MODERATE GROWTH SETTLEMENTS

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Inverloch

Inverloch is a small coastal town and a popular holiday destination. Its character is defined by natural features, including the Andersons Inlet entrance, a foreshore reserve which provides opportunities for passive and active recreation, surf beaches, vegetated waterways and inner residential areas dominated by dense indigenous vegetation.

The Inverloch town centre contains a broad range of commercial, community and recreational uses. It is fringed by foreshore reserve, which includes ‘The Glades’ picnic ground a playground and open, grassy areas that provide a sense of place and informal character.

The residential character in older areas is defined by heavy vegetation, generous vegetated setbacks and spacing between buildings and wide informal roads. In newer areas to the west of the town, development is defined by a suburban character. Four residential character areas have been identified, including the Town Centre/Medium Density Area, the Established Residential Hinterland, the Emerging Residential Hinterland and the Restricted Environmental Residential.

The vision for Inverloch is for a consolidated and sustainable coastal village that optimises the existing natural assets and character, and services the lifestyle and recreational needs of residents and visitors.

The Inverloch Strategic Framework Plan establishes clear strategic direction for the future physical form by containing residential development within a defined settlement boundary.

Local area implementation

Settlement

- Manage growth within the settlement boundary, as defined in the Inverloch Strategic Framework Plan.
- Provide housing diversity that is responsive to the changing demographic of permanent residents, and the housing and accommodation needs of the non-permanent residents.
- Encourage residential growth within key areas identified in the Inverloch Strategic Framework Plan.
- Provide opportunities for consolidation and infill close to the town centre.
- Encourage medium density development within the areas identified in the Inverloch Residential Character Areas map, without compromising the coastal village character.
- Avoid rezoning of land outside the town boundary for the purposes of low density and rural living development.

Land uses

- Support the provision of convenience shops in designated areas to meet the convenience needs of local residents within a short walk from home.
• Support ongoing local job opportunities through the protection of the industrial area.
• Support the provision of recreation at Thompson Reserve and the Inverloch Recreation Reserve.
• Locate medium density development within the defined Town Centre/Medium Density Area as shown on the Residential Character Areas map.
• Support shop-top housing within the commercial area of the Town Centre.
• Encourage a compact commercial town centre within boundaries defined in the Town Centre Re-Structure Plan.
• Support an additional 3,000 m² of commercial floor space within the area defined in the Town Centre Re-Structure Plan.
• Encourage development of cafés and restaurants along Ramsey Boulevard and The Esplanade.
• Support the removal of restrictive covenants from residential lots within the Town Centre/Medium Density Area, where those covenants restrict the capacity for medium density residential redevelopment.

**Environment**

• Protect indigenous vegetation that makes a contribution to the character of both urban and foreshore areas.
• Ensure that development does not impact negatively on the vegetation or open character of the foreshore reserve.
• Protect waterways, especially Screw Creek, by maintaining and enhancing surrounding vegetation and managing development impacts.
• Monitor and respond to coastal inundation and other impacts of climate change in low lying areas around Inverloch.
• Identify and plan for environmental hazards.

**Landscape and built form**

• Support the re-structuring of the town centre to improve circulation and pedestrian priority.
• Encourage development of new and active retail frontages within the commercial area of the Town Centre.
• Encourage first floor restaurant activity along Ramsey Boulevard and The Esplanade that has views of the foreshore.
• Ensure development responds to the environmental and landscape features of the urban and foreshore areas with architecture that reflects the coastal setting.
• Incorporate indigenous trees and vegetation into landscaping of both the public and private space in new development.
• Ensure that view lines and vistas are protected and shared between the public and private realm.
• Protect the environmental values and character of residential areas.

**Infrastructure**

• Make provision for a pedestrian and cycle trail network in accordance with the Parks and Trails map.
Map 1: Inverloch Strategic Framework Plan
Map 2: Inverloch Parks and Trails
Map 3: Inverloch Towns Centre Re-Structure Plan
San Remo

The San Remo, Newhaven and Cape Woolamai Structure Plan establishes a clear direction for the future physical form of San Remo in that it defines a town boundary for residential development and precincts for consolidated commercial areas.

San Remo acts as a hub for the local community, and is designated as a growth node by State Government Policy - Coastal Spaces (April 2006).
San Remo predominantly consists of detached residential dwellings; however, two and three storey commercial buildings extend along Marine Parade. Land directly to the south of the town is characterised by smaller blocks, with residential land on the hillside more recently established with larger houses.

The building fabric on Marine Parade, west of Bergin Grove forms a retail strip along the south side of the street. These establishments are separated from the foreshore area by a large asphalted car park. Buildings generally present individual shop facades with some continuous building frontages.

**Local area implementation**

**Settlement**

- Accommodating the majority of future residential growth within an eastern development corridor, to the east of San Remo, between Phillip Island Road, Shetland Heights Road and Potters Hill Road, in accordance with the San Remo Strategic Framework Plan.

- Civic and commercial activities in the San Remo Growth Area should be provided in a consolidated activity node.

**Land uses**

- Encourage residential and holiday apartments as “shop top” dwellings to third storey with ground floor retail in the Commercial area: Marine Parade, West of Bergin Grove.

- Extend the B1Z land zoning between Bergin Grove and Woolamai Grove to Mary Grove.

- Promoting the establishment of new retail and commercial businesses.

- Utilising the proposed East-West Link Road as a catalyst for new commercial development within the San Remo town centre.

- Capitalising on the visual exposure offered by San Remo’s commercial centre with respect to attracting passing trade.

- Encourage tourist development to areas zoned Mixed Use along Phillip Island Tourist Road east of the San Remo business centre. This includes an extension of the existing Mixed Use Zone to Panorama Drive.

- Encouraging the location and development of motels, restaurants, and retail outlets on larger lots in the Commercial area - Phillip Island Road, East of Back Beach Road.

- Concentrating the San Remo commercial area to the southern edge of Marine Parade.

- Developing Marine Parade between Bergin Grove and Woolamai Grove for cafes, hotels, restaurants, and open space.

- Redeveloping commercial buildings.

- Facilitating the development of tourism related activities in designated areas promoting commercial tourism at identified locations, with main road frontage and recreational based tourism to the south of the Anderson Peninsula ridgeline.

- Retaining rural land uses outside of designated settlement boundaries, and allow for appropriate recreational tourism uses, which are non-residential.

- Facilitating a future neighbourhood centre for commercial and community purposes within the San Remo residential growth area.

- Monitor coastal hazards and the coastal impacts of climate change on the San Remo Commercial Areas. Review the role of the San Remo Commercial Area when the Victorian Coastal Council ‘Coastal Vulnerability Study’ is released.
**Landscape and built form**

- Encouraging new development to be consistent with the established fishing village character.
- Maintaining views over the bay from Phillip Island Road.
- Encouraging a site responsive and high quality built form.
- Limiting residential building form to be a maximum of two storeys in height (7 metres from natural ground level to top of wall and 8 metres from natural ground level to the ridgeline). Applying the design guidelines of the Phillip Island and San Remo Design Framework.
- Avoiding unarticulated big box built forms especially on undulating land and hillsides.
- Ensuring building mass responds to topography.
- Encouraging fewer and low front fencing to open up streetscapes and allow visual permeability between the public and private realm.
- Encouraging the redevelopment of the commercial town centre to improve design, integration with the foreshore and provide a wide variety of retail type uses.
- Encouraging higher density housing and tourist accommodation (up to 3 storeys) in the San Remo town centre that exhibit excellence in design consistent with the Department of Planning and Community Development’s ‘Guidelines for Higher Density Residential Development.’ Specifically, development should achieve the following:
  - Third levels should be recessed to assist with reducing building bulk and assist in with streetscape integration.
  - Roof forms should not incorporate high pitches and should be designed to provide visual interest.
  - Building form should provide for appropriate street activation and integration, articulation and contemporary design treatments, which contribute to the coastal character.
- **Within the Commercial area - Marine Parade, West of Bergin Grove:**
  - Providing verandahs and awnings with articulated facades to ensure cohesive streetscapes.
  - Encouraging active street frontages on Marine Parade with an emphasis on retail, cafes, galleries, and restaurants at street level.
  - Applying a zero street setback for all new buildings.
  - Using a combination of painted timber, stone, painted render and galvanised or stainless steel on new buildings. Minimising highly reflective surfaces.
  - Providing pitched roofs.
- **Within the Commercial area - Marine Parade, Bergin Grove to Back Beach Road:**
  - Encouraging the redevelopment of the corner of Back Beach Road and Marine Parade with a landmark building.
  - Including verandahs and awnings on buildings, with articulated facades to ensure cohesive streetscapes.
- **Within the Commercial area - Phillip Island Road, East of Back Beach Road:**
  - Ensuring signs do not dominate the built form of new development.
  - Achieving a consistent setback of new buildings with the existing streetscape.

**Infrastructure**

- Making provision for a new road, facilitating access to future residential development east of Potters Hill Road, and in doing so also providing for an alternative road access into San Remo.
- Make provision for a pedestrian and cycle trail network in accordance with the Parks and Trails plan located below.

- Upgrade Shetland Heights Road such that it provides an alternate access to San Remo.

- Ensuring that any future requirement to duplicate the Phillip Island Bridge is not precluded by any incompatible development in the vicinity of the existing bridge.

- Pursuing the possibility of establishing an emergency services hub along Genista Street adjacent to the existing CFA and Telstra Exchange facilities.

- Exploring options for additional educational facilities within San Remo to cater to the needs of the growing population, in proximity to any future neighbourhood centre in future residential growth areas.
Newhaven

The San Remo, Newhaven and Cape Woolamai Structure Plan establishes a clear direction for the future physical form of Newhaven in that it defines a town boundary for residential development and precincts for consolidated commercial areas.
Newhaven has a well established, post war construction, detached dwelling residential core. A small strip of two storey shops on Forrest Avenue forms a local business node. The Primary School and associated playing fields provide a visual and auditory buffer to the small industrial area.

**Local area implementation**

**Settlement**
- Accommodating residential expansion at a low density to the west of Newhaven, north of Phillip Island Road and east of Boys Home Road to the Churchill Island access road turnoff, subject to detailed environmental and landscape assessment.
- Preventing additional expansion of Newhaven, other than what is described in the Newhaven Strategic Framework Plan.
- Reinforce Newhaven’s identity as an established community and a precinct for education and heritage.

**Land uses**
- Limiting developments along Forrest Avenue to residential or small accommodation uses such as bed and breakfast.
- Concentrating the growth of commercial development within the established precinct boundaries of the existing commercial area.
- Encouraging the redevelopment of the vacant shops in the commercial area of Newhaven.
- Encouraging the redevelopment of the commercial site on the corner of Forrest Avenue and Anderson Street.
- Create a protective buffer between the environmentally sensitive intertidal zone and land to the west of Newhaven.
- Creating a new tourism precinct on land adjacent to the north side of the Phillip Island Road between Boys Home Road and the Public Conservation and Resource Zone. A detailed structure plan should be developed.
- Consider suitable infill opportunities for the former Boys Home that are sympathetic to its heritage values.

**Environment**
- Identify and plan for environmental hazards.

**Landscape and built form**
- Ensuring that future development is high quality and of an appropriate scale for Newhaven.
- Designing new industrial development in accordance with the Design Guidelines for industrial sites as set out in Section 5 of the *Phillip Island and San Remo Design Framework*.
- Applying the design guidelines of the Phillip Island and San Remo Design Framework.
- Designing and siting new development to reflect the streetscape pattern of Newhaven.
- Incorporating landscaping sympathetic to street planting within building setbacks along Phillip Island Road.
- Limiting building form to a maximum of two storeys in height (7 metres from natural ground level to top of wall and 8 metres from natural ground level to the ridgeline).
- Encouraging low front fencing to open up streetscapes and allow visual permeability between the public and private realm.
- Improve and upgrade facilities in the existing Newhaven Gateway Park.
- Establish a new coastal boardwalk to link Churchill Island with Newhaven and beyond.
- Increased residential densities via urban consolidation that respects established character will be encouraged within the residential areas of Newhaven.
- Ensure that development is responsive to identified flood and coastal inundation risks identified in the Land Subject to Inundation Overlay.

Infrastructure

- Upgrade and improve intersections, on-street parking and carriageways on Forrest Avenue, Cleeland Street, Seaview Street and Anderson Street to facilitate a loop-road access system for the Newhaven Marina and boat ramp traffic.
- Make provision for pedestrian and cycle trails in accordance with the Newhaven Parks and Trails Plan located below
Map 1: Newhaven Strategic Framework Plan
Cowes & Silverleaves

The Cowes & Silverleaves Strategic Framework Plan establishes a clear direction for the future physical form of Cowes & Silverleaves and the foreshore precinct. This plan defines a town boundary for residential development, appropriate locations for open space and precincts for consolidated commercial development.
The Cowes Activity Centre Framework Plan provides further direction with respect to land use and development within the primary commercial areas of the township. It seeks to consolidate the town centre, strengthen its qualities as a place, and facilitate development which aligns with planning strategies.

**Local area implementation**

**Cowes**

Cowes is the largest settlement on Phillip Island. It has two distinct roles as the main holiday town, and as a community and retail service centre. Over half of the existing building stock is unoccupied for the majority of the year, however Cowes does have the highest permanent resident population on the Island.

Thompson Avenue is the location for the majority of commercial, retail, community, tourism, and health services. Much of the larger scale holiday accommodation including apartments, hotels and motels are located in proximity to the northern section of Thompson Avenue and along the Cowes Foreshore.

Away from Thompson Avenue, more typical residential land use patterns begin to emerge. However, these are interspersed by caravan parks and other forms of tourist accommodation. The residential areas east and west of Thompson Avenue have distinct characteristics which are defined by the period of development, vegetation, and proximity to the foreshore.

The character of Cowes is also defined by a number of different vegetation types. The vegetation located around the foreshore and Thompson Avenue has historical and cultural importance. The Golden Cypress Avenue that leads along Thompson Avenue is an iconic feature important to the town’s identity. The established urban areas and streets within Cowes and Cowes Central are primarily planted with mature native trees and significant coastal vegetation closer to the foreshore areas.

**Settlement**

- Limit land available for urban development to land contained within the defined settlement boundaries.
- Reinforce the role of Cowes generally, and Thompson Avenue specifically, as the major commercial centre for Phillip Island and provide for projected growth for business uses in this area.
- Provide residents and visitors with convenient access to day to day goods and services outside of the major commercial centre.
- Acknowledge and plan for the impacts of Climate Change, in particular impacts associated with predicted sea level rises and storm surge events, and discourage development in locations identified as being likely to be impacted by such events.

**Land uses**

- Provide greater residential densities proximate to Cowes Activity Centre and those locations within the defined township where greater densities can be accommodated without impacting upon the established and valued character of existing communities.
- Encourage the concentration of major retail, commercial, administrative, entertainment, and cultural developments into a consolidated Cowes Activity Centre, which provides a variety of land uses which are highly accessible to the community.
- Maintain existing supplies of zoned industrial land, noting the capacity and suitability of other areas within the Shire to accommodate future demand.
- Ensure that the location of social and community facilities has appropriate consideration to demographic trends, the existing and future demand requirements of the community and the need to integrate services/facilities into communities.
• Provide for the establishment of small-scale local stores beyond the Cowes Activity Centre, to provide residents and visitors with convenient access to day to day goods and services.

• Preserve and enhance existing open space and recreation facilities, and create new areas of open space and recreation facilities connected through a series of accessible wildlife corridors.

• Provide opportunities for the establishment of tourism-based use and development in highly accessible locations adjacent to the coast.

• Identify the Esplanade between Warley Avenue and Osbourne Avenue as having opportunities for increased residential density, provided that development responds to all other urban design objectives.

Environment

• Identify and plan for environmental hazards.

Landscape and built form

• As identified on the structure plan map, encourage various forms and densities of urban development to locate within, as appropriate:
  - Preferred locations to increase the number and diversity of dwellings (substantial change);
  - Areas where some increase in the number and diversity of dwellings may be acceptable, but where development must respect the character of the area (incremental change); and
  - Areas where minimal change to established built form and character is anticipated (minimal change).

• Develop a high quality urban environment with a built form that is responsive to the Cowes coastal setting.

• Protect areas of distinct and highly valued urban character from development that detracts from that character.

• Ensure that development is responsive to identified flood and coastal inundation risks identified in the Land Subject to Inundation Overlay.

Infrastructure

Movement Network & Car Parking

• Create an effective and efficient road network throughout the year, accounting for seasonal changes in vehicle volumes and movements.

• Maximise the efficient use of all car parking provided within the Cowes commercial area.

• Provide a high level of public access to car parking areas.

• Minimise adverse traffic movement within the Cowes commercial area in relation to parking.

• Provide for improved pedestrian and cycle connectivity within and between settlements.

Social and Community Facilities

• Provide for adequate car parking facilities to be established in proximity to tourist attractions, recreation destinations, the coastline, and commercial activity centres.

Cowes Activity Centre

The Cowes Activity Centre contains a number of positive built environment features, such as the fine grain rhythm of buildings in the vicinity of the foreshore. It also features a quality boulevard entry, which has cultural and historic value for the township. However, piecemeal development, large format uses at the core of the centre, poorly located parking, and sprawl have detracted from the town’s character. A suite of measures is required to reverse this trend, particularly with respect
to the manner in which development addresses the foreshore and Thompson Avenue, overall built form within the centre, street activation, improved spatial relationships between the northern and southern sections of the town centre, and the enabling of landmark developments on key sites.

Objective 1
To strengthen the Activity Centre’s dual role as a tourist and community hub.

Strategies
- Focus tourism, hospitality, and entertainment uses towards the foreshore.
- Encourage retail and commercial uses catering for the day to day needs of residents and visitors south of Chapel Street, ensuring that the nature and design of land use and development contribute towards enhancing the town’s character.

Objective 2
To consolidate the Activity Centre and intensify land uses to contribute towards street activity, vibrancy, and patronage.

Strategies
- Facilitate retail, dining, tourism, and other land uses which contribute towards street activity within the northern section of Thompson Avenue and along The Esplanade from Warley Avenue to Steele Street.
- Intensify street activity and facilitate the following land uses along Thompson Avenue:
  - Between the Esplanade and Chapel Street – specialist retail, cafes and restaurants.
  - Between Chapel Street and Church Street – community services, cafes, office use and convenience retail.
  - Between Church Street and Settlement Road – high quality accommodation on upper levels, with commercial activity at street level.
  - Between Settlement Road and Ventnor Road – high quality tourist accommodation.
- Encourage higher residential densities on upper levels within the Activity Centre boundary, catering for a mix of visitors and residents.
- Integrate housing, work, shopping, recreation, and community services in Central Cowes, to provide a mix and level of activity that attracts people, creates a safe environment, stimulates interaction, and provides a lively community focus.
- Avoid fragmentation of the Activity Centre through clustering of ‘big box’ or discount department store developments.
- Address existing fragmentation at the intersection of Thompson Avenue and Chapel Street though built form and public space improvements that improve the relationship of development with the street, and cater for increased levels of public activity.
- Encourage shop top dwellings within the commercial areas to activate the street at night time.

Objective 3
To guide new development so that it strengthens Cowes’ sense of place as a coastal holiday and lifestyle destination.

Strategies
- Encourage contemporary architecture, which has careful regard for Cowes’s landscape qualities and beachside character.
Encourage built form within the Esplanade, Thomson Avenue, Bass Avenue, and Warley Avenue to be designed in accordance with human scale, such that the height of the first 2-3 levels is proportionate to the width of the street.

Require development on The Esplanade to positively address the waterfront by minimising blank walls at the frontage, and locating ‘back of house’ features such as parking, loading areas, air conditioning, plant, and other such features so that they are not visible from the waterfront.

Require continuous awnings on The Esplanade, between Warley Avenue and Bass Avenue, and on Thompson Avenue, between The Esplanade and Settlement Road.

On Thompson Avenue, from The Esplanade to Church Street, unify and strengthen the built form, by:
- Requiring zero street setbacks and active frontages; and
- Seeking a consistent mass comprised of a 2-3 storey street wall, with upper levels setback to maintain the coastal village character.

On Chapel Street, between Warley Avenue and Bass Avenue:
- Encourage redevelopment to provide a fine-grained active frontage, with zero setbacks; and
- Articulation to create activity and interest.

Ensure that new development in Thompson Avenue does not impact on the health of the heritage listed Golden Cypress trees.

Objective 4
To require the redevelopment of key sites to occur in a manner that contributes to Cowes’ identity as a tourist town and regional centre.

Strategies
- Prepare master plans for the former Isle of Wight site and the former Warley Hospital site to ensure site layout, building orientation, massing, and context are carefully considered.
- Facilitate the redevelopment of the former Isle of Wight site as a catalyst development focussed on retail, hospitality and entertainment uses on The Esplanade and residential/accommodation uses on Bass Avenue which contribute activity and architectural excellence to the Activity Centre.
- Retain and protect the the existing Moreton Bay Fig on the Isle of Wight site.
- Facilitate the redevelopment of the former Warley Hospital site as a large strategic site, with the opportunity to strengthen the Activity Centre through land use density, architectural excellence, and the location of land uses which benefit from access to the water and the core commercial area.
- Revitalise the Cowes Cultural and Community Centre through improved architectural form which adds interest and addresses the street, combined with urban design improvements to the forecourt to create an improved town square.

Objective 5
To facilitate the reconfiguration of car parking areas within the Activity Centre in accordance with planned land uses, built form, and activation objectives.

Strategies
- Ensure that parking does not dominate commercial street frontages on Thompson Avenue, The Esplanade, Chapel Street and Settlement Road.
On Thompson Avenue, between The Esplanade and Church Street, create pedestrian links between rear-of-shop carparking and the street – encourage the redevelopment of buildings to enable this to occur.

Facilitate the development of the Cowes Transit Centre and all day carpark.

Specific Implementation

- Undertake a feasibility study to determine the requirements for establishing a new recreation facility on Hilton-Chadwick Reserve.
- Explore opportunities to make vacant or under-utilised Council owned land available for affordable housing.
- Identify specific car parking requirements for the Cowes Central Activity Area and preferred locations for higher density development (substantial change).
- Advocate for the ongoing provision of quality, accessible health, and medical services in Cowes.
- Investigate options for improved utilisation of the Cowes Cultural and Civic Precinct for community and civic uses in accordance with identified community needs.
- Develop a Parking Precinct Plan for the Cowes Activity Centre area and other locations that are designated in Map 1 as preferred locations for higher density development (substantial change).
- Prepare a master plan to implement the key actions identified for the Cowes Foreshore Precinct as set out in the Phillip Island and San Remo Design Framework.
- Prepare Urban Design Guidelines for the following residential Precincts:
  - Cowes East;
  - Cowes Central; and
  - Cowes West.

Silverleaves

Silverleaves exists as a small residential development to the east of Cowes. Separated from Cowes East by the Cowes Golf Club and Coghlan’s Road, Rhyll Inlet terminates the development to the east. The low scale character of Silverleaves is maintained by the inability to provide reticulated sewer to the land.

The character of Silverleaves is generally defined by modest coastal beach dwellings nestled amongst mature Coast Banksia. The majority of this vegetation is classified as vulnerable Ecological Class Vegetation (EVC 2 Coast Banksia Woodland).

The topography is generally flat with coastal dunes along the coastline forming a distinctive edge to the area. The existing urban area of Silverleaves is located below 2.5 meters AHD and vulnerable to anticipated impacts of Climate Change.

Settlement

- Protect the established scale of Silverleaves which is set within and defined by the coastal settings, significant coastal vegetation, and the Rhyll Inlet.
- Avoid further linear coastal development.
- Acknowledge and plan for the impacts of Climate Change, in particular impacts associated with predicted sea level rises and storm surge events, and discourage development in locations identified as being likely to be impacted by such events.
Land use

- Discourage the development of land east of Coghlans Road, (not including the integrated golf course proposal and replacement dwellings), including the existing urban area of Silverleaves, until a Coastal Vulnerability Study has been undertaken and the findings of this study have been incorporated into the Bass Coast Planning Scheme.

Environment

- Protect Silverleaves recognised and highly valued environmental attributes, including the landscape and aesthetic values of the Foreshore and the Rhyll Inlet.
- Avoid the removal of vegetation in the areas identified as EVC 2 Coastal Banksia Woodland.
- Ensure that land use development does not detrimentally impact upon identified significant flora and fauna habitats, including areas of roadside vegetation.
- Identify and plan for environmental hazards.

Landscape and built form

- Ensure that development is responsive to identified flood and coastal inundation risks identified in the Land Subject to Inundation Overlay.
Ventnor

The Ventnor Strategic Framework Plan establishes a clear direction for the future physical and spatial form of Ventnor.
Local area implementation

Ventnor is characterised by two residential pockets dispersed between areas of rural land and bushland and separated by the Ventnor Common. The local community identifies these distinct areas as Ventnor East and Ventnor West (Grossard Point).

Ventnor defines the western extent of urban area on Phillip Island and Ventnor Road acts as a gateway to the Summerland Peninsula, the Nobbies and the Penguin Parade.

Ventnor is primarily a holiday town, with a high proportion of non-permanent residential dwellings. Ventnor East is generally defined by an informal beach character; the built form is dominated by modest weekend cottages and ‘beach house’ dwellings.

Large two storey dwellings characterise Ventnor West, with newer contemporary built forms emerging as part of the Grossard Point Road streetscape. Coastal land further west of Ventnor West is considered of state landscape significance and provides habitat for the Hooded Plover and Short-tailed Shearwater.

Ventnor East is nestled into the Coastal Scrub that extends north east to the Cowes Foreshore area. It is separated from Cowes West by Saltwater Creek which creates a physical barrier to the east. Ventnor West sits above the foreshore on a windswept ridgeline that extends to Grossard Point.

Settlement

- Limit land available for urban development to land contained within the defined settlement boundaries.
- In Ventnor West, discourage the expansion of the residential area into the area between the existing settlement and Ventnor Road.

Land uses

- Facilitate the residential development of vacant land within the defined settlement boundaries.
- As identified on the structure plan map, encourage various forms and densities of urban development to locate within, as appropriate:
  - Areas where some increase in the number and diversity of dwellings may be acceptable, but where development must respect the character of the area (incremental change); and
  - Areas where minimal change to established built form and character is anticipated (minimal change).
- Provide residents and visitors with convenient access to day to day goods and services outside of the major commercial centre.
- Encourage the provision of small-scale general stores in the following locations;
  - West corner of Ventnor Road and Anchorage Road.
  - South corner of Lyall road and Graydens Road.

Environment

- Protect Ventnor’s recognised and highly valued environmental attributes, including the landscape and aesthetic values of its rural land and coastal areas.
- Ensure that land use and development does not detrimentally impact upon identified significant flora and fauna habitats, including areas of roadside vegetation.
- Provide for the creation of indigenous vegetation buffers and a network of indigenous vegetation corridors, integrated with a pedestrian and cycle network.

Landscape and built form

- Protect the existing coastal landscape character of the urban area.
- Protect and retain any existing indigenous vegetation when constructing new buildings and avoid damage to environmentally sensitive areas.

- Ensure new developments maintain existing view lines to and from the foreshore.

- Limit building form to a maximum of two storeys in height (7 metres from natural ground level to top of wall and 8 metres from natural ground level to the ridgeline). Ensure that the built form is high quality and of an appropriate scale for Ventnor.

- Continue re-vegetation works on Ventnor Beach Road and along major roadsides in Ventnor.

**Infrastructure**

- Improve movement, access and linkages for pedestrian & bikes.

- Underground powerlines on all foreshore areas and on streets immediately parallel with the foreshore.

- Improve stormwater drainage and quality of water flowing to Western Port and Salt Water Creek.
The Grantville Strategic Framework Plan establishes a clear direction for the future physical form of Grantville in that it defines a settlement boundary for residential development and precincts for consolidated commercial areas.
Grantville is a series of established and separate subdivisions, of varying types and lot sizes, serviced by a small commercial centre. The town is sufficiently established to support light industrial and essential services. Growth in the eastern region of Melbourne is likely to result in increasing demand for commuter and retiree housing in and around Grantville.

Grantville is an established district centre with potential for consolidation and future growth.

**Local area implementation**

**Settlement**

- Contain development within the settlement boundary identified on the Grantville Strategic Framework Plan.
- Encourage the development of Grantville as an emerging district service centre.
- Require applications for rezoning of land for urban use on land below 5 metres Australian Height Datum that abuts the coast of coastal reserve to be exhibited with a Development Plan Overlay. The Development Plan Overlay must implement the findings of the required Coastal Hazard Vulnerability Assessment.

**Land uses**

- Provide for a diversity of housing choices and types.
- Encourage new residential development to locate north and south of Glen Alvie Road, east of the Bass Highway intersection.
- Investigate the potential to create new low density residential development in the area bounded by Queensferry Road, Bass Highway, the current industrial area, and the coastline, with:
  - Lots having an area of approximately 1.0 hectare are preferred given the site's proximity to the industrial area and the environmental constraints of the land, and
  - All dwellings connected to reticulated water and sewerage.
- Encourage new residential development in the area generally south of Glen Alvie Road and west of Acacia Road, however require a flora and fauna assessment to be undertaken before any rezoning.
- Encourage the relocation of the existing industrial area to the south of the expanded Grantville settlement and east of the Bass Highway.
- Ensure that if the area currently zoned for industry is developed for low density residential (following the relocation of the industrial area to the south), that any potential land contamination is investigated and appropriately remediated.
- Encourage medium density development and aged persons’ accommodation to locate in proximity to the town's commercial and service centre.
- Encourage the residential rezoning of land located behind the commercial properties located to the west side of Bass Highway.
- Support the extension of the existing commercial area north of the Grantville - Glen Alvie Road and Bass Highway intersection in accordance with the Grantville Strategic Framework Plan.
- Ensure that appropriate buffers are implemented to respond to potential interface issues between new residential development areas land utilised by the sand extraction industry.
- Encourage 'clean green' and service related industries.

**Environment**

- Protect and effectively managing the foreshore area.
Revegetate the mangrove communities on the Grantville foreshore to assist in the prevention of foreshore erosion.

Identify and plan for environmental hazards.

**Landscape and built form**

- Improve the urban and landscape features of Grantville.
- Enhance the existing coastal trail walking track.
- Consider the urban and landscape design features in the Grantville Urban Strategy in any future development in the Grantville township. Within existing and future industrial areas:
  - Landscaping new buildings with appropriate coastal indigenous species.
  - Providing low level planting along the highway verge in front of the estate.
  - Installing an attractive entrance sign.
- Ensure that development is responsive to identified flood and coastal inundation risks identified in the Land Subject to Inundation Overlay.

**Infrastructure**

- Require the existing and future industrial areas to designate an internal road layout, that limits access points to the highway.
- Upgrade the public recreation reserve north of Colbert Creek.
- Review the future use of the jetty.
- Encourage the development of emergency services facilities. Improve pedestrian and bicycle linkages between residential clusters and the town centre taking into account the Bass Coast Bicycle Strategy.
- Develop shared bicycle/pedestrian access, walking tracks and recreational opportunities as shown on the Grantville Township Strategic Framework Plan.
Map 1: Grantville Strategic Framework Plan