Construct a single lane roundabout at the intersection of Geelong Road and Hitchcock Avenue.



- 2) Ensure a safe pedestrian crossing point is integrated into final design improvements for Hitchcock Avenue. Where possible avoid the use of signalised infrastructure.
- 3) Work with Vic Roads and conduct a pedestrian use analysis within Bridge Road. Develop a design response for improvements that integrates safe pedestrian access at the Barwon Heads Bridge and foreshore with the commercial zone. This may include the installation of a pedestrian crossing.
- 4) Work with Vic Roads to introduce a year round 50km/hr speed limit throughout the town, including Hitchcock Avenue and Bridge Road. (A permanent 50km/hr speed limit has since been implemented in Hitchcock Avenue from Ozone Road to Bridge Road. A summer speed zone of 50km/h extends from Sheepwash Road through Barwon Heads township to Ocean Grove.)
- 5) Negotiate with Vic Roads to transfer the Main Road status of Hitchcock Avenue to Golf Links Road, subject to assessment of public works and budgetary impacts and following consultation with the local community, including Golf Links Road residents and the school community. Support the installation of a new 40km/hour speed zone within the school precinct on Golf Links Road.
- 6) Designate short term parking spaces closest to shops and facilities such as the post office, and locate longer term car parking in more distant locations.
- 7) Provide consistent, clear and well designed directional signage to existing car parking in the town.
- 8) Sign historic lanes and improved side street pavements to encourage the use of surrounding streets as viable parking for regular centre users.
- 9) Relocate the bus stops in Hitchcock Avenue closer to Ozone Road.
- 10) Provide information and shelter for visitors to Barwon Heads at bus stops, particularly in the town centre.
- 11) Update the MSS clause 21.35 incorporating the objective and strategies relating to traffic and parking in the town.

## 2.2.11 Tourism

### Objective

*To recognise and protect the key tourism attributes and manage tourism growth.*

### Strategies

#### **Protect the natural attributes of the town by managing tourism growth.**

- 1) Protect and manage the key tourism attributes of Barwon Heads, including:
  - Natural attractions such as the coastal views, beaches, Barwon River estuary, the Bluff and Lake Connemara State Game Reserve and wetlands system.
  - Recreational opportunities such as the golf courses, river and ocean fishing, surfing, boating and sailing.
  - The informal coastal character.
- 2) Protect valued characteristics of the town from adverse impacts of increasing visitation and demand for tourism infrastructure.
- 3) Encourage additional tourism accommodation in the town, particularly in and adjacent to the town centre.
- 4) Manage the peaks in the visitation season and explore the potential for attracting visitors during the winter months.

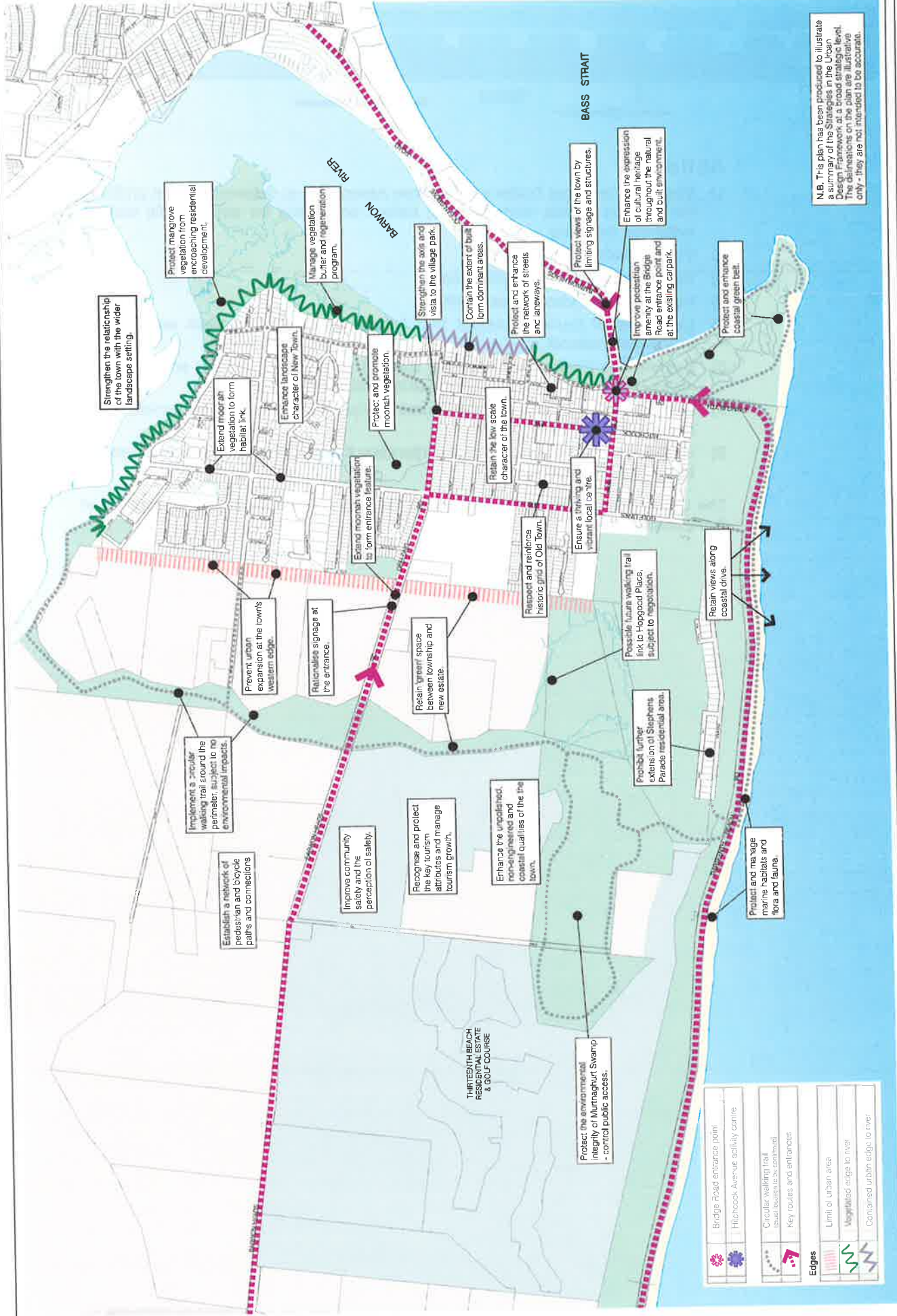




## Actions

- 1) Work with the local Trader and Tourism Association to determine a firm profile of the Barwon Heads visitor market before embarking on any specific tourism initiatives, including:
- 2) Visitor numbers
- 3) Why visitors come to Barwon Heads
- 4) Holiday preferences and expenditure
- 5) Link sites of tourism interest into future walking/cycling trails and provide interpretive material.
- 6) Explore eco-tourism opportunities and the potential for guided environmental walks / tours of marine, coastal, estuarine and wetland communities.
- 7) Explore the possibility of water based tourism activities, such as ferries, water based environmental tours etc.
- 8) Update the MSS clause 21.35 incorporating the objective and strategies relating to tourism in the town.

The Urban Design Framework is depicted visually, in summary format on page 27 of this volume.



N.B. This plan has been produced to illustrate a summary of the Strategies in the Urban Design Framework at a broad strategic level. The delineations of the various strategies are only - they are not intended to be accurate.



# 1. Executive Summary



## 1.1

# Key Recommendations

Following is an executive summary of the key recommendations from the Barwon Heads Urban Design Framework and Hitchcock Avenue Streetscape Upgrade project.

## Council Adoption

It is recommended that Council resolve to adopt the Barwon Heads Urban Design Framework 2003.

## Greater Geelong Planning Scheme

It is recommended that Council proceed with a planning scheme amendment to the Greater Geelong Planning Scheme, to include the following:

- Inclusion of the Barwon Heads Urban Design Framework 2003, Volume 1: 'The Plans' and Volume 2: 'The Report', as Reference Documents.
- A Local Policy summarising the main objectives and strategies from the Urban Design Framework.
- Urban Design Guidelines for the Hitchcock Avenue area of the town centre.
- Rezoning to Mixed Use of the existing Residential 1 zoned properties fronting Hitchcock Avenue between Ozone Road and Bridge Road.
- Introducing a Vegetation Protection Overlay to protect existing moonah vegetation, subject to receiving the advice of a qualified arborist on which moonahs and stands of moonahs are worthy of protection.

## Western Urban Growth Boundary

It is recommended that Council include in the Local Policy an Urban Growth Boundary along the western edge of the township, following the boundary between the current Residential 1 and Rural zones, that places a limit on the western expansion of the township, to:

- Maintain and strengthen the valued character of the town as an 'island' with a powerful connection to the natural landscape that surrounds it.
- Retain the open landscape character between the 13<sup>th</sup> Beach Residential Estate and the established township through retention of the existing Rural zone abutting the western edge of the town (retain the current minimum Rural zone lot size of 80 hectares).
- Support the strongly held community view that the development of the township should be contained within its current urban zoned boundaries.

It is also recommended that Council undertake a detailed study of Murnaghurt Lagoon and associated wetland areas to the west of the established township, to establish whether the current boundaries of the Environmental Significance Overlay (ESO2) for the protection of high value wetlands and associated habitat are appropriate.



## Planting Program

It is recommended that Council:

- Undertake an indigenous vegetation planting program, including:
  - An extension of the River Parade moonah habitat down Sheepwash Road, including an informal avenue at the Geelong-Barwon Heads Road entrance to the town
  - A street tree planting program in the new area of Barwon Heads, north of Geelong-Barwon Heads Road, utilising appropriate indigenous species and ground covers
- Work with Parks Victoria, the Barwon Foreshore Committee of Management and local residents to establish a managed buffer between residential development and the mangrove community.

## Streetscape Concepts

It is recommended that Council adopt the streetscape concept plan for Hitchcock Avenue and:

- Include detailed planning and construction of the works in the 2004 / 2005 capital works program.
- Commission the preparation of detailed costings and working drawings.
- Make application for grant funding to assist with implementation of the works, including undergrounding of the powerlines.

## Main Road Status of Hitchcock Avenue

It is recommended that Council:

- Negotiate with Vic Roads to transfer the Main Road status of Hitchcock Avenue to Golf Links Road, subject to assessment of public works and budgetary impacts and following consultation with the local community, including Golf Links Road residents and the school community.
- Support the installation of a new 40km/hour speed zone within the school precinct on Golf Links Road.

## Laneways, Engineering Works and Township Character

It is recommended that Council:

- Discourage vehicular access via the wider, unmade laneways, particularly if alternative car access exists, and prohibit new development, including garages and carports from fronting these laneways.
- Ensure that the unpolished, non-engineered and casual qualities of the town are reflected in any improvements to the pedestrian or vehicular environment, including:
  - Retention of unsealed roadways and grassy verges\*
  - Retention of no kerb and channelling where it currently exists\*
  - Avoiding the use of impervious surfacing for footpaths and pedestrian and bicycle pathways where they are required\*





- Implement the findings of the Flood and Stormwater Management Study in a manner that is sensitive to the character and environment of Barwon Heads.

\*Provided the safety of pedestrians and motorists is not at risk, and subject to further investigation and negotiations, including assessment of costs and agency and Council officer positions.

## Access and Safety

It is recommended that Council:

- Work with Vic Roads to introduce a 50km/hr speed limit throughout the township, including Hitchcock Avenue.
- Begin negotiations to purchase land adjacent to the existing toilet block in Hitchcock Avenue with a view to creating an additional pedestrian laneway from Grandview Parade to Hitchcock Avenue.
- Begin negotiations with relevant land managers and land owners to implement the circular walking trail around the perimeter of the town, with an emphasis on managing and minimisation of adverse environmental impacts.
- Retain all pedestrian laneways in Council ownership and embark on a program to subtly light, name, maintain and promote the use of the laneways.
- Work with the Barwon Coast Committee of Management to improve the visual amenity and pedestrian environment of the waterfront car park through the introduction of appropriate shade landscaping and pedestrian level lighting.

## 1.2

## Capital Works

As well as the Hitchcock Avenue streetscape upgrade, the Urban Design Framework recommends a number of other capital works initiatives. These initiatives are contained in the following works implementation schedule. The columns in the schedule are explained below.

### Works Initiative

Refers to the capital works initiative as recommended in the Urban Design Framework.

### Short

Recommends a short timeframe for the works of 1 to 3 years.

### Medium

Recommends a medium timeframe for the works of 3 to 5 years.

### Long

Recommends a long timeframe for the works of 5 to 10 years.

### Who

Indicates the agency responsible for implementing the works.

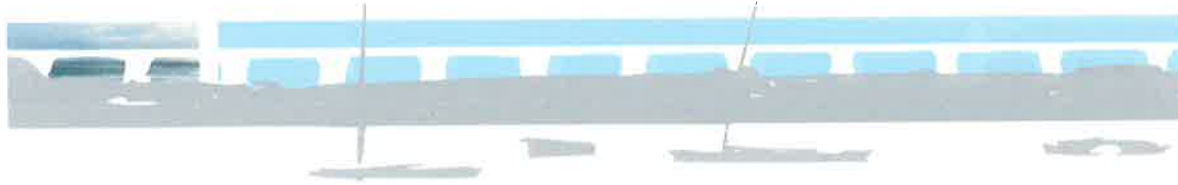




### **Cost**

Indicates the cost range as either:

- \* Low (eg minimal costs)
- \*\* Medium (eg works of moderate cost)
- \*\*\* High (eg major works program)



## Works Implementation Schedule

Works Initiative	Short	Med	Long	Who	Cost
<b>Streetscape (in suggested priority order)</b>					
Adopt the streetscape concept plan for Hitchcock Avenue, and:  Include construction of the works in the 2004/2005 council works program.  Commission the preparation of detailed costings and working drawings.  Make applications for grant funding to assist with the implementation of the works, including undergrounding of the powerlines.	●			Council	***
Begin negotiations to purchase land adjacent to the existing toilet block in Hitchcock Avenue with a view to creating an additional pedestrian laneway from Grandview Parade to Hitchcock Avenue.  Upgrade the existing toilet, installing a smaller structure to the front of the current allotment, linking this to the new lane access.	●			Council	**
Relocate the bus stops in Hitchcock Avenue closer to Ozone Road.	●			Council with Vic Roads and DSE	**
Construct a single lane roundabout at the intersection of Geelong Road and Hitchcock Avenue.		●		Vic Roads with Council	**
Plan for a streetscape upgrade of Bridge Road between Hitchcock Avenue and Ewing Blyth Drive as a future stage of the project, to be included in a later year of the council works program.		●		Council with Vic Roads	***
<b>Planting and Parks (in suggested priority order)</b>					
Undertake an indigenous vegetation planting program, including the establishment of an informal avenue of moonahs at the Geelong-Barwon Heads Road entrance to the town.	●			Council	*
Create a landscaped setting for the existing bluestone 'Barwon Heads Village by the Sea' welcome signs at the entrances to the town, utilising low indigenous vegetation.	●			Council	*
Work with Parks Victoria, DNRE and the Barwon Foreshore Committee of Management on revegetation and weed eradication programs in coastal areas.	●	●	●	Parks Vic, BCC of M, DNRE with Council	**
Undertake a vegetation planting program that includes street tree planting in the new area of Barwon Heads, north of Geelong-Barwon Heads Road, utilising appropriate indigenous species and ground covers.	●	●	●	Council	**
Work with Parks Victoria and the Barwon Foreshore Committee of Management to provide a managed buffer between residential development and the mangrove community.	●	●		Parks Vic with Council	*
Embark on a neighbourhood parks improvement program, including pedestrian furniture and facilities and indigenous planting at the small parks throughout the township.		●		Council	*
Undertake an indigenous vegetation planting program including an extension of the moonah vegetation down Sheepwash Road, forming a habitat link between moonah communities in the Village Park, River Parade and the future informal avenue at the Geelong-Barwon Heads Road entrance to the town.		●		Council	*



Works Initiative	Short	Med	Long	Who	Cost
<b>Signage &amp; Interpretation (in suggested priority order)</b>					
Provide consistent, clear and well designed directional signage to existing car parking in the town.	●			Council	*
Remove all illegal and unnecessary signage at the Barwon Heads-Geelong Road entrance to the town and amalgamate existing signage where possible.	●			Council	*
Highlight the historic pedestrian laneways that link to the town centre with uniquely designed directional signage stating 'walkway to town centre' or similar.	●			Council	*
Sign historic lanes and improved side street pavements to encourage the use of surrounding streets as viable parking for regular centre users.					
Provide information and shelter for visitors to Barwon Heads at bus stops, particularly in the town centre.	●			Council with DOI	*
Rationalise signage in coastal areas to minimise clutter and visual impact.	●			Council	*
Link sites of tourism interest into future walking/cycling trails and provide interpretive material.		●		Council	*
Promote the heritage status of the bridge through subtle interpretive material and by denoting it as a feature of interest on any bicycle and/or walking trail.		●		Council to clarify responsibilities	*
Work with Parks Victoria, DNRE and the Barwon Coastal Committee of Management to establish opportunities for interpretation of land, wetland and marine environments.		●		Parks Vic, BCC of M, DNRE with Council	*
<b>Other (in suggested priority order)</b>					
Begin negotiations with relevant land managers and land owners to implement the circular walking trail around the perimeter of the town, with an emphasis on managing and minimising adverse environmental impacts.	●	●		Council with Parks Vic, DNRE and BCC of M	***
Work with the Barwon Coast Committee of Management to improve the visual and pedestrian amenity of the waterfront car park through the introduction of appropriate shade landscaping and pedestrian level lighting.	●			BCC of M with Council	**
Embark on a program to name, maintain, promote the use of, and subtly light pedestrian laneways.	●	●		Council	**
Upgrade the pedestrian environment in Sheepwash Road, incorporating a shared pedestrian and bicycle pathway.	●			Council	**
Embark on a program to ensure that public space, particularly pedestrian laneways and parkland adjacent to the river, is well lit using pedestrian scale lighting with minimal upward light spill.	●	●		Parks Vic, BCC of M, DNRE and Council	**
Rationalise access and remove poorly located and unused pedestrian links to the riverfront.		●		Council, parks Vic and BCC of M	*

