

Smiths Beach Town Plan / **Background Report (Volume 1)**

FOR **Bass Coast Shire Council**
DATE **April 2022**

• •

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the traditional owners of the land of the focus of this project, the Bunurong and Boonwurrong people of the Kulin Nation and pay our respects to their elders, past, present and emerging and to all Aboriginal and Torres Strait Islander people living in this community today.

TABLE OF CONTENTS

1. INTRODUCTION.....	4	5. TESTING THE IDEAS	54
1.1 PURPOSE.....	6	5.1 INQUIRY BY DESIGN (IBD)	56
1.2 HOW THE PLAN WILL BE USED	6		
1.3 KEY PARTNERS IN THE PLAN	6	6. GAME CHANGER PROJECTS	64
1.4 THE AREA FOR THE PLAN.....	7		
1.5 METHODOLOGY.....	7	7. COMMUNITY AND STAKEHOLDER ENGAGEMENT	68
1.6 STRUCTURE OF THE BACKGROUND REPORT AND TOWN PLAN	8	7.1 OVERVIEW	70
		7.2 CONTEXTUAL BACKGROUND OF THE PROJECT	70
2. TOWN OVERVIEW	10	7.3 ENGAGEMENT PARTICIPATION ROLES	71
2.1 URBAN CONDITIONS	12	7.4 STAKEHOLDER ROLES.....	72
2.2 ENVIRONMENTAL CONDITIONS.....	14		
2.3 NATIVE FLORA AND FAUNA	15	8. REFERENCES	76
2.4 ACCESS AND MOVEMENT CONDITIONS.....	16		
2.5 SOCIAL CONDITIONS	16		
3. CONTEXT	18		
3.1 COMMUNITY, ORGANISATIONS AND GOVERNANCE IN SMITHS BEACH.....	20		
3.2 PLANNING SCHEME (SETTLEMENT AND ENVIRONMENT SETTINGS)	21		
3.3 IMPLICATIONS OF EXISTING PLANNING POLICY AND PROVISIONS.....	25		
3.4 KEY INFLUENCING STRATEGIES AND DOCUMENTS.....	26		
4. EXPLORING THE THEMES	32		
4.1 ENVIRONMENT	34		
4.2 LAND USE.....	38		
4.3 ACCESS AND MOVEMENT.....	40		
4.4 PUBLIC REALM - FACILITIES.....	44		
4.5 TOWNSHIP CHARACTER	46		
4.6 SOCIAL CONNECTION AND CULTURE.....	48		
4.7 SERVICES	50		
4.8 GOVERNANCE	52		



1. INTRODUCTION



1.1 PURPOSE

The Smiths Beach Town Plan (the Plan) is a “once in a generation plan” that sets out the vision, objectives and priority projects for the following domains:

- Environment
- Land use
- Access and movement
- Public realm, Character and Facilities
- Social connection and Culture
- Services
- Governance.

The community does not want to transform the sense of place but has identified a range of matters concerned with movement, connection, composition, character, governance, environment and service which could be further improved and enhanced to increase safety, amenity and enjoyment of lifestyle and setting. This Plan sets a pathway to resolve challenges within the Smiths Beach township, in the context of the town’s unique context and organisational and community relationships.

The Plan will help guide community, agencies and Council to prioritise future initiatives and resources for physical projects.

1.2 HOW THE PLAN WILL BE USED

Town Plan is a shared plan, between the community of Smiths Beach, Council and its partners who have various responsibilities for Smiths Beach, and surrounds to translate community feedback on enhancing Smiths Beach into a workable plan of actions suitable for implementation over the short and longer term.

It will be used to:

- Guide changes to the planning scheme with respect to land use and development controls
- Guide decisions for Council and land managers around the use, materiality and development of public assets
- Prioritise capital works
- Provide Community Association to prioritise projects
- Provide guidance to strategic landowners
- Guide key organisations on funding allocations for initiatives in the plan
- Integrate key actions and priorities into partner organisations work plans
- Help wider community and business to understand the priorities of the town
- Give clear delineation about who is responsible for actions.

This plan will help decision making, prioritise resources and strengthen partnerships.

What are the limitations of the project?

LIMITATIONS	
Negotiables	Non-Negotiables
<ul style="list-style-type: none">• Roles and responsibility of community groups and Council• Types of projects (services or infrastructure)• Existing infrastructure• Period of implementation	<ul style="list-style-type: none">• Budget for Plan• State and federal government policies and legislation• Physical town boundary

What does success look like?

- Community has input into, and supports the Plan.
- Key partners have input and support the Plan
- Way forward for three key initiatives to be identified through the preparation of the Plan.

1.3 KEY PARTNERS IN THE PLAN

Land within the Smiths Beach township is under the care and management of a number of organisations. Critical to the successful implementation of the Plan, is that it recognises and works with the following partners (among others):

- Bass Coast Shire Council (Council)
- Bunurong Land Council
- Country Fire Authority (CFA)
- Department of Environment Land Water and Planning (Environment) (DELWP)
- Dept of Transport (Rural Roads Victoria, VicRoads, Public Transport Victoria) (DoT)
- Local businesses
- Phillip Island Board Riders Association
- Phillip Island Nature Parks (PINP)
- Phillip Island Resorts
- Smiths Beachcombers Association (SBA)
- St Bede’s College
- Woolamai Beach Surf Life Saving Club (SLSC)

1.4 THE AREA FOR THE PLAN

The Plan considers the town of Smiths Beach, and key locations within the town, including the township entrances, the commercial area, YCW Beach and Smiths Beach Car Parks, and Mitchell Reserve. The pedestrian, cyclist and vehicle networks throughout the town are also vital considerations.

The Plan considers the relationship between the town, the coast and neighbouring rural areas and its links into the balance of Phillip Island.

1.5 METHODOLOGY

The fundamental starting point in developing the plan is three-fold:

- Understanding the physical attributes and character of Smiths Beach,
- The strategic context, including critical policy and institutional relationships,
- Community values, expectations and aspirations for Smiths Beach.

The *Smiths Beach Town Plan Key Findings Report*, which documents consultation that Council undertook with the community in June 2020 to understand the views and values of the broader community, has been a key starting point in establishing the basis of the Town Plan.



Figure 1. Smiths Beach Area

The preparation of the plan was undertaken in 4 stages:

Stage 1 - Understand the context of all elements relating to Smiths Beach and preparing a Background paper to identify all the issues and opportunities to consider when preparing the Draft Plan. This Town Plan then synthesised key information to provide a multi sectoral understanding about the various aspects and influences on the town.

Stage 2 - Prepare a Draft Town Plan and a summary of key projects or actions to advance the Plan, in collaboration with critical stakeholders and a community panel.

Stage 3 - Testing the Draft Plan with the wider community, and key agencies.

Stage 4 - Review the Plan to ensure that it meets the aspirations and expectations of the community, Council and other partners.

1.6 STRUCTURE OF THE BACKGROUND REPORT AND TOWN PLAN

Volume 1: Background report comprises a township overview, summary of key strategies, policies and legislation that impact on Smiths Beach and its future directions, Opportunities and constraints analysis, criteria for decision making and prioritising actions, engagement and Inquiry By Design outputs.

Volume 2: The Town Plan comprises:

- **Chapter 1** - Introduction including a brief outline of the purpose of the plan and methodology
- **Chapter 2** - Vision for Smiths Beach
- **Chapter 3** - Key Directions and Initiatives
- **Chapter 4** - Town Plan
- **Chapter 5** - Township Gamechanger Projects







2. TOWN OVERVIEW



Traditional Bunurong country, Smiths Beach is a coastal residential hamlet on the southern side of Phillip Island, subdivided and developed post 1950s, along with a number of other hamlets throughout the coast of Phillip Island (sometimes referred to as “The South Coast Communities”), each with their distinct identities and a favoured home and holiday destination for many locals and Victorians.

The Town is framed by the dramatic coastline, comprising Smiths Beach and its headlands, and the YCW Beach to the west. Thick mature coastal vegetation lines the coast, interspersed with larger areas of grass and pasture.

Surrounded by rural and coastal land, the town hosts a permanent population of approximately 230 residents and 548 dwellings on 49 hectares, many of which are holiday homes. The population swells during the summer periods in particular, although anecdotally, as a result of the COVID pandemic over the last 12 months, more part-time residents are residing at Smiths Beach.

In the “off season” Smiths Beach has a relaxed atmosphere, with permanent residents and a scattering of day visitors, school groups and surf schools, enjoying the beach. This tranquil town however is completely transformed during the summer months and school holidays where visitors and holiday makers descend on Smiths Beach in their droves with the streets dominated by cars.

2.1 URBAN CONDITIONS

2.1.1 STREET NETWORK

Smiths Beach has a modified grid and a series of quiet cul-de-sacs, with two north-south roads, Smiths Beach Road and Beachcomber Avenue, extending from the busy Back Beach Road, and terminating at Smiths Beach car park and YWC Beach carpark respectively. Dolphin Road is the third north-south road, accessed off Back Beach Road.

Access to the beach is via roads, although pedestrian desire lines reveal a practice and desire of the public to walk to, and along, the coast by less formal means.



Figure 2. Smiths Beach Road



Figure 3. The St Bedes College land has been subject to a pedestrian “desire line” connection



2.1.2 COMMERCIAL AND PUBLIC REALM

Although there is no town centre, Smiths Beach is served by a General Store and a Surf Shop, with residents travelling to nearby Cowes and San Remo for goods and services.

The patrolled Smiths Beach and, to a lesser extent YCW Beach, are the primary public open spaces, and accessed via car parks. Mitchell Reserve, on the very north-western edge of the town, serves as both a drainage reserve, and public open space and includes a playground and a car parking area.

2.1.3 PUBLIC CAR PARKING

The YCW Beach car park is a series of expansive, gravel areas, interspersed with heavy vegetation and a 1970s toilet block, all but



Figure 4. Formal access to the patrolled Smiths Beach



Figure 5. YCW Beach



Figure 6. Mitchell Reserve

concealed amongst the coastal vegetation. The car park contains “no camping signs” and exudes a sense of isolation, albeit in the quieter times of the year.

On the other hand, Smiths Beach Car park, located at the terminus of Smiths Beach Road, the “main road” of Smiths Beach, is a considerably more formalised car park that is sealed and landscaped with low lying coastal vegetation, enabling good visibility across the car park. The car park serves the patrolled beach, and is proximate to a low lying but accessible toilet block, change rooms and utilities. This car park is busy, even at the quietest of times, and has been described as ‘chaotic’ in the summer months.



Figure 7. Parking at YCW Beach



Figure 8. View looking into Smiths Beach



Figure 9. Smiths Beach Amenities Block



Figure 10. Signage at YCW Beach car park, indicating that there are ongoing issues around use of the car park



Figure 11. Parking Sign Installed by Resident

2.1.4 INFRASTRUCTURE

The town’s infrastructure is reasonably informal, an important element that contributes to the relaxed character of Smiths Beach.

The town’s infrastructure comprises predominately of unsealed basalt gravel roads (with the exception of key connector roads throughout the town), sandy gravel verges, generally open swale drains, either grassed or containing a variety of vegetation including native and exotic species such as Agapanthus (Agapanthus spp).

Infrastructure has a more formal design in the centre of the general store and along Smiths Beach Road, this includes a concrete kerb and channel, a concrete footpath extending the length of the road as well as line marking for car parking, on the eastern side.

A wider footpath, seating and small gathering area immediately outside the general store and, with a sand/concrete finish, provides a newer element into the town and a sense that this is the centre of town.



Figure 12. Signs indicating a persistent issue with road dust



Figure 13. Formal on-street parking and concrete kerb and channel outside commercial area

Figure 14. Seating area outside the General store

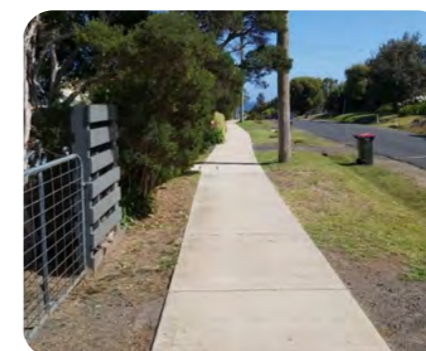


Figure 15. Reinforced concrete footpath along Smiths Beach Road



Figure 16. Formal footpath with a materially informal treatment



Figure 17. Informal pedestrian “desire line” along Smiths Beach Road



Figure 18. Grassy swale drains along Beachcomber Avenue

2.1.5 BUILT FORM

The predominant housing typology is one house on a standard residential allotment, with some subsequent subdivisions and dual occupancies.

There is a substantial variety of housing forms, ranging from low profile “beach shacks” to larger two storey houses with generous setbacks. More recently developed houses tend to be larger in their building footprint and height.

Timber, cement sheeting and colourbond and corrugated iron are the predominant materials, with a few exceptions of brick and terracotta roofs.

Garages are not a dominant feature of the streetscape, with most vehicles tucked away to the side of the dwelling or underneath.

In most of the town, vegetation is the predominant feature, with houses tucked behind mature gardens.

In summary, the grain, rhythm, feel and character of Smiths Beach is mature and valued by the local community. It is like the well-worn favourite piece of clothing: it is a comfortable place and home, regularly visited and experienced as well as being subject to small and incremental changes.



Figure 19. Low to no fences and a blending of vegetation from the private to the public realm



Figure 20. More recent dwellings tend to be larger in size



Figure 21. Garages dominating the street is not typical of development in Smiths Beach

2.2 ENVIRONMENTAL CONDITIONS

2.2.1 GEOMORPHOLOGY

To inform planning and management of coastal area, including Smiths Beach, the *Phillip Island Nature Park Coastal Process Study (Water Technology)* was prepared. The study produced a geomorphological hazards assessment.

Smiths Beach and YCW Beach are described as fine sand beaches (confined within headlands along the west and the east), which have very wide complex shore platforms at their base. The beaches are both backed by mass movement slopes, with minimal to no dunes present.

The Study found that due to the configuration of the steep cliffs and the level beach profile, the cliffs along Smiths Beach are susceptible to failure due to storm surges and inundation and erosion to the cliff base, exacerbated by predicted sea level rise.

In this context, the report identified areas where mass movement may be predicted.

Under the Coastal Threats Assessment for Natural and Infrastructure Assessments, Immediate to longer term implications include the likely to possible loss of beach access infrastructure, loss of other infrastructure and loss of beach.

The report recommended a number of short- and long-term mitigation measures focussed on risk avoidance and risk reduction, with the following specific recommendations for Smiths Beach:

Undertake beach management works including formalising beach access points with timber walkways to prevent beach access points from becoming focal points for erosion.

No new infrastructure should be located at or forward of the present beach-slope interface. An appropriate offset should be adopted when siting any new infrastructure, based on the structure design life, slope stability of the mass movement and steep cliff slopes and potential extent of slope failure.



Figure 24. Location of Mass Movement Slopes at Smiths Beach (Source: Water Technology)

Risk reduction (short)

Options following erosion of sand in front of the access structures:

- Local sand renourishment - placement of sand in front of the steps and regrading of the beach profile following storm events,
- Removal of structures such as steps where they have been undermined by erosion of the beach.

Risk reduction (medium)

Options include:

- Renourishment - beach renourishment to slow the rate of erosion of Smiths Beach with on-going sea level rise. Requires investigation of sand sources, placement methods, and environmental impacts on beach/dune habitat. Volumes required for an effective beach nourishment program are likely to preclude this as a viable option.

Risk reduction (long terms)

Options include:

- Investigation of alternative beach access sites to avoid mass movement slopes.
- Removal of existing access structures.

The above recommendations provide critical guidance for the Town Plan, especially in relation to “Game changer” projects associated with improving access to Smiths Beach and YCW Beach.

2.3 NATIVE FLORA AND FAUNA

Native vegetation is a predominant feature throughout the town and along the coast, and provides critical habitat, dune stability and shade.

Hooded Plovers and Short-tailed Shearwaters are both significant and threatened flagship species whose habitat includes the beach and sand dunes of Smiths Beach.

Conservation work by land management agencies, such as PINP and community conservation groups have protected the dune environment through restricting access, restoration works, planting and fencing off areas to protect these species from threats.

The “Bush Broker” site which is owned by Council is a large parcel with incorporates the Smiths Beach Car park and amenities block and a large area of native vegetation. This land is effectively under covenant for the purpose of vegetation restoration and ongoing protection.



Figure 22. Information and Education Signage at Smiths Beach focussed on protecting the Hooded Plover.



Figure 23. Bush Broker block

2.4 ACCESS AND MOVEMENT CONDITIONS

Council commissioned a road hierarchy, car parking and traffic assessment (Traffix Report, March 2021) which assessed the current road and car parking use, pedestrian, cycling and vehicle traffic demand and analysis of the car parking situation within the town, with a particular focus on the high season.

The assessment identified the roles of the roads within Smiths Beach:

- Back Beach Road – Main Road
- Smiths Beach Road – Connector Road
- Beachcomber Avenue – Connector Road
- Dolphin Drive – Local Road
- Marlin Street – Local Road

Smiths Beach Road, Beachcomber Avenue and Marlin Street have an important “municipal strategic role” in the town, providing access to Smiths Beach and YCW Beach.

The 85th percentile Vehicle Speeds along these roads are:

- Smiths Beach – 43.5 km/hr
- Beachcombers Road – 37.5 km/hr
- Dolphin Drive – 31.7 km/hr
- Marlin Street – 35.1 km/hr.

The intersection of Back Beach Road and Smiths Beach is a traffic flashpoint and a location of serious accidents and a fatality. In addition, there are no safe crossing opportunities from the north side of Back Beach Road to Smiths Beach.

No local Public Transport is available within the Smiths Beach Township, however Public Transport Victoria bus services are available from Cowes to Anderson to Wonthaggi and V/Line bus interchange services for Cowes to Melbourne are accessed on Back Beach Road east of Dolphin Drive.

Car parking surveys were undertaken in January. Based on a 28-degree Saturday, **Smiths Beach car park** was at 100% capacity by 11am (and anecdotally 100% full by 9am), with the majority of cars (60%) parked for more than 4 hours, and a further 38% parked between 2 to 4 hours.

YCW Beach car park was 80% full by 11am and remained so for most of the day. In contrast, 6% of cars were parked for more than 4 hours, while 65% were parked for 1 to 2 hours.

Regarding **street parking**, 80% of car parks on **Smiths Beach Road** were used at 11am, with 52% parked for more than 4 hours and 33% were parked between 2 and 4 hours. On Beachcomber Avenue 28% of the length of the road verge was taken up by car parks, and the percentage of cars that were parked 1-2 hours, 2-4 hours and more than 4 hours was even. Overspill parking was on **Mills Court, Beach Court, Marlin Street, Barramundi Avenue, Murray Street, Hollywood Crescent, and Waikiki Crescent.**

There are few footpaths in Smiths Beach. A reinforced concrete footpath runs along the eastern side of Smiths Beach Road and an informal gravel path runs along the east side of Beachcombers Road. In the remaining streets, pedestrians use the road or grassy verges. There are potential pedestrian and cyclist/vehicle flashpoints at the entries to both the YCW Beach and Smiths Beach car parks.

There is an informal pathway or “desire line” from the YCW Beach car park to Smiths Beach, along the cliff top and across the front of St Bede’s College land. Despite efforts of the College to manage this foot traffic through signage and fencing, the “desire line” along potentially unstable coastline persists as locals and visitors traverse the coastline between the two popular beaches.

2.5 SOCIAL CONDITIONS

The Smiths Beach community and visitors are served by PO Boxes and General store, which provides a small range of groceries, eat in and take-away, as well as a surf shop.

Beyond these two businesses, there are no other fixed commercial services.

On the coast, the Woolamai Surf Life Saving Club patrol Smiths Beach. YCW Beach is unpatrolled.

A couple of mobile surf schools operate from Smiths Beach and YCW Beach, which utilise the car parks for parking their vans.

There is a widened path and public seating area outside the General Store, an attractive and popular meeting area for residents and visitors to catch up for small casual gatherings, however there is no centrally located formal area where larger community gatherings and events can be held.

Picnic facilities are available at Smiths Beach car park and at Mitchells Reserve (on the western edge of town), where a playground is also located.

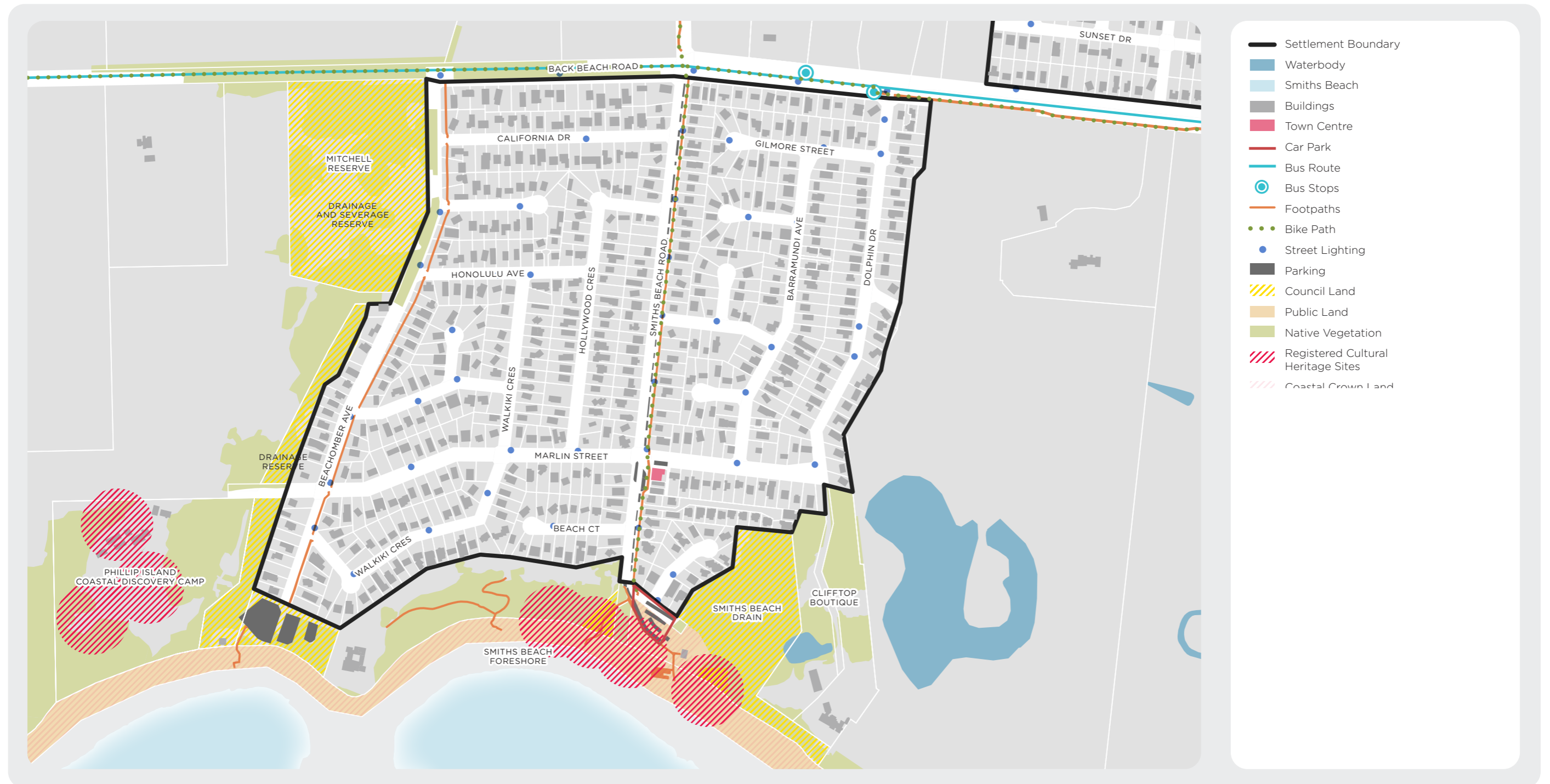


Figure 25. Context and Key Elements



3. CONTEXT



This Plan has been prepared in the context of appreciating established relationships, responsibilities, policies and previous and ongoing work.

3.1 COMMUNITY, ORGANISATIONS AND GOVERNANCE IN SMITHS BEACH

Smiths Beach is cared for, and a focus of, a number of local organisations who support and provide careful management and protection of the beach and the township.

The **Bunurong Land Council Aboriginal Corporation (BLCAC)** is the traditional owner organisation representing the interests of the Bunurong people of the South-Eastern Kulin Nation. BLCAC is also the appointed Registered Aboriginal Party, responsible for managing and protecting aboriginal cultural heritage on Country, under the Heritage Act 2006.

The **Smiths Beachcomber Association (SBA)**, established over 30 years ago, is an incorporated residents group, advocating for the protection and improvements to all aspects of the township and surrounds.

Phillip Island Nature Parks (PINP) was created by the State Government in 1996 and is established under the Phillip Island Conservation Act 1970 (previously known as the Phillip Island Advisory Committee). It is the Committee of Management for over 1,805 hectares of Crown Land on the island set aside under the Crown Land (Reserves) Act 1978 “for the conservation of areas of natural interest or beauty or of scientific, historic or archaeological interest.” PINP is a self-funded conservation organisation, with funds raised through popular nature-based tourist enterprises. Under the Act, PINP are responsible for providing advice to the Minister, undertaking conservation works, and consult with committees of management on the island.

Bass Coast Shire Council plan for and manage public assets including local roads, drainage, paths, waste collection and management of freehold land. Council is the responsible authority under a number of Acts and regulations including the Road Management Act, Local Laws, land use and development under the Bass Coast Planning Scheme.

Phillip Island Boardriders Club, established in 1963, runs events throughout the year, including at Smiths Beach.

Department of Land Water and Planning (DELWP) have responsibilities as a referral authority under the Planning and Environment Act 1987 for native vegetation removal and buildings and works on Crown Land or land covered by various environmental overlays. DELWP also has a strategic planning function.

Department of Transport (DoT) comprises VicRoads, which is responsible for the management, maintenance and operation of Back Beach Road (Transport Zone). V/line provides a bus service.

In addition, private landowners of strategic parcels of land are critical stakeholders. These strategic parcels include:

- Phillip Island Coastal Discovery Camp (YCW Beach)
- Cypress Lodge (St Bede’s College)
- 218 Smiths Beach Road (vacant land opposite General Store)

Smiths Beach comprises a complex arrangement of land tenure within a sensitive and popular environment. In the *Phillip Island North and South Coastal Key Area Plan/Phillip Island Woodland and Wetlands Key Area Plans*, produced for PINP in 2014 and 2016, the issue of location of land parcels commensurate with land tenure, assets and management responsibilities is a significant issue to be aware of:

Tenure boundaries are intellectual concepts drawn on maps, often unrelated to the shape and form of the physical environment or the management capacity of the landowners. The local community, visitors to the region and flora and fauna do not recognise jurisdictional boundaries.

This is very much the case in the remit of the Nature Parks where narrow strips of land under their aegis, awkwardly fall between unreserved Crown land and privately owned land including that owned or cared for by the BCSC.

Issues of ownership and management are further exacerbated where responsibilities for care and concern do not match organisational capacity – blocks of high ecological value being managed as isolated areas by agencies with limited conservation resources where Nature Parks have the greater capacity and wherewithal whilst Nature Parks manages facilities typically better cared for by Council’s asset managers. Private landowners also hold blocks of land with high natural or cultural values that require specialist investigation and management that could be provided by Nature Parks.

Meanwhile, there is the desire in the community to connect with nature and to participate in its care.

The complexity of the landscape and the need to care for its significant values point to the need for engagement with the region and community, for alterations to boundaries, for rationalisation of management responsibilities and for cooperative working arrangements across tenures. (South and North Coast Key Area Plan, 2014)

3.2 PLANNING SCHEME (SETTLEMENT AND ENVIRONMENT SETTINGS)

3.2.1 LAND USE AND DEVELOPMENT CONTEXT

One of a network of other small townships on Phillip Island, Smiths Beach has limited capacity to develop further, with development being prioritised in Cowes and San Remo.

The Strategic Directions Framework Plan (Map 2) (Clause 02.04) shows Smiths Beach has low capacity for growth.

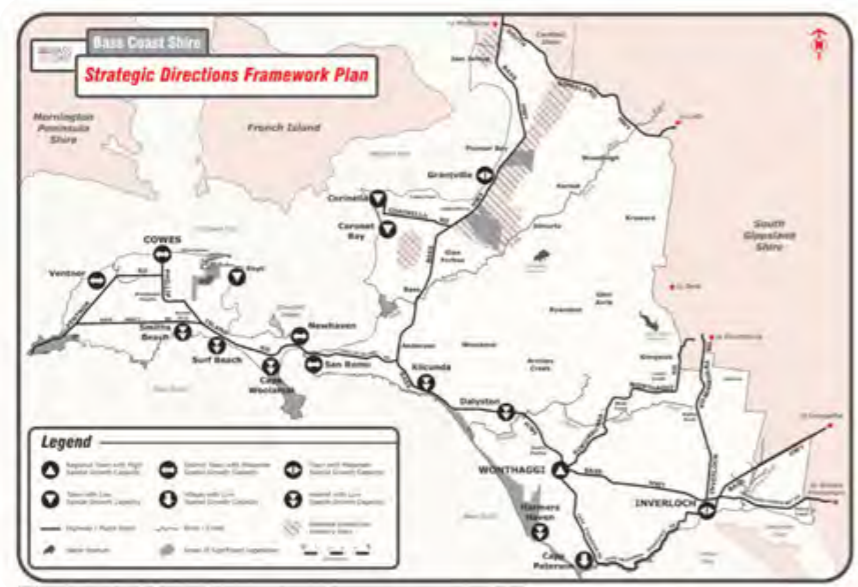


Figure 26. Strategic Directions Framework Plan (Source: Bass Coast Planning Scheme)

Key issues that apply to settlement planning in Smiths Beach include: Maintaining separation between townships and avoiding lineal growth along the coast; Protecting environment, and other values and managing visitors.

Key objectives of the Planning Scheme as it relates to overall settlement are:

- To ensure that residential development and related urban uses are restricted to existing or identified settlements.
- To encourage sustainable development and minimise impacts on the environment.
- To discourage urban development that encroaches or impacts on significant environmental features.
- To discourage inappropriate development in areas where an environmental hazard has been identified.
- To enhance the sense of identity for each community.
- Ensure that new urban development contains high quality infrastructure, community services and facilities.
- To provide for improved public open spaces to meet the needs of growing communities.

Designated as a “Low Growth Settlement” (Clause 11.01-1L), the planning scheme establishes a settlement boundary around Smiths Beach and sets out the following policy positions:

- Consolidate settlement within the township of each estate and discourage development beyond the settlement boundary.
- Regarding land use, locate commercial, community and residential development around Smiths Beach Road.
- Establish wildlife corridors through the town.

- Limit building forms to a maximum of two storeys (or 7 metres from natural ground level to top of the wall, and 8 metres to the ridge).
- Encourage setbacks that are consistent and contextual.
- Low fences are encouraged.



Figure 27. Smiths Beach Settlement Map in Clause 21.09 (Source: Bass Coast Planning Scheme)

The South Coast of Phillip Island is identified as a landscape of state significance and is described as:

....contained coastal settlements set amongst indigenous vegetation separated by extensive open rural landscapes and areas of native vegetation providing a wild and natural character at the coastal edge.

Rural breaks are important - West of Smiths Beach will be an open, undeveloped and increasingly vegetation rural landscape with a scattering of built elements set long distances back from the coast on lower slopes of inland topography and amongst substantial landscaping...



ZONES

The township of Smiths Beach is largely zoned General Residential Zone (Schedule 1) (GRZ1), with a couple of properties in the centre of town on Smiths Beach Road Mixed Use Zone (MUZ) and surrounded by large tracts of Farming Zone to the east and west of town, and a mix of Farming Zone, Public Park and Recreation Zone and Public Conservation and Resource Zone to the south, along the coast.

The purpose of the GRZ1 is to provide for residential use and development, with a limited range of non-residential uses in appropriate locations that support residents. The GRZ1 encourages a diversity of housing on locations offering good access and services.

Under the current zoning arrangements, the maximum heights of dwellings is the standard 11 metres, or three storeys. Under the Schedule, no permits are required for fences and no neighbourhood character objectives are specified.

The township is surrounded by land to its north (partially), east, west and south in the Farming Zone (FZ), the primary purpose is to facilitate agricultural uses and ensure that non-agricultural uses, including dwellings do not compromise the ability for the land to be used for agriculture. The Farming Zone limits subdivision within this area to 40 hectares per lot.

Outside the study area, to the north of Back Beach Road is Low Density Residential Zone.

A strip along the coast is land within the Public Conservation and Resource Zone (PPRZ), which protects natural and cultural values of the land and allows for public facilities that will enable appreciation and use of the land for public uses, without compromising its values.

Land to the east of the Smiths Beach Township, Mitchell Reserve, and Phillip Island Coastal Discovery Camp form a buffer between the agricultural land to the east. A strip of land in the Public Park and Recreation Zone runs along residential properties fronting Beachcomber Avenue.

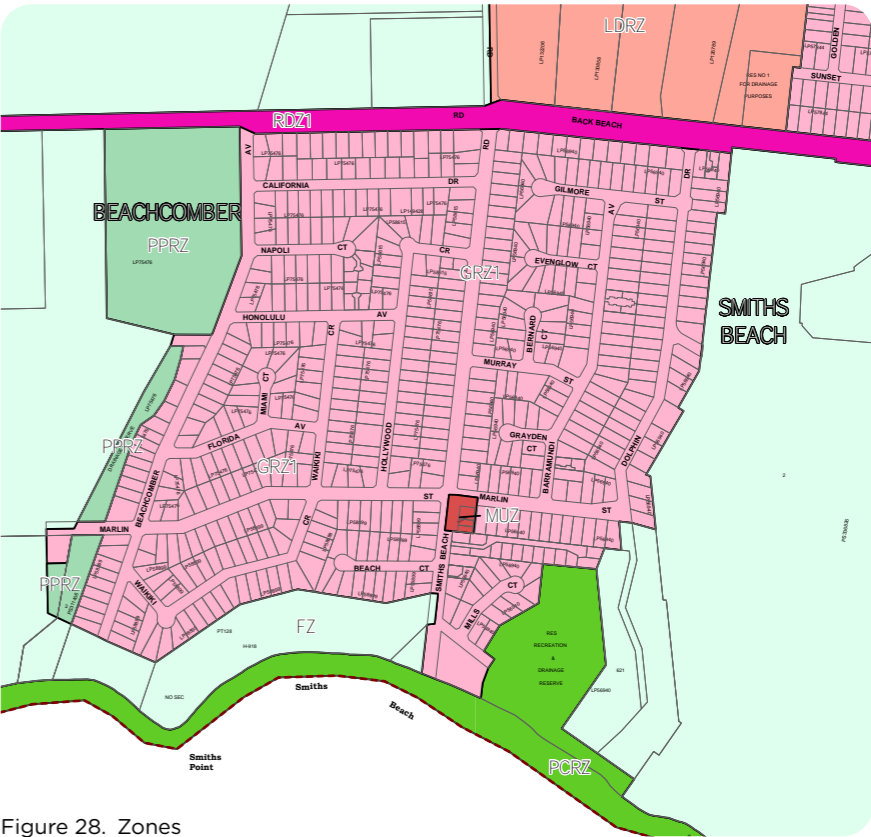


Figure 28. Zones

OVERLAYS

In the residential area between the coast and land south of Marlin Street, Design and Development Overlay 1 (DDO1) “Residential Areas near the Coast” applies. The objectives of development in this area is to protect views from the coast to adjacent residential areas, protect views to the coast from adjacent residential areas, minimise the impact of development along the coastline, protect and enhance the visual amenity and landscape of the coastal area and respond to the potential coastal impacts of climate change.

The DDO1 triggers a planning permit for buildings and works that exceed a height of 7 metres above ground level and the primary focus is to ensure that development does not impact on the coastal landscape.

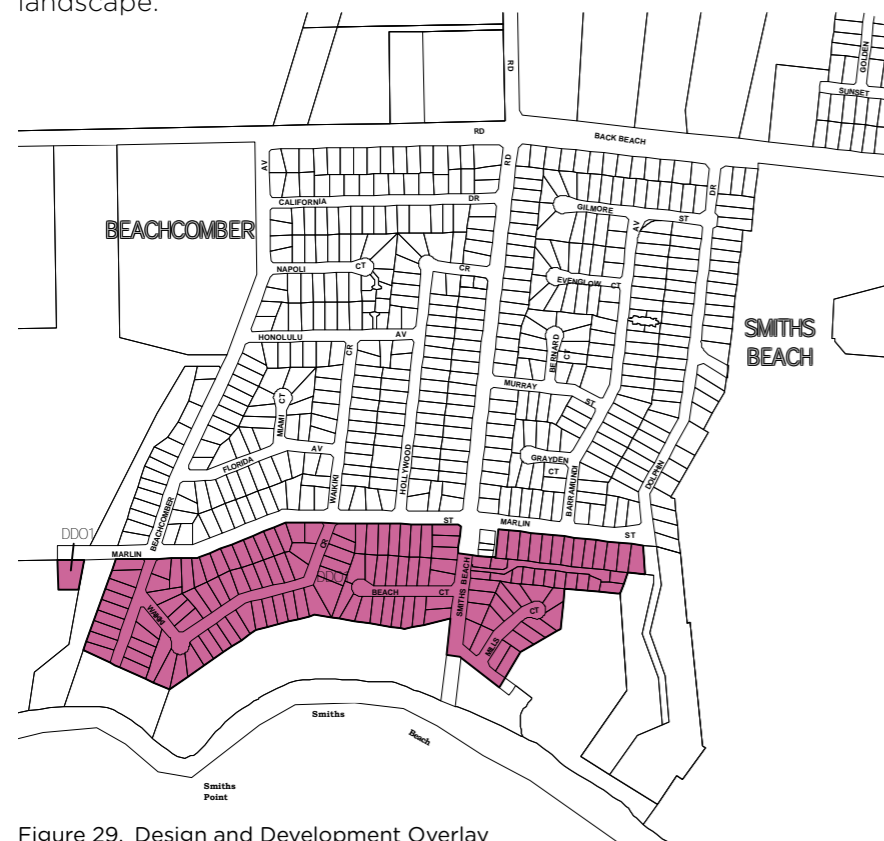


Figure 29. Design and Development Overlay

Council has commissioned a Character Assessment of Smiths Beach, among other coastal areas. It is expected that this project will guide future built form outcomes along the coast. It is acknowledged that this Town Plan project precedes the findings and recommendations of the Character Assessment.

The environmental attributes of Smiths Beach are well recognised and protected within the planning scheme through a series of overlays which manage development and vegetation removal.

The Vegetation Protection Overlay Schedule 2 (VPO2) covers all of the urban parts of Smiths Beach with the aim of protecting indigenous and larger native species within urban areas of Phillip Island. VPO2 requires a planning permit to remove or lop any tree with a girth greater than 30 centimetres or a height of at least 2 metres.



Figure 30. Vegetation Protection Overlay

The coastal areas of Smiths Beach are included within the Environmental Significance Overlay Schedule 1 (ESO) applies to “Coastal Wetland Areas” which seeks to recognise, conserve and protect environmentally sensitive coastal areas and ensures that development does not compromise the environmental values of these areas.



Figure 31. Environmental Significance Overlay

Significant Landscape Overlay Schedule 2 (SLO2) “Phillip Island Western and Southern Coast” applies to the coast and the rural land proximate to the coast on either side of the Smiths Beach township. The southern and western coastline of Phillip Island is a rugged and varied landscape of state significance that has been shaped by the high seas and winds of Bass Strait to create some of Victoria’s best known landforms. recognised by the National Trust and the Register of the National Estate for its geomorphology and its geology. The objective of the SLO2 is to protect the coastline from visually dominant development. Critically for Smiths Beach, the SLO seeks to *improve the clarity of edges to settlements and ensure the retention of the undeveloped, rugged coastal landscape between them, particularly west of Smiths Beach, and between Smiths Beach and Surf Beach.*

Permits are required for a range of vegetation removal, fences and building development that do not meet specific conditions.



Figure 32. Significant Landscape Overlay

The Land Subject to Inundation (LSIO) applies to the coastal cliff edges which are affected by coastal hazards associated with sea level rise and other coastal processes. The LSIO considers how proposed buildings and works may be undermined by these natural processes, or where such works cause greater environmental impact.

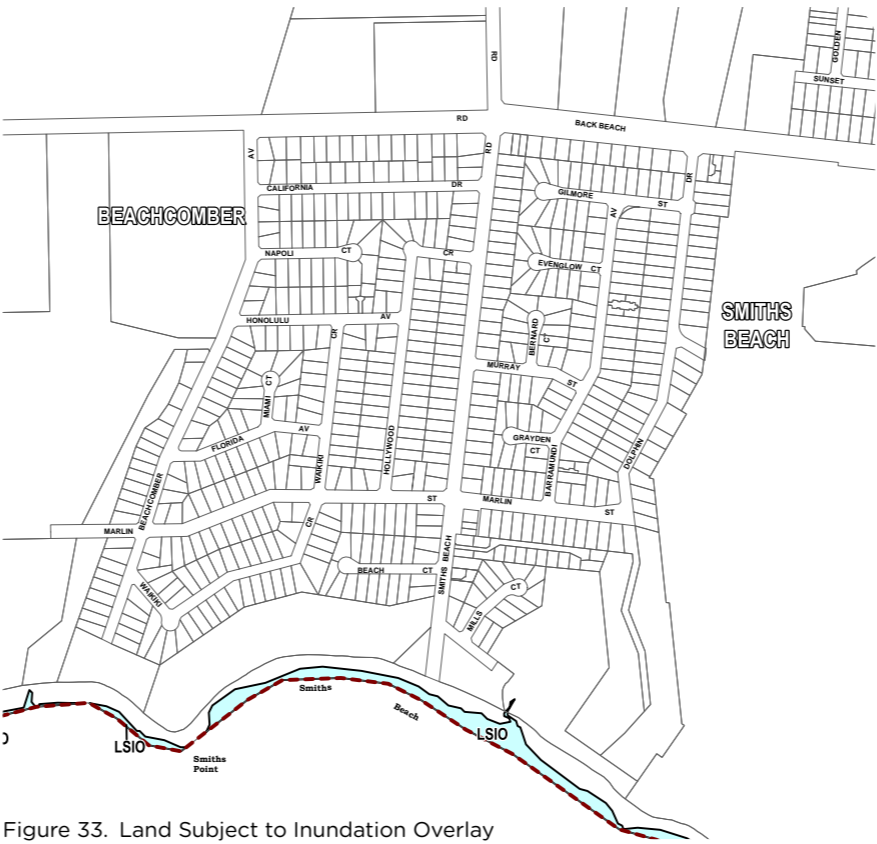


Figure 33. Land Subject to Inundation Overlay



3.3 IMPLICATIONS OF EXISTING PLANNING POLICY AND PROVISIONS

In summary, there is strong strategic justification for keeping the township footprint as is. The planning, environmental and character qualities of Smiths Beach are largely well protected through the series of overlay and zoning controls.

Streetscapes dominated by lush coastal vegetation and open gardens to the street, with few high fences, is a significant characteristic of the Smiths Beach township. In Smiths Beach, front fences of any height are able to be erected without a planning permit and this streetscape element has potential to significantly impact on Smiths Beach character. This is potentially a gap in the current development controls. While the Schedule to the General Residential Zone enables maximum fence heights to be specified, the current controls in Smiths Beach are standard.


Given the allowable uses under the General Residential Zone, which generally relies on immediate proximity to a Road Zone, there is very limited opportunity for any additional non-residential uses, including community or commercial, to establish within Smiths Beach to service the community. Depending on the aspirations of the town, the extent of Mixed Use Zone is an opportunity to consider.




3.4 KEY INFLUENCING STRATEGIES AND DOCUMENTS

LANDSCAPE CHARACTER DESCRIPTIONS		
DOCUMENT	BACKGROUND	INFLUENCE ON PROJECT
Bass Coast Character Assessment (Draft)	Commissioned by Bass Coast Shire, this project will inform the DELWPs Distinctive Areas and Landscapes Project.	This project is in Draft form and not yet available. Its findings however, are expected to provide more fine-grained guidance around the built form aspects of Smiths Beach.
Beachcomber and YCW Area Masterplan 2014	The Masterplan was prepared to provide an overall plan and funding strategy to upgrade the YCW Car Park and its amenities.	One of the requirements of the Smiths Beach Town Plan was to reassess and reconsider the recommendations of the Beachcomber-YWC Activity Centre Master Plan, in light of community feedback on priorities for the Town. The Plan helpfully provides clear delineation between Council and PINP managed land. It is expected that many of the environmental initiatives remain, however the Smiths Beach Town Plan will reconsider the role, amenities and access arrangements proposed through the Masterplan in light of potentially re-prioritising.
Bass Coast Biodiversity Biolinks Plan, 2018	Commissioned by Bass Coast Shire Council, the purpose of the Bass Coast Biodiversity Biolinks Plan is to provide connectivity in the landscape by linking remnant patches of indigenous vegetation using biolinks or wildlife corridors. The aim of the Plan is to restore ecological connectivity to encourage the movement of wildlife and allow for genetic diversity in breeding populations to ensure long term viability of isolated species such as the Southern Brown Bandicoot. This Plan identifies areas with high biodiversity value for flora and fauna that are viable sites for re-vegetation and remnant protection across Bass Coast Shire.	A biolink is designated along the southern coast of Phillip Island, including Smiths Beach, as well as along the western edge of the town, in proximity to the strip of land zoned Public Park and Recreation Zone running parallel with Beachcombers Road, and Mitchell Reserve. The biolink reinforces the importance of the western edge of Smiths Beach and reinforces the strategic role and environmental values and role of the coast on the south edge of Smiths Beach Township.



LANDSCAPE CHARACTER DESCRIPTIONS		
DOCUMENT	BACKGROUND	INFLUENCE ON PROJECT
Phillip Island South and North Coast Key Area Plan, 2014	<p>Commissioned by Phillip Island Nature Parks (PINP), the purpose of the Plan is to set out a series of strategies and actions that improve management and access of coastal areas.</p> <p>Key Management Directions include:</p> <ul style="list-style-type: none">Identify suitable locations with safe and convenient access to the coast where the potential for impacts can be avoided or substantially mitigatedEnhance community use, enjoyment and experience of the coastal valuesEnsure development is consistent with identified activity recreation nodesEnsure the development on coastal public land is functionally dependent upon a coastal locationEnsure the development of facilities on and adjacent to the coast are appropriately designed and sited	<p>According to the Key Area Plan there is increasing demand for access. However the plan recommends that rather than creating new access, the focus should be upgrading access facilities.</p> <p>The area between YCW and Smiths Beach is designated as a “coastal access area” and Smiths Beach to Surfies is coastal access area.</p> <p>Strategic Priority 1 – Enhance the Experience of Coastal Access Points</p> <p>The Plan identifies a Potential South Coast Route – which includes considering a link between YCW and Smiths Beach as part of negotiations to upgrade access to Smiths Beach from St Bedes College over PINP land.</p> <p>Strategic Priority 3 – Encourage integrated transport during peak seasons.</p> <p>The plan identifies arrival and parking issues at Smiths Beach.</p> <p>Strategic Priority 4 – Spread the Peak Demand to New Locations</p> <p>The Plan identifies one of the possible causes of over-crowding at Smiths Beach and the Woolamai Beach Surf Life Saving Club (the SLSC) is the presence of the SLSC with staff patrolling the beaches in peak season.</p> <p>One way of spreading the peak load away from these sites is to support additional surf life saving patrolled locations. These might include:</p> <ul style="list-style-type: none">the Summerland Beach; andYCW Beach where there is the possibility of integrating the service with that occurring at Smiths Beach. <p>Strategic Priority 5 – Review the South Coast Route Options</p> <p>Action 8.3 YCW and Smiths Beach</p> <p>Review land tenure and management jurisdiction</p> <p>Investigate opportunity for shared trail link between Smiths Beach and YCW Beach;</p> <p>Upgrade toilets with SLSA patrol and lookout facilities</p> <p>Consider dynamic parking and access options</p> <p>Responsibility – Council, PINP and Dept. = High to moderate priority. Short to medium term,</p> <p>Similar projects were suggested through community consultation for the Smiths Beach Town Plan.</p>
Phillip Island Woodlands and Wetlands Key Area Plan, 2016	<p>Commissioned by Phillip Island Nature Parks (PINP), the purpose of the Plan is to set out a series of strategies and actions that improve management and access of Woodlands and Wetlands throughout the island</p>	<p>The Plan provides a proposed new shared off-road trail route along the western edge of Smith Beach, from Back Beach Road to YCW Beach and linking with existing routes to the north. It appears that the route follows along the strip of land on the western edge of the town zoned Public Park and Recreation Zone, set behind dwellings fronting Beachcomber Avenue.</p> <p>This study has implications for potential links within the Smiths Beach Town Plan.</p> <div></div>

LANDSCAPE CHARACTER DESCRIPTIONS		
DOCUMENT	BACKGROUND	INFLUENCE ON PROJECT
Phillip Island Nature Park Coastal Process Study	Commissioned by PINP, this study produced a geomorphological hazards assessment to inform infrastructure planning and management of coastal area, including Smiths Beach.	<p>The assessment found that due to the configuration of the steep cliffs and the level beach profile, the cliffs along Smiths Beach are susceptible to failure due to storm surges and inundation and erosion to the cliff base, exacerbated by predicted sea level rise.</p> <p>In this context, the report identified areas where mass movement may be predicted.</p> <p>The report recommends avoiding placing new infrastructure in areas that are subject to potential mass movement.</p> <p>This has implications for land use, access and infrastructure recommendations for Smiths Beach town Plan.</p> 
Phillip Island and San Remo Visitor Economy Strategy	Commissioned by Bass Coast Shire Council	<p>Key actions that could relate to Smiths Beach -</p> <ul style="list-style-type: none">• Prepare a Tourism Priority Roads Masterplan to identify the optimum tourist traffic flow across the island.• To deliver recommendations of the Phillip Island Pathways Strategy• Support the development of attractions that support off-peak travel through a proactive investment attraction program• Feasibility study into user pays models for car parking and bridge toll to reinvest into environmental initiatives and visitor infrastructure.• Feasibility of an environment management charge for visitors.
Phillip Island South Coast Communities: Community Plan, November 2010	The Community Plan was prepared between Council and the various communities in the southern towns of Phillip Island.	The Community Plan identified the vacant lot on the corner of Marlin Street and Smiths Beach Road as a site for a “Community focal point project”, a number of “Environment Protection projects” and a “Shared Path project”, including a link from Sunderlands Bay to Smiths Beach.

LANDSCAPE CHARACTER DESCRIPTIONS		
DOCUMENT	BACKGROUND	INFLUENCE ON PROJECT
Planning Scheme Amendment C85	<p>Amendment C85 to the Bass Coast Planning Scheme was gazetted in August 2009. C85 included structural and significant revisions of the Municipal Strategic Statement and Local Policies, including new policy initiatives for townships from the <i>Phillip Island and San Remo Design Framework</i>.</p> <p>Specifically for Smiths Beach, a new policy and framework plan for the town was included at Clause 21.09-4.</p> <p>The Smiths Beachcomber Association presented a submission to the Panel considered C85, which included the need for a town square. Their submission focussed on vacant land at 218 Smiths Beach Road (on the southwest corner of Marlin Street and Smith Beach Road) as the preferred location. The submission sought to alter the wording in the (then draft) Clause 21.05-9 Scheme to delete references to the 'commercial' and 'residential' opportunities for the vacant land in favour of an approach that designated the land as civic space.</p> <p>The Panel broadly supported the intent of the submission however did not agree to remove the references to 'commercial' and 'residential' land uses:</p> <p><i>"As presented to us, we think that the proposal has a great deal of merit and would improve access to open space in Smiths Beach. It would be consistent with existing policy."</i></p> <p><i>"As the land is still in private ownership with no indication the landowner is happy to do a land swap we cannot agree to remove this reference to commercial or residential development for the land."</i></p> <p><i>This matter should be revisited as part of any future amendment affecting the development of the land."</i></p> <p>The Panel recommended a series of steps as part of a process to achieve a town square in this proposed location:</p> <p><i>"There are a number of steps that would need to be undertaken to make such a scheme a reality:</i></p> <ul style="list-style-type: none"><i>• Valuation of privately owned lot in town centre and costing of development works and project costs.</i><i>• Preparation of a subdivision proposal for the open space to be sold together with costings and likely sale price.</i><i>• Exhibition of a planning scheme amendment rezoning the open space land and placing a PAO over the town centre lot.</i><i>• Purchase of the town centre land and sale of land to be developed."</i> <p>The Panel concluded:</p> <p><i>"The concept of a town square has much merit and should be identified in the MSS for further investigation.</i></p> <p><i>The Town square concept needs to be developed further before any deletion to commercial and residential opportunities is deleted in the MSS."</i></p>	<p>The issue of a Town Square or community space for Smiths Beach remains a live issue and recommendations to resolve this issue is an expectation out of the Smiths Beach Town Plan project.</p> <p>This is a "Game changer" project (Town Centre enhancement and shared space), identified in the scope of the Project.</p>

LANDSCAPE CHARACTER DESCRIPTIONS			
DOCUMENT	BACKGROUND	INFLUENCE ON PROJECT	
Smiths Beach Town Plan Community Consultation Volumes 1 and 2	In preparation of the Smiths Beach Town Plan project, Council commissioned a comprehensive round of consultation to seek the views of the community about how they feel about the town, what they like and dislike and ideas to improve the town.	This is an essential document for the Project, providing aspirations for particular themes and key ideas for the town.	
Urban Roads and Drainage Improvement Framework	The Framework, prepared by Bass Coast Shire Council, was prepared to enable Council to make decisions about the order that urban road and drainage improvement projects ought to be prioritised and delivered, by providing a mechanism to assess current and future service levels	The Framework sets out preferred funding mechanisms and when to apply them. Its sets out criteria for prioritising infrastructure improvements. This framework, and its accompanying criteria and policy, will be a critical input into the Town Plan, particularly around prioritising projects and considering methods of funding and implementation.	







4.EXPLORING THE THEMES



Through the initial consultation for the Town Plan, a number of themes were established for Smiths Beach. These themes continue into this phase of the project as they cover key aspects of the Town that are important to the community.

This section of the background report pulls together the key information about the themes, a fundamental aspiration drawn from the Community engagement and preliminary initiatives put forward by the community as the plan is further developed.

4.1 ENVIRONMENT

4.1.1 OVERVIEW

The environmental conditions and attributes of Smiths Beach and surrounds are fundamental from a number perspectives, including species protection, safety, identity, wellbeing, township character and the innate value of the environment.

The quality of the environment and Smith Beach's environmental features are critical drawcards for residents and visitors. Protecting environmental attributes is a critical issue for this plan.

In parallel, understanding, and working with environmental processes and hazards is also critical to ensure safety and a sustainable foundation for investment of infrastructure.

Environmental factors include impacts of climate change such sea level rise and heat stress, protecting native vegetation, geomorphic conditions including erosion and mass movement, energy and water use, amenity including noise and dust.

4.1.2 STRATEGIC AND POLICY CONTEXT

The following conditions, current policy and strategies are relevant to this theme:

- A suite of overlays within the planning scheme identifies sensitive locations, and locations of environmental value.
- Cliffs between the two heads have potential for geomorphological weakness.

4.1.3 FEEDBACK FROM COMMUNITY

The Community feedback identified a range of issues related to the natural environment, its protection and ongoing sustainability measures:

- Need to mitigate noise pollution from the Grand Prix track.
- Erosion control.
- Recycling support - more public bins,.
- Wildlife protection - hooded plover breeding ground, enforce dog rules to protect wildlife
- Need to restrict human access to sensitive natural areas - creek, sand dune vegetation, green spaces.
- Protect from over-development
- Managing the impact on the beaches during peak periods (dunes, inter-tidal areas).
- Balancing new sustainable infrastructure with community desire to minimise impacts on the small seaside town feel.
- Managing the number of visitors to Smiths Beach, diversion to other beaches through promotion or increased patrolling.

- Managing the debate about off-leash dog areas/times and ways in which both parties can be satisfied and an agreeable arrangement can be found.
- Increased pollution and littering increase during the peak summer season.
- Mitigating erosion of dunes and cliff top area, as a result of multiple agencies and current policy to let nature take its course.

4.1.4 COMMUNITY ASPIRATION (AND OBJECTIVES)

To preserve and enhance the natural environment of Smiths Beach and its ecological significance, through increased planting, education and use of sustainable alternatives.

4.1.5 PRELIMINARY OPPORTUNITIES TO EXPLORE (AND ACTIONS)

The community identified the following opportunities:

- Increase local planting efforts to reduce noise from the grand prix.
- Increase tree planting across Smiths Beach increasing visual appeal while helping to provide cooling effect during Summer months.
- Increase public bins including recycling and cigarette bins and consistent waste collection (more frequent during Summer).
- Invasive plant removal and erosion protection.
- Increased pruning to allow for views and vistas, to stop vandalism and illegal pruning.
- Increased restriction, education and patrolling of beach and sensitive areas.

- Increased planting around the General Store, along key roads to soften and cool these areas.
- Convert all street lighting to solar powered and install solar power into community and commercial buildings.
- Increase use of solar panels in public and private use and sustainable energy practices implemented in Smiths Beach.
- Redevelop the drainage system within Smiths Beach from an open to closed drain system to include appropriate litter traps and reduce erosion.
- Reduce litter through increased bin placement.
- Increase protection and preservation of Smiths Beach flora and fauna through improved pathways and signage.
- Improve education and awareness of local wildlife (Hooded Plovers, Shearwaters) to both protect species and invite ecotourism to the area.



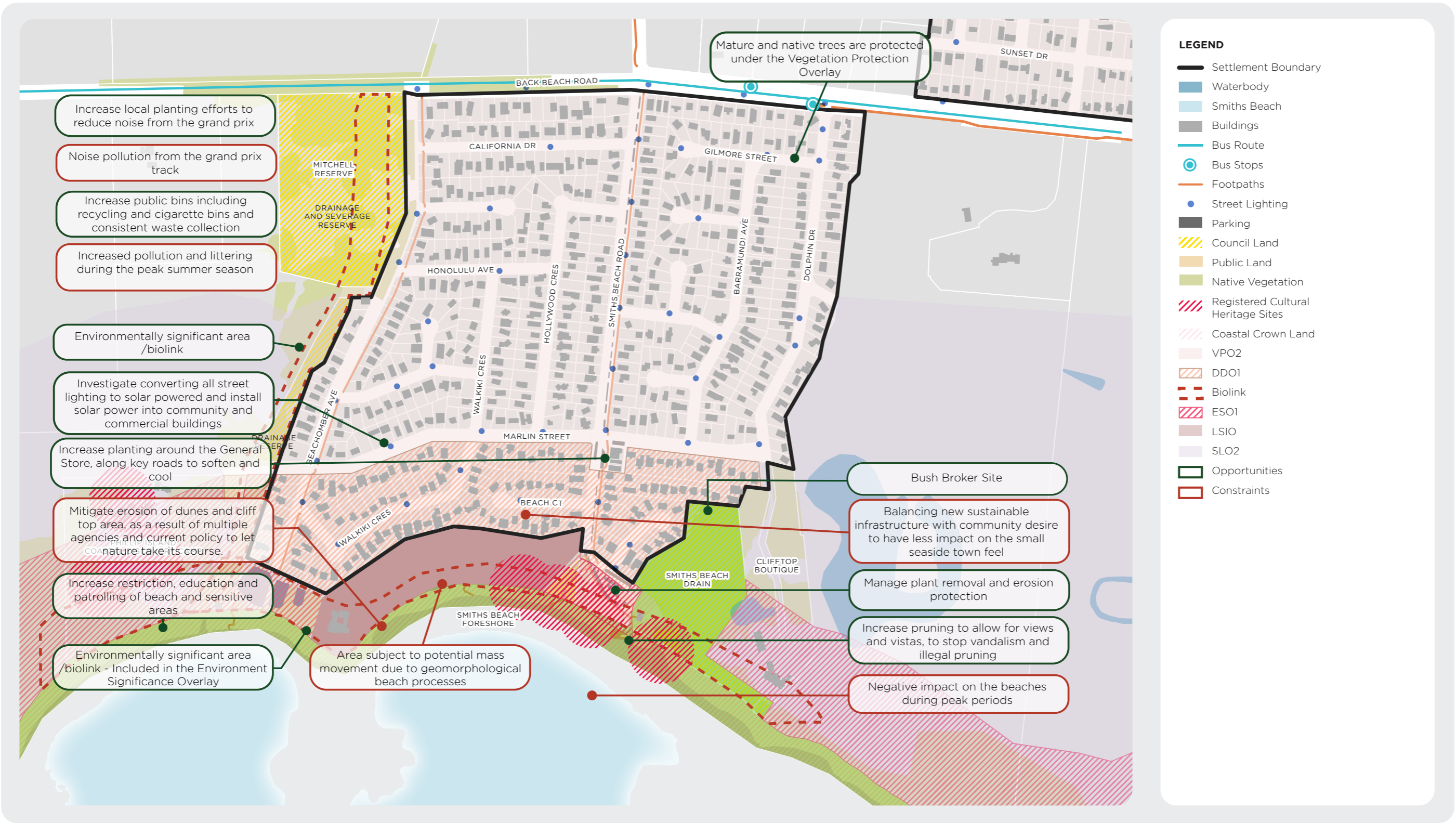


Figure 34. Opportunities and Constraints - Environment



4.2 LAND USE

4.2.1 OVERVIEW

Smiths Beach is a residential hamlet, supported by extraordinary public open space along the coast and reserves on the periphery of the town.

Served by a general store and surf shop, there is very little opportunity for additional businesses or services, with the exception of home-based business, due to the town’s zoning regime.

Located at the central intersection in the town, Marlin Road and Smiths Beach Road, the general store and surf shop, flanked by a wider public area, appears as the “town centre”.

In terms of land supply, there are 548 dwellings in Smiths Beach and approximately 20 vacant residential lots scattered throughout the town. There are few unit developments on small lots, with the majority of lots being conventional suburban lots of approximately 750 to 800 square metres.

4.2.2 STRATEGIC AND POLICY CONTEXT

The planning scheme contains strong policy statements around containing residential development within the town’s boundaries, as illustrated in Clause 11.01-1L.01 and to retain surrounding rural land in its current land use and form.

The existing General Residential Zone provides very little opportunity for non-residential uses to establish to serve the community as most uses under the zone provisions require direct access onto a Road Zone.

4.2.3 FEEDBACK FROM COMMUNITY

This section includes feedback relating to the use of space for residential, commercial mixed use and open space.

- Importance of the Smiths Beach atmosphere.
- Enjoyment of open space, ocean views, village character, and green surrounds.
- Prevent sprawl of the town.
- Prevent subdivision, generous minimum allotments.
- Central green space in activity centre.
- Support for reclaiming sections of privately owned land for shared public use including parkland and walking tracks.

Challenges the community identified included:

- Balance community desire to keep a village atmosphere and local business desire to expand.
- Making sure that additional development does not detract from the seaside feel during the holiday season.
- Debating between parties about protecting local rural land from development.

4.2.4 COMMUNITY ASPIRATION (AND OBJECTIVES)

To maintain the balance of the town’s residential priority and seaside character and to improve public amenity.

4.2.5 OPPORTUNITIES TO EXPLORE (AND ACTIONS)

The community identified the following opportunities:

- Buy the land on the cliff face to enable a walking track from Cape Woolamai to Berry’s beach.
- Aquire land from St Bede’s and farms to create a connected walking track.
- Maintaining farmland and green views around Smiths Beach.
- Explore the zoning of Smiths Beach from semi-rural to residential*.
- Consider rezoning areas to commercial to allow for additional health services such as chiropractic and physiotherapy practices to be established.
- Relocate the outdoor public space of Mitchell Reserve to a more central and accessible location.
- Subdividing farmland to increase residential capacity of the township*.
- Additional activity spaces such as basketball half courts and pump tracks.
- Reclaiming small sections of privately owned coastal land for shared public use.

**Planning Policy Clause 11.01 establishes a township growth boundary and expansion beyond that boundary for residential purposes is expressly discouraged.*



Figure 35. Opportunities and Constraints - Land Use

4.3 ACCESS AND MOVEMENT

4.3.1 OVERVIEW

Presently traffic and parking conditions are of key concern to the community, both in terms of car parking and interaction between pedestrians and cars and especially during peak periods when Smiths Beach accommodates its “holiday” residents (as well as visitors attending the beach for the day).

The Traffic Road Hierarchy and Parking assessment identified areas of known flashpoints, areas of potential conflict and suggested solutions.



4.3.2 STRATEGIC AND POLICY CONTEXT

Improved walking opportunities along the coastline is an initiative that is supported and repeated through various strategies over the last 15 years.

Under the Roads Management Act, and supported by Council’s infrastructure design manual, a hierarchy of roads and paths are established. Council’s Infrastructure Design Manual with materials specified.

“20-minute neighbourhoods” is a walkable distance of 800 metres, a 20-minute journey from home to a destination or a 10 minute walk to your destination and 10 minutes back home^{1,2}. A walkable distance of 400m from origin to destination is considered ideal³.

With a distance between Back Beach Road and Smiths Beach, or YCW Beach, at just under 800 metres, the town provides a perfect opportunity to be an exemplar of the 20-minute neighbourhood, a healthy walkable town, provided the infrastructure and behavioural settings are in place.

¹ As described in Gunn LD, King TL, Mavoa S, Lamb K, Giles-Corti B, Kavanagh A. Identifying destination distances that support walking trips in local neighbourhoods. J Trans Health 2017 and <https://www.planning.vic.gov.au/policy-and-strategy/planning-for-melbourne/plan-melbourne/20-minute-neighbourhoods>

² Supported by data Victorian Integrated Survey of Travel and Activity (VISTA) 2019 ‘Walking and Transport in Melbourne Suburbs Report’, Walking Victoria

³ Pedestrian Access Strategy, 2010

4.3.3 FEEDBACK FROM THE COMMUNITY

The Community feedback identified a range of issues and opinions around the issue of access and movement, in relation to public transport, walking, driving and cycling including:

- Feedback from those participating in the engagement said that walking and biking were overwhelmingly the preferred way to get around Smiths Beach.
- A large number of participants expressed a desire for better connected, safe walkways . In particular, there was strong support for a walking track connecting Sunderland Bay and Pyramid Rock, and for safe roadside walkways around town.
- Need for more walkways and safe pedestrian crossings to improve access and safety.
- Concerns regarding private land impeding public access and amenity.
- Participants suggested reclaiming small sections of privately owned land to develop a coastal walking track.
- Road maintenance and safety was another dominant theme:
 - Participants raised concerns about road surface, dust, drainage, the need for safe crossings, traffic calming, and parking improvements.
- A number of specific roads and intersections were identified as safety hazards:
 - Smiths Beach Road and Back Beach Road unsafe due to road condition & poor visibility.
 - Back Beach Road - pedestrian crossing.
 - Marlin street - driveway access obscured over summer.
 - Beachcomber Avenue - vegetation maintenance required / poor visibility.
 - Dolphin Drive - potholes.

- Traffic and parking:
 - Responses highlighted a need for improved traffic and parking management during busy periods. Ideas included restrictions, parking fees, clearways, patrols and bus turnarounds.
 - Traffic is “crazy” in summer, provide better control of traffic and parking.

4.3.4 COMMUNITY ASPIRATION (AND OBJECTIVES)

To create a safe and connected community that is easy to move within and around, at both off peak and peak times. Through increased movement there would be increased enjoyment of the area, improving health of the community, the environment while adding to the attraction of the area.

Objectives include:

- To create a cyclist and pedestrian-friendly environment.
- To reduce congestion during peak times.
- To create allocated carparking.
- To improve the physical health and wellbeing of the natural environment and the health and wellbeing of those that come to Smiths Beach.
- To improve the aesthetic appearance of the town.

4.3.5 OPPORTUNITIES TO EXPLORE (ACTIONS)

The community identified the following opportunities:

- Expansion of coastal walking opportunities to diversify nature tourism to take in surrounding beaches, if direct access cannot be provided then consider signage through back streets or purchase of privately owned land.
- Explore the seasonal circulation of cars for peak periods, creating a one way loop that moves cars and tourist/school buses through narrow main streets.
- Explore creating a shared zone between Smiths Beach General Store and foreshore that prioritises pedestrians and cyclists. That can be closed and used for community events (food truck festivals, markets).
- Consider sealing well used roads (near YMCA) or tourist hot spots to reduce dust during Summer.
- Explore safety at key intersections (Five Ways, Back Beach Rd and Marlin Street intersections) to create a safer experience for all users, pedestrians and cyclists included. Through pedestrian crossing (overpass or underpass), bike lane and roundabout.
- Potential shuttle bus services or seasonal public bus route to take people from remote carpark to beach and town areas to reduce congestion within the township, with drop off/pick up area closer to the beach.
- Introduction of parking restrictions and line marking across Smiths Beach, YCW Beach and along the main roads through a residential parking system.

- Resurfacing major roads and fixing potholes and crumbling edges.
- Explore measures to slow speeds within Smiths Beach through the introduction of signage or speed bumps.
- More bicycle parking at both the YCW and Smiths Beach and town centre connecting Smiths Beach to other parts of the island through a bike path (to Cowes and to Circuit).
- Advocate for improved bus infrastructure, including covered waiting areas and footpath access to walk to bus stops.
- Sealed footpaths within Smiths Beach to make it easier for families and those with mobility issues to travel.
- Consider carparking spaces in other areas either at the edge of Smiths Beach or at other locations (Mitchell Reserve, vacant land).
- Maintenance of roadside vegetation which may impede visibility
- Maintenance of fire paths and access points.

Further ideas for improvements re access:

- Dedicated bike paths for cycling
- Upgrades to Smiths Beach Road and Beachcomber Avenue
- Seasonal parking restrictions (timed, permit)
- Line marking car parking (on street and carparks)
- One way traffic restrictions during peak periods (Summer, Easter and holidays)
- Improved signage in the area
- Provide Additional Car Parking at Mitchell Reserve
- Bike hire in Cowes and Smiths Beach
- Dedicated parking for buses and caravans

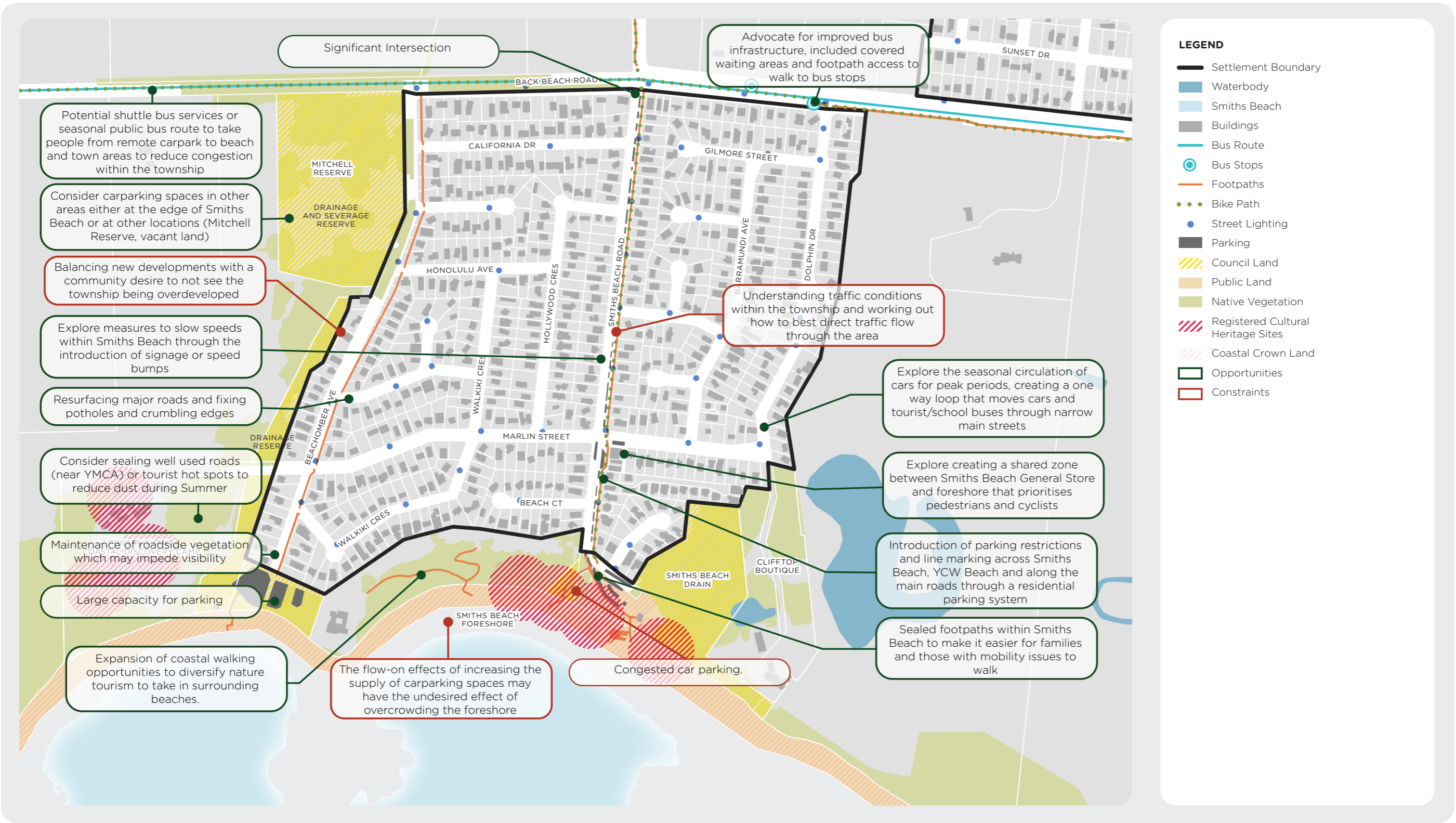


Figure 36. Opportunities and Constraints – Access and Movement

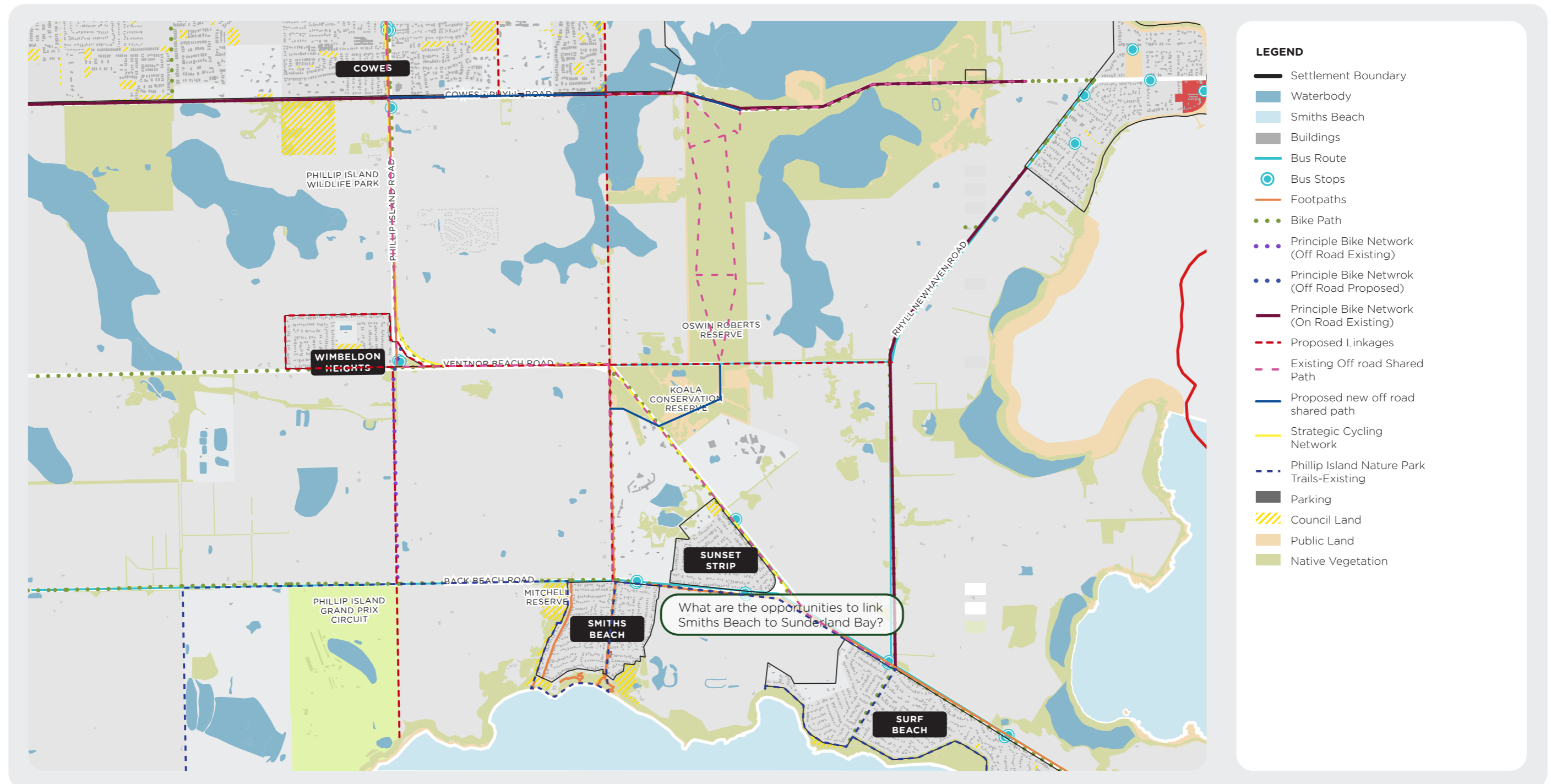


Figure 37. Opportunities and Constraints – Access and Movement (broader context)

4.4 PUBLIC REALM - FACILITIES

4.4.1 OVERVIEW

There are opportunities to enhance facilities within Smiths Beach to better guide the use of places and manage amenity. While the informal nature of parts of the town give it its charm and relaxed character, there is a need for a clearer designation of uses through the careful provision of facilities.

For example, the informal nature of YCW Beach car park, inadvertently promotes the idea that informal camping is an option, despite signage. In addition, the treatment of toilet blocks with heavy vegetation and little passive surveillance opportunities creates the perception of an unsafe environment. Strategically located and designed facilities are needed that reinforce and guide the appropriate use of the land.

4.4.2 STRATEGIC AND POLICY CONTEXT

It is critical that the public realm (which includes facilities), is planned and designed considering safety and environmental conditions. Using Victoria's Safer Design Guidelines and the principles of CPTED (Crime Prevention Through Environmental Design), the deliberate and thoughtful placement and treatment of public facilities is key.

CPTED principles include: natural surveillance, access control, territorial reinforcement and space management. This will add to a greater sense of security for the community and visitors, as well as provide opportunities for greater appreciation of the town's assets.

4.4.3 FEEDBACK FROM COMMUNITY

This section includes feedback relating to public spaces, open space, streets and laneways, public infrastructure and facilities. Comments related to public realm include:

- The toilet block and shower facilities need to be upgraded including warm showers, additional showers for swimmers and change pad for surfers.
- Central focus of the township (creating a hub of activity) is needed as well as increased planting and activity in the town.
- BBQ and picnic facilities are both supported and not supported.
- Creating a community focal point for activities and events is needed and could include purchase of land and or conversion of carpark.
- Additional street furniture is needed (bins, seating, drinking fountain).
- Street lighting was a controversial issue with those who felt it would increase safety for walking and those against felt it would interfere with the wildlife and detract from the coastal township amenity.
- Additional viewing platforms that are wheelchair accessible are needed.

4.4.4 COMMUNITY ASPIRATION (AND OBJECTIVE)

To see Smiths Beach has an aesthetically pleasing and functional public realm that residents can be proud of. To be able to utilise and access the community spaces easily and to feel safe in doing so.

Objectives include:

- To create a town centre that celebrates the local area and helps visitors to find their way.
- To protect and enhance the natural environment and its ecological significance.
- To promote walking and cycling across Smiths Beach.

- To create community spaces for social experiences.
- To encourage an active lifestyle to assist in maintaining healthy practices within the community.

4.4.5 OPPORTUNITIES TO EXPLORE (AND ACTIONS)

The community identified the following opportunities:

- Bike racks incorporated around the community to encourage bike use.
- New and upgraded public toilet at Smiths and YCW beach.
- Picnic tables and potentially covered spaces such as a Gazebo at Mitchell Reserve.
- Additional public waste bins and waste pickup
- Outdoor gym and exercise equipment.
- Additional shading through trees and covered areas.
- Water fountains incorporated into the town centre and beach areas.
- Creating a town square or town centre.
- Signage that better directs and informs tourists of the facilities with Smiths Beach, YCW Beach and other areas of interest.
- Additional and/or relocated/refurbished toilet block and warm shower facility.
- Celebration of local history - indigenous, colonial and local surf culture.
- Playground equipment centrally located and more easily accessible.
- Disability support and accessibility.

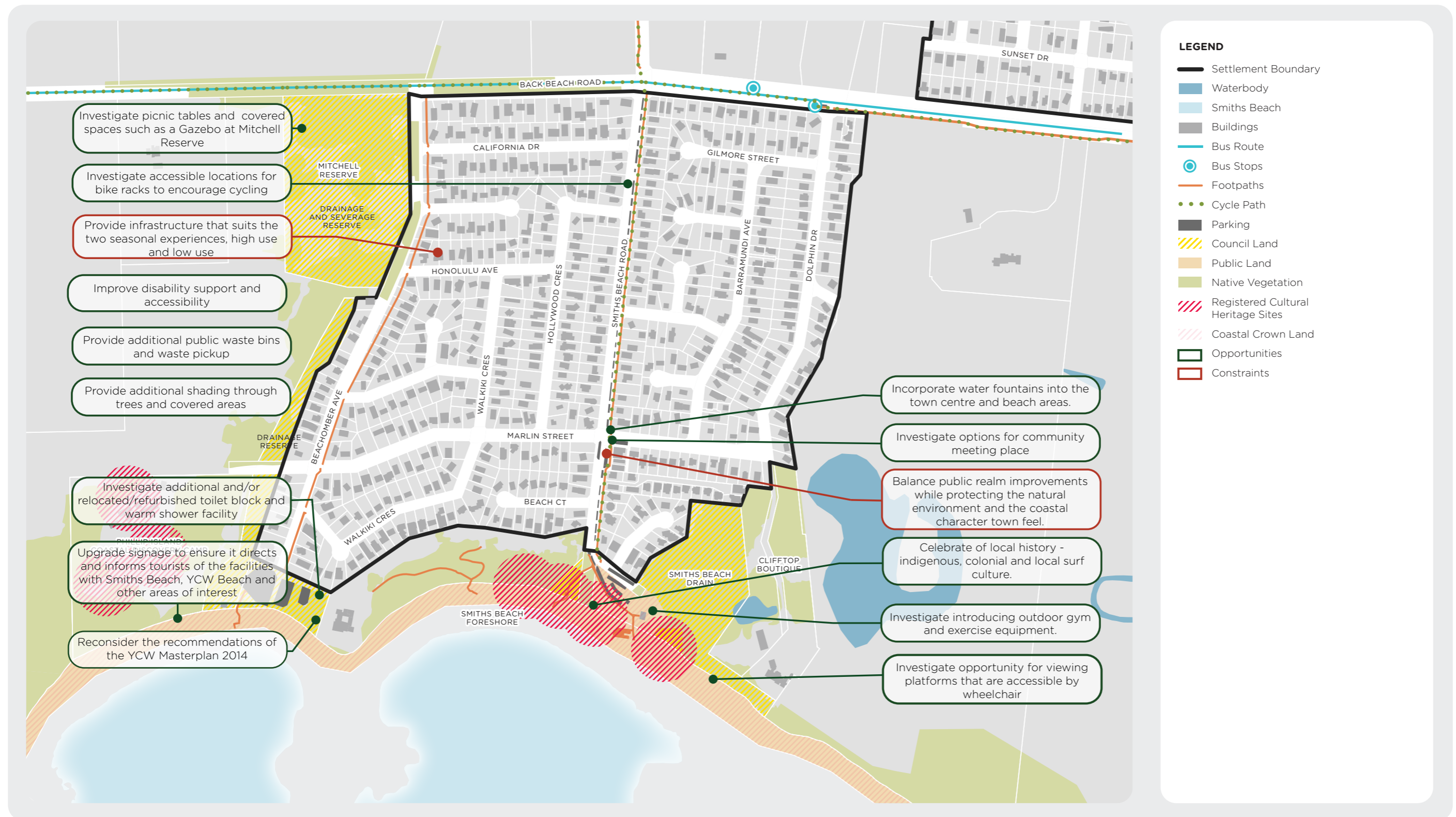


Figure 38. Opportunities and Constraints - Facilities

4.5 TOWNSHIP CHARACTER

4.5.1 OVERVIEW

Smiths Beach township character is treasured by its community. Its character is found within the private realm and public realm, and both contribute. That said, the contribution of vegetation and the informal design of street infrastructure in particular are critical elements.

4.5.2 EXISTING STRATEGIC AND POLICY CONTEXT

The existing planning controls manage building heights between the coast and the ridge through Design and Development Overlay 1, with a permit trigger to consider developments over 7 metres in height, and through the General Residential Zone, a height limit of 11 metres (3 storeys).

By adopting a “township character-driven” approach to public realm improvements, Council’s design specifications will be a key tool to ensure the design treatments of the public realm are sympathetic to the amenity and charm of the town.



4.5.3 FEEDBACK FROM THE COMMUNITY

The Community feedback identified a range of issues and opinions around the issue of the character of the area including the ways buildings are viewed from the street and experienced on the ground. Comments related to the built form include:

- A desire to maintain the town’s existing seaside character and the need to any development to be sensitive to the current aesthetic.
- Concerns were raised about development of farmland and overdevelopment, increased commercial activity and building heights in the activity centre.
- Protection of native vegetation and habitats was identified as a priority when considering new developments.
- Some of the community wish to redevelop the drainage system within Smiths Beach from an open to closed drain system while others liked the informal swale drains.

4.5.4 COMMUNITY ASPIRATION (AND OBJECTIVES)

To maintain the coastal charm of the area while improving the quality of life of residents and visitors through improvements and experiences that enhance this charm.

Objectives include:

- Improve the visual appeal and function of the roads.
- To incorporate environmentally friendly lighting.
- To construct and maintain public amenity of the town, including the public toilets, beach showers and pathways.
- To create a considerate public realm for the community.

4.5.5 OPPORTUNITIES TO EXPLORE (AND ACTIONS)

The community identified the following opportunities:

- Managing and controlling the development of multi-story buildings and dual unit lots in order to maintain the small village feel.
- Incorporating design standards into building permits to maintain a level of aesthetic appeal of housing construction within the area.
- Balancing new infrastructure to support tourism and maintaining the village atmosphere that local residents wish to maintain.
- Restrictions on building heights and site coverage within Smiths Beach township.
- Investigate whether to use closed drainage systems or swale drains.
- Sealed roads to prevent dust spread and improve air quality.
- Removing overhead power lines and placing them underground to improve the village skyline.
- Non direct street lighting that illuminates streets in the early winter evenings but does not create harsh light that ruins the village atmosphere.
- Balancing the pedestrian and car interaction between tourism and local priorities.

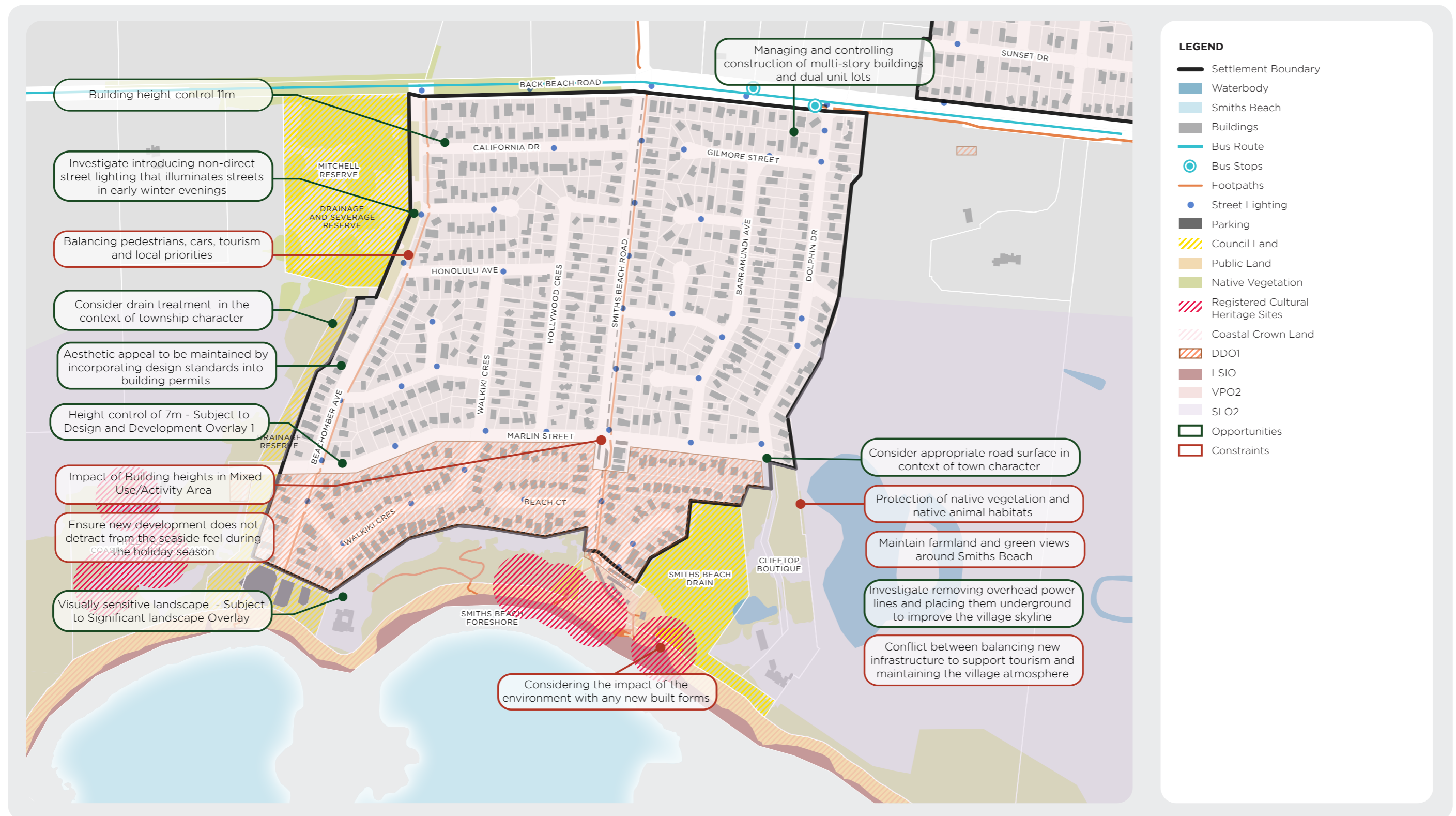


Figure 39. Opportunities and Constraints - Township Character

4.6 SOCIAL CONNECTION AND CULTURE

4.6.1 OVERVIEW

Traditional Bunurong land, the coast holds significant cultural heritage sites which are protected. Recognition and celebration of the traditional and ongoing relationship between the land and the Bunurong Traditional Owners is essential.

The establishment of Smiths Beach as a residential estate was grounded in mid-century holiday and surf culture, which continues strongly today.

There is a strong sense of community and desire to have a gathering and celebration space. There is also a strong desire for infrastructure and land management that supports the lifestyle of residents and aspiration of visitors who are attracted to the environment and character of Smiths Beach.

4.6.2 STRATEGIC AND POLICY CONTEXT

The *Public Health and Wellbeing Plan 2017-2021* promotes social and community connectedness as a key priority across Bass Coast. The *Aboriginal Heritage Act 2006* and the *Planning and Environment Act 1987* includes objectives to protect places of significance. Flowing from this is building and sharing awareness and appreciation of the place. The Town provides opportunities to foster greater cultural awareness and appreciation, as well as places to connect and celebrate.

4.6.3 FEEDBACK FROM COMMUNITY

The challenges with this focus area are ensuring the local economy is supported to operate through the off-peak season; and to ensure that someone's personal experiences do not negatively impact someone else's enjoyment.

This section includes feedback relating to opportunities to socialise in Smiths Beach, be entertained and entertain others. It also includes feedback relating to the local economy and atmosphere including:

- Access to a diversity of leisure and recreation experiences.
- Ensuring that experiences do not negatively impact on each other.
- Improved safety and enjoyment of beaches - lifesaver patrols at YCW beach and a new lifeguard tower.
- Maintain atmosphere of Smiths Beach.
- Improved selection of groceries in town.
- Perception that an increase in holiday rentals is negatively impacting the amenity of Smiths Beach. Behaviours experienced included increase in late night house parties, parties on the beach and in carpark areas; increase in seasonal rubbish and household bins being left on the street for longer periods of time.
- Tourism influx causing damage to the dunes and beach environment.
- Managing the balance of tourists coming to the area (defining what is sustainable) and managing overcrowding of available space.
- Encouraging more modes of transport to ease congestion in a car dominant society.
- Influence over the commercial market to establish in the area, as it's driven by market forces.

4.6.4 COMMUNITY ASPIRATION (AND OBJECTIVES)

To access a range of experiences at Smiths Beach across the seasons for personal enjoyment, without interfering with another person's enjoyment or interference from other users.

Objectives include:

- To create more of a local economy with a local supermarket, restaurant and wine bar.
- To increase employment and the money spent in the area.
- To create a family friendly environment.
- To improve safety and enjoyment of beaches.
- To create an aesthetically appealing village feel that residents can be proud of.
- To create a more socially connected community through centralised social activities, activated by a community space.

4.6.5 OPPORTUNITIES TO EXPLORE (AND ACTIONS)

The Community put forward the following suggestions:

- Activating the area through seasonal events and markets (e.g. food trucks).
- Encouraging local businesses to expand on their offer e.g. take away food and grocery line items from the general store and pop up surf board hire on the beach.
- Encouraging expanded opening hours to create a night time economy.
- Understand and celebration of local history - indigenous, historical and local surf culture.
- Provision of lifesaving patrols and lifeguard tower at YCW beach.
- Playground equipment centrally located and more easily accessible.
- Skate/Cycling activities and hire equipment to facilitate this.

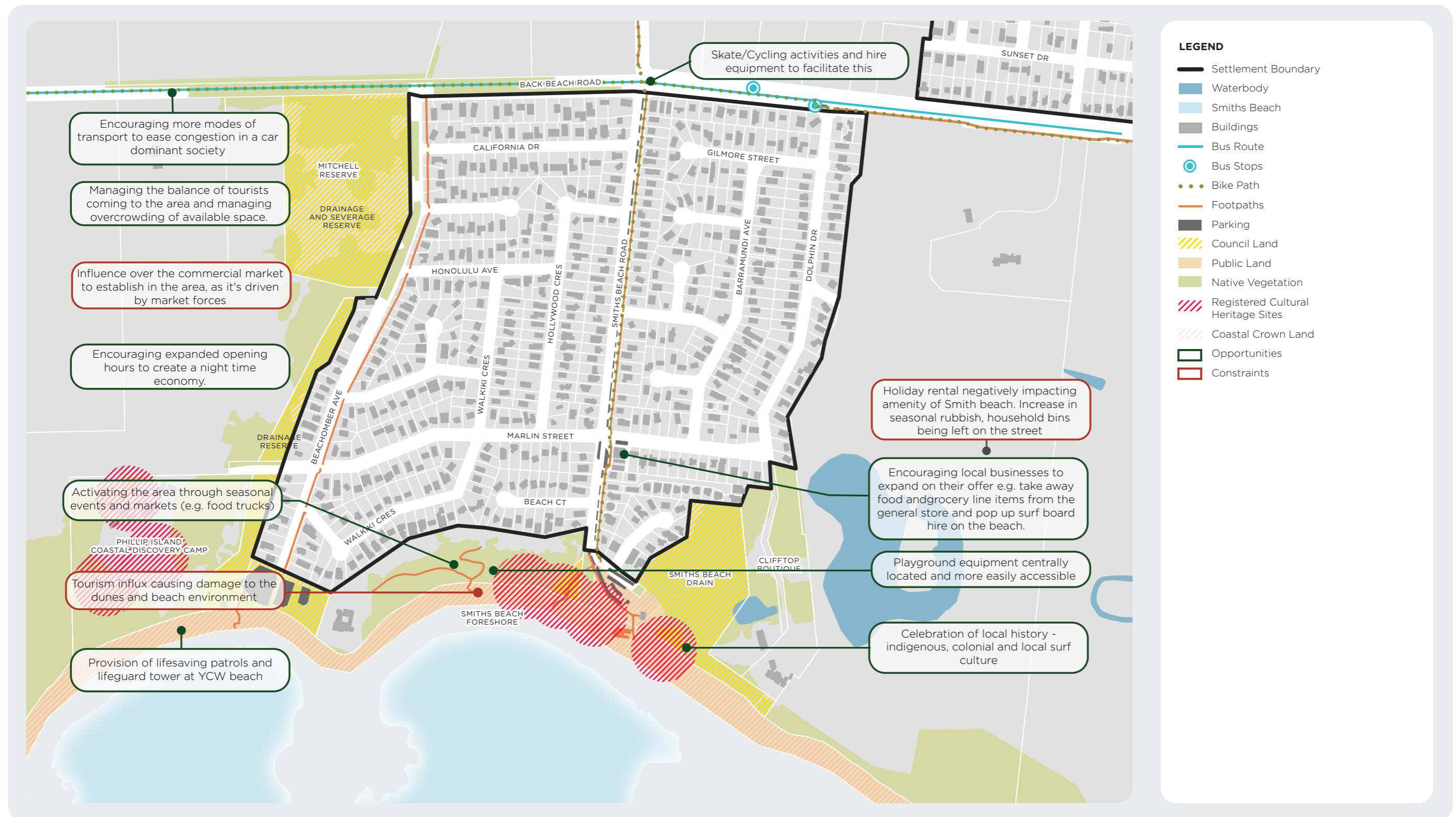


Figure 40. Opportunities and Constraints – Social Connection and Celebration

4.7 SERVICES

4.7.1 OVERVIEW

Smiths Beach is served by standard infrastructure (water, electricity, sewerage, telecommunications) as well waste collection services, home care and the like.

Given its settlement status of ‘hamlet’, the full array of services are not present, however residents are able to go to Cowes or San Remo.

This Town Plan provides an opportunity to consider the current services in town and what initiatives are needed to improve liveability and resilience.

4.7.2 FEEDBACK FROM COMMUNITY

The Community provided feedback on access to services in Smiths Beach, this largely related to access to telecommunications as well as the collection of waste. Further, the SBA has identified an opportunity, through their work with the Totally Renewable Phillip Island Core Group to develop opportunities for alternative energy options for the Smiths Beach township.

4.7.3 COMMUNITY ASPIRATION (AND OBJECTIVE)

Enjoying access to services that other residents of Phillip Island and Bass Coast Council have available.

Objectives include:

- To make Smiths Beach more energy resilient.
- To improve access to telecommunication services within Smiths Beach to allow for people to live in the area and work remotely.
- To better plan and predict when waste and patrols services are needed.
- To improve collection of public waste from across the township particularly during Summer period.
- Increase the number of patrols from Local Laws to encourage people to park sensibly.

4.7.4 OPPORTUNITIES TO EXPLORE (AND ACTIONS)

The Community put forward the following suggestions:

- Develop a solar power “micro grid” in Smiths Beach.
- Advocate for the telecommunications tower to be moved closer to town (from its current location on Back Beach Road).
- Install additional signage reminding people to take their rubbish with them.
- Install additional public bins include recycling and co-mingled, as well as bins for dog excrement.
- Increase the number of patrols for parking/local laws across the Summer months through casual staff.



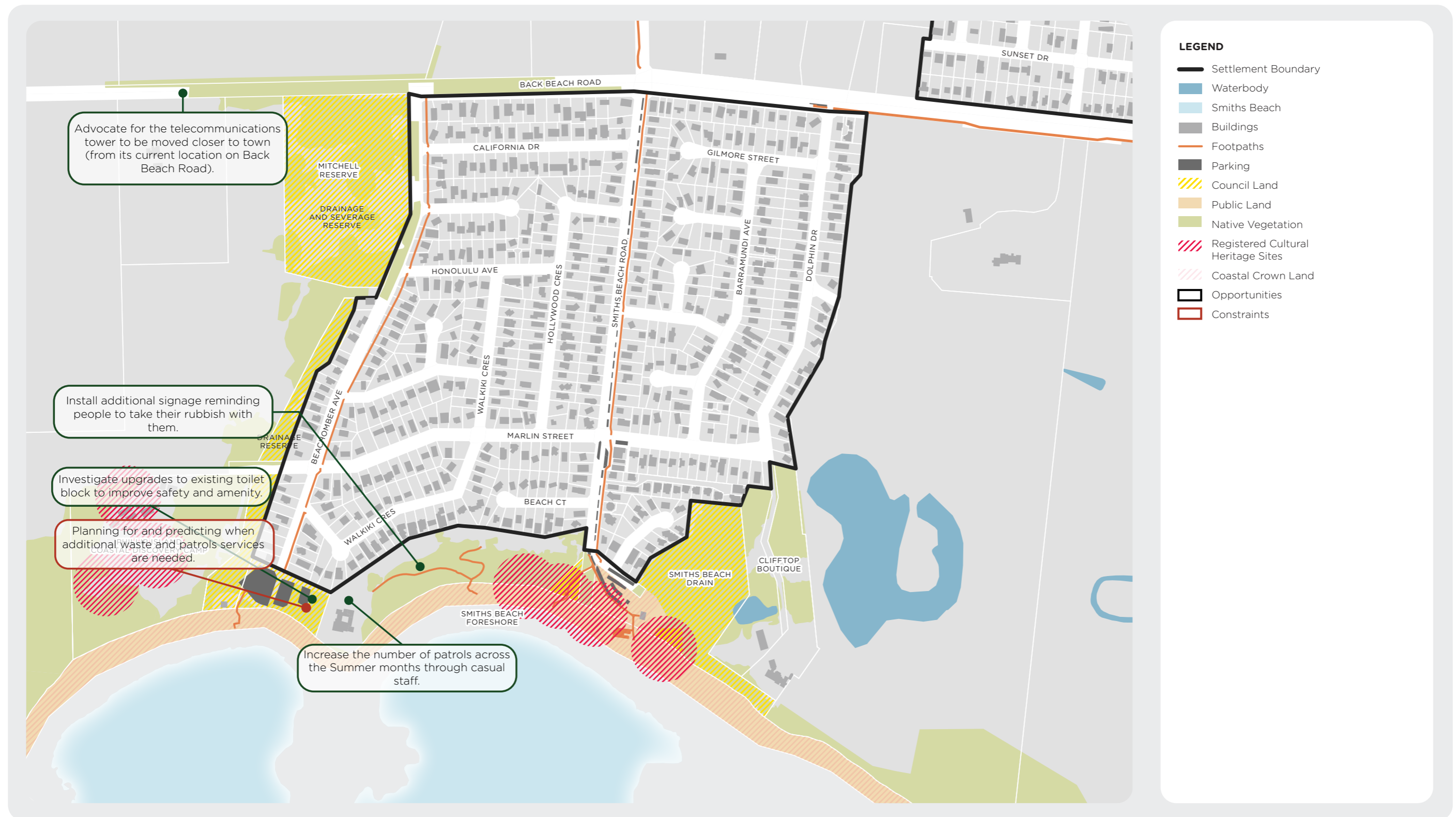


Figure 41. Opportunities and Constraints – Services

4.8 GOVERNANCE

4.8.1 OVERVIEW

There are multiple long standing issues that need to be resolved in Smiths Beach including:

- Alignment of management arrangements of various parcels of public land and assets.
- How infrastructure should be paid for.

4.8.2 EXISTING STRATEGIC AND POLICY CONTEXT

Land management agencies and organisations have a range of statutory responsibilities and policies that they are required to adhere to. At the same time, there are opportunities to better align and co-ordinate the management of land and assets.

4.8.3 FEEDBACK FROM THE COMMUNITY

This section includes feedback about the governance and management of areas in the town and its surrounds:

- Including the provision of a fee for service or special charge scheme to improve infrastructure.

Comments related to governance:

There is concern that this plan and the ideas raised during the consultation will not be implemented.

- Level of interest and acceptance of a special charge scheme for residents or businesses to pay in addition to rates.
- Seeking agreement over the course of action for the future of Smiths Beach or creating a community owned list of community actions.

- Enforcement of local laws
- Consider paid parking to manage congestion over summer.
- Special charge scheme to lower drains and powerlines.
- Need to ensure master plans are realistic in terms of budget.

4.8.4 COMMUNITY ASPIRATION (AND OBJECTIVES)

To see Smiths Beach township being managed in a coordinated way between the landowners, Bass Coast Council and other agencies, to know that the natural environment is being protected and as a community and Council, Smiths Beach is using the area's charm to make improvements.

Objectives include:

- To involve local residents in the design and upkeep of Smiths Beach through the introduction of a special charge scheme or working group.
- To increase the level of tourism-spend and use monies collected to improve and enhance the area.
- To involve those with a responsibility or interest in Smiths Beach in projects and work through a Council led advisory group.
- To increase the understanding between Council and community and a shared understanding of priorities.
- To gauge the level of interest and acceptance of a special charge scheme for residents or businesses to pay in addition to rates.
- Seek agreement over the course of action for the future of Smiths Beach or creating a community owned list of community actions.

4.8.5 OPPORTUNITIES TO EXPLORE (AND ACTIONS)

The community identified the following opportunities:

- Examine feasibility of introducing a user pays model for funding initiatives in Smiths Beach.
- Introduction of a special charge scheme to relocate the drains and powerlines underground.
- Introduction of paid parking in public areas during Summer period.
- Advocate to Lifesaving Victoria for YCW Beach and Smiths Beach to have increased patrols.
- Introduction of parking permits for residents linked to number plates and paid visitor permits to manage tourists.
- Council to borrow funds to implement the Smiths Beach and YCW Master Plans to protect the environment and improve the experience.
- To develop an agreement for co-management of Smith's Beach public land between Bunurong Land Council Aboriginal Corporation and public land management agencies.
- To review and align planning and management responsibilities for public land.

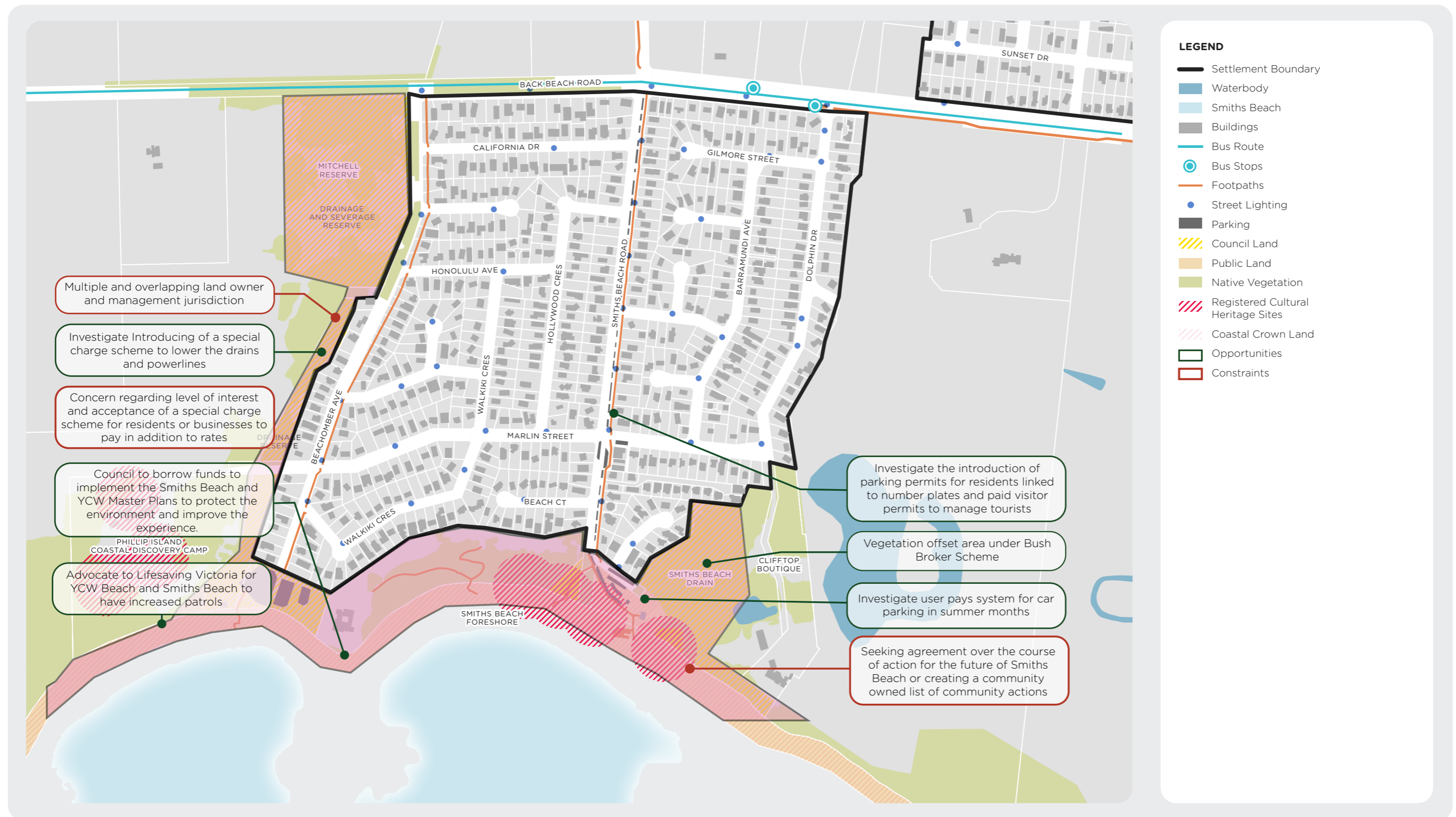


Figure 42. Opportunities and Constraints - Governance



5. TESTING THE IDEAS



5.1 INQUIRY BY DESIGN (IBD)

Building on the initial community ideas and feedback about the Town and its challenges and opportunities in June 2020, an Inquiry By Design (IBD) process involving a Community Panel comprising a diverse cross section of the Smiths Beach community, helped develop a vision for the town and test ideas. The technical Reference Group, comprising a selection of key parties from the public and private sector also participated.

By incorporating IBD workshops with the Community Panel and the Reference Group, the Plan has been prepared alongside Council, coastal and public land agencies, the Smiths Beachcomber Association, the Bunurong Land Council Aboriginal Corporation, landholders in key locations, and other stakeholders, to ensure the Plan is informed, aligned with other work, and is effective and efficient. Further testing with the wider community is critical.

Feedback through this process is demonstrated below.



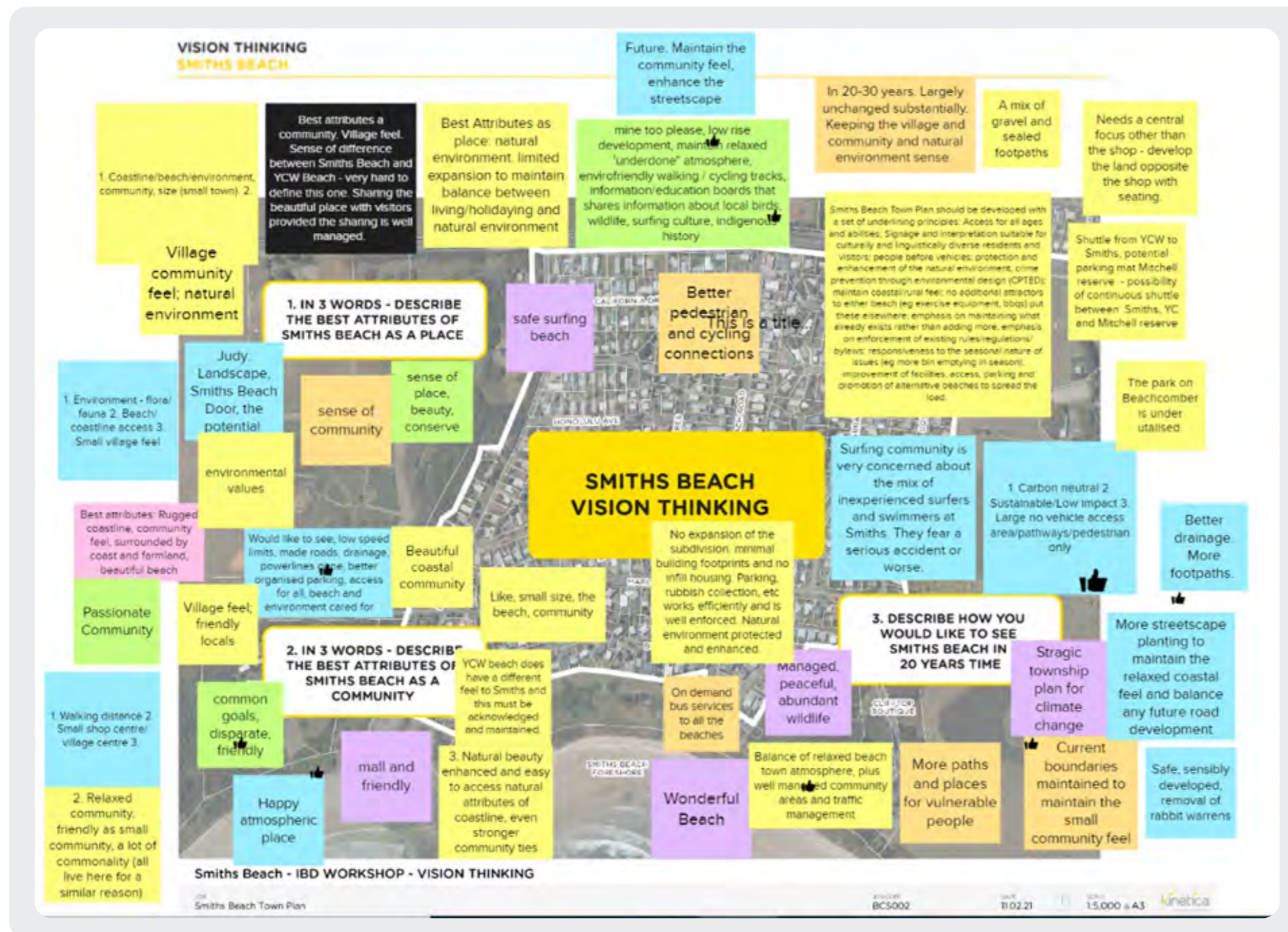


Figure 43. Inquiry by Design - Vision Thinking

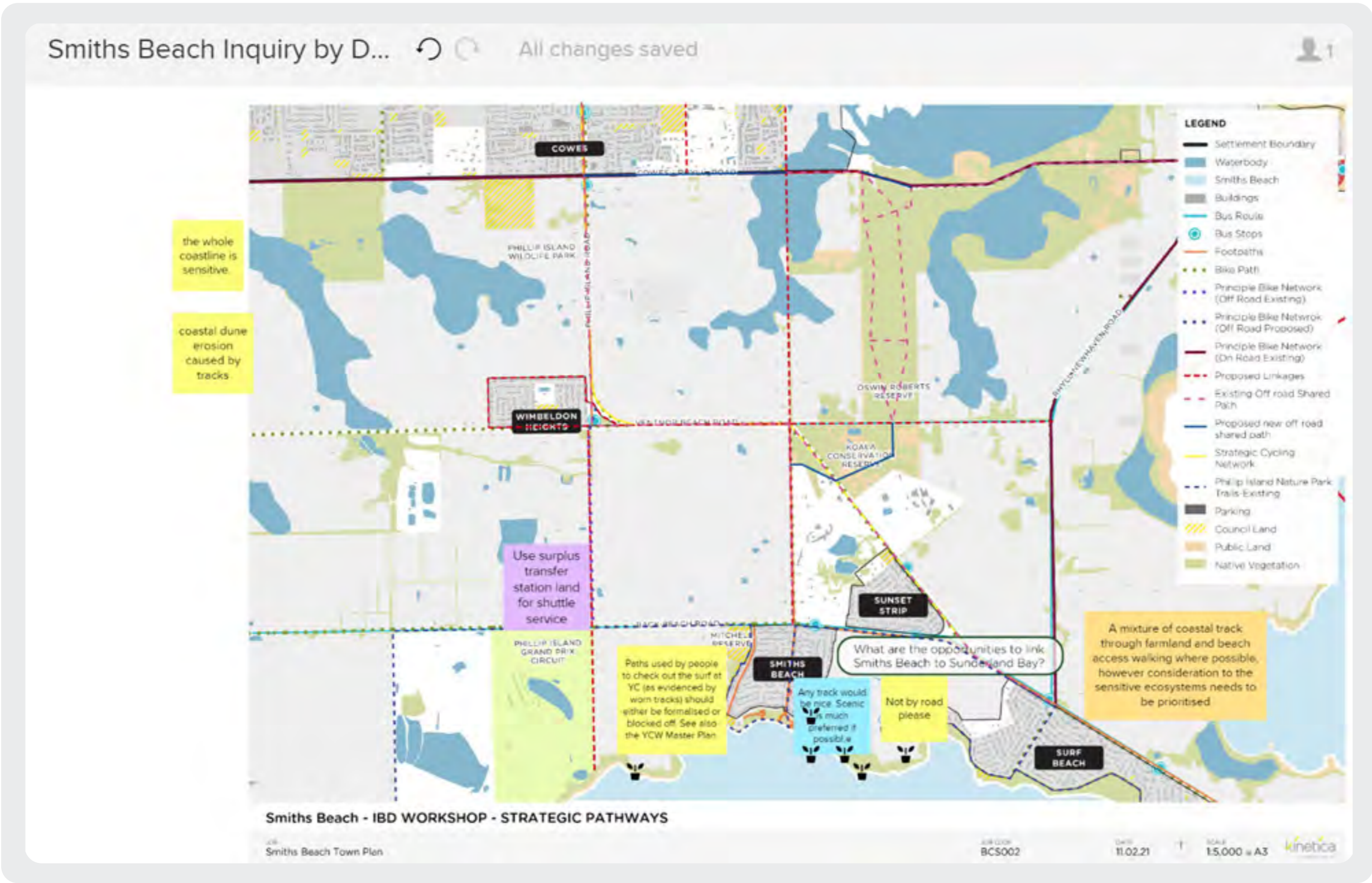


Figure 44. Inquiry by Design - Strategic Pathways

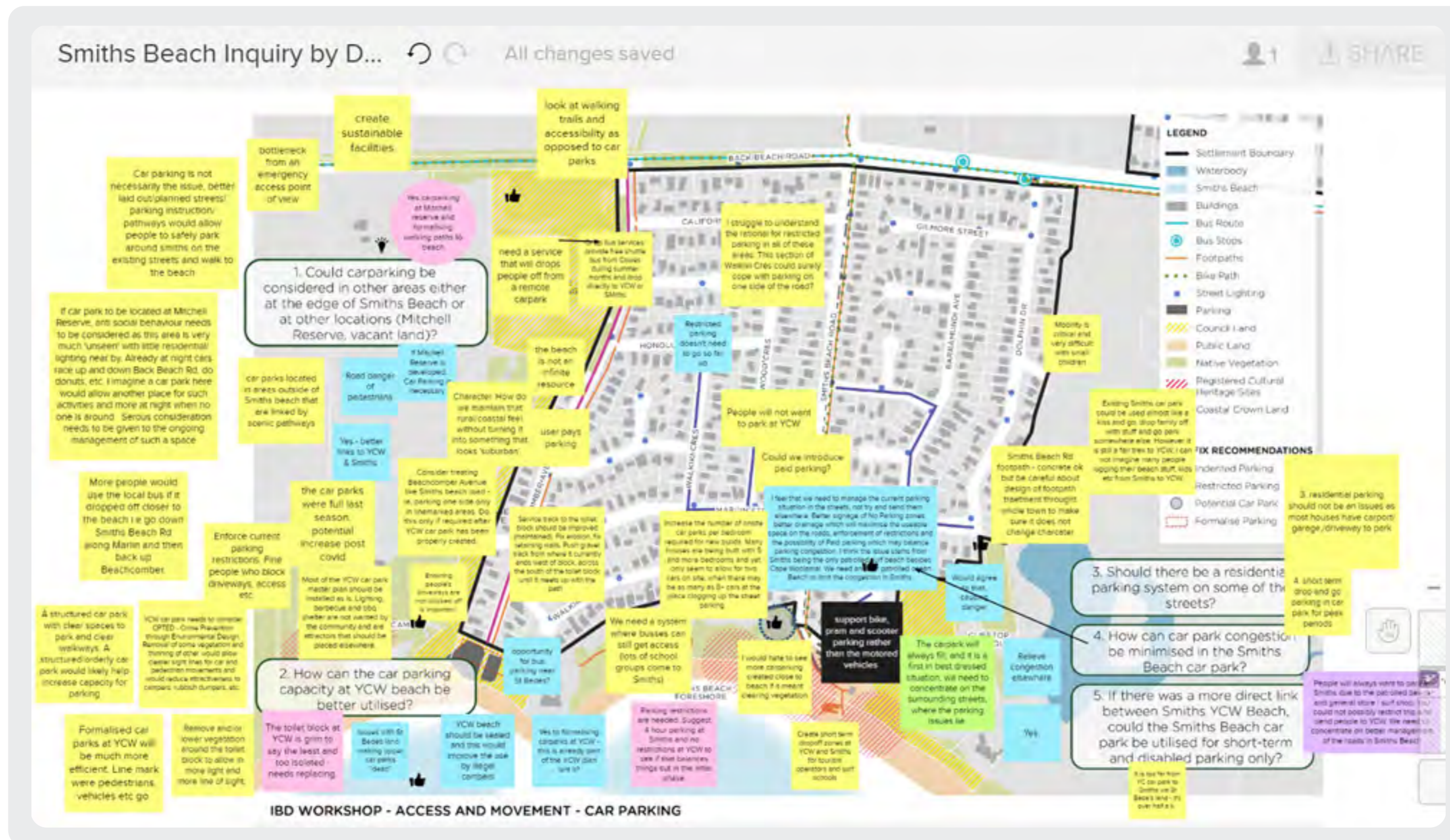


Figure 45. Inquiry by Design - Access and Movement (Car Parking)

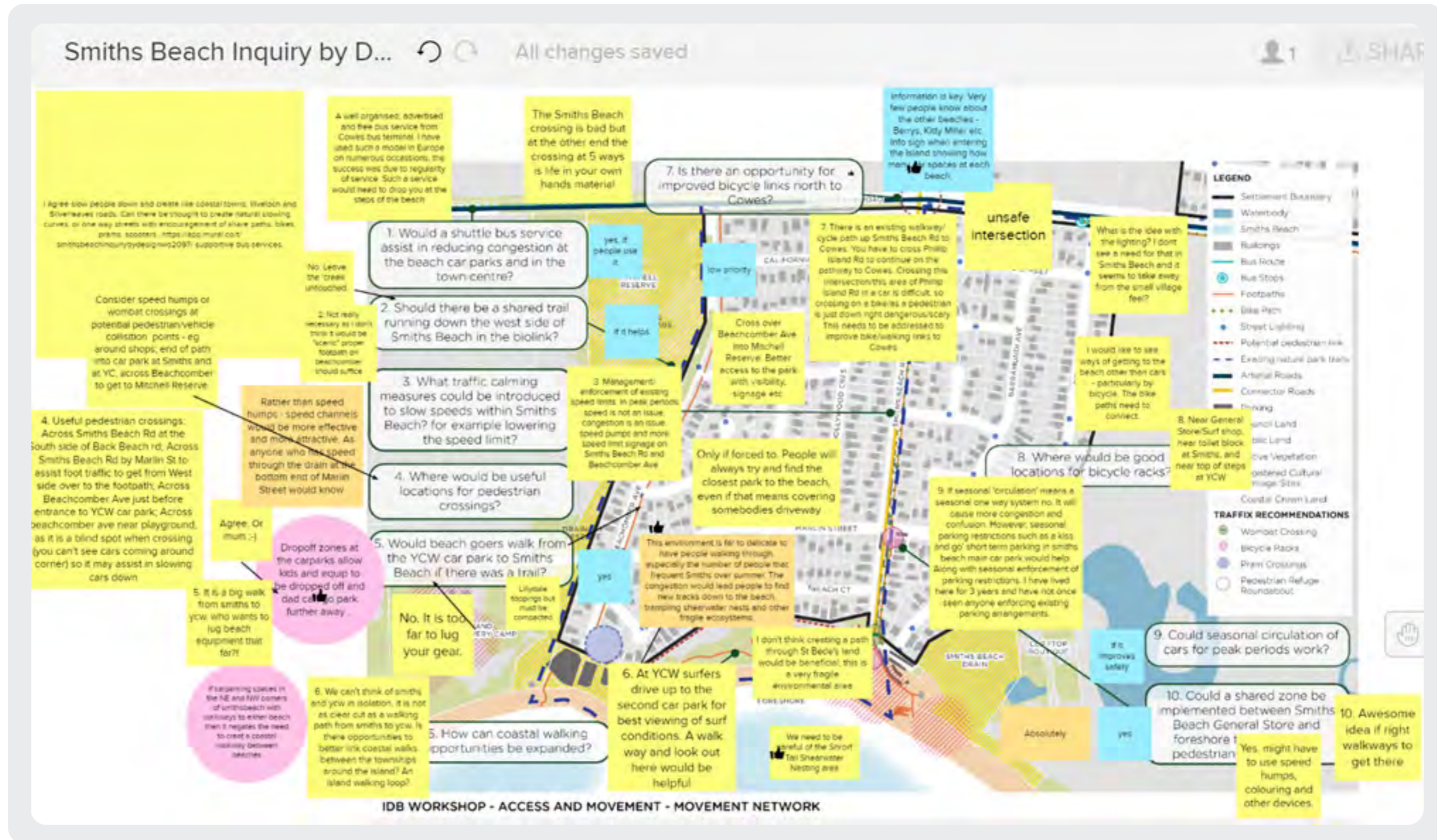


Figure 46. Inquiry by Design - Movement Network

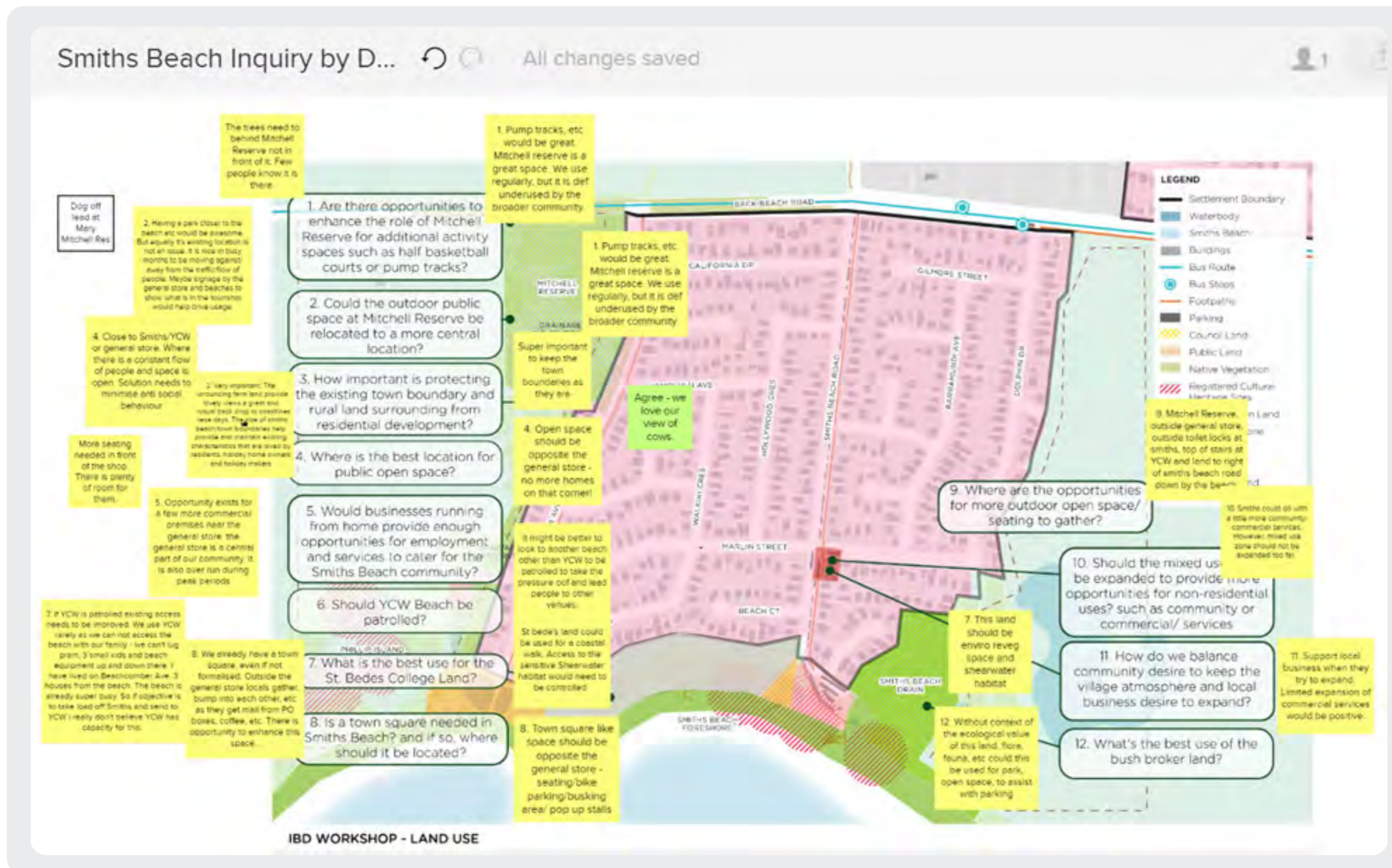


Figure 47. Inquiry by Design - Land Use

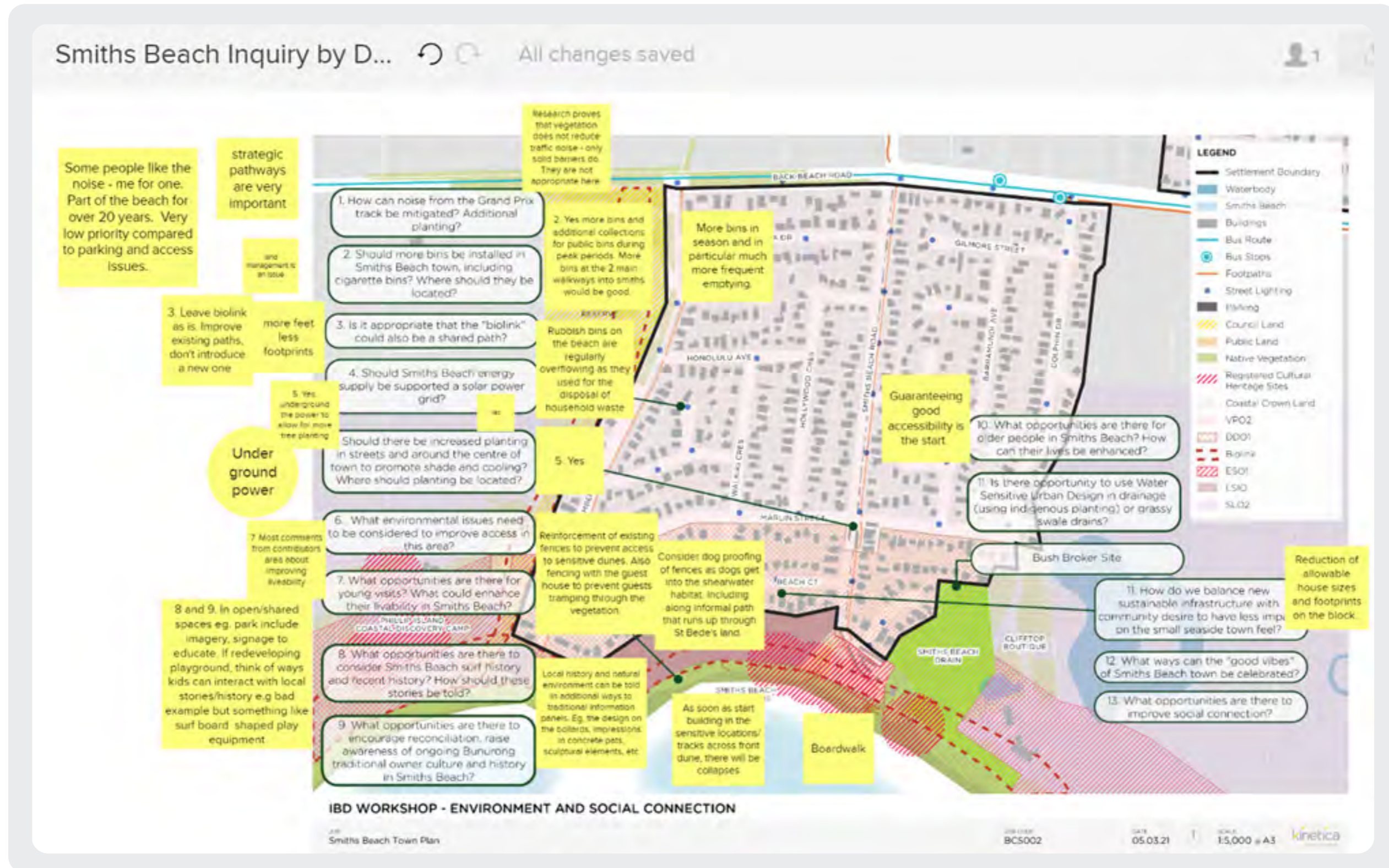


Figure 48. Inquiry by Design - Township Character

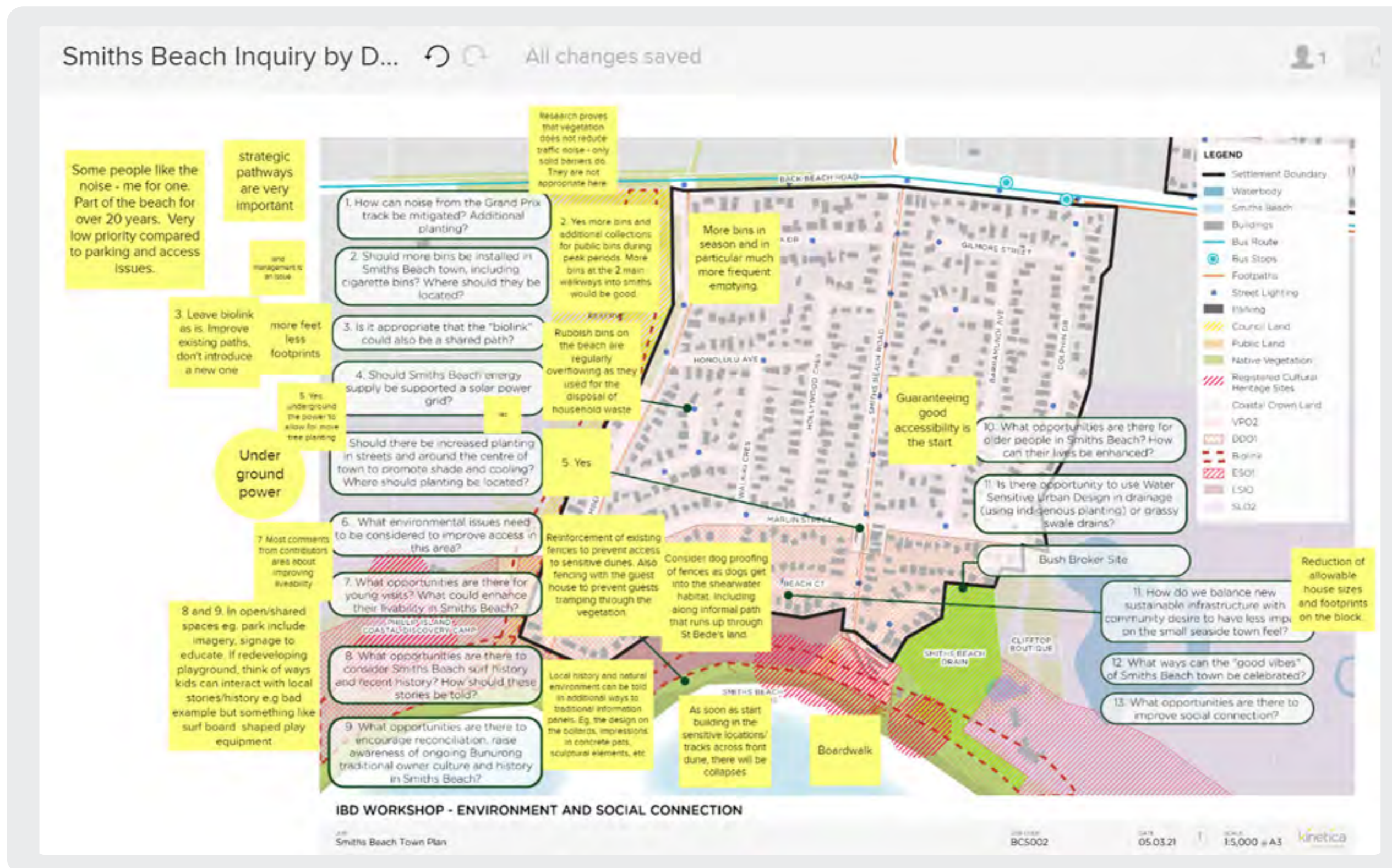


Figure 49. Inquiry by Design - Environment and Social Connection



6. GAME CHANGER PROJECTS



Arising from the Community consultation process, three “Game changer” projects are proposed, which are considered to have the biggest social, economic and environment impact on Smiths Beach.

The projects are:

- Project 1 - Trail to connect YCW Beach and Smiths Beach
- Project 2 - Town Centre enhancement and shared space
- Project 3 - Re-imagining Smiths Beach Carpark

This plan is not expected to finalise the design for the above projects but to identify options for the three projects and prepare an implementation framework for delivery for the preferred option for each category.

- Examine feasibility of introducing a user pays model for funding initiatives in Smiths Beach.
- Introduction of a special charge scheme to lower the drains and powerlines.
- Introduction of paid parking in public areas during Summer







7. COMMUNITY AND STAKEHOLDER ENGAGEMENT



7.1 OVERVIEW

This project builds on preceding work held in June 2020 which sought community ideas and feedback about the Town and its challenges and opportunities.

This phase of the project seeks to ground truth, test, integrate and consolidate findings into a clear Town Plan, and key priority projects identified by the community.

With that background in mind, and given the purpose of the Plan, the leadership and direction must be strongly informed by the local community and the range of stakeholders and agencies with landholdings and responsibilities for the public and private domains.

This includes:

- An Engagement Plan, based on the IAP2 framework and Council's recently adopted Community Engagement Policy, has been designed to consider hearing from a broad range of voices, including through the deliberative Inquiry by Design process and subsequent engagement with the Community in partnership with Council.
- Establishing a Reference Group at the outset that comprises a selection of key parties from the public and private sector that would inform and assist the project ahead of a broader opportunity for community and stakeholder feedback on the draft town plan.
- Working with a Community Panel, comprising a diverse cross section of the Smiths Beach community, who will develop a vision for the town and test ideas.

By incorporating 'Inquiry by Design' workshops with the Community Panel and the Reference Group, the Plan will be prepared closely with Council, coastal and public land agencies, the Smiths Beachcomber Association, the Bunurong Land Council Aboriginal Corporation, landholders in key locations, and other stakeholders, to ensure the Plan is informed, aligned with other work, and is effective and efficient.

7.2 CONTEXTUAL BACKGROUND OF THE PROJECT 8.3.



Figure 50. Contextual Background

7.3 ENGAGEMENT PARTICIPATION ROLES

SPONSOR ORGANISATION (ENGAGEMENT LEADER) Bass Coast Shire Council and Councillors Project Steering Committee	PARTNERS (KEY GROUPS IN THE CO-HOSTING OF THE ENGAGEMENT) Smiths Beachcombers Association
PUBLIC (PEOPLE WHO LIVE IN THE AREA OR WHO ARE INTERESTED IN THE PROJECT) <ul style="list-style-type: none">ResidentsLocal business ownersTourists (Domestic and international)Weekenders/seasonal/permanent residents“Out of Town” peopleLocal MPsMayor and CouncillorsDisadvantaged groups	ADVOCACY (KEY GROUPS WITH PASSION, INTEREST OR EXISTING POINT OF VIEW IN RELATION TO THE COMMUNITY OR ISSUES IN TOWN) <ul style="list-style-type: none">Smiths Beachcombers AssociationWoolamai Beach SLSCSt Bede’s SchoolSmiths Beach General StoreIsland Surf ShopBunurong Land CouncilBoard ridersPhillip Island Nature ParksDELWP (Environment)/Parks VictoriaCouncil’s Asset Management TeamCouncil’s Coast and Bushland TeamLocal “Strategic” LandownersDept of Transport (Rural Roads Victoria, VicRoads, PTV)Phillip Island ResortsCFA

7.4 STAKEHOLDER ROLES

7.4.1 CRITICAL STAKEHOLDERS

Role of Critical Stakeholders - Their views are critical to the outcomes of the Plan because they either have a strong advocacy or decision-making role.

- The Smiths Beachcombers Association
- Phillip Island Nature Parks
- Bunurong Land Council Aboriginal Corporation
- DELWP and Parks Victoria
- Woolamai Beach SLSC
- St Bede’s School
- Council’s Asset Management Team
- Council’s Coast and Bushland Team

The level of participation of the Critical Stakeholders is to “collaborate”.

The Goal of the engagement is “To partner with these participants in each aspect of the decision including the development of alternatives and the identification of preferred solutions”.

Council’s Promise - We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

The Role of this group is to Partner.

Method of Engagement: Reference Group, Direct feedback, Meetings, Inquiry By Design

7.4.2 INDIVIDUAL “STRATEGIC” LANDOWNERS

Role of Strategic Landowners - There are several “strategic” pieces of land within the Study area, where the project needs to understand their point view.

The level of participation of the Strategic Landowners is to “Involve”.

Engagement Goal: To work directly with this stakeholder group throughout the process to ensure that their concerns and aspirations are consistently understood and considered.

Council’s promise: We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

The role of this cohort is to Participate.

Method of Engagement: Individual meetings (in person) or virtually, Provide feedback on drafts

7.4.3 DELIBERATIVE COMMUNITY PANEL

Role is a sounding board and to provide advice to Project Control Group.

Consists of a cross section of community members representing age, gender, abilities and disabilities, and resident mix.

Engagement Goal: To work directly with this stakeholder group throughout the process to ensure that their concerns and aspirations are consistently understood and considered.

Council’s promise: We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

The role of this group is to Participate.

Method of Consultation – Inquiry by Design – Interview/Feedback

7.4.4 WIDER COMMUNITY

Role of the wider community is to understand the town plan and provide feedback on the plan and priorities -

The level of participation of the Critical Stakeholders is to “Consult”.

The Goal - To obtain public feedback on analysis, alternatives and/ or decisions.

Council’s promise: We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.

Role of the Community is to Contribute.

Method of Engagement: Mailout to all ratepayers and interested parties, targeted mailout to special interest stakeholders, drop-in sessions (1x Weekend, 1x Weekday daytime, 1x Weekday evening), at either Newhaven or set up a pergola at Smiths, Facebook Q&A Session, Survey with targeted questions.

7.4.5 PROJECT PLAN

A short description of this project, it’s “BBQ statement” is “A 20 year plan to improve Smiths Beach township”.

The project plan is as follows:

STAGE 1A PREPARATION	STAGE 1B GATHER INFORMATION/ CONSOLIDATE BACKGROUND	STAGE 2 DRAFT PLAN AND PRIORITY PROJECTS STRATEGY	STAGE 3 TEST PLANS	STAGE 4 DECISION/OUTCOME
<ul style="list-style-type: none">Clarify governance and identify stakeholdersClarify roles and relationship with CouncilConfirm terms of referenceSet up Reference GroupComms planConfirm project purpose and define the outputsProject timelinePrepare engagement planResourcing	<ul style="list-style-type: none">Review Pre-project Consultation outcomesResearch background strategies and plansMeet with SBA as a primary stakeholderIdentify funding streamsDevelop matrix and criteria for assessmentAssess existing infrastructure and servicesAnalyse community capacity and grantsProduce background reportOpportunities and Constraints	<ul style="list-style-type: none">Develop VisionPrepare PlanInquiry by DesignTest ideasTest backgroundSeek feedbackApply criteria to ideas	<ul style="list-style-type: none">Engage and test Plan with wider community	<ul style="list-style-type: none">Consider feedbackFinalise PlanBrief Council to endorsePrepare content for media

7.4.6 ENGAGEMENT PLAN

STAGES	STAGE 1 PREPARATION	STAGE 2 GATHER INFORMATION/ CONSOLIDATE BACKGROUND	STAGE 3 DRAFT PLAN AND PRIORITY PROJECTS STRATEGY	STAGE 4 TEST PLANS	STAGE 5 DECISION/OUTCOME
ENGAGEMENT GOALS AND OBJECTIVES	<ul style="list-style-type: none">Build mandate and get readyObtain existing info and researchRelationship development and stakeholder mapping	<ul style="list-style-type: none">Confirm that relevant info has been receivedDraft criteriaValidate criteria for inclusion of ideas in plan	<ul style="list-style-type: none">Obtain new ideasPrioritise ideasPresent concept ideas for inspirationObtain new ideas	<ul style="list-style-type: none">Confirm priority actions for inclusion in the Plan	<ul style="list-style-type: none">Revised Present Plan for decision
SUCCESS CRITERIA	<ul style="list-style-type: none">Demonstrated understanding and commitment to process from community, stakeholders and decision makers	<ul style="list-style-type: none">All relevant info is collectedNew ideas outside existing plansHave reached “hard to reach” groupsCross section of community	<ul style="list-style-type: none">Collaborative Plan developedApply criteria	<ul style="list-style-type: none">Community understand criteria and prioritiesAgree on prioritiesAgreement of key action areas	<ul style="list-style-type: none">Final Plan producedAcceptance of Plan
INFLUENCE RANGE	<ul style="list-style-type: none">Inform to Collaborate	<ul style="list-style-type: none">Inform to Collaborate	<ul style="list-style-type: none">Inform to Collaborate	<ul style="list-style-type: none">Inform to Collaborate	<ul style="list-style-type: none">Inform to Collaborate
ACTIVATION AND PARTICIPATION METHODS (METHODS BASED ON IAP2 METHODS MATRIX)	<ul style="list-style-type: none">Social mediaCommunity Newsletter (use existing channels where possible)Media stories	<ul style="list-style-type: none">Reference GroupMeetings with individual stakeholdersOnline discussionMedia	<ul style="list-style-type: none">Interviews with Strategic landownersInquiry by Design WorkshopsMedia storiesAdvertising via existing channelsReference Group	<ul style="list-style-type: none">AdvertisingListening PostsFacebook Q and ADirect mailouts	<ul style="list-style-type: none">Reference GroupNewsletterSocial media
FEEDBACK METHODS	<ul style="list-style-type: none">Sign up/register interestsPhone and emailOnline formNewsletter	<ul style="list-style-type: none">Sign up/register interestsPhone and email	<ul style="list-style-type: none">Social mediaOnline forumNewsletter	<ul style="list-style-type: none">Social mediaNewsletterOnline forums	<ul style="list-style-type: none">MediaOnline/social mediaCommunity celebration

SESSION 1	Community	Interactive Workshop to develop the Vision and test ideas
SESSION 2	Reference Group	Interactive workshop to develop the Vision and test ideas
SESSION 3	Project Control Group	Present deliberations and recommendations





8. REFERENCES



- Bass Coast Biodiversity Biolinks Plan, 2018
- Bass Coast Planning Scheme
- Beachcomber and YCW Area Masterplan, Michael Smith and Associates, 2014
- Smiths Beach Town Plan Community Consultation Volumes 1 and 2, June 2020
- Gunn LD, King TL, Mavoa S, Lamb K, Giles-Corti B, Kavanagh A. Identifying destination distances that support walking trips in local neighbourhoods. J Trans Health 2017 and <https://www.planning.vic.gov.au/policy-and-strategy/planning-for-melbourne/plan-melbourne/20-minute-neighbourhoods>
- Pedestrian Access Strategy, Victoria, 2010
- Phillip Island and San Remo Visitor Economy Strategy
- Phillip Island Nature Park Coastal Process Study
- Phillip Island South and North Coast Key Area Plan, 2014
- Phillip Island South Coast Communities: Community Plan, November 2010
- Phillip Island Woodlands and Wetlands Key Area Plan, 2016
- Planning Panels Victoria, Planning Scheme Amendment C85
- Road Hierarchy and Carparking Assessment, Traffix Group, March 2021
- Urban Roads and Drainage Improvement Framework, Bass Coast Shire (2020)
- 'Walking and Transport in Melbourne Suburbs Report), Walking Victoria, 2019







APPENDIX 1 – ROAD HIERARCHY AND CARPARKING ASSESSMENT





BASS
COAST

kinetica