Apollo Bay and Marengo

Policy application

This policy applies to all land within the Apollo Bay and Marengo coastal settlement boundary identified in the Apollo Bay Structure Plan.

Objective

To enhance Apollo Bay and Marengo as distinct coastal settlements with their own local character.

Strategies

Utilise natural boundaries to define settlement edges.

Maintain a defined edge to the urban area of the settlements, particularly when viewed from the Great Ocean Road.

Support development of Apollo Bay as a residential community and tourist centre.

Encourage infill development of medium density housing and accommodation within walking distance of the central commercial area.

Preserve the seaside village character of Apollo Bay.

Develop the Harbour Precinct with a tourism, fishing, boating, commercial and recreational focus that strengthens its links to the town centre.

Encourage articulated upper levels to respect the character of the residential areas outside the town centre of Apollo Bay.

Design development that is consistent with the informal character of streetscapes in the residential areas.

Conserve and enhance heritage places as a significant factor in developing tourism.

Support development that improves pedestrian function and visual amenity in Pascoe Street.

Concentrate commercial and business land uses within the commercial area of Apollo Bay.

Encourage a mix of uses, other than equestrian supplies, helicopter landing sites, landscape gardening supplies, motor racing tracks, taverns and other similar uses, in the Rural Activity Zone to the west of Apollo Bay.

Maintain the ‘green-breaks’ and landscape dominance between the settlements to ensure that each settlement remains distinct.

Reinforce the sense of arrival and departure at the town entrances.

Improve the appearance and amenity of the foreshore reserve in Apollo Bay.

Support a walkable town centre.

Consolidate and formalise car parking areas to the rear of the main shops in the town centre.

Encourage the provision of new mid-block pedestrian linkages in the town centre between the Great Ocean Road and Pascoe Street to improve the utilisation of parking to the rear of shops.
Apollo Bay Structure Plan