

Cowes Activity Centre Plan



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1. A Plan for Cowes

Cowes is currently a pleasant and unique town with friendly people. It is a popular tourist destination in the summer months. The evolution of the town in recent times has brought significant challenges in ensuring that a people focused environment and vibrant character is protected and further cultivated. This report and its Activity Centre Plan is the outcome of a collaborative design approach incorporating extensive community engagement in early December 2014. It presents a vision for the town and seeks to reinvigorate Cowes for residents and visitors into the future.



1.1. A Process to Make Cowes Great

Towns that engage people to invent their future places succeed and prosper. An ongoing conversation, between the people who use the spaces and those who manage and maintain them, provides a great practice for placemaking. This is much better than the manufacturing of places for the community in a disengaged way. The gaps and overlaps that always exist in towns can be addressed in an ongoing process where the dwellers (the residents, the owners and traders, and also the visitors) all feel like they are contributing to the change process. When the process moves from plans and ideas and into building, local people can, and will, continue to own the changes and be active participants in the ongoing placemaking.

For generations now, Cowes has been manufactured. It has been built with rather poor quality infrastructure, and with little indepth conversation with its community. No real sense of consistent quality has driven the placemaking to date, and no one appears to have a driving vision about the town as a complete place and destination. While a large body of planning work has been completed, this has never been translated into notable action, and a sense of frustration in the community has emerged about how Cowes looks and works.

A new process has begun, starting with the tent of ideas held in the town square in December 2014. This process is already enacting change at both the large and small scale. By creating a new practice of placemaking with the community, the council has created an energy and a positive mood where actions, not just words, are now required.

The community is highly supportive of the renewal strategies and is poised to be part of effecting change.

Each stage of placemaking should involve the following steps:

1. Talking about Cowes together
2. Designing Cowes together
3. Planning and Building Cowes together
4. Caring for Cowes together.

1.2. The Placemaking Story

A walk in the early morning along the Cowes Esplanade is a world class experience. Sitting on a balcony overlooking the historic jetty is a place worth coming for. The people from Cowes know and value their foreshore and they clearly want this quality and experience to be improved and extended into the main street, which at the moment they say has a two dollar shop quality to it. In truth even the main esplanade has become sadly run down, and in the summer, thousands of people converge on facilities that are not up to the level of these demands.

The community say the placemaking should start at the Jetty Triangle where events and people converge the most, and then seamlessly join into Thompson Avenue, creating a beachside link which encourages beach and shops to feed off each other. Thompson Avenue would be retrofitted to allow two corridors of shade trees, gardens and market spaces to be created, thus achieving in the midterm a single tourism destination. An improved promenade will link the two headland points with new play, picnicking and destination activities such as a skatepark.

In the longer term the next two blocks of Thompson Avenue will receive a facelift, with the roundabout at Chapel Street converted into a people centred intersection allowing easy passage toward the cultural, transit and health precinct. The library square will be activated by new tourism information, and Wi-Fi facilities. A transit centre and an all-day car park will allow visitors to be brought to Cowes at the top of the main street thus giving life to the whole of Thompson Avenue.

A new bikeway and an improved walking experience will allow the esplanade to be connected to the shopping centres and all the way to the RSL. Other shaded bikeways, walkways and promenades will be created over time around Cowes to eventually create a town for promenading, and a town worth visiting all year round.



1.3. The Planning Story

The silver stars mark the 'sweet spot' in town. This unique and picturesque foreshore is the place the community value the most. What the community really want is a town that rivals the foreshore. "We are losing our sense of being somewhere special". The existing character is hard to define and Cowes has not created a clear sense of what it wants to be.

Planning is important as it can help to create a future character for Cowes: a destination town that people want to spend time in all year round. This can be achieved by making the most appropriate development for the town easiest to deliver.

The town is shifting away from the unique foreshore, the place most important to all who live and visit there. There is a need to contain the town and refocus it back towards its greatest asset. The community want a more compact and walkable town and in response it is proposed to reduce the size of the town to a more comfortable walking distance.

The area to the north of Chapel Avenue has a strong tourism and entertainment focus. It also has potential as a high quality living area, particularly with views to the foreshore. A combination of planning controls are required to attract the right type of development to this part of town. By increasing heights within this area, more people can be attracted to live and visit. This in return supports business viability. It also provides an incentive to the development community to improve quality. No building setbacks plus the requirement for active uses such as cafes, bars and restaurants to be provided at ground level will promote animation of the footpath and will capitalise on the quality of the views.

Thompson Avenue needs to have a consistent character along its entire length. Applying planning controls and good design principles to development will ensure better outcomes.

These include: the incorporation of large windows to connect the building to the street; provision of street awnings between the building and the footpath edge for shade, comfort and uniform frontage; active uses at ground level; and increased heights on key street corners to provide views of the foreshore.

The centre of town is currently lost in the sea of red dots and needs to be more clearly defined. Active frontages draw in passers-by. It is proposed to rezone land around Settlement Road to reflect the change in land use pattern. This will encourage a range of uses and introduce housing choice at the edge of the centre. The combination of a compact urban form, a pleasant main street and a vibrant foreshore will assist Cowes to become a more authentic and contemporary seaside destination.

Set-Up Shop participants identified the 'sweet spot' in town with silver stars, and the 'centre' of town with red stickers.



1.4. The Movement Story

Cowes will be a destination re-built. Part of that is to allow, and in fact encourage, people to move around the centre in a way that they enjoy, that allows them to interact with all the centre has to offer and for the centre to be economically prosperous.

Quite often, in analysing and providing for movement around a centre to achieve the things discussed above, discussion of how people get to a centre can take over the argument. In this case, we have a clear mandate from the people of Cowes to make their centre function properly. All the good things in Cowes happen after you get out of the car. The view, the beach, the shade of the trees, the restaurants, the shops, the people, and last but not least the watering holes, are all elements to enjoy as a human, not trapped in a car. To achieve this we must investigate a better balance between the car and the other modes.

Currently the movement system is segregated and significantly weighted in favour of the car. Our strategy is centred on returning the balance to pedestrians in the first instance, then cyclists, public transport users, and then motor vehicles.

The reason this is important is because people out of their cars are more in touch with the centre. They create a more vibrant atmosphere and they are more inclined to wander around and actively participate, creating a more sustainable centre. Cowes should be, and can be, a boutique, active and vibrant destination.



Current streetscapes in Cowes, particularly the Thomson Avenue roundabouts, discourage pedestrian activity



2. Key Issues and Priorities

The following list of issues has been derived from our review of key strategic planning documents, the considerable feedback from the community during the Set-Up Shop, along with detailed site analyses. A number of actions are recommended to address these key issues.

2.1. Fix the Foreshore

Issue:

Cowes' north facing beach and foreshore precinct is a unique feature that is not currently enjoyed to its fullest potential. Its character and natural beauty has been undermined by the introduction of a car park to the Jetty Triangle site and Mussel Rocks. The community wants the foreshore protected but also enhanced to provide event space, meeting places, walking trails and allow for other forms of informal recreation.

Actions:

- Remove foreshore car park and create a new, high quality, 'village green' event space and piazza linking the beach to Thompson Avenue;
- Remove bins and signage that disrupt beach views from key spots such as Thompson Avenue and local restaurants;
- Renovate foreshore public toilet blocks, and remove concrete planter boxes;
- Provide an alternative location for tour boat tenancy in the foreshore area adjacent to the jetty;

- Renovate the historic rotunda for use as a cafe type tenancy, including outdoor seating areas;
- Remove Esplanade parking near Thompson Avenue to provide wider and flatter footpaths, footpath dining decks, landscaping and pedestrian friendly streetscapes;
- Keep the jetty kiosk open and operating more regularly;
- Provide a bike path along the foreshore;
- Provide flat and level alfresco dining decks on Thompson Avenue, and remove the existing ramp on the western side of Thompson Avenue;
- Provide a new foreshore skate park at Mussel Rocks; and
- Provide a street level foreshore boardwalk along the beach side of The Esplanade.

2.2. Connect the Two Ends of Town

Issue:

The expansion of the commercial centre to Settlement Road has occurred with limited economic justification. This linear expansion of the town has resulted in vacancies and has created a dis-connect between the foreshore and the new Woolworths and Coles precinct. The general perception is that the old centre of town is the 'sweet spot', and primarily caters for tourists, while the newer Woolworths and Coles precinct is generally for residents. Current planning policy supports this perception. The redeveloped town square in front of the Cultural Centre has only had limited success in drawing people to the middle part of town.

There is a need to activate the Council owned land in the centre of the town in order to draw pedestrians from the supermarkets back towards the foreshore, in effect providing the missing link.

Actions:

- Improve the quality of building awnings and other forms of shelter and shade to encourage walking along the full length of Thompson Avenue between Settlement Road and The Esplanade;
- Redevelop the library and Cultural Centre site into a high quality, active public space that will attract pedestrians and tourists up Thompson Avenue;
- Provide a formalised all-day car park on the Council site behind the Cultural Centre;
- Install 10 minute limits for The Esplanade parking spaces to create drop-off and pick-up points for beach goers;
- Provide a bus transit zone within the all day car park to connect users of the car park to key attractors;
- Provide new bus stops on Thompson Avenue outside Coles and Woolworths; and
- Provide bus drop-off and pick-up facilities at opposite ends of the lower end of Thompson Avenue to promote walking through the main street by tourists. Landscaping between parallel parking bays can be used to ensure there is not adequate room for multiple buses to layover on The Esplanade in order to drop off and pick up in the same location. Buses can instead utilise the existing layover provided on Findlay Street.
- Rezone land to reduce the size of the commercial core and prevent further linear expansion of the town centre beyond a walkable distance.

2.3. Recreate Streets for People

Issue:

Streetscapes in Cowes are presently designed around cars at the expense of pedestrian and cyclist accessibility and safety. The cumulative impact results in a town where residents and tourists do not routinely walk or cycle, and are not encouraged to interact with the town as they otherwise could.

Actions:

- Reduce the footprint of the Thompson Avenue / Chapel Street intersection by replacing the roundabout with traffic



- signals in order to improve pedestrian connectivity and safety for bicycle riders;
- Provide a non-signalised mid-block pedestrian crossing outside the Cultural Centre and Anglican Church on Thompson Avenue;
- Relocate the existing on-road bicycle lanes on Thompson Avenue from behind angle parking bays to between the kerb and angle parking bays in order to remove car and cyclist conflict zones;
- Provide parallel parking bays in place of existing angled bays on Thompson Avenue between The Esplanade and Chapel Street in order to provide improved landscaping and footpaths;
- Improve bike paths and connections on Settlement Road for school children;
- Provide new footpaths on Findlay Street;
- Formalise a walkway on 'Lovers Walk'; and
- Provide a bikeway on Steele Street.

2.4. Reinvigorate the Character of Cowes

Issue:

The architectural quality of Cowes is drab and forgettable, and lacks a sense of consistent character. With an absence of memorable historic buildings or other built form assets, the main street struggles to engage the interest of visitors and inspire them to stay and wander for prolonged periods.

Actions:

- In the short term, provide screening to reduce the aesthetic impact of the existing Exeloo on the main street;
- Rationalise the provision of signage and develop a consistent theme;
- Rationalise the provision of bins and implement more frequent cleaning and collection regime, particularly during peak holiday season;
- Address footpath trading and remove obstacles on the footpath;
- Implement an incentive scheme to encourage tenants to improve existing facades and shopfronts;

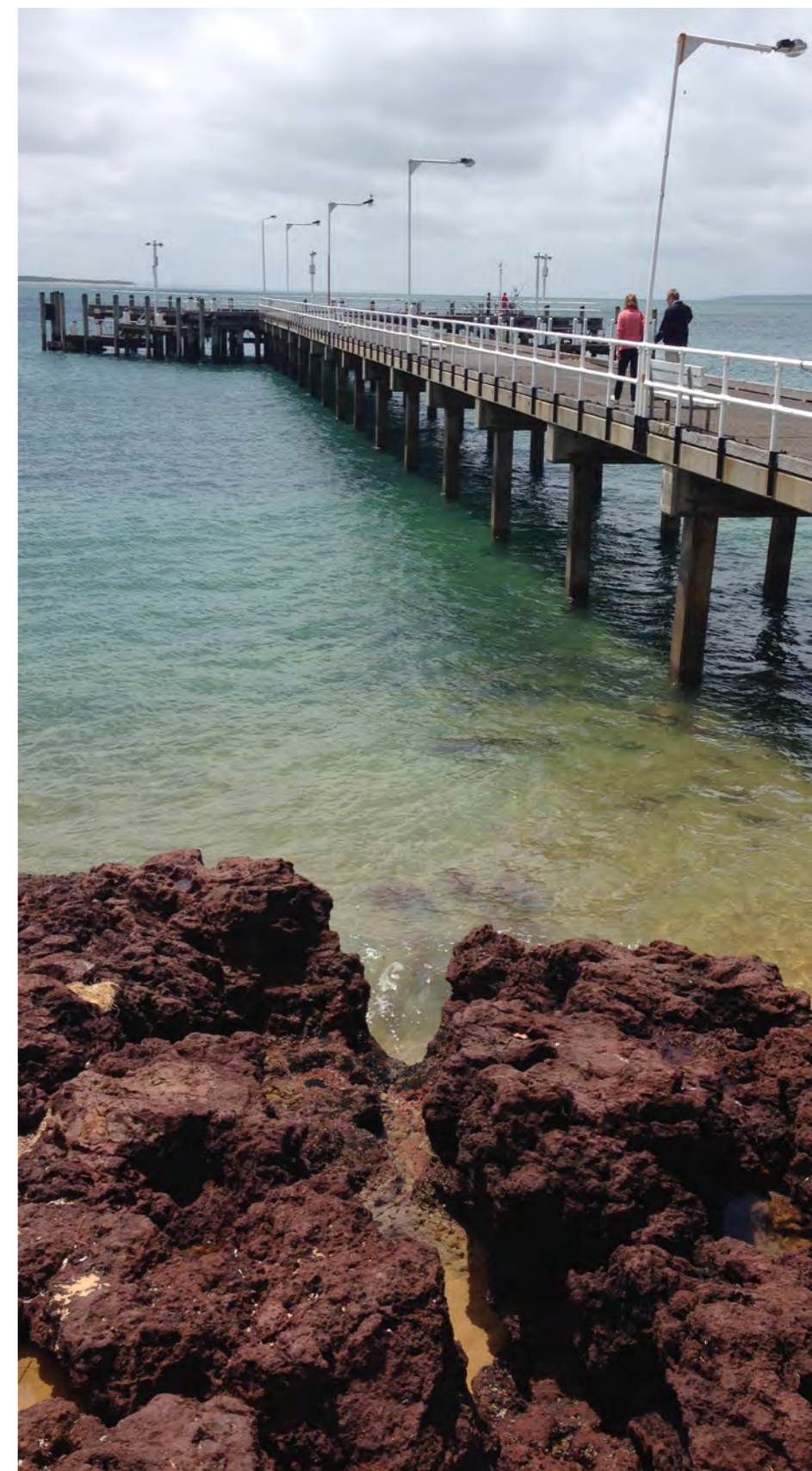
- Encourage public art; and
- Prioritise high quality re-development of the library and Cultural Centre precinct.

2.5. Make Good Development Easy to Deliver

Current planning provisions do not encourage the type of development that will make Cowes great. The type of development that should happen in Cowes needs to be the easiest to provide.

Actions:

- Encourage high quality development along the foreshore that activates this space at different times of the day and provides for quality accommodation for both residents and visitors;
- Encourage active frontages along The Esplanade and Thompson Avenue to create more vibrant and safe streets;
- Encourage passive surveillance and allow for landscaping which contributes to a safer, more attractive public realm in residential areas on key walking streets;
- Develop clear building and urban design controls to facilitate better built form outcomes for the town;
- Introduce more flexible land use zones to encourage a better mix across the town as a whole and avoid separation of land uses;
- Maximise the efficiency of the central car parking area and encourage people to walk around the town in order to support local businesses along with improving the health and wellbeing of the community;
- Minimise pedestrian and vehicular conflicts and the visual impacts of access and parking; and
- Seek a cash in lieu contribution towards the provision of a central all day car park, whereby developers can provide a per space payment if minimum parking rates cannot be satisfied on-site.



3. Background and Context

3.1. About the Community

Cowes has a predominantly Anglo-Saxon community with average population spread, income and home ownership characteristics. Whilst the population continues to age, more families have established homes in the area in recent years.

2011 Census:

- Population: 4,053
- All Private Dwellings: 4,521
- Occupied Private Dwellings: 1,676 (38.3%) (Victoria: 88.7%)
- Median age: 51 (Victoria: 37) Unemployment: 6.2% (Victoria: 5.4%)
- Median Household Weekly Income: \$735 (Victoria: \$1,216)
- Median Personal Weekly Income: \$445 (Victoria: \$561)
- Average people per household: 2.1 (Victoria: 2.6)
- Average motor vehicles per dwelling: 1.5 (Victoria: 1.7)

3.2. Visitors and Tourism

Phillip Island has been a key tourist destination for visitors from Melbourne and further abroad for many years, with visitors drawn to the beachside and island atmosphere, natural attractions, and the international GP circuit.

Cowes itself benefits from visitors to these attractions to some extent. However it also attracts a large number of visitors in its own right, particularly during summer. While the permanent population is approximately 4,000 people, peak holiday season sees the population swell to upwards of 50,000.

Features of Cowes and surrounds which appeal to the visitor market include: the north-facing Cowes foreshore; wildlife coast cruises; kayaking; Penguin Parade; local markets; wildlife parks; museums; the Phillip Island Chocolate Factory; the Island Summer Carnival; Phillip Island GP Circuit events; mini-golf; scenic flights; along with wineries and breweries. These attractors all contribute to the significant tourism sector in town which is vital to the town's prosperity.

As the largest settlement on Phillip Island, Cowes functions as the primary municipal, retail, service, community and recreational centre. Situated at the northern end of the island, Cowes boasts one of the few northern-facing beaches in Victoria. The town has traditionally been orientated towards this foreshore area.

Thompson Avenue is the main street in town and houses various clothes and souvenir shops, take-away food tenancies and restaurants (amongst other retail and commercial activities). The Esplanade hosts several low-rise holiday apartments, bars, and cafes.

Construction of a new Woolworths and Coles towards the southern end of Thompson Avenue has spread typical town centre activities over a larger area and has made the true centre of town more difficult to define. There is now a perceived division, with tourist activities at the northern end of Thompson Ave and The Esplanade, and resident activities (supermarkets, hardware, etc) towards the southern end of Thompson Avenue.



The Cowes foreshore

3.3. Heritage and Town Character

The Cowes township has a long history stretching back to 1868. In 1870, the iconic jetty was constructed at the end of Thompson Avenue, and formed the gateway to the town for visitors arriving by the steam boat Genista right up until the mid-20th century.

From the 1870's, beginning with the construction of the Isle of Wight Hotel and adjacent Phillip Island Hotel, Cowes became an attractive guest house destination for visitors from the mainland. Until the 1950's, visitors could hire a horse drawn vehicle to visit Phillip Island's beaches and townships, and by the 1920's, visitors began to congregate to view the penguins at Summerland Beach at dusk. During this early period of settlement, locals planted the Golden Cypress trees that flank Thompson Avenue. These trees remain a symbol of the town to this day.

The first car ferry to Phillip Island, the ex-Sydney Killara, began operating from San Remo in 1933. In 1940, the first bridge to the island was opened. Visitor numbers to Cowes greatly increased, however load limits on the original bridge remained a major impediment to tour bus traffic until the current bridge was constructed in 1971.

Despite the rich history of the town, the current streetscape offers few reminders of Cowes' past. The burning down of the Isle of Wight hotel in 2010 has left a further hole in the character of the town's architectural heritage.

The historic jetty, foreshore rotunda, jetty kiosk, cenotaph and beach wall (constructed from reclaimed Pentridge Prison stone) are all unique aspects of the town's heritage. However, the expansion of the town centre down Thompson Avenue has resulted in a largely uninspired built form.

Despite this, the essential charm of Cowes as a beautiful beachside destination remains, and there is tremendous opportunity for it to be further enhanced.

3.4. Existing Urban Structure

Thompson Avenue forms the central spine of the town as the main street. It terminates at The Esplanade which provides access to the unique foreshore. The current town centre extends over 1 km in length to Settlement Road. The town centre has also developed along small sections of Chapel and Church Streets.

The northern part of the town has extensive views of the water from Chapel Street, especially between Warley Avenue and Steele Street. At the bottom of Thompson Avenue there is a magnificent vista across the jetty to the water. Views of the water are available along the length of The Esplanade.

Development at the corner of The Esplanade contains long blank walls that do little to activate this important corner, particularly given the significant view line to the water.

When viewed from the water The Esplanade is fronted by older style developments which look tired and dated. This area needs to be redeveloped with more contemporary and high quality buildings which capitalise on this picturesque foreshore location.

Between Chapel Street and The Esplanade, buildings largely front directly onto the footpath. There is no consistent building character, with a mismatch of awning types, building design and quality. There is a need for the buildings in this block to work together to create a consistent, but not monotonous, overall image and character.

The centre of the town is not clearly defined and lacks activity and a key focal point. In essence, it represents the missing link between the two ends. Planning policy supports the clear separation of convenience and tourist functions at each end of the town but it does not articulate a vision for the central area.

Setbacks are wide and building heights are 1-2 storeys. There are vacancies at the Old Coles site and the Civic and Cultural Buildings are not designed in a way to activate the town square. Key uses such as the library do not have a street presence to draw in pedestrians.

The character along Thompson Avenue changes dramatically over the 1 kilometre distance. At Settlement Road, the setbacks from the street are wide and the height of buildings is predominantly 1-2 storeys. The new supermarket developments are single storey and have been designed so that large blank walls face the street. They lack visual interest, do not provide natural surveillance of pedestrians and make no positive contribution to the street character. The large car parks and crossovers dominate the streetscape. The town is expanding in a linear direction which is shifting the focus of the town to the south.



The Cowes jetty in 1935

3.5. The Seasonal Economy

Cowes experiences a significant swell in population during the peak holiday season. The influx of visitors places short term pressure on facilities and services. During the Set Up Shop community engagement process, many residents highlighted issues such as traffic congestion, lack of parking and businesses struggling to stay open during winter. It is tempting for the community to encourage decision makers to design infrastructure and make significant policy changes in order to alleviate the pressure of these short peak seasons. However, the consequences of only planning for the peaks means that for the majority of the year the town will no longer function effectively.

It is important for the community to change their mindset to focus on making Cowes a better place to live and visit all year round rather than placing too much emphasis on planning for seasonal peaks.

3.6. Rate of Change and Growth

A review of the list of planning permits within the Cowes Town Centre boundary reveals that there is limited pressure for development within the town centre. Over the past ten years there have been around 393 planning permit applications lodged within the study boundary. Of these, 195 were received in the past five years. The majority of planning permit applications lodged along Thompson Avenue relate to liquor licensing, signage and requests for reductions or waivers to car parking requirements. A small number of planning permit applications relate to shop top housing or office development over retail.

3.7. The Town's Planning

Cowes is recognised as a Town within the settlement hierarchy of the Gippsland Region and future growth is encouraged. A settlement boundary for Cowes was established in 2010 and this informed the town centre boundary established by Bass Coast Council for this project.

Cowes has been the subject of a plethora of strategic planning documents including:

- Cowes, Silverleaves, Ventnor and Wimbleton Heights Structure Plan 2010;
- Phillip Island and San Remo Design Framework 2003 including Appendix A Urban Design Report - Cowes Foreshore Precinct 2003;
- Phillip Island Integrated Transport Strategy 2014;
- Car Parking Study for Cowes CBD 2012;

- Bass Coast Township Study 2014; and
- Cultural Precinct Study 2012.

These documents have established a broad strategic framework for the development of the town in order to inform the Bass Coast Planning Scheme. However, they have not delivered tangible results on the ground.

The focus of this Plan is to provide Bass Coast Council and the community of Cowes with clear direction on how to deliver positive change and develop Cowes as a destination in its own right and a quality place within which to live, work, shop and play. A review of the previous strategic planning documents has highlighted a number of key issues which are addressed in Section 5.5 of this Plan.



The Cowes jetty in the present day

4. Engaging Cowes

In order to engage with the local community, the project team 'set-up shop' in a marquee tent on the civic town square between the 3rd and the 9th of December 2014. In addition, face-to-face surveys with local traders, special interest group meetings and open community meetings were undertaken.

A tremendous response was received to our invitation for community involvement, including:

- Over 500 visitors to the tent;
- Close to 1000 unique ideas and suggestions;
- 9 special interest group meetings;
- Face to face survey of 59 traders; and
- Over 250 hours of direct engagement.

Questions which were posed to the community to assist the placemaking process focussed on the following:

- What issues exist within the town?
- What is the most special thing in Cowes?
- What ideas are there to improve the town centre?
- What would you do to improve the town right now?
- What would you do to improve the town in the future (20 years)?
- What should Cowes look like?
- How do we get life into the centre of town?
- How can we attract tourists to the town in winter?
- How do we get people walking more?

The community response is loud and clear. We have identified the following key areas and recurring themes:

4.1. The Foreshore

- **Release the town's 'sweet spot':** This represents the priority issue for the community. The majority of residents support the removal of car parking to create more space for pedestrians. Community preference is for an enhanced foreshore which provides for: boardwalks and alfresco dining; walking trails from Mussel Rocks to Erehwon Point; lighting; a formalised Lovers Lane; erosion control; trees; benches; BBQ facilities; exercise stations; outdoor amphitheatre; life guard station (with secure storage); an improved playground; and a skate park. There is some community debate over dogs on leash on the foreshore. There were also requests to extend walkways to Silverleaves to the east and the Yacht Club and beyond to the west. The Geelong Foreshore, Flinders, Mooloolaba and Noosa were provided as rejuvenation examples by the community.
- **Heritage:** The community values key heritage items located within the foreshore area, including the kiosk, cenotaph, rotunda and the old sea wall. There is a demand for heritage and interpretative trails that link to the remainder of the town. A few members of the community stressed the importance of the chicory kilns in the Island's heritage.

"Fix the foreshore first - it's the jewel. Then role out the red carpet into the main street"

- **Commercial Uses on the Jetty Triangle:** The kiosk is integral to the foreshore, however the community expressed frustration regarding the opening hours. There were a number of requests to amend the lease to ensure the kiosk is open all year round. Various options for additional commercial space within the site were identified by the community.
- **Focus on the Waterfront and The Esplanade:** There is a general consensus that The Esplanade should be the entertainment focus of the main street and incorporate cafes, bars and restaurants to capitalise on the views and natural beauty of the foreshore. The main street needs to be better integrated with the foreshore through the creation of people places.



Local radio broadcast from the Set-Up Shop marquee tent

4.2. People Spaces

- **Event Space:** There is strong support for 'people places' and event space within the town. The Jetty Triangle and Civic and Cultural sites were identified as the most important spaces.
- The 'Night Market' was consistently raised as important for injecting activity into the town centre. Different interest groups had various opinions on the location of the markets and whether it should involve street food. Mornington market was identified as a good example of a street market.
- **Pedestrian Priority:** There is almost unanimous support for an improved walking environment along the section of Thompson Avenue between Chapel Street and The Esplanade. Community suggestions included creating a mall, making the street one way to the north, or designing a shared space. There were also requests to remove the 'give way to vehicles' stencils on all pedestrian crossings. The community identified a number of key areas where



footpaths and crossings needed to be improved within the town centre and around the school.

4.3. Thompson Avenue

- **Character** - Over time, the character of Thompson Avenue has been lost. The community clearly wants the shops and main street to 'become part of the itinerary', with a more consistent look and feel incorporating colour, signage, built form, furniture, landscaping and lighting. When asked to describe a future character, the community identified places like Mornington, Sorrento, Daylesford, Noosa, Port Fairy, Mooloolaba and Cairns. Character themes considered ideal for Cowes included: casual; relaxed; coastal; nautical; rustic; elegant; beach; marine; and 'colour and light'.
- **Function** - The community asked for better management of footpath trading in order to reduce clutter and obstacles on the footpath. They also requested more shade in car parks, regular cleaning of footpaths, more trees, as well as planting and colour within the street and on roundabouts in order to 'soften' the town. Some community members indicated an interest in trialling extended trading hours in the summer.
- **Fractured Business Community** - Traders respond to seasonal demands differently and as a result some close down over winter, which impacts on the vibrancy of the town. There is a general concern about absent landlords not taking responsibility for maintenance of their property. The community would like to see greater commitment by traders to maintain the streetscape and buildings. Trader incentives such as Council providing paint for maintaining shop fronts or a rate rebate were suggested as possible solutions.
- **Bins** - The location and frequency of collection of street bins is a significant concern. The general response to the problem has been to provide more bins. Rationalising and better locations for bins, in conjunction with more frequent collection, may be a more appropriate response.
- **Public Art** - The community highlighted the need for artist space and a gallery in Cowes. Murals and sculptures were the most popular suggestions made by the community for public art.
- **Wayfinding and Information** - There is a demand for street noticeboards advising of community events. Way finding signage was identified as being required to provide clearer directions to key facilities. A need to better sign post off street parking was also raised.



The Set-Up Shop marquee tent

- **Public Toilets** - There is a demand for better distribution of public toilets within the town and improved directional signage to facilities. More regular cleaning in summer is considered to be required. There is a clear direction from the community to move the Exeloo in the long term and to refurbish the foreshore toilets.

"Connect the pier to the main street experience"

- **Environmental Sustainability** - Some members of special interest groups visited the tent to raise the issue of climate change, in particular the need for Council to better plan for sea level rises. However, on the whole, environmental issues did not register as significant by the community. Some suggestions included: erosion control on the beaches; better treatment of water sensitive urban design; need for solar street lights and solar power for Council buildings; green waste collection and mulching for garden beds; more permeable paving; protection of remnant vegetation and sea grasses; introduction of a 'plastic bag free' Cowes; and use of an EV garbage truck for street and beach maintenance.

4.4. Movement

- Cyclists - Very few raised issues regarding cycling and it was generally acknowledged that there is minimal bike culture in the town at present. There is a desire by school children to improve the bike path on Thompson Avenue. Other interest groups requested a shared path on Settlement Road and a bike path to Ventnor along the foreshore.
- Public Transport - There is a demand for improved public transport, better bus stops, and for the current taxi and bus layover area to be re-located. The community identified the land to the rear of the Civic and Cultural site as a possible option.
- Parking - General requests for 15 minute car parking spaces, scattered around the town at appropriate businesses, were made. Some traders and residents requested parking to be changed from 1 hour to 2 hours in order to allow people more time to linger in the town. There is a demand for an all-day car park to service visitors to the beach and parking for businesses and employees off the main street. It was highlighted that there is no RV parking in Cowes.
- Car Ferry - Generally, most people were not against the car ferry but rather they were more concerned about its future location. While the majority of the community do not want it located on the Cowes Foreshore, some of the traders indicated their preference to have it in the town. Other locations identified include the Anderson Street Boat Ramp, Yacht Club and Caravan Park.



4.5. Structure

- Capturing the Shifting Centre - When asked to mark the centre of town on a map, the response from the community highlighted the shifting focus of the town towards the south around the new shopping centres. There is a general concern that the town centre is getting too big, and that the middle of town is missing activity and has poor links to the tourism end of the main street.
- Activate the Holes in Town - The community identified a number of under-utilised, vacant or unfinished sites. Of particular note, the community wants to see the Isle of Wight site cleaned up immediately and in the short term develop a high quality tourist/restaurant/retail development. The old Coles, the Continental, Warley Hospital, Civic and Cultural, and the Olive Justice sites were also nominated as key sites to revitalise within the town.
- Improved Community Facilities - A high proportion of respondents identified the need to improve facilities in town for young people and families. The highest priorities recorded were for a swimming pool, hospital, skate park, cinema and library.
- Town Square - Community opinion was mixed regarding the design of the town square next to the Civic Centre. The need for more shade was identified. Key interest groups want to redevelop the site with upgraded facilities and an active frontage to Thompson Avenue. Other suggestions included linking the space in front of the Anglican Church with the town square to create a town common.
- Sense of Arrival - The importance of the avenue of Golden Cypress trees as the entrance to town was acknowledged, despite differing opinions on the species. Some community members would like to see the trees up-lit and art/themes interlinked along the avenue to create a sense of town identity. The community would also like to bring back the sense of arrival to the foreshore that existed previously, when visitors could only come by sea to Cowes.

4.6. Cowes as a Destination

- Branding - The community identified a current lack of branding for Cowes. Valued elements including a north facing beach, family orientated seaside atmosphere, relaxed island atmosphere and the avenue of Golden Cypress were all flagged for improved promotion.
- Tourism - The community identified possible tourist events including: a winter fishing competition; historic Melbourne to Cowes Yacht Race; Art, Food and Wine; Craft; Surf Museum; eco-tourism; NYE fireworks; Cup Day celebrations; and music festivals. A number of people expressed concern about the absence of decorations or banners in the main street for major events like Christmas, Easter, etc.

"We are losing our sense of being somewhere special"

- Free Independent Tourists (FITs) - Some community members identified the need to better cater for self-drive penguin tourists in order to facilitate more overnight or weekend stays at Cowes.
- Shuttle Bus - Tourist operators advised that a feasibility study is being undertaken to develop a shuttle bus service to key tourist destinations.



4.7. Administration

- Service Delivery - There is a strong perception amongst the community that more funding allocation to capital works projects on Phillip Island and improved project delivery is required. The perception is that tourism dollars are not benefitting Cowes.
- Action - The community have plan fatigue. Widespread support from the community exists for Council to follow the final plan and to ensure its long term delivery.

4.8. Traders' Survey

- What's Special in Cowes? - Traders highlighted the foreshore (particularly the beach and views) in addition to the casual and relaxed atmosphere and friendly community as the positive and unique feature of Cowes that should be retained.
- What should we improve now? - Traders provided mixed responses to this question. The most frequent response (28%) focussed on improvements to the appearance of the street including the quality of the shop fronts, more regular cleaning footpath paving, better lighting, increased planting, regulated footpath trading, and better maintenance of toilets and bins. Over 22% indicated that they want to see more activities for families. Over 9% indicated they would like to see the foreshore enhanced.
- What should be improved in the next 20 years? - According to traders, the focus of the next 20 years should be to enhance the character and quality of the town centre (61%) and provide more activities for families (22%). Some traders (16%) expressed concern about the impact of growth and change on the relaxed atmosphere and lifestyle of Cowes.
- Additional Ideas - Traders floated various additional ideas including: provide free Wi-Fi in the main street; directional signage to rear car parks; better lighting; increases in Council bin allocation for restaurants; pictorial signage at the town entrance; banner on the maritime lights; and better communication and co-ordination between event staff and traders.



5. A Plan for Cowes: Placemaking Strategies

THE TOWN NETWORK:

Promote walking and off street parking

Consultation with the community has revealed minimal existing cycling culture in Cowes, despite Melbourne having a relatively high bike usage in the metropolis. The community recognises the opportunity and need to encourage cycling as an active transport mode for recreation, sport, and tourism.

Bike lanes on Thompson Avenue will be relocated between the kerb and angled parking bays, rather than the vulnerable current location behind reversing parked cars. An esplanade shared walkway/bikeway will be created to allow east/west bike movement across Cowes. Other paths will be built to allow cycling from the south to The Esplanade.

1. The Foreshore Triangle Parkland - The Sweet Spot
2. The beach piazza
3. All day carparks
4. Transit Centre
5. Mussel Rocks and Erehwon Point activity areas
6. Thompson Avenue North (the destination place)
7. Thompson Street / Chapel Street intersection
8. Cenotaph stairs and terrace
9. The Missing Link (Thompson Avenue Mid Block)
10. New bus stop on Thompson Avenue
11. Bikeways on Thompson Avenue
12. Lovers Walk
13. Foreshore Esplanade
14. Town bikeway and footpath
15. Civic facilities improvements





When asked to describe a future character, the community identified places like Mornington, Daylesford, Port Fairy, Mooloolaba and Cairns. Character themes considered ideal for Cowes included: casual; relaxed; coastal; nautical; rustic; elegant; beach; marine; and 'colour and light'.

5.1. The Foreshore Triangle Parkland

The centrepiece of the foreshore precinct will be the new 'village green' - a versatile grassed common area flowing down from a terraced stage surrounding the historic Cenotaph. Replacing the Jetty Triangle car park, the village green will be the primary event space in Cowes, and will better suit the needs for burgeoning markets and community gatherings.

A pathway will be retained along the rock wall to provide access to the jetty, foreshore footpaths for people with disabilities, and for servicing of the jetty kiosk. Other cafe and tourism outlets are anticipated to activate the use of the triangle.

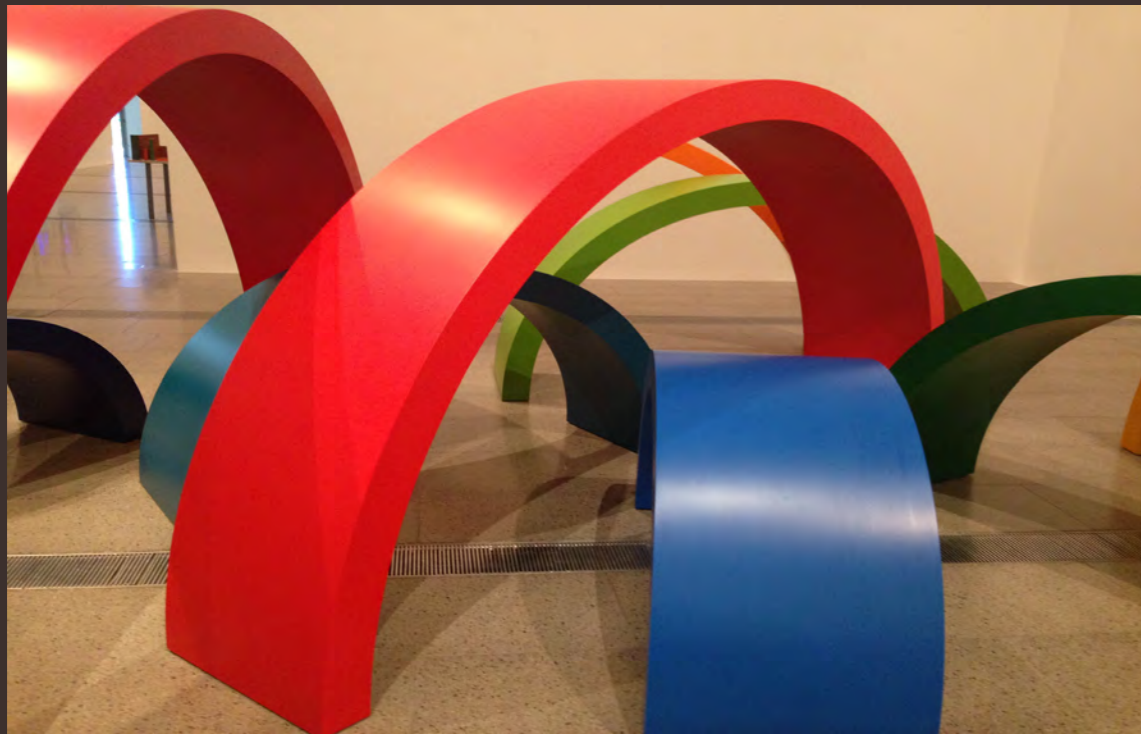
Parallel parking bays on The Esplanade will be resumed and the existing footpaths widened and levelled to create street-side dining either side of Thompson Avenue. On the beach side of The Esplanade, existing footpaths will be revamped to create a foreshore boardwalk overlooking the beach and grassed hill.

The civic precinct lacks street presence and misses opportunities to activate the town with civic life. Shade and greenery will be returned to the cultural and civic precinct in the short term, and existing benches and seats will be moved to better locations offering relief from the summer sun.

The current location of street furniture blocks event trailers and carts from accessing the square, preventing the space from fully achieving its intended purpose - it is not currently a place where people congregate, and it's not a place where community events are held. Simply by moving seating, the square can be made into a much more versatile area.

In the longer term, a placemaking plan which creates new civic facilities, an all day car park and transit centre, and a medical health precinct will create the mix of uses to give the midblock a vital role in the town's revitalisation. The cultural precinct will be redeveloped to create an active fronted site linking the two active ends of the main street, creating a true focus for events and activity. A new iconic library and art gallery activating the town square and attracting visitors and residents will be a key outcome in facility improvements for the main street.





Sculptural elements which double as play elements, seats or lights will be introduced into the town centre to create visual landmarks and focal points.

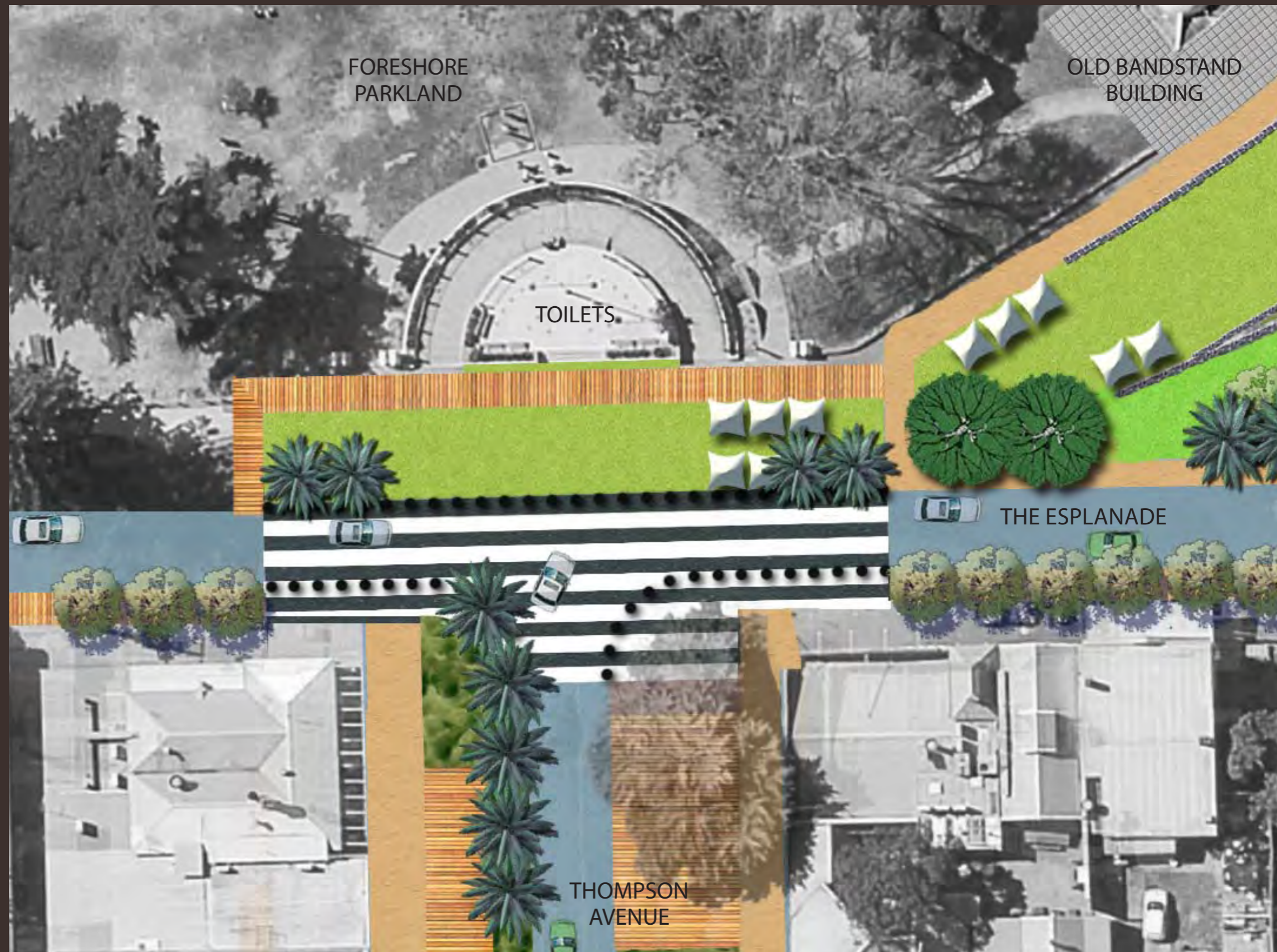


A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects

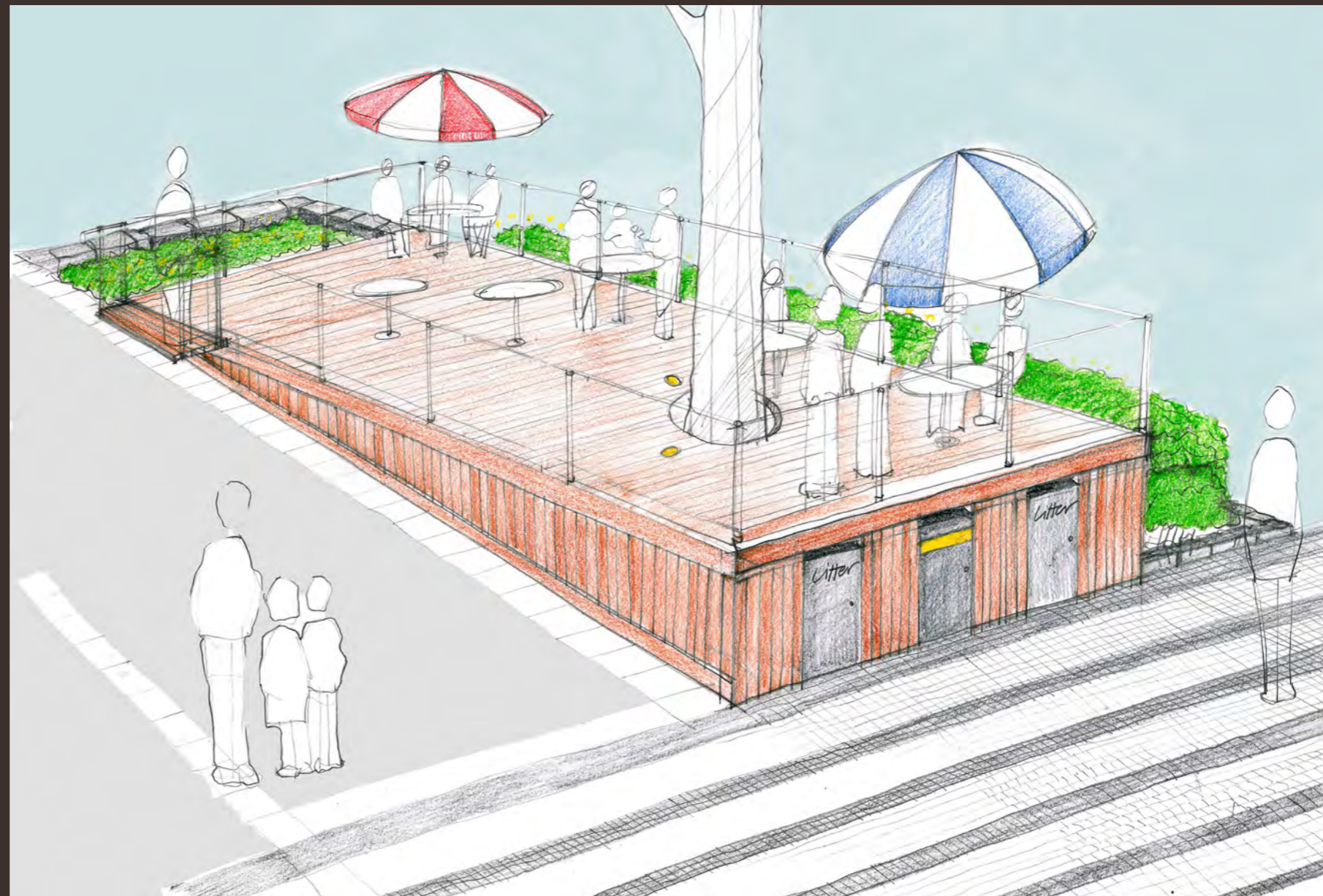
THE MISSING LINK:

Piazza linking beach to
Thompson Avenue



A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects



View of Cowes alfresco deck



A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects



5.2. Thompson Avenue

Thompson Avenue North: The Destination Place

This part of the main street is Cowes' main tourism entertainment area, but it has become rundown. Thompson Avenue from The Esplanade to Chapel Street will refocus on creating a highly appealing environment in which to spend time, with pedestrian prioritised streetscapes, and a lively town centre atmosphere.

Existing angle parking bays use large areas of key main street real estate, and will be replaced by better landscaping, more shade, and flat outdoor dining areas to create a more vibrant, compact main street.



View of Cowes bench / bin / planter



A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects

THOMPSON AVENUE & CHAPEL STREET:

From roundabout to walkable intersection

The community has identified traffic congestion issues associated with the signalised pedestrian crossing outside Woolworths. This has, in turn, highlighted a lack of pedestrian connections along Thompson Avenue. Pedestrian movement across Thompson Avenue will be aided by a new non-signalised pedestrian crossing outside the Cultural Precinct, converting the existing school crossing on Thompson Avenue near Settlement Road to a permanent crossing, and converting the Thompson Avenue - Chapel Street roundabout to a smaller footprint signalised intersection.

While there is often a general community aversion to traffic signals, a signalised intersection directly addresses community preferences for better pedestrian outcomes which roundabouts inherently do not achieve. Roundabouts have larger footprints, with resultant disruption to desired walking paths, higher vehicle speeds, increased risk to cyclists, and the requirement for pedestrians to give way to vehicles (contrary to typical priority controlled intersections).

Street corners can be vital focal points of activity where people meet and interact. The current roundabout pushes the street corners apart, rather than pulls them together. A four-way intersection (albeit signalised to cope with summer traffic) is considered, on balance, to be better suited to delivering the community's vision for Cowes.

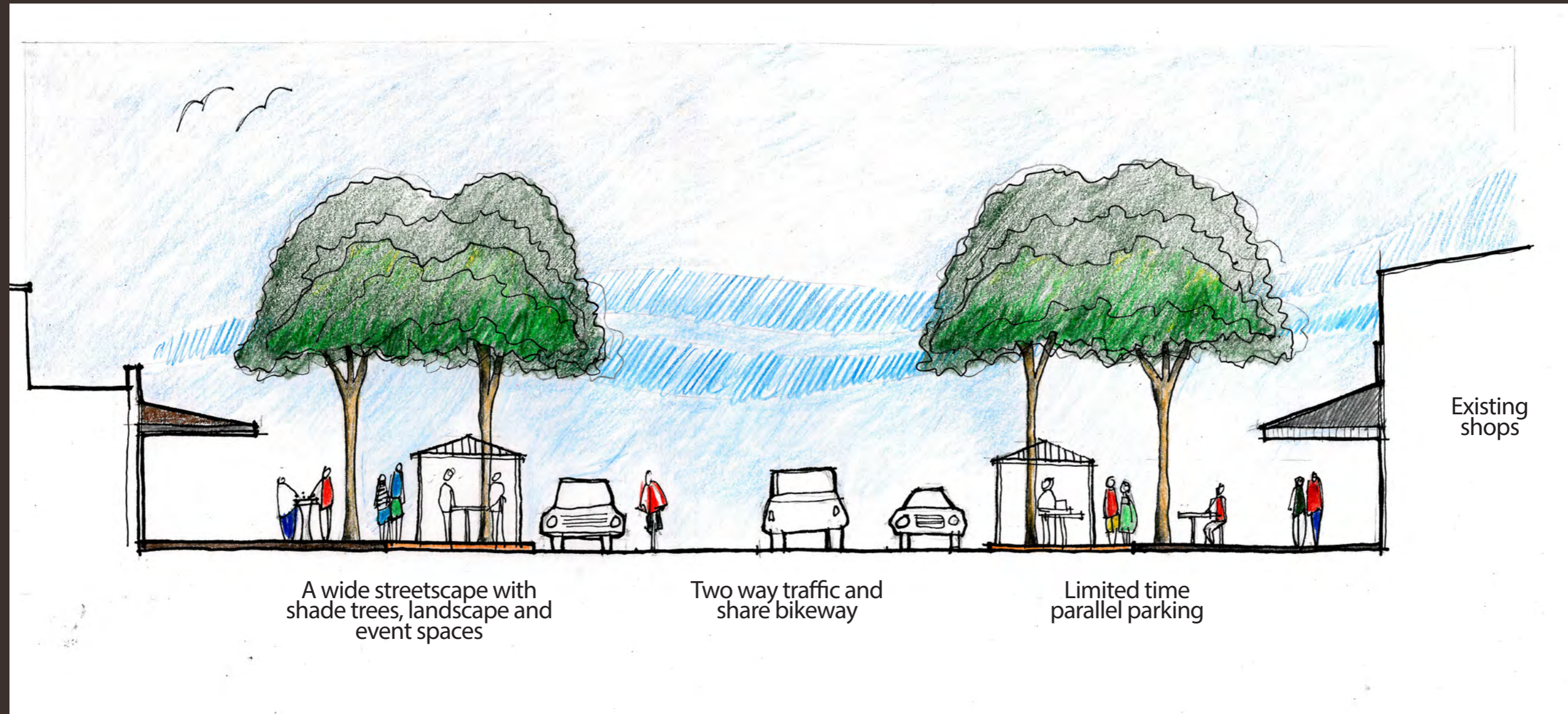
Prior to detailed design, it has been suggested that the VicRoads 'SmartRoads' methodology be examined as a possible methodology to determine the appropriate outcome for this intersection. For the overall Thompson Avenue movement system, MRCagney is generally supportive of the 'SmartRoads' methodology, but it is not as well suited to a genuine street environment. Our desire is to create a street that prioritises people and activity above traffic flow.

The provision of additional and improved crossing opportunities for pedestrians is likely to reduce the load on the signalised Woolworths crossing. Ultimately, signalisation at the Woolworths pedestrian crossing should be removed pending Vic Roads consent, resulting in reduced delay for pedestrians and vehicles, recognising that the posted speed limit and low speed road environment poses little risk to pedestrians.

LEGEND

1. Angled parking converted to short-stay parallel parking
2. Wider pedestrian corners
3. Improved pedestrian crossings
4. Central medians with deciduous shade trees
5. Cross town bikeways
6. Replace roundabout with intersection





A wide streetscape with shade trees, landscape and event spaces

Two way traffic and share bikeway

Limited time parallel parking

Existing shops

Section through Thompson Avenue North: Showing avenue trees and markets with parallel parking

THE MID BLOCK:

Intergrated culture/health/transit uses

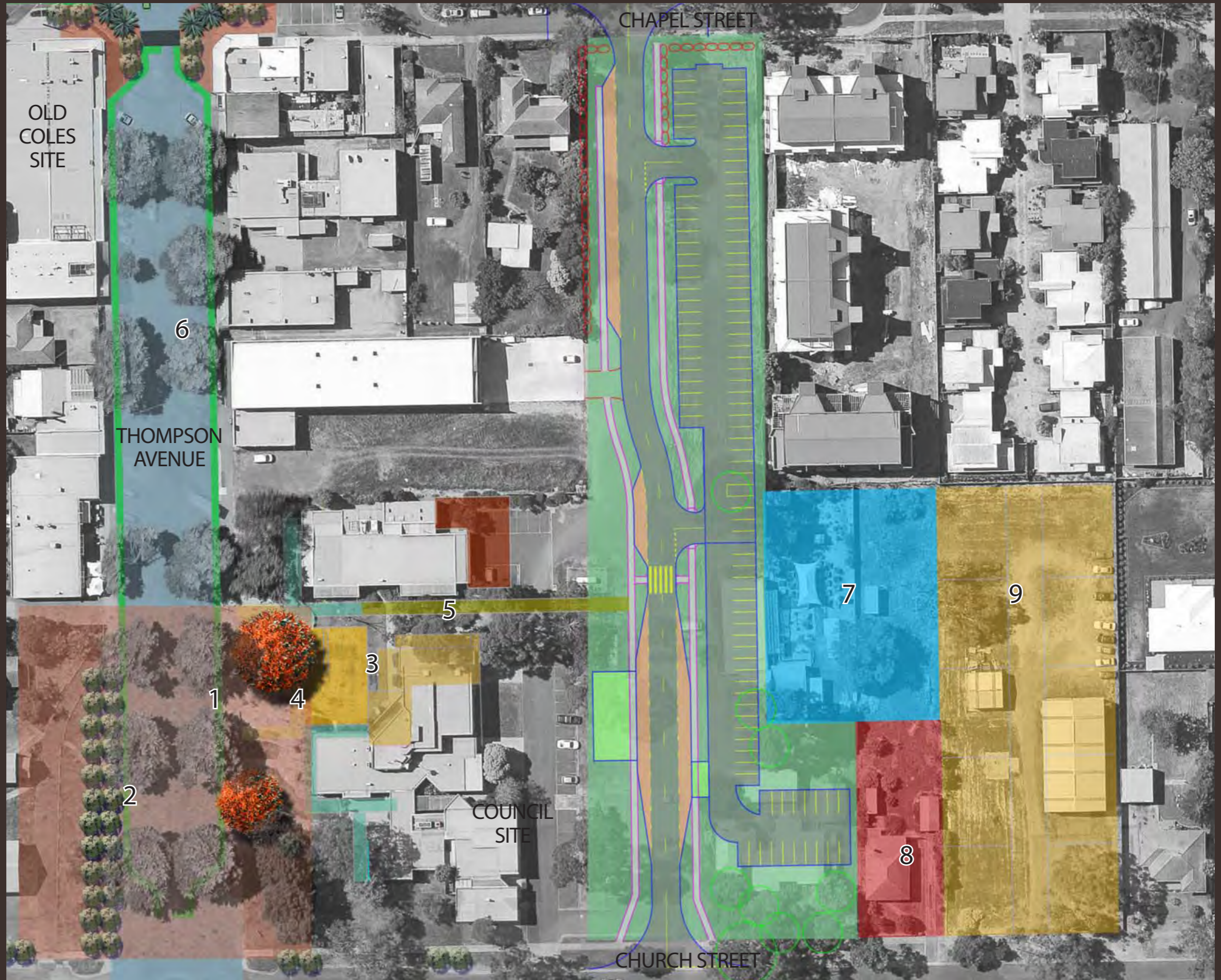
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In the longer term, a placemaking plan which creates new civic facilities, an all day car park and transit centre, and a medical health precinct will create the mix of uses to give the midblock a vital role in the town's revitalisation. The cultural precinct will be redeveloped to create an active fronted site linking the two active ends of the main street, creating a true focus for events and activity. A new iconic library and art gallery activating the town square and attracting visitors and residents will be a key outcome in facility improvements for the main street.



A new landmark building would attract visitation and activate the town square

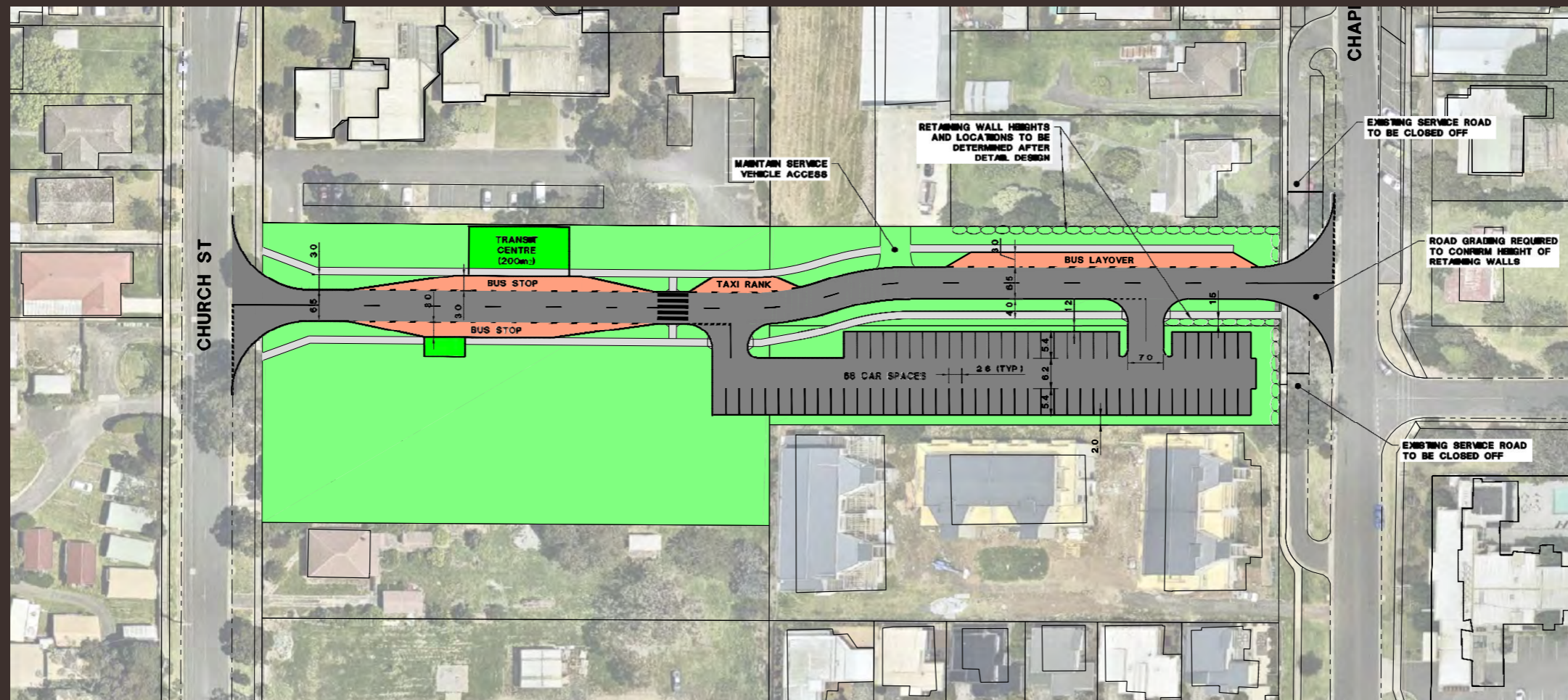


LEGEND

- 1. Town Square
- 2. Tree planting with seating in church grounds
- 3. Improved customer service building with community uses
- 4. Improved civic square
- 5. Path to all day carpark, transit centre and community facilities
- 6. Bikeway between carpark and footpath
- 7. Potential hydrotherapy / aquatics facility
- 8. Potential health and well being centre
- 9. Future use to be determined

A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects



5.3. All Day Parking and the Transit Centre

The community has raised issues relating to access and parking in Cowes during peak season, in particular the need to support day-long visits to the beach and town centre from tourists driving from the mainland. A long term (all-day) car park provided on the Council owned land fronting Chapel and Church Streets, behind the Cultural Centre precinct, will allow visitors to easily park and to spend a full day in Cowes. This location is ideal in that it actively encourages visitors to walk through the whole of the main street. Short term (10 minute) parking limits will be applied to some angle parking on The Esplanade to create convenient drop-off areas for children or for people carrying heavy items, prior to parking in the long term car park.

The long term car park will also include a bus station and transit centre on Chapel Street, taking advantage of the existing service lane. All tourism and local buses will unload people in this central location, alleviating current confusion about bus unloading in Cowes.

The community expressed strong concerns about the dearth of public transport options both in Cowes as well as for connecting to other key locations on Phillip Island. The bus station, servicing V-Line routes and tour bus operators, in addition to new bus stops outside Coles and Woolworths on Thompson Avenue, will go some way to addressing these concerns.

The location of existing bus facilities will also be modified to aid favourable movement of visitors through the town, in a similar fashion to the recommended approach to parking. Tour buses that currently drop-off, layover and pick-up passengers on The Esplanade will be influenced, through street design and enforcement, to drop-off on Bass Avenue. They would then layover on the existing Findlay Street facility, and pick-up at the top of Thompson Avenue (either at the new bus station or existing Chapel Street bus stop), thus drawing foot traffic through the town centre and past key businesses. Simple landscaping measures limiting kerbside access to buses will prevent buses dwelling on The Esplanade where they currently interfere with views and people's access to the Cowes foreshore.

The existing taxi rank on The Esplanade opposite Thompson Avenue will be relocated outside The Continental Hotel in order to improve foreshore amenity. This relocation also anticipates the redevelopment of the Isle of Wight site. The taxi rank on Chapel Street will also be removed in place of a new taxi rank adjacent to Woolworths and Coles, reflecting the relocation of Coles to the current site. The Chapel Street bus stop may remain to accommodate local bus services in the short term.

5.4. The Civic Facilities Precinct

The civic facilities buildings provide a home for a range of valued community services and groups. These facilities form a destination in the centre of Cowes, which is currently a dead spot intown due to the low scale nature of adjacent activity and pedestrian movement.

The Cowes Activity Centre Plan identifies the need to create a stronger anchor and destination in the towns' mid-block. The civic town square has failed to attract people and needs an active building fronting it to make better use of it. A destination building with interesting architecture, providing Wi-Fi / digital hub, tourism information, customer service, and public toilets, possibly associated with a contemporary library was identified during the town centre masterplanning as a way to best activate the precinct. All of these facilities need to be directly engaged and functionally connected to the main street to achieve these overriding placemaking goals.

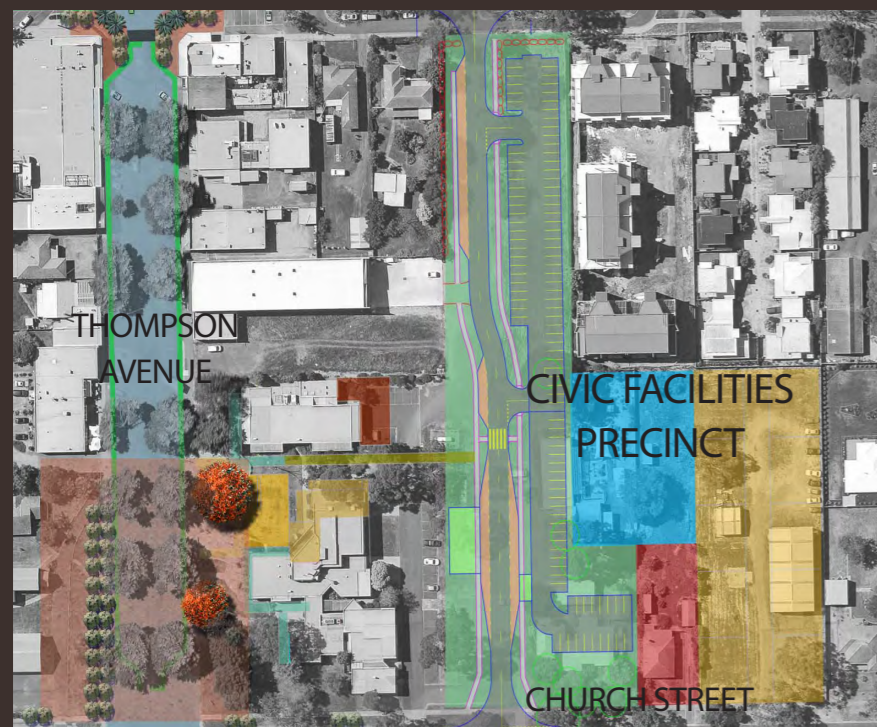
There are good precedents for small civic buildings with multiple facilities and landmark qualities. The Surrey Hills Library and Community Centre is a landmark building which sits on a main street and a civic square. It provides Wi-Fi lounge space facing the street, public toilets and public library facilities. Above, there is child care and the neighbourhood centre runs a function room with a commercial kitchen. Whilst having a larger footprint than the potential library space at Cowes, it gives an example of an integrated civic building which is part of the town's life.



A new customer service centre could have free wi-fi lounge areas to attract visitors



Shared spaces, storage and activity areas could be provided in compact forms



A new customer service centre could activate the town square and streetscape





LEGEND

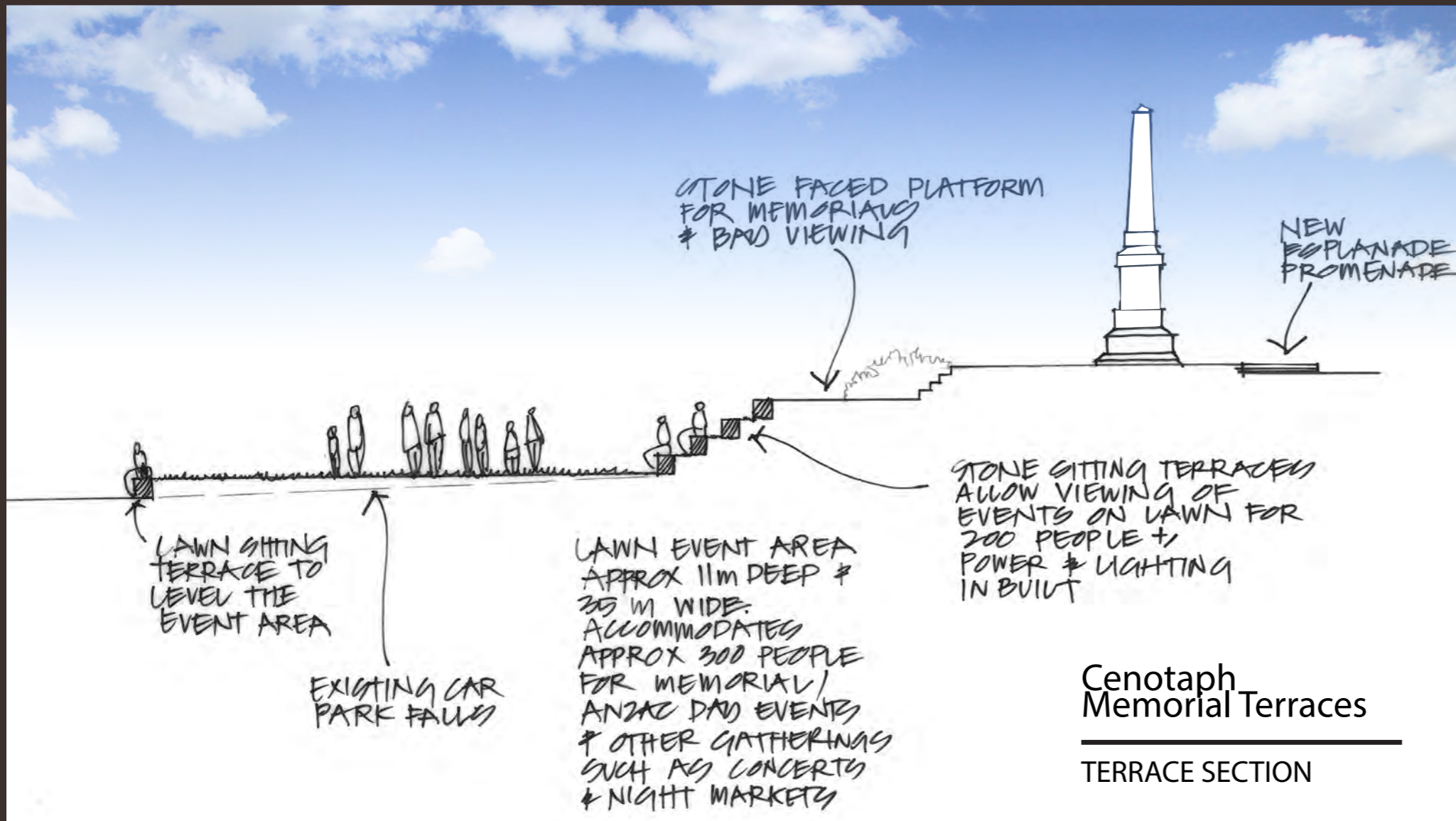
1. Improved jetty entry
2. Retain asphalt laneway for service vehicles
3. Improved beach access
4. Small children's play area
5. Retain existing stone wall and create all abilities path
6. Power, lighting and level areas for markets and events
7. Remove asphalt and create level grass terraces
8. Stone paving around old bandstand building
9. Build stone walls
10. Esplanade decked walkway
11. Refurbished path and toilet area
12. New cobbled intersection, paving and bollards
13. Remove portion of stone retaining wall and build sitting terraces and steps to Cenotaph
14. Sitting platforms
15. Avenue of shade trees and lawn / gardens
16. Esplanade promenade using existing asphalt and wheelstops
17. Shade shelter and deciduous shade trees
18. Disabled access car park

COWES
THE JETTY TRIANGLE

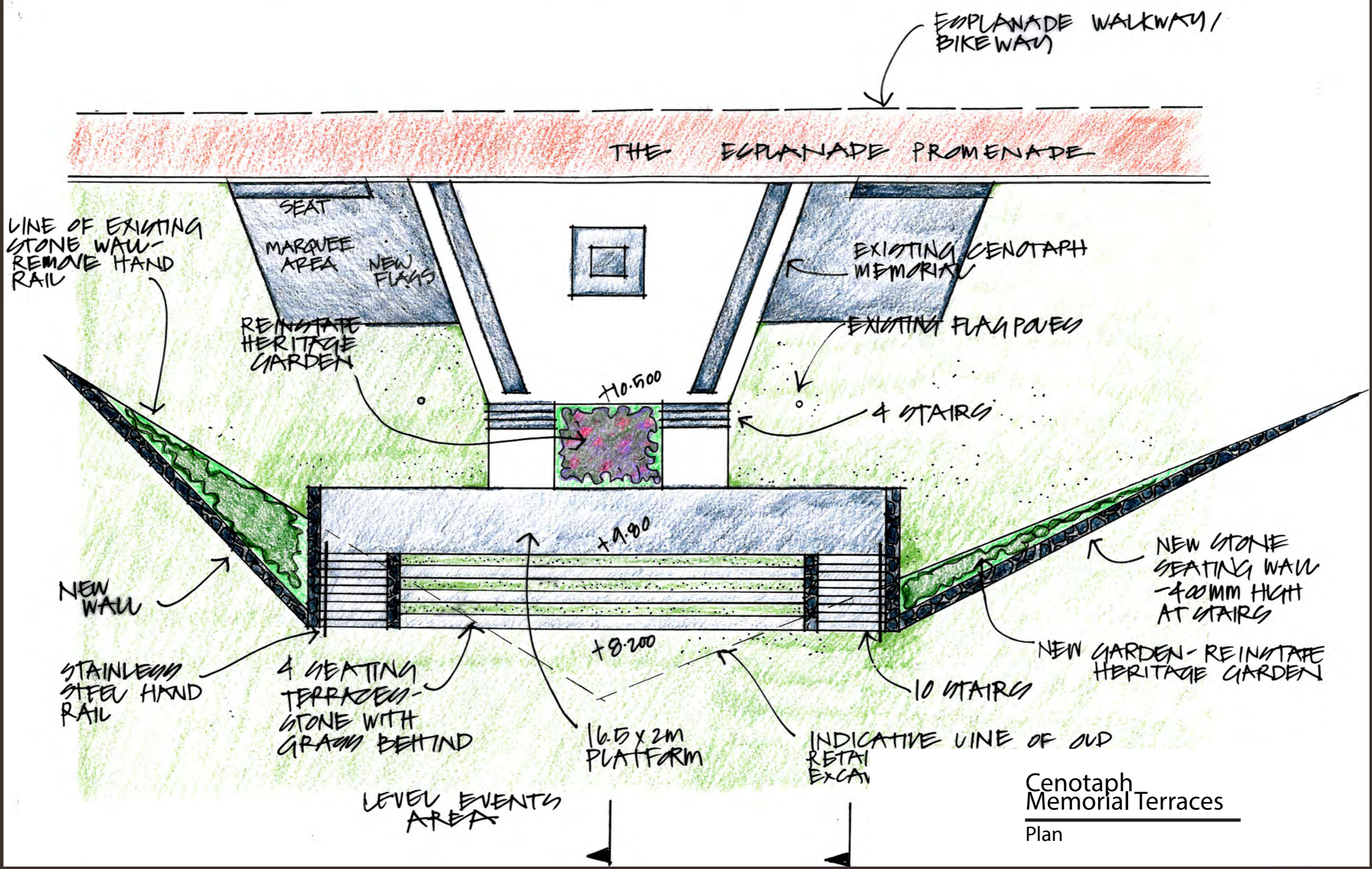
The Sweet Spot

A plan to make Cowes great

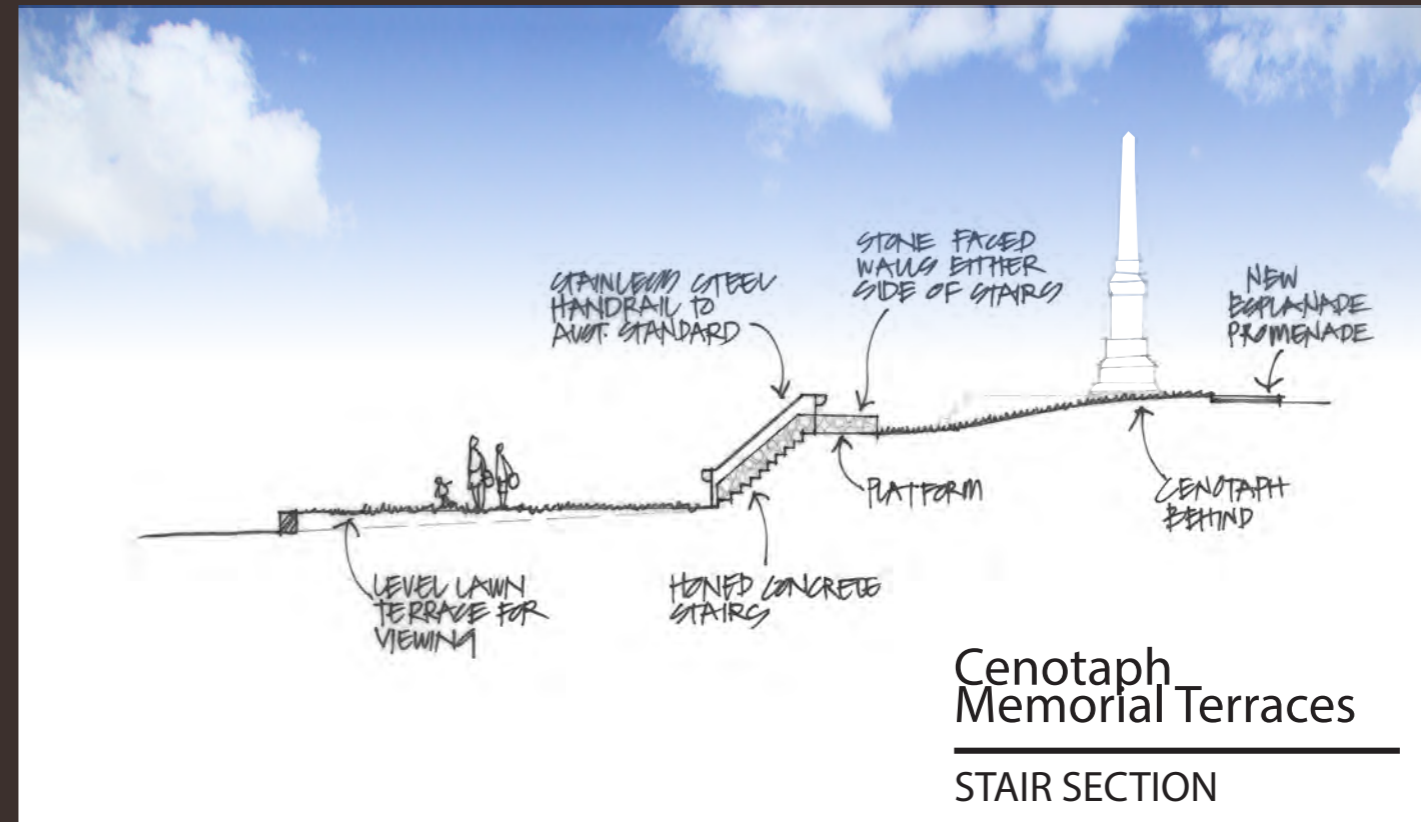
By MRCagney & John Mongard
Landscape Architects



The Foreshore Memorial Parkland will feature terraces which will allow for much more efficient and active night markets and large events



The Terraces to the Anzac Cenotaph have been designed to improve Anzac Day celebrations with new platforms, illuminated flags and marquees



A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects

THE MUSSEL ROCKS DESTINATION:



1. A new destination skatepark will fulfill one of the community's key desires



2. New play facilities, lawns and gardens will replace gravel. On street parking will service the destination



3. Better picnic shelters will create more attractive rest places

THE EREWHON POINT DESTINATION:



- 1. A major drawcard will be a large climb / slide playground to compliment existing play facilities
- 2. High quality exercise stations can be introduced to the esplanade area to add more activities for residents and visitors
- 3. Erewhon Point can be revitalised by adding a more integrated landscape with more shelter and picnic facilities

A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects



Street textures will focus on stone and Australian hardwoods



Furniture will have crafted elements and points of interest



A plan to make Cowes great



The Foreshore will feature creative storytelling, improved fencing and great outdoor dining settings



Plantings will create year round colour with a focus on robust and site specific species



Advanced deciduous trees will provide shade to activity areas

5.5. Short Term Works

Cowes has a backlog of public works to do, both in terms of community expectations and also the run down nature of street and foreshore facilities and infrastructure.

Out of all the works that could be done, some projects will achieve quick positive feedback.

The short term actions were identified by the community as things to do in the next six months.

We have done strategic budgeting for these works, and \$230,000 would be required to build these immediate items.

These projects have commenced already, and the cenotaph platforms are due for completion by Anzac Day, 2015.

1. Roundabout and Main Street Landscape \$8,500

Add colour and freshen up landscape. Replace all the grasses on the main street with mixed, colourful plants. Relocate grasses to the foreshore.

- Jan - Plant selection to replace hedged grasses
- Liaise with gardeners
- Planting plan
- Feb - Install / liaise

2. Irrigation to Erehwon Point \$10,000

Prepare design / construct specification, contract irrigation provider.

- Feb - Liaise with gardeners
- March - Design & construct specification / plan
- April - Install

3. Promenade Walk \$58,500

Remove damaged timber bollards on foreshore near Blue Bamboo on the Esplanade with wheelstops. Re linemark 90deg bays and centreline: allow 2m path beside stone wall from Thompson Avenue to Erehwon Point. Place 300mm wide continuous kerb.

- Feb - Liaise with engineer re drainage / parking / survey
- March - Set-Out plan & detail

April - Structural Eng. Input (footing)

May - Install

4. Foreshore Painting Project \$30,000

- April - Liaison painter re -systems
- Research colour options & schedule
- Select colour / paint systems for: 2 toilet facades, bandstand structure, other key structures
- May - Quote liaison
- June - Install

5. Tidy up signage / bin locations \$10,000

- Feb - Liaison Council
- March - Relocation plan / removal schedule
- April - Install

6. Cultural Precinct - Town Square \$7,000

Larger deciduous shade tree, relocate two benches

- Feb - Remediation layout plan
- Locate central shade tree
- Relocate two benches (plan)
- March - Source advanced deciduous tree / procure
- Tree planting detail
- April - Brief gardeners
- May - Install

7. Exoloo Screen / Plantings \$20,000

Repaint facades. Install glazed toughened glass privacy screen, Plant shade tree and garden.

- Feb - Design plan / elevation / detail for toughened glass screen
- Feb - Planting plan (street corner)
- March - Quote liaison
- April/May - Install

8. Signage Removal Project \$10,000

- Feb - Identify defunct / illegal / inappropriate signs from roundabout to toilet
- March - Schedule for removal / itemise
- Relocation of signs as required
- April - Briefing
- May - Remove / relocate signs

9. Cowes Bins / Gardeners Works \$50,000

Investigate an alternative waste management system for Cowes.

Design Cowes litter bin (120ltr bins with new screen).

Remove bins from Thompson Ave intersection and Esplanade toilets and trial new bins (8 of). \$20,000

- Feb - Liaison to discuss new maintenance system with gardeners
- Feb - Assist with set-up of maintenance regime for town centre gardeners

10. New Paint to Street Furniture \$11,000

Repaint light poles, bollards, benches and railings in new dark receding colours

11. Enforcing local laws \$5,000

Remove illegal / non-conforming stall and signs, create a signage policy.

12. Anzac Memorial Platforms \$10,000

Design and build platforms or Anzac Day memorial celebrations

(Council estimated contribution)

Total \$230,000

The Foreshore needs to be a destination for young people of all ages. Creative play focal points can be introduced into key activity spaces.



A destination climb and slide structure to Erehwon Point



Mussel Rock Point, a focal point with a creative swing



The Triangle Foreshore: small destination focal points, including carousel and exercise structures



5.6. Key Major Action Projects

The big ticket public projects that the community want the most are:

1. The renovation of the Jetty Triangle into the town's sweet spot as a destination and also the link back to Thompson Avenue, the Beach Piazza (\$2.2 million, including design, project management and contingencies).
2. The transit centre (estimated at \$ 560,000).
3. The all day car park (estimated at \$ 775,000).
4. The Mussel Rocks Point skatepark and play destination (estimated at \$570,000).

While the Mussel Rocks skatepark has been identified as a major action project based on community consultation, a feasibility assessment is recommended to confirm the suitability of the site for such use.

Other Town Actions

All of the initiatives on the adjacent Forward Works plan have also been costed to allow whole of town place making and forecasting into the next twenty years.

Many of these projects are suited to co funding through the state and the federal governments, particularly traffic calming, sustainable transit, bikeway and healthy walkways initiatives.

The total cost of all these other capital works, excluding the key major action projects, is in the order of \$11 million. This in the order of \$1.1million per annum, spread out over ten years, assuming no additional government grants or contributions.

Major Action Projects

1. **The Jetty Triangle Parkland** **\$2.2million**
(the sweet spot)

Realise Cowes most important 'sweet spot'

Remove carparks, create lawn terraces for events / sitting, create steps / terraces for larger gatherings. New lighting, furniture, play, public art, picnic areas and circulation ways.

Activate the link between Thompson Street and the foreshore. Create cobbled slow-zone crossing piazza linking main street to the foreshore.

Remove kerbs and place illuminated bollards, furniture and plantings. Narrow approach lanes and create better gardens and alfresco areas.

Detailed design must be compliant with relevant State and Federal disability legislation to provide equal access, including the provision of suitable PWD parking bays.

2. **All Day Carpark** **\$775,000**

All day carparking in the Cultural and Civic precinct.

3. **Transit Centre** **\$560,000**

All day carpark and transit stop including small driver station with toilet and a full length awning, in the Cultural and Civic precinct.

4. **Mussel Rocks** **\$570,000**

New skate park, picnic shelters and landscape works

Secondary Action Projects

5. **Thompson Avenue North** **\$4.1million**
(the destination place)

Consolidate the tourist destination function of Cowes by improving the northern block of the main street with the creation of avenue trees and gardens, parallel parking, alfresco timber decks and new timber bench furniture, lighting and public art.

6. **Thompson Street / Chapel Street Intersection** **\$455,000**

Remove roundabout and replace with pedestrian priority intersection.

7. **The Missing Link** **\$510,000**
(Thompson Avenue Mid Block)

Streetscape and town square works to activate the mid block and the cultural precinct.

8. **New bus stop on Thompson Avenue** **\$75,000**

New in lane bus stop on Thompson Avenue at Coles and Woolworths.

9. **Bikeways on Thompson Avenue** **\$144,000**

New bike way both sides of Thompson from Chapel to Settlement. Bikeway located between kerb and end of carparks. New carstops to each carpark.

10. **Lovers Walk** **\$80,000**

Formed deco pathway along Lovers Walk from Steele Street to Coghlan Road.

11. **Foreshore Esplanade** **\$1.0million**

Boardwalks, footpath and parking improvements.

12. **Town bikeway and footpath** **\$360,000**

New footpath and bikeway in identified locations.



Jetty Triangle areas to be renovated

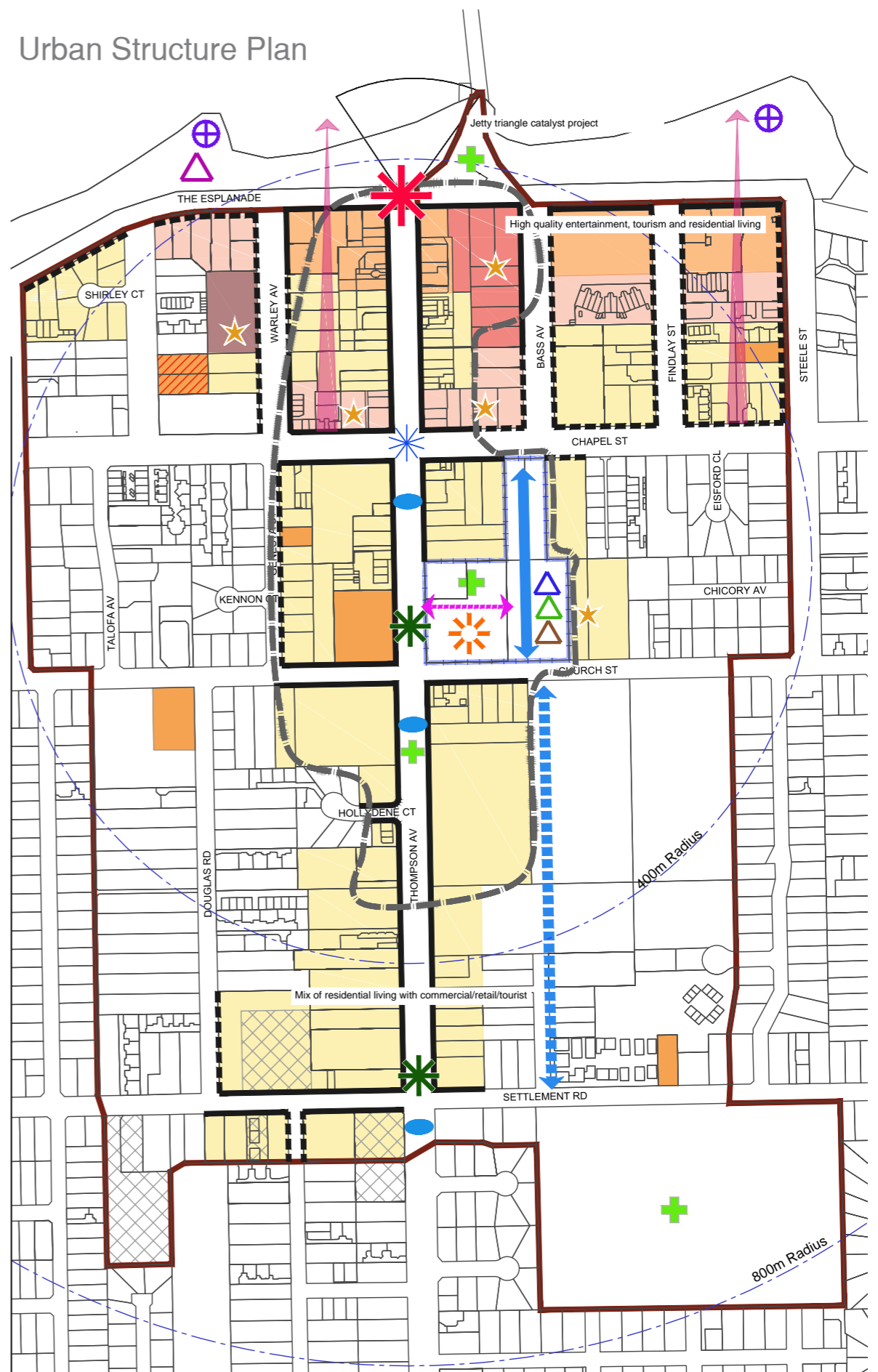
THE FORWARD WORKS PLAN:

1. The Foreshore Triangle Parkland (The Sweet Spot) and The Beach Piazza
2. All day carparks
3. Transit Centre
4. Mussel Rocks and Erehwon Point activity areas
5. Thompson Avenue North (the destination place)
6. Thompson Street / Chapel Street Intersection
7. The Missing Link (Thompson Avenue Mid Block)
8. New bus stop on Thompson Avenue
9. Bikeways on Thompson Avenue
10. Lovers Foreshore Esplanade facilities improvements
11. Foreshore Esplanade
12. Town bikeway and footpath



The Forward Works Plan relates to the cost numbers on the adjacent page

6. A Plan for Cowes: Planning Strategies



	ACTIVITY CENTRE BOUNDARY
URBAN STRUCTURE	
	LANDMARK VISTA
	LONG VIEW TO WATER
	5 STOREY (17 METRES) - 7 STOREY (23 METRES)
	4 STOREY (14 METRES) - 7 STOREY (23 METRES)
	5 STOREY (17 METRES)
	4 STOREY (14 METRES)
	3 STOREY (11 METRES)
	2 STOREY (9 METRES)
	MAIN STREET PRIORITY WALKWAY, 4m MAX. SETBACK WITH 3m WALKWAYS AND SHADE TREES
	MAIN STREET SECONDARY WALKWAYS, 4m MAX. SETBACK
	CONSOLIDATION OF TOWN CENTRE
	ACTIVATE THE TOWN SQUARE
	INTEGRATED SITE DEVELOPMENT
	KEY DEVELOPMENT SITE
	KEY DESTINATION
	HERITAGE SITE
	ENVIRONMENTAL AUDIT OVERLAY
	AVENUE OF GOLDEN CYPRESS
MOVEMENT	
	PIAZZA LINKING BEACH TO THOMPSON AVE.
	INTERSECTION REDESIGN - A WALKABLE INTERSECTION
	NEW PEDESTRIAN CROSSING
	NEW LINK ROAD
	POTENTIAL FUTURE LINK ROAD
	FUTURE PEDESTRIAN LINKS
	ALL DAY CAR PARKING AND BUS TRANSIT STOP
INFRASTRUCTURE	
	PLAY FOCAL POINTS
	POTENTIAL SKATE PARK SITE
	POTENTIAL SWIMMING POOL SITE
	HEALTH

Current planning provisions do not encourage the type of development that would make Cowes great. It is extremely difficult to navigate the many layers of land use and development controls over the town. Planning is an important component of this plan as the changes recommended will encourage the form of development that will make Cowes an attractive, vibrant and safe seaside village and a destination in its own right on Phillip Island.

The 'urban structure' of a town refers to the pattern of arrangement of development blocks, streets, buildings, open and public space and landscape. It is the inter-relationship between all these elements that work together to make a place. The urban structure creates the coherent framework of the town. Issues with the existing urban structure and character of Cowes include:

- The town centre is over 1 km in length and contains two distinct retail areas. If this trend continues these areas will operate independently and not function as a coherent town.
- The centre of the town is not clearly defined and lacks activity and a key focal point, and represents the missing link between the two ends. The Civic and Cultural buildings are not designed in a way to activate the town square. The library does not have a street presence to draw in pedestrians.
- Thompson Avenue is the central spine of the town but has not been developed in a uniform way. The character of the street changes dramatically from the north to the south and there is no consistency in heights, setbacks, site coverage, active frontage, building styles and awnings. The result is that the town has no recognisable character.
- The Isle of Wight site remains vacant and is the landmark site for the town. The current character of The Esplanade does not make a positive contribution to the unique beauty of the foreshore.
- There is a concentration of single, high traffic generating land uses (i.e. major supermarkets) in one location. This concentration does not make a positive contribution to the built form character of the town or the streetscape.
- There is a noticeable absence of alternate forms of housing provided within the town to support the changing lifestyle needs of residents and to allow people with better access to the town's services.
- The area around Settlement Road is undergoing change through urban renewal. Vacant land is being marketed as suitable for residential development.

A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects

Proposed changes to the urban structure to address these issues are shown in the urban structure plan. More detail on how the planning controls can encourage positive change are provided in Appendix C.

6.1. Creating a Compact Town

The community has requested a more compact and walkable town. As reinforced in the previous sections, the outcome of this plan will be to improve streetscapes and manage access and parking in order to encourage more walking within the town. However, the overall size of the town is a factor in walkability. It is a recommendation of this plan to consolidate the commercial core to just south of the major supermarkets. Infill, redevelopment and intensification of the consolidated town centre will be encouraged prior to extending the town centre in the future.

6.2. Economics of the Cowes Activity Centre

The MRCagney team has sought specialist economic advice on the Activity Centre to give some perspectives on the opportunities and risks in the development of the Cowes centre. The report attached as Appendix E was based on the following data:

- Various statistical data published by the Australian Bureau of Statistics
- Bass Coast Economic Outlook 2012-2017, Essential Economics
- Coles Planning report and related plans (2008)
- Woolworths Supermarket Proposal - Economic Evidence

Generally from a demographic perspective, the main variance identified is the potential for the centre to attract more 'weekenders' to become longer stay residents. This could significantly change the long term economic outlook for retail in the centre.

Specific retail opportunities identified are:

- Specialist retail;
- Cafe/dining;
- Discount department stores;
- Bulky goods; and
- Office space.

Consequences for the Activity Centre

This economic advice is a reasonably positive interpretation of the existing data confirming that the Activity Centre Plan should be firm on its desired outcome. Without firm guidance in the plan, left to its own devices the market could potentially head in a direction that would ultimately be to the detriment of the centre.

Specialist Retail

Through an increasingly attractive public realm, and by concentrating development north of Church Street, the plan maximises opportunity for more specialist retail that the market may demand. This opportunity will be further enhanced by the parking policy, which encourages walking from parking spaces on the edge of the centre.

Cafe/Dining

The recommendations in the plan for increased intensity of development in the centre, more 'park once and walk' behaviour and an improved public realm will enable more cafe/dining opportunities.

Discount Department Stores

A discount department store in Cowes seems unlikely on face value. However as detailed in the economic report, proponents are experimenting with these 5000sqm footprints in relatively small centres. This is by no means a trend, but a possible eventuality, probably dependant on a higher than predictable growth rate. The report points out that a higher growth rate would be because of weekenders transferring to more permanent resident status, indicating potential higher spends.

If this does eventuate, it is considered that this development would better serve the town if it was situated north of Church Street, and we have made land use changes to reflect this. Of course commercial land is often developed in a mixed use zone. However, this would give Council better control to hopefully prevent big box, blank wall developments that encourage visits by car only. Our preference is for integrated development, encouraging more pedestrian visits, which will further enhance opportunities for specialty retail and cafe/dining.

Bulky Goods

There is potential for Cowes rather than Wonthaggi to attract homewares style bulky goods stores. The Activity Centre Plan has incorporated land use and parking interventions that will discourage these car-based retail uses to stay out of the town centre core and encourage more active and vital pedestrian based uses.



Office Space

There is potential for more office use in the town centre core which is encouraged as a first floor use in the plan.

Risks to Cowes

As we have already identified there is currently a developing 'dead-spot' in the middle of Thompson Avenue. This is partly because of the inactive land uses, the church on one side and the Council facility on the other, combined with the slight shifting of retail activity with the newer Coles and Woolworths facilities locating south of Church Street.

The Activity Centre Plan has made provision to limit this spread of retail and within reason contain this continuing stretching of the centre down Thompson Avenue, which as the economic evaluation confirms, would occur without intervention. It is still possible however that retail will develop in the mixed use zone. The economic evaluation identifies the risk that if the Chapel to Church Street stretch of Thompson Avenue can't be revitalised due to the inherent dead space as described above, the centre may turn into two centres. That is the active waterfront specialty retail, cafe/dining block between Chapel Street and the Esplanade, and the supermarket, discount department store and possible bulky goods from Church Street to Settlement Road. It would be customary for these types of developments to have significant parking associated with them. This would promote a split centre with a large amount of car trips between the two nodes.

It is imperative that this 'split' does not occur. It will reduce pedestrian activity, vitality and the overall energy and appeal of the centre. This makes the proposed revitalisation of the current town square and the potential renovation of the Council buildings to accommodate more active uses, vital to the centre's prosperity. The economic report suggests the best way to activate this block is to move Council and the Church to another location and let the market create more active uses such as specialty retail and cafe/dining in its place. It is considered, however, that a mix of diverse housing (the market has already shown some appetite for this), specialty retail and cafe/dining, a new active frontage to the Council facility and some pop-up/market activity on the Church site, will see this block become another interesting and textural part of the Cowes centre.



'Dead' land uses Thompson and Church Streets



Active Esplanade and Potential Big Box Division of Thompson Avenue



6.3. Introduce a Mix of Land Uses

Each end of the commercial core will be zoned mixed use. The mixed use zone is most suited to areas undergoing renewal.

The change in zoning will not compromise the function of existing businesses in the area but it will provide for medium density housing. Creating a diverse mix of land uses within the town is important as it extends the hours of activity in the town centre and widens the range of goods and services within walking distance. The introduction of housing and tourist accommodation at both ends of the town also benefits business by bringing more people to the town and offers an alternative form of housing for the population. The idea is to have more people living and walking around the town at different times of the day and year in order to support the viability of the businesses. This zoning provides sufficient flexibility to respond to the changing market conditions in Cowes.

6.4. Activating Key Sites in Town

Vacant, undeveloped and underutilised sites leave 'holes' in the town and affect the coherent town structure and present a poor image. This affects investment and makes it difficult for Cowes to market itself as a key destination on Phillip Island. Many of these sites have been left vacant or un-used for many years. Council owns a significant land holding in the centre of town that largely remains under-utilised. The introduction of new uses to this area is key to re-activating the centre of the town and attracting people back to this area.

Two key sites have been identified as playing a key role in reinventing Cowes as a destination. These are the Isle of Wight and the Warley Hospital sites.

To ensure that future development of these sites achieves the best development outcomes for the town, it is proposed to apply a development plan overlay to each of these sites. Appendix D includes a conceptual site layout plan and a schedule to the development plan overlay which detail the form and conditions for future use and development of these sites.

To streamline the planning process to allow for these sites to be ready for development sooner rather than remaining vacant for years to come, the Development Plan Overlay exempts a planning permit application from notice and review, provided that it complies with a development plan that has been approved by Council.

6.5. Improve Town Character

The town is currently a mismatch of heights, setbacks and building styles. There is no uniformity or essential character within the town. The intention is to amend the planning controls in order to encourage a more coherent townscape.

The community want The Esplanade to be the tourist and entertainment area of the town so that people can enjoy being close to the water and the footpath can be activated with bars, cafes and restaurants and utilised at varying times of the day and night. Planning can help facilitate this desired future character. The goal is to introduce people to this area and encourage them to use this area in different ways i.e. eat at a restaurant, live, and/or visit as a tourist. By increasing heights within this area more people will be attracted to live there and visit. This also provides an incentive to the development community to deliver higher quality development.

The height and design of development along Thompson Avenue including setbacks and site coverage is made more consistent by this plan in order to create a more coherent building character along this street and allow for residential accommodation above shops. Applying good design principles to development will ensure better outcomes. These include the incorporation of large windows to connect the building to the street; and provision of street awnings between the building and the footpath edge for shade, comfort and uniform frontage.



Alfresco outdoor dining will improve the character of Thompson Avenue



The Isle of Wight site is a landmark site that must be activated.

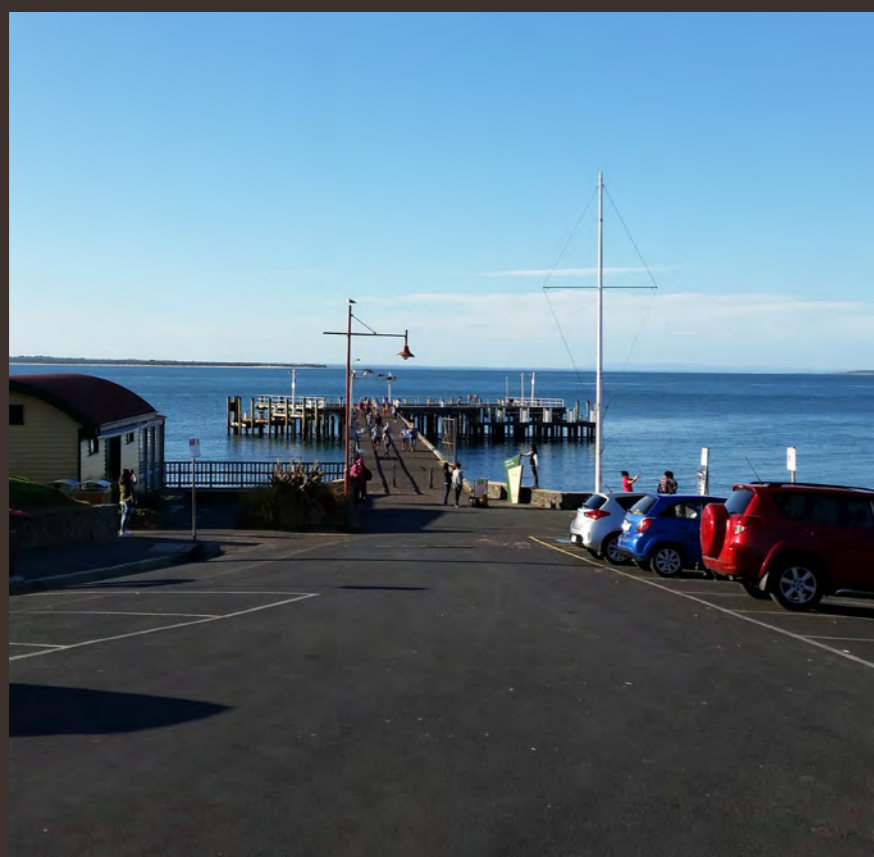
The people of Cowes have high expectations for this project. The significant number of separate engagements during the Set-Up-Shop, and the overwhelming response by the community, are indicative of a town community who wants some action, and who wants some results.

The Set-Up Shop not only provided views from a large cross section of the community. The direction they gave the team was very clear.

The town want a destination rebuilt. They want to 'bring back' their foreshore. They want to revitalise Thompson Avenue. They want to bring the town back together and for it not to keep stretching. They want the streets of Cowes to be full of people.

This report is about actions that will deliver these outcomes. There are immediate, short term and long-term actions. These will require funding and support from a variety of sources. However, one thing is clear. There can be no doubt of the appetite from this community for positive change, and exactly what they would like to see done.

Future investment in Cowes is a win for Phillip Island, a win for Bass Coast and a win for Victoria.



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A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects

Cowes Activity Centre Plan



Supporting Documents

Final Report
June 2015
Bass Coast Shire Council

MRCagney
John Mongard Landscape Architects

Appendix A - Items Identified in the Set-Up Shop

Good Things about Town

- Beach *****
- Views and vistas ****
- Foreshore grass
- Openness
- North facing beach *
- Atmosphere
- No car ferry *
- Jetty
- Playground
- Walking on beachfront
- Kiosk
- Golden Cypress trees
- Natural beauty
- Attractiveness, other than Isle of Wight site.
- Ideas

Foreshore:

- Improve street lighting
- Create a path to Silverleaves
- Create boardwalk and alfresco and alfresco dining on foreshore
- Keep the kiosk open *****
- Clean up the jetty - better signage, access, artwork **
- More exercise stations
- Better pedestrian linkages between foreshore and main street
- Create a boardwalk from foreshore to the yacht club
- Build a skate park at Mussel Rocks
- Need an ice-cream cart
- Capture and reuse stormwater
- Need a public toilet near the yacht club

Transport and Movement:

- Install an additional pedestrian crossing on Thompson Avenue near Cultural Precinct
- Need a footpath on one side of Warley Avenue and Grenesta Street
- Alternate route for local car traffic away from Thompson Avenue in summer
- Relocate taxi rank outside Coles and Woolworths, and install a new taxi rank on Bass Avenue.
- Install 40km/h speed limit for whole study area
- No parking on the Esplanade
- 30 minute parking on the Esplanade
- Bike track from the yacht club to Ventnor
- Need better links from yacht club to town
- No cars on Thompson Avenue between Chapel Street and Esplanade
- Create better walkways from residential areas to the school
- Create linger points all the way along Thompson Avenue to Ventnor Road with quality seating and shade
- Develop a central car park behind the cultural precinct on the land fronting Chapel Street
- Make a walking loop from the foreshore around the town
- Create one-way road system around town for summer
- Need walking tracks on Ventnor/Cowes/Rhyll Roads
- Level steep footpath on Esplanade
- Build path or laneway between Alexander Avenue and Douglas Road
- Build path or laneway between Watson Road, Watchhorn Road and Lions Court
- Build a Thompson Avenue laneway to the Isle of Wight site
- Improve pedestrian crossing opportunities on the Esplanade
- Improve pedestrian movements on Thompson Avenue
- Remove or fix signalised pedestrian crossing outside Woolworths
- Build parking spaces for caravans and RVs

- Provide more motorcycle parking
- Move bus layover out of Chapel Street
- Make the northern end of Thompson Avenue a pedestrian mall
- Signalise Settlement Road / Thompson Avenue intersection
- Make Chapel Street / Thompson Avenue roundabout a T-junction
- Fix bike paths on Thompson Avenue
- Provide double width footpaths on the Esplanade
- Create a transport hub at the rear of the Cultural Precinct
- Improve parking on Thompson Avenue
- Remove angle parking on Thompson Avenue
- Provide bus stop at slip road on Chapel Street
- Provide a greater pedestrian focus on Thompson Avenue
- Provide footpaths on Beach Street
- Provide shared path on Settlement Road between Seagrove Estate and Coughlan Road
- Build a Ventnor/Cowes/Rhyll northern shore bike trail
- Connect bus services to V-Line.

Structure and Character:

- Improve uninviting picnic shelter at Mussel Rocks
- Create a town common between the Cultural Precinct and Anglican Church, utilising frontages to both sites
- Develop Olive Justice site for shops ***
- Provide more tables, chairs and trees on Thompson Avenue
- Build a new library and cultural precinct at the existing site to anchor town centre activities ****
- Consolidate town core - stop the expansion
- Bring back shade to the Cultural Precinct public space
- Fix abandoned Chapel Avenue development
- Create a sense of arrival at Chapel Street roundabout
- Bring the focus of the town back to the Esplanade and main street
- All year round dining on street with cover and heating
- Plant more trees along the Esplanade
- Put power and utilities underground
- Remove Exeloo *****
- Old Coles is a key site - use wisely *****
- Repair required to Anglican Church frontage on Church Street
- Build BMX park in Blue Gum Reserve
- Improve Mussel Rock facilities
- Fence remnant vegetation and control weeds
- Remove jetty triangle car park and make a public space
- Reinvigorate area between Church and Chapel Streets
- Get rid of dated 1980's buildings

Infrastructure:

- Extend library and heritage centre
- Build a heated public pool (emphasised)
- Build a cinema (emphasised)
- Build a 24 hour medical centre (emphasised)
- Build a hospital (emphasised)
- Build a secondary school (emphasised)
- Build a better skate park (emphasised).



The community repeatedly raised the issue that the town centre, in particular the foreshore area and Thompson Avenue from The Esplanade to Chapel Street, needs to be a far more pedestrian friendly space where people feel comfortable to linger and spend time.

In order to create a vibrant town centre, we need to bring people to town, keep them there, and encourage them to walk through the town and interact with the local environment and businesses. This is not something that is achieved by providing an excess of parking spaces simply to ensure one is always available exactly where desired. This results in fewer people walking, fewer people passing shopfronts, and poorer retailer performance. This does not create a great town centre.

Principles of Parking

- In a relatively small town such as Cowes, with a pronounced peak holiday period, parking policy can play a significant role in supporting a quality town centre. Conversely, a poor approach to parking will prevent the town from thriving and will largely negate all other attempts to revitalise Cowes.
- The key principles of parking essentially revolve around providing an appropriate supply, in the optimal location, for the right price. These factors are interrelated and the effect of each on the town centre environment must be understood.

Parking Supply

- Parking supply must be provided in sufficient numbers to facilitate an appropriate level of vehicle travel. However, an oversupply of parking spaces usually represents a greater risk to the prosperity of a town centre. This is because:
- It exacerbates car dependence and results in fewer people walking and cycling. The prosperity of main street shops relies on maximising the number of people passing shop fronts on foot in order to capture trade. An oversupply of main street parking does not translate to high pedestrian traffic. People simply park immediately outside their chosen destination, access only that chosen tenancy, then quickly leave. This leads to minimal interaction between people and the town centre, and a lively town is not created;
- Parking provision uses land that could otherwise be used for more beneficial purposes, including retail space, outdoor dining, public meeting areas or landscaping; and

- Areas of off street parking and related driveways create pockets of 'dead' space resulting in a disjointed and sprawling urban form that does not create a lively town or main street.
- The approach to parking must therefore aim to ensure parking supply does not exceed an appropriate level suitable for catering to vehicle trips, particularly where alternatives exist. In a coastal tourist town such as Cowes, parking supply must be sufficient to allow tourism to occur from Melbourne and surrounds. However it must still encourage visitors to walk and interact with the town at street level.

Location of Car Parking

- The position of parking has a significant impact on the success of a town by influencing the way people move through the town as well as the quality of the built form.
- Traditionally, developments have been encouraged, through planning schemes, to provide on-site parking catering to the needs of the individual tenancies. This has been favoured because it is a simple mechanism. It ensures the cost of parking provision is covered by developers that ostensibly create the demand for parking.
- However, there are significant flaws in that approach, particularly when applied to a town centre environment. Primarily:
- It does not account for sharing of parking facilities between multiple developments, which is particularly advantageous when tenancies have staggered peak periods of operation. This inevitably leads to inefficient use of parking areas, over supply of parking, and it disincentivises development by creating unnecessary cost; and
- It results in multiple off-street car parking areas being provided in a town centre environment, creating gaps in the urban form, reduced amenity, greater distances between buildings, public spaces and other uses, and ultimately fewer people walking and spending time in town. Seemingly small impacts such as the higher number of driveways required to access off-street car parks can, and does, have a negative impact on walkability and the perceived quality of a main street, which both harm the prosperity of a town.



In a town centre environment, consolidated public parking can be a better parking supply alternative, resulting in a more compact town centre, more efficient use of parking facilities, more pedestrian activity, and greater retail prosperity. Furthermore, developer contributions can still be collected in various ways to ensure an appropriate and fair cost burden is shared by developers for the provision of consolidated public parking facilities, in lieu of development specific off-street car parks.

Price of Parking

The right price for parking can be understood in terms of two distinct time periods, namely:

- Short run, where parking should be priced to achieve 80-90% utilisation; and
- Long run, where parking should be priced so that drivers cover the costs of provision.

While the optimal short run price for parking may at times diverge from the optimal long run price, they should eventually converge. In addition to the above, pricing is also linked to the following parking objectives:

- Parking policy should support local accessibility and economic development without compromising the efficiency of the greater transport network; and
- Parking policy should contribute to high-quality urban outcomes, with a particular focus on the amenity of the pedestrian environment.

Efficient management begins with an understanding of the following two key performance indicators:

- Turnover - which measures the number of cars per hour per space [cars/hour].
- Utilisation - which measures the occupancy of car-parks at any point in time [%].
- Based on the above, the "productivity" of a car-park is calculated as follows:

$$\text{Productivity} = \text{Utilisation} \times \text{Turnover}$$

Furthermore, when productivity is multiplied by average vehicle occupancy it can be used to predict the number of pedestrians a car park will contribute to the surrounding area or town centre. Finally, when the number of pedestrians is multiplied by average retail spending per visitor (per day) then the total retail spend enabled by the car park can be predicted as follows:

$$\text{Total Retail Spend} = \text{Average Retail Spend} \times \text{Pedestrians}$$

Clearly then, effective parking policy will seek to achieve 1) high utilisation; 2) high turnover; 3) high vehicle occupancy; and 4) high average spend.

Pricing of parking can be used to manage demand where utilisation is high (greater than 80-90%). Time limits can also be used for similar reasons in order to increase parking turnover. However they only encourage turnover for those visitors who wish to stay longer than the time-limit, which may be accompanied with increased average spend. Meanwhile, vehicle occupancies and average spend are likely to be unaffected by time-limits. It is therefore often preferable to use pricing appropriately set to encourage turnover of users



with no intended high spend in those areas with very high parking utilisation.

Previous Cowes' parking studies, completed by Traffix Group in 2008 and 2012, suggest that, based on traffic surveys conducted during January holiday periods, parking space occupancy exceeds 90% along the northern end of Thompson Avenue and The Esplanade adjacent to Thompson Avenue during the summer peak. Outside of these locations utilisation is not particularly high.

On this basis, pricing (at least during summer peaks) would be an appropriate method to be explored to improve turnover and manage demand, and would contribute funds to the provision of consolidated public car parking to cater for the legitimate demand for all day parking.

Car Parking Requirements for New Development

Parking Objectives

- To identify appropriate car parking rates for various uses within Cowes Town Centre
- To provide for the equitable collection and distribution of financial contributions to contribute towards the construction of a central shared all day car parking facility.
- To minimise the provision of on-site car parking in commercial areas in favour of shared car parking
- To ensure the efficient use of the central shared car parking facility.

Parking Rates

Given the preference for consolidated parking, an accompanying reduction in parking rates must follow to encourage less on-site parking provision at new developments in town. New parking rates for development will be applied in town as follows:

- Residential: minimum of 0.8 spaces / dwelling; and
- Non-residential: minimum of 1 space / 100m² GFA.

The simplification of rates to 'residential' and 'non-residential' will streamline the approvals process and allow greater flexibility for existing tenancies to change uses in the future. Where parking cannot be provided in compliance with other planning provisions that control urban form or site coverage, cash-in-lieu payments to Council are an appropriate and preferred mechanism to cater for parking demand by contributing to consolidated public car parks.

To implement the recommendations of the Parking assessment a Parking Overlay should be prepared for the town. This should incorporate an economic assessment to determine appropriate cash in lieu rates. Key objectives and parking rates to be incorporated into a future Parking Overlay are provided below.

Bus Movement

Cowes currently enjoys a daily afternoon influx of tour buses carrying day tourists to Phillip Island. Tour buses typically drop off, lay over, and pick up passengers from the Esplanade, adjacent Thompson Avenue. This has a negative impact on amenity and detracts from the character and views from the main street and foreshore area. In the future, alternative arrangements must be made in order to fully capitalise on the vision for the jetty triangle and foreshore precinct.

In order to maximise the benefit from bus passengers to the town, buses will drop off passengers at the transit centre, lay over in the new bays to be provided in the transit or the existing lay over facility in Findlay Street, and collect passengers at a new pick up area on the eastern side of



High quality bus transit centre

Bass Avenue. This is designed to encourage pedestrian activity down Thompson Avenue.

Exact patterns of bus circulation throughout the town will be determined pending detailed design of the transit centre accesses, however it is stressed that optimising main street and Esplanade amenity and pedestrian-centric design principles must take priority over bus manoeuvring practicalities wherever possible.

In order to prevent buses from stopping or laying over in key main street or foreshore areas, Esplanade street design will incorporate landscaping to remove informal bus standing opportunities. Outside of these critical areas, stricter enforcement of driver behaviour will be required if provided facilities are not utilised.

The Car Ferry

The prospect of a car ferry service operating from Stony Point to Cowes has been a contentious issue for some time, and was frequently raised during public consultation. Community sentiments varied. In general, there was significant opposition to a car ferry service operating from, or adjacent to, the existing jetty. The community was concerned primarily with amenity and traffic impacts, and resulting changes to the character of the town. Possible alternative locations for a Cowes car ferry terminal outside of the town centre were not broadly opposed under the proviso that dredging and traffic impacts were minimal.

The Phillip Island Car Ferry Feasibility Study, completed by Bass Coast Shire Council in 1995, and the Cowes to Stony Point Pre-Feasibility Study, completed by Arup in 2003, examined possible car ferry terminal locations on Phillip Island. Both studies concluded that the Cowes jetty is the best location for a car ferry, citing environmental impacts at alternative locations.

Following this, an economic assessment was completed by Essential Economics in 2010 to forecast potential patronage numbers and economic impacts of a car ferry service operating from the Cowes jetty. The proposed Cowes ferry terminal design prepared by BKK Architects included: extensive works to the foreshore and The Esplanade; removal of the Jetty Triangle car park; a new jetty abutting the existing jetty; and provision of significant queuing area for cars.

Given the level of infrastructure required to support the car ferry, the community's general opposition to a car ferry operating from the existing jetty or the surrounding foreshore area is understandable.

In order for Cowes to reach its full potential, it must make the most of its unique features - most critically the foreshore area. The car ferry proposal is not consistent with this theme. It does not represent the best possible use of this key public space, and risks the character of the town. Alternative locations may be beneficial for the town, pending environmental and other site investigations.

The issue of the car ferry will be addressed in more detail by the '25 Year Tourism Strategy' that is currently being prepared.



Parking detracts from views and footpath dining amenity on the Esplanade



Jetty car park a poor use of this unique site

Purpose of the Report

The purpose of this report is to provide the strategic justification for changes to the Bass Coast Planning Scheme in order to make it easier to deliver the land use and development required to make Cowes great.

Strategic Planning Framework

Cowes is recognised as a Town within the settlement hierarchy of the Gippsland Region and future growth is encouraged. A settlement boundary for Cowes was established in 2010 and this informed the town centre boundary established by Bass Coast Council for this project.

Cowes has been the subject of a plethora of strategic planning documents including:

Cowes, Silverleaves, Ventnor and Wimbledon Heights Structure Plan 2010;

Phillip Island and San Remo Design Framework 2003 including Appendix A Urban Design Report - Cowes Foreshore Precinct 2003;

Phillip Island Integrated Transport Strategy 2014;

Car Parking Study for Cowes CBD 2012;

Bass Coast Township Study 2014; and

Cultural Precinct Study 2012.



Unique foreshore setting

These documents have established a broad strategic framework for the development of the town in order to inform the Bass Coast Planning Scheme, however they have not delivered tangible results on the ground.

The Phillip Island and San Remo Urban Framework 2003 (Urban Framework) and the Cowes, Silverleaves, Ventnor, Wimbledon Heights Structure Plan 2010 (Structure Plan 2010) are reference documents in the Bass Coast Planning Scheme (BCPS). Land use and development within the town is also controlled by zones, schedules and overlays. The Cowes Town Centre is affected by three schedules to the Design and Development Overlay, the Heritage Overlay, the Vegetation Protection Overlay and the Environmental Audit Overlay. A review of the Panel Report, the Structure Plan 2010, the Urban Design Framework and the BCPS was undertaken in order to inform the recommendations within this Plan. Key recommendations are provided in Table 1 - Planning Actions and shown on the land use plan and urban structure plan.

State Planning Policy Framework

This plan is consistent with the following relevant objectives of the State Planning Policy Framework.

Clause 11 Settlement:

- To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community.
- To ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses.
- Planning for urban growth should consider opportunities for consolidation, redevelopment and intensification of urban areas.

Clause 12 Environmental and Landscape Values:

- To recognise and enhance the value of the coastal areas to the community and ensure sustainable use of natural coastal resources.

Clause 15 Built Environment and Heritage:

- To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.



- To achieve architectural and urban design outcomes that contribute positively to local urban character and enhance the public realm while minimising detrimental impact on neighbouring properties.

Clause 16 Housing:

- To locate new housing in or close to activity centres and employment corridors and at other strategic redevelopment sites that offer good access to services and transport. To provide for a range of housing types to meet increasingly diverse needs.
- To deliver more affordable housing closer to jobs, transport and services.

Clause 17 Economic Development:

- To encourage development which meets the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.
- To encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.

Clause 18 Transport:

- To create a safe and sustainable transport system by integrating land-use and transport.
- To promote the use of sustainable personal transport

Clause 19 Infrastructure:

- To develop a strong cultural environment and increase access to arts, recreation and other cultural facilities.
- To provide fairer distribution of and access to of social and cultural infrastructure.

Local Planning Policy Framework

This framework comprises the Municipal Strategic Statement (MSS) and the Local Planning Policies. The Panel Report for Planning Scheme Amendment C88 which implemented the Structure Plan 2010 into the Bass Coast Planning Scheme identified the need to remove duplication and inconsistencies within the LPPF in relation to Cowes. It is not the role of this plan to undertake a detailed review of the LPPF, however it has been noted that much of the duplication relates to the incorporation of the building and design guidelines from the Urban Design Framework for Cowes and San Remo into Clause 21. It would be more appropriate to locate these objectives within a schedule to the Design and Development Overlay. A detailed review of Clause 21.10-5 of the BCPS is necessary to ensure that objectives are consistent with this plan. This will facilitate ease of use, remove duplication and inconsistencies and provide clear policy direction and design guidance for the future of Cowes. There are two current policies within the Bass Coast Planning Scheme that may have implications for future growth within the town centre. These are discussed below.

Extension of the Mixed Use Zone to the South of Settlement Road

The structure plan identifies the area between Settlement Road and Ventnor Road fronting Thompson Avenue as a Tourism/Accommodation Services Precinct. It also identifies the area for 'substantial change' i.e. 2-3 storeys. There is limited detail within the structure plan on how to achieve these policy outcomes. Clause 21.10-5 of the BCPS states 'Investigate the introduction of a Mixed Use Zone with underlying policy support to manage and guide mixed use development along Thompson Avenue between Settlement Road and the Ventnor/Cowes Rhyll Road.'

Extending the mixed use zone beyond Settlement Road may allow for retail and commercial uses to extend to Ventnor/Cowes Rhyll Road. This would compromise the key strategic intent of this plan to create a more compact and walkable town centre and may impact on the long term viability of the Cowes Activity Centre. It is considered that the focus for tourism/ accommodation services should be along The Esplanade and within the Chapel Street area in order to afford views of the foreshore. In addition development should



Compact town centre

be encouraged within the town centre so that visitors can walk and not rely on a car during their visit. It is considered that the potential rezoning is premature and would not be consistent with the orderly planning of the area.

Blue Gum Industrial Park

This land is zoned Industrial 3 Zone (IN3Z) and one of the objectives of the zone is: to allow limited retail opportunities including convenience shops, small scale supermarkets and associated shops in appropriate locations. A supermarket (which has a leasable floor area of 1,800m² or less and is located within 30 metres of a road does not require a planning permit. Shops with a combined leasable floor area of 500 square metres, adjoining or on the same lot as the supermarket, are a section 1 use. Office and restricted retail premises are section 2 uses and require a planning permit.

Planning Scheme Amendment VC88 which came into effect on the 20 January 2012 made a number of changes to restricted retail premises. It lifted restrictions on what could be sold, removed the requirement of a 1,000m² minimum size and allowed for selling of food, clothing and footwear provided it is ancillary to the primary use. This has had the effect of making Victorian Planning Schemes the most flexible for bulky goods retailers.

Bass Coast Council requires a planning permit for restricted retail premises which allows for an assessment of whether the proposed use would be better located within the town centre. It is not the role of planning to limit competition or

constrain the market, however it is important to protect the viability of the town centre and reduce the loss of industrial land to inappropriate land uses. It is recommended that this clause be amended to provide a requirement to consider the impact of establishment of restricted retail premises within or re-location of restricted retail premises to the Industrial Park on the viability of the town centre as part of the review of the LPPF.

Influences on the Urban Structure of the Town

CPG prepared a Foundation Report and draft Structure Plan for Cowes, Ventnor, Silverleaves and Wimbleton Heights in 2008. This Foundation Report based its economic assumptions on the Cowes Economic Assessment undertaken by Essential Economics 2007 (this report was prepared for a land holder in the town centre and was not available to other parties or to the Panel to be tested). It estimated that Cowes Town Centre comprises approximately 14,920m² of occupied retail floorspace (vacancy rate 2.2%), and approximately 2,450m² of commercial office floorspace.

Within the Foundation Report, CPG estimated conservatively that the future Structure Plan should aim to accommodate somewhere in the order of 7,000m² (the median) of retail floorspace to 2020. It stated that 'Essential Economics identifies that in non-metropolitan centres such as Cowes, commercial office floorspace typically accounts for around 15% of total commercial floorspace (Essential Economics 2007 pp40). In addition, requirements for carparking and landscaping, particularly associated with larger retail development proposals is likely to increase the overall physical area required to accommodate anticipated growth in retail and commercial floorspace.'



Avoid creating two distinct retail areas

The final Structure Plan dated May 2010 recommended an approximate range of additional retail floorspace between 6,200 sq metres and 9,400 square metres to meet demand by 2020. The amount of non-retail floorspace was not specified. On this basis the Structure Plan recommended rezoning land fronting Thompson Avenue between Church Street and Settlement Road from MUZ to Business 1 Zone (which was amended by the new zones to C1Z).

Planning Scheme Amendment C88 proposed to implement the Structure Plan and included the structure plan as a reference document in the Bass Coast Planning Scheme. It was referred to a Panel in accordance with Section 153 of the Planning and Environment Act, 1987. The Planning Panels report for Planning Scheme Amendment C88 was reviewed in order to better understand the rationale for changes to zoning implemented by C88.

Submitters on behalf of various parties with an interest in the town centre made submissions that challenged or supported the conclusions stemming from the report by Essential Economics 2007.

Using the information available to them the Panel Members interpreted and interpolated the assessments of the three experts who did provide an estimate of retail supply in this case. The Panel accepted a forecast of 9,000m² to 11,000m² of additional retail floorspace but erred on the low side of this range due to concerns that the spending of visitors to Cowes was overstated. The Panel analysed the information made available to them and concluded that a figure of 30% of the total floorspace requirement for non-retail floorspace was reasonable.

It was concluded that a total commercial floorspace requirement (retail and non retail) of 9,000m²-15,000m² to 2021 is appropriate. In a greenfield situation the Panel stated that this floorspace would generate a land area of around 2.1 ha to 3.6ha (assuming a car parking rate of 4 per 100m² and 10% for circulation and landscaping). However, it was noted that this land area could be reduced if multi-storey development was encouraged (p69). It was identified by one submitter that the area to be rezoned equated to 6.6 hectares which represented an over-supply of commercial land supply. However, Panel members recommended that as the proposed rezoning reflected the existing development within this section of the town the zoning was appropriate.

The decision to extend the town centre boundary to Settlement Road was premature in this instance.

Existing Zoning and Overlays

Land fronting The Esplanade between Warley Avenue and Steele Street, the Jetty Triangle Site and fronting Settlement Road is zoned Mixed Use Zone (MUZ) and land fronting Thompson Avenue to Settlement Road and short sections of Chapel Street and Church Street is zoned Commercial 1 Zone (C1Z). The Civic and Cultural Site and the Cowes Primary School is zoned Public Use Zone. The remainder of the land is within the General Residential Zone (GRZ1). A review of existing land use zones within the town centre was undertaken and the recommendations provided.

The land is also affected by three schedules to clause 43.02 Design and Development Overlay, the Heritage Overlay, the Vegetation Protection Overlay and the Environmental Audit Overlay. It is extremely difficult to navigate the many schedules to Clause 43.02 of the Bass Coast Planning Scheme. It is recommended that schedules 1 (within town boundary), 3 and 4 to Clause 43.02 Design and Development Overlay be consolidated into one schedule for the Cowes Town Centre.

Existing Mix of Land Uses

To the north the town contains tourism and entertainment uses including cafes, takeaways and restaurants, bars,



Development detracts from the foreshore

clothes and souvenir shops, hotels and holiday apartments and offices. Between Bass Avenue and Steele Streets the land is predominately residential and contains smaller style tourist accommodation in Steele Street. Between Warley Avenue and Osbourne Avenue the land is predominately residential but contains the largely disused Warley Hospital site. This area is identified as a medical precinct within the Bass Coast Planning Scheme. It is proposed to relocate the remaining medical uses from this site to a central site in town.

The middle block between Chapel and Church contains the Civic and Cultural Site, St Phillips Church site, the vacant Old Coles site and shops, restaurants and cafes. There are significantly large areas of land behind the Civic and Cultural Site which should be redeveloped in order to activate this part of the town.

There is a spread of a range of town centre activities within the block between Church and Settlement Road. The two major supermarkets are located to the south of Church Road and incorporate small retail units. Towards the end of the town are a mix of uses including caravan parks, restricted retail, cafes, restaurants, offices, service stations, residential unit development. Mitre 10 and Dimneys anchor the town to the south.

Existing Urban Structure

Thompson Avenue forms the central spine of the town as the main street. It terminates at The Esplanade which provides access to the unique foreshore. The current town centre extends over 1 km in length to Settlement Road.

The northern part of the town has extensive views of the water from Chapel Street, especially between Warley Avenue and Steele Street. At the bottom of Thompson Street there is a magnificent vista across the jetty to the water. Views of the water are available along the length of The Esplanade.

Development at the corner of The Esplanade contains long blank walls that do little to activate this important corner, particularly given the significant view line to the water. When viewed from the water The Esplanade is fronted by older style developments which look tired and dated. This area needs to be redeveloped with more contemporary and high quality buildings which capitalise on this unique foreshore location.

Between Chapel Street and The Esplanade buildings largely front directly onto the footpath. There is no consistent building character with a mismatch of awning types, building design

and quality. There is a need for the buildings in this block to work together to create a consistent, but not monotonous, overall image and character.

The centre of the town is not clearly defined and lacks activity and a key focal point, and represents the missing link between the two ends. Setbacks are wide and building heights are 1-2 storeys. There are vacancies at the Old Coles site and the Civic and Cultural Buildings are not designed in a way to activate the town square. Key uses such as the library do not have a street presence to draw in pedestrians.

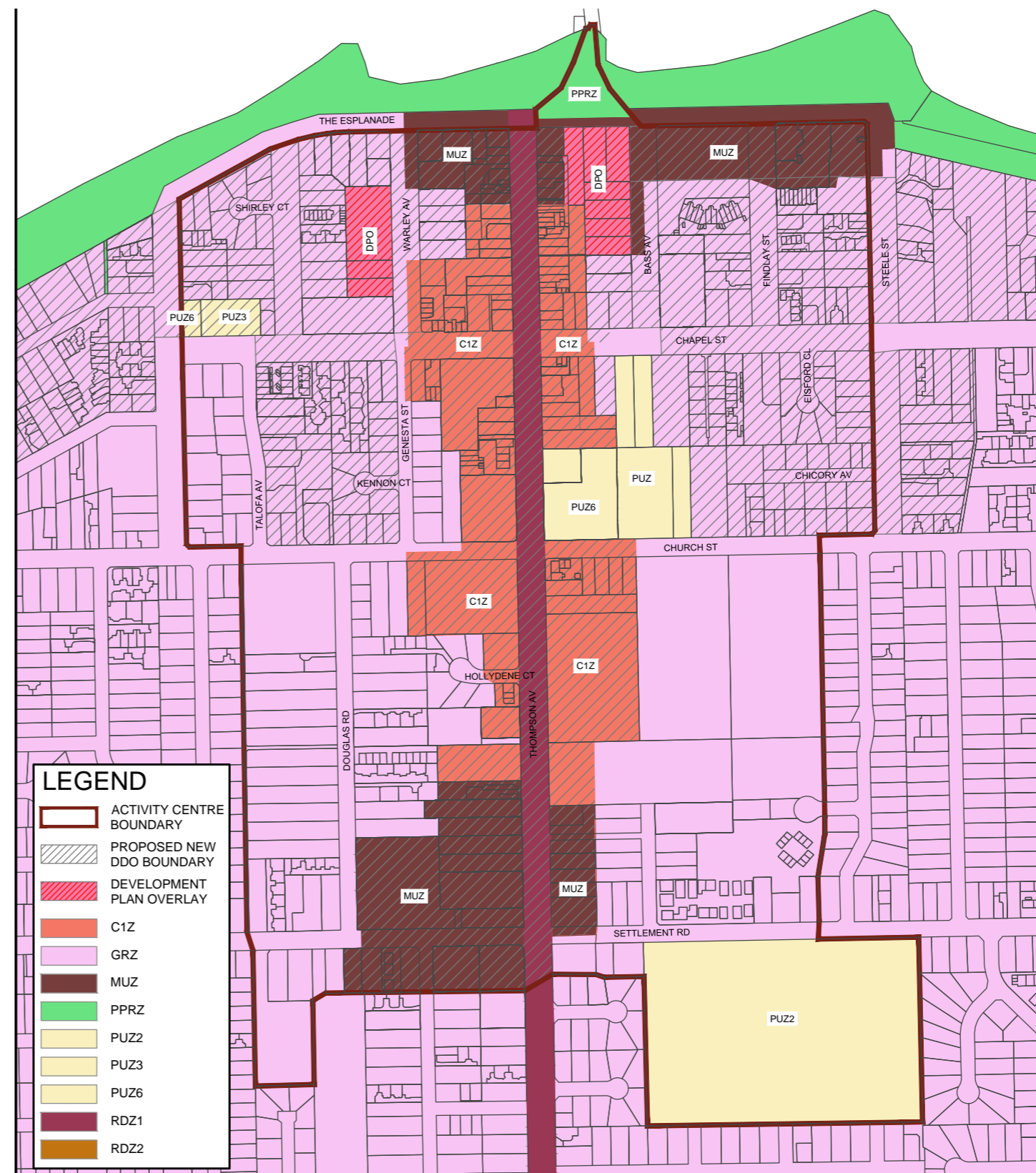
The character along Thompson Avenue changes dramatically over the 1 kilometre distance. At Settlement Road the setbacks from the street are wide and the height of buildings largely 1-2 storeys. The new supermarket developments are single storey, lack visual interest and do not provide passive surveillance.

The town is expanding in a linear direction creating two quite distinct retail areas. If this trend continues these areas will operate independently and not function as a coherent town.

Vision and Objectives

The Vision is to re-build Cowes as a destination and the key development objectives to achieve this include:

- To protect, manage and enhance the foreshore as an important natural, cultural, recreational and tourism asset.
- To deliver a more compact and walkable town centre.
- To encourage vibrant street life and active frontages along The Esplanade that take advantage of the unique vista of the foreshore.
- To create a more coherent built form character along Thompson Avenue to reinforce the sense of place.
- To facilitate the development of a vibrant civic precinct in the centre of town.
- To deliver more housing choice, diversity and affordability in and on the edges of the commercial core.
- To increase the vitality, amenity, comfort and safety of the public realm.
- To create a distinctive and contemporary seaside character.



Proposed Land Use Zones - Cowes Activity Centre Plan.

Planning Actions

The focus of the recommendations within this plan are on changing land use and urban structure of the town. The changes are shown in the proposed land use plan.

Land Use

A review of the existing land use within the town has identified the need to amend the zoning in the following areas. Justification for this rezoning is provided below.

Jetty Triangle

The Jetty Triangle Site is currently zoned Mixed Use Zone which is not appropriate for this foreshore location. It is proposed to rezone this land to a Public Park and Recreation Zone (PPRZ) in order to protect the foreshore from inappropriate development.

Old Kindergarten site

Commercial buildings front the street to 58 Chapel Street. At this edge the topography starts to fall away and the character changes to predominately residential land uses. The old Kindergarten Site and the site to the east both contain houses. This site is currently zoned Commercial 1 Zone and would be more appropriately zoned General Residential Zone (GRZ).

Minor boundary changes to the Mixed Use Zone along The Esplanade

The following minor boundary changes are required:

- 5 Warley Avenue - from MUZ to GRZ
- 9-11 Thompson Avenue from GRZ1 to MUZ
- 24 Thompson Avenue from GRZ1 to MUZ
- 33 Thompson Avenue from MUZ to C1Z

St Phillips Church Site (96-112 Thompson Avenue).

This site is currently zoned MUZ. It would appear from review of the Panel Report for Planning Scheme Amendment C88 that retention of the zoning of this site as Mixed Use Zone may have been an oversight. Figure 3 of the Structure Plan 2010 shows this land as proposed to be re-zoned to Business 1 Zone and it is clear within the Panel Report that the intent was to rezone all land fronting Thompson Avenue between



The church does not activate this space



Vacant commercial land in the middle of town



Town square is not activated

The Esplanade to Settlement Road to Business 1 Zone (page 100). Therefore it is recommended that this site be rezoned to C1Z to rectify the anomaly.

Hollydene Court

This residential area located behind the commercial frontage is currently zoned C1Z. This land is more appropriately zone GRZ to reflect the current and future land use.

137 Thompson Avenue - Islander Caravan Park

This site currently contains 95 caravan sites which are let on an annual basis and provide affordable accommodation within the town centre. This land is a large allotment and portion of the frontage of the site was rezoned to Business 1 Zone as a result of Amendment C88. The zoning designation followed the rear boundary line of the lots fronting Thompson Avenue to the south. Amendment C88 also identified the potential for a future link road through the middle of the site.

The owners of this land have made a submission. A planning permit was issued on 2 July 2012 to subdivide the lot into two lots and provide for the future link road which would be an extension to Watchorn Road and provide frontage to the rear lot. This subdivision plan has not been registered. The submission requests the whole of the front lot to be rezoned to C1Z while the rear lot remains zoned GRZ1. It is premature to provide additional commercial zoned land within the town while there are significant underdeveloped landholdings within the commercial zone.

It is the intention to retain the potential future link road on the Thompson Avenue Precinct Plan.

Land to rear of 134 Thompson Avenue

This site is located to the rear of an existing commercial use. This land should be rezoned to GRZ.

Land Use Zoning should not be considered in isolation of development. The next section of this report identifies how the planning controls relating to urban structure can be improved in order to deliver a destination location on Phillip Island.

Civic Precinct

A draft space plan was prepared for this area and the land is identified as suitable for a range of uses to support the town centre function. These include a centralised all day car park, public transport transit terminal, medical centre and proposed swimming pool site. These uses will assist to re-activate this

area and develop it into a vibrant civic precinct and a key destination.

Synergies exist across the site and it would be appropriate to link the all-day car park and transit stop together as a Transport Precinct. It is also logical to group the Medical Centre and potential swimming pool into a Health and Community Precinct. It is recommended that this land be rezoned to a Public Use Zone with separate schedules to the zone to facilitate development of these sites in the future.

Urban Structure

The urban structure of a town refers to the pattern of arrangement of development blocks, streets, buildings, open and public space and landscape. It is the inter-relationship between all these elements that work together to make a place, its character. The urban structure creates the coherent framework of the town.

Key Issues

There are some key issues affecting the urban structure and character of Cowes:

- The town centre is over 1km in length creating two distinct retail areas. This trend should be discouraged.
- The centre of the town is not clearly defined and lacks activity and a key focal point, and represents the missing link between the two ends.
- Thompson Avenue is the central spine of the town but has not been developed in a uniform way. The character of the street changes dramatically from the north to the south and there is no consistency in heights, setbacks, site coverage, active frontage, building styles and awnings. The result is that the town has no recognisable character.
- The Isle of Wight site remains vacant and is the landmark site for the town. The character of The Esplanade does not make a positive contribution to the unique beauty of the foreshore. Future development needs to reflect the desired future character of this area. There are a number of key development sites within the town that need to be developed in a way to re-activate the centre and guide the future form of development within the town.
- Concentration of single, high traffic generating land uses (i.e. major supermarkets) in one location that do not make a positive contribution to the built form character of the town or the streetscape.

- There is a noticeable absence of alternate forms of housing provided within the town to support the changing lifestyle needs of residents and to allow people with better access to the town's services.
- The area around Settlement Road is undergoing change through urban renewal. Vacant land is being marketed as suitable for residential development. There is a diverse mix of land uses within this area.

The intention is to amend the planning controls in order to encourage a more coherent urban structure.

A Compact Town Centre

The community have requested a more walkable and compact town. As identified in the previous sections the outcome of the plan will be to improve streetscapes and manage access and parking in order to encourage more walking within the town. However, the overall size of the town is a factor in walkability. A review of the existing zoning and land use to the south of the major supermarkets was undertaken to determine the suitability of reducing the size of the commercial core.

This area contains a diverse range of land uses including services stations, offices, retail, cafes, crazy golf, residential units and caravan parks.

There has been little pressure for development in the area to the south of the supermarkets. At Settlement Road the land is zoned mixed use zone and contains a service station and car wash, Mitre 10, Dimneys, offices, gallery caf , bank



A walkable town centre



An active frontage

and home maker shops. Larger sites are being marketed as suitable for residential purposes.

The Bass Coast Planning Scheme does not provide any clear direction on the desired future character or form of this area. Land is under-utilised due to the size of the lots and the amount of land available within the town.

To achieve a more walkable centre it is proposed to rezone the southern part of Thompson Avenue north of Settlement Road to Mixed Use Zone to consolidate the commercial core and encourage infill, redevelopment and intensification to achieve better urban design, walkability and economic outcomes.

Land within the proposed consolidated commercial core should be developed first before additional commercial land is released. The consequence of not delivering a more compact urban form will be to create two discrete centres within the town that people drive between. This is inconsistent with the community's vision to have a more compact and walkable town.

The mixed use zone will introduce housing and tourist accommodation at both ends of the town. The idea is to have more people living and walking around town at different times of the day and year to support the viability of the businesses.

The proposed rezoning does not compromise the function of the existing business but consolidates the town centre to a more walkable size. By creating a diverse mix of land uses within the town is important as it extends the hours of

activity in the town centre and widens the range of goods and services within walking distance of those who live there.

Prior to being zoned commercial in 2010, the land was zoned mixed use. All businesses in this area have remained viable despite the changes to the zoning in recent times. The mixed use zone provides sufficient flexibility to respond to the changing market conditions in Cowes.

It is recommended that 144-156 and 145-157 Thompson Avenue be rezoned to a mixed use zone in order to consolidate the commercial core at the RACV. This will make the town centre more compact and walkable. It is recommended that separate schedules be prepared for the mixed use zones in Cowes, one for the northern part of the town and one for the southern part of the town. Objectives that better reflect the desired future character of each of these individual areas need to be clearly stated while retaining the overall purpose of the zone.

In order to minimise further encroachment of town centre uses beyond Settlement Road it is proposed to rezone 161 Thompson Avenue and 205-207 Settlement Road to GRZ. These sites about a residential zone and the Cowes Primary School. Land at 223-235 and 232A-224 Settlement Road and 21 and 26 Douglas Street has either been developed for residential purposes or is marketed as suitable for residential development. It is recommended that this land be rezoned to GRZ to better reflect the current and preferred future use and the changing land use patterns in the area.

By consolidating the town centre, the library will become the geographical heart of the town. However, redevelopment is required to activate this area.

Building Form and Character

There are a number of elements of the urban structure which are required to inter-relate in order to achieve successful places. A key element is the need for continuity of alignment of buildings to the street along its distance. The edges of streets and open spaces should be defined by the public fronts of buildings so that streets can be overlooked by users of the building and pedestrians can see activity within the buildings. This promotes a feeling of being safe in the street. Public activities being carried out within the building should be designed so that they contribute to the animation of the footpath or public space. An obvious example is a caf  which incorporates footpath dining in the street. This makes the street more interesting to be in.

Buildings in main streets should also provide shade and comfort for the users of the footpath in the form of awnings.

The way that buildings and streets are designed to interact makes them more enjoyable places to walk and be.

Planning can require that all buildings at ground level must have active frontages in order to encourage such uses as bars, cafes, restaurants and boutique shopping. Design controls such as windows and consistent sized and designed awnings can be imposed on new developments in order to improve the quality of the space and provide shade and comfort to pedestrians in the sun or rain.

The following changes to the key elements of the urban structure are required to create a destination town.

Building Heights:

The community want The Esplanade to be the tourist and entertainment area of the town so that people can enjoy being close to the water and the footpath can be activated with bars, cafes and restaurants and utilised at varying times of the day and night. Planning can help facilitate this desired future character. Introducing people to this area and to allow land uses that enable them to use the place in different ways i.e. eat at a restaurant and visit as a tourist.

Increasing heights within this area means that more people can be attracted to live and visit and it also provides an incentive to the development community to deliver higher quality development. Existing height controls along The Esplanade vary from 3-7 storeys.



A high quality beachside destination

In order to introduce a more consistent built form along The Esplanade and to encourage renewal it is proposed to maintain lower heights of 3-4 in the existing residential areas fronting The Esplanade and increase the building height to 5 storeys between Bass Avenue and Steele Street along The Esplanade. Heights controls between Warley Avenue and Bass Avenue along The Esplanade are already 5 storeys. The Isle of Wight Site currently has a mandatory height limit of 7 storeys and this will be changed to a discretionary height limit of 7 storeys

Progressing up the hill towards Chapel Street heights will increase from 2 storeys to 3-4 storeys in order to capitalise on the views and vistas of the foreshore that can be achieved from Chapel Street. Current height controls for land fronting Thompson Avenue between Chapel and Church Streets are discretionary height limit of 2 storeys which does not encourage shop top housing or a better mix of uses within this section of the town. Future development will need to be sympathetic towards the existing heritage properties located within this area. The current height control between Church and Settlement Road is 3 storeys. A consistent height of 3 storeys is proposed for the length of Thompson Avenue except on the strategic corner sites at Chapel Street intersection and The Esplanade in order to capitalise on the views to the foreshore.

Heights on the Warley Hospital site will be increased from 3-7 storeys in order to capitalise on ocean views.

These changes are shown on the urban structure plan. Height is never considered in isolation and there are other elements that need to be taken into consideration when designing development.

Building Setbacks:

To deliver a more coherent main street it is also proposed to apply a zero setback to the street for all frontages within the mixed use and commercial 1 zones, 100% site coverage on all commercial 1 zoned land between Settlement Road and The Esplanade to minimise any further crossovers and service entries on the main street and the provision of car parking within the site. These standards will maintain the continuous building line and minimise pedestrian and vehicular conflicts on the main street.

A zero building setback along all frontages on The Esplanade between Warley Avenue and Steele Street so that all buildings will actively front directly onto the street.

Where stipulated for walking streets in residential areas as shown on the urban structure plan a maximum setback

of 4 metres will apply. This setback allows for passive surveillance of the street from residential windows and also allows sufficient room for landscaping in order to ensure that buildings and their uses make a positive contribution to a safer and more attractive street.

Building and Urban Design Principles:

A brief review of Clause 21.10-5 of the Bass Coast Planning Scheme was undertaken in order to condense this section into 13 key building and urban design principles for the town. These include:

- Foreshore Character - Ensure that the trees and the natural landscape remain the dominant view from the foreshore.
- Building Character - Encourage an authentic and contemporary beachside character.
- Urban Form - Encourage re-development, infill and intensification and avoid further linear expansion of the commercial core
- Building Materials - Utilise materials that reflect the beachside and cultural character including natural timber, stone, concrete, galvanised steel, stainless steel and glazing. Avoid reflective building materials on upper floors.
- Building Mass - Create buildings which provide active frontage at street level and consider beachside views and aspects. Terrace and articulate taller buildings to allow views and solar access.
- Building Design - Stimulate visual interest and maintain a regular fine grain streetscape rhythm (especially at ground level) with wider buildings or frontages broken into smaller vertical sections. Avoid extensive homogeneous facades and large expanses of blank walls.
- Street Awnings - All new main street buildings to have a continuous street awning from kerb to property boundary.
- Land Use Mix- Encourage layering and a mix of land uses that cater for the needs of residents and visitors alike. Provide for a diversity of dwelling types within the town centre in a range of sizes and configurations, where practical and scale permits.
- Access - Where possible avoid vehicle crossovers on Thompson Avenue, The Esplanade and Settlement Road within the mixed use and commercial zones. Crossovers and service entries should not exceed 5.5 metres in width. Connect and create rear block access and linkages on longer main street allotments.
- Street Spaces - Create active use spaces on the footpaths adjacent to buildings.
- Parking - Ensure that it is not visually dominant and is located at the rear of sites or in basements. Encourage shared parking arrangements.
- Access for All - Foster pedestrian priority along the main street and ensure that buildings and streets are designed for universal access and the ageing population.
- Residential Streetscapes - Encourage deep root landscaping within the front setback of residential areas for screening and visual amenity. Ensure fencing maintains the open feel of the streetscape.



Blank walls to the street



Landmark site in town

Activating Key Sites within the Town

Vacant, undeveloped and underutilised sites leave 'holes' in the town and affect the coherent town structure and present a poor image. This affects investment and makes it difficult for Cowes to market itself as a key destination on Phillip Island. Planning controls can be used to re-activate these 'holes' and provide clear guidance on the site's role in re-inventing Cowes as a destination.

- The Isle of Wight is a landmark site and its redevelopment is key to activating the ongoing urban renewal of The Esplanade. This plan recommends a discretionary height limit of 7 storeys (23 metres) for this site, zero setbacks to The Esplanade and Bass Avenue and other building and design guidance.
- The Warley Hospital Site is another key site and could provide the town with alternative housing options within walking distance of the beach and town centre. This plan recommends increasing the height on this site to 3 to 7 storeys, a setback of 4 metres from the street and other building and design guidance.
- The Olive Justice site is currently vacant and screened by the Exeloo and the bus stop. These will be relocated in the short term. The heights on this site are increased to 4 storeys, zero setbacks to promote active frontage, 100% site coverage with other design guidance.
- The Old Kindergarten site is currently under-utilised and not making a contribution to the streetscape. It is recommended that the heights be increased to 4 storeys to capture ocean views with 4 metre setbacks and other design guidance.
- The Old Coles site remains vacant and the community had a number of suggestions for its reuse. While this building makes little contribution to the streetscape, its long term vacancy will continue to impact on the image and character of the town. Simple design measures such as removing blank walls and replacing them with glazing or openings onto the street, awnings along both street frontages to the kerb, articulation to break up the building mass and make it feel less like a box would contribute to an improved presence on the street.
- There is need address the absence of active frontage and street presence in the design and layout of the Civic and Cultural site and St Phillips Church in order to attract people to use the town square in this area.

- Council owned land to the rear of the Civic and Cultural site is under-utilised and does not activate or encourage people into this area other than to park their car. This area needs to be developed in order to create a vibrant and active heart to the centre of town.

Two key sites are identified as having a key role in reinventing Cowes as a destination and include the Isle of Wight and the Warley Hospital Sites.

To ensure that future development of these sites will achieve the best development outcomes for the town, it is proposed to apply a development plan overlay to each of these sites. Appendix D of this report includes a conceptual site layout plan and a schedule to the development plan overlay which detail the form and conditions for future use and development of these sites.

To streamline the planning process to allow for these sites to be ready for development sooner rather than remaining vacant for years to come, the Development Plan Overlay exempts a planning permit application from notice and review provided that it complies with a development plan that has been approved by Council.

Summary of Planning Actions

The changes to zoning, schedules and overlays required to implement these changes are summarised in Table 1.



Table 1: Planning Actions

Location	Existing Zoning	Existing Overlays	Proposed Zoning	Proposed Overlay
Mixed Use Zones			Zoning and Schedules	Overlays
Schedules to Clause 32.04 Mixed Use Zones			Develop two schedules to Clause 32.04 Mixed Use Zones to provide clear objectives that differentiate these distinct mixed use areas and implement the following setback requirements.	On land in a mixed use zone the ground floor of a building must not be setback from a front boundary. On land in a mixed use zone the setback to a building must not exceed 4 metres from the side boundary.
Jetty Triangle	MUZ	VPO, HO	Amend zoning to PPRZ and advise DEPI/Parks Victoria of the proposed change.	
Isle of Wight	MUZ	DDO3 - Maximum height of 7 storeys.		Prepare a Schedule to Clause 43.04 the Development Plan Overlay (DPO) to facilitate re-development of the site. Apply a discretionary building height of 7 storeys (23 Metres)
The Esplanade MUZ Area	MUZ	Discretionary 5 storeys (or 17.5 metres) from NGL with 2 storeys at street level between Warley Avenue to Bass Avenue. Discretionary building height of 4 storeys (14 metres) from NGL with 2 storeys at street level between Bass Avenue and Findlay Street. Discretionary 3 storeys (or 10.5 metres to top of a wall) with 2 storeys at street between Findlay and Steele Streets.	Amend zoning to facilitate minor boundary changes to the mixed use zone.	Consolidate schedule 3 and 4 to Clause 43.02 the Design and Development Overlay (DDO) into a new Schedule to Clause 43.02 the DDO - 'Cowes Town Centre' - Apply a discretionary building height of 5 storeys (17 metres).
Thompson Avenue/ Settlement Road MUZ Area	MUZ	DDO4 - Discretionary building height of 3 metres (10.5 metres to the top of the wall) with the third storey stepped back from the street between Church and Settlement Road. Discretionary building height of 2 storeys (7 metres to top of wall (8 metres to top of ridgeline from NGL)) between Settlement and Ventnor Road.	Rezoning the IGA site and adjoining sites (205-207) from MUZ to GRZ1 to be consistent with the land use to the south of Settlement Road. Amend the rezoning of the land to the west of 221 Settlement Road and to the north and west of Mitre 10 to GRZ1 to be consistent with the use of the land.	Proposed new schedule to Clause 43.02 the DDO - apply a discretionary building height of 3 storeys (11 metres) to the remaining mixed use zone on Settlement Road.
General Residential Zone				

Location	Existing Zoning	Existing Overlays	Proposed Zoning	Proposed Overlay
Schedules to the Zone			<p>Develop a separate schedule to Clause 32.08 General Residential Zone to provide clear objectives and incorporate changes to clause 54 and 55 requirements for residential areas within the town centre boundary.</p> <p>On land in a general residential zone a setback from the front boundary to a building must not exceed 4 metres in the following locations:</p> <p>Land fronting The Esplanade between Warley Avenue and Osbourne Avenue</p> <p>Land fronting Warley Avenue between Chapel Street and The Esplanade.</p> <p>Land fronting the eastern side of Genesta Street between Chapel Street and Church Street</p> <p>Land fronting Bass Avenue between Chapel Street and The Esplanade</p> <p>Land fronting the northern side of Chapel Street between no. 56 Chapel Street and Steele Street.</p> <p>Land fronting Finlay Street between Chapel Street and The Esplanade.</p> <p>Land fronting the western side of Steele Street between Chapel Street and The Esplanade.</p> <p>Land fronting Settlement Road between 223-239 and 224-236 and 205-207 and 161 Thompson Avenue.</p>	
The Esplanade - General Residential Zone	GRZ1	DDO3 - discretionary 3 storeys (10.5 m to top of wall) with 2 storeys at street level between Osbourne Ave. and Warley Street. Discretionary 4 storeys (14 m from NGL) with 2 storeys at street level between Walpole and Warley Streets.		Proposed new schedule to Clause 43.02 the DDO - Apply a discretionary building height of 4 storeys (14 metres) between Walpole and Warley Streets and a discretionary building height of 3 storeys (11 metres) between Warley Street and Osbourne Ave.

Location	Existing Zoning	Existing Overlays	Proposed Zoning	Proposed Overlay
Warley Hospital Site	GRZ1	Discretionary height of 9 metres. DDO1 - Planning permit is required for buildings and works over 7 metres within DDO1 boundary.		Prepare a Schedule to Clause 43.04 Development Plan Overlay to facilitate re-development of the site. Apply a discretionary building height of 3 storeys (11 metres) to 7 storeys (23 metres). Remove the DDO1 boundary.
Identified Areas	GRZ1	Discretionary height limit of 9 metres. DDO1 applies.		Proposed new schedule to Clause 43.02 the DDO-Apply a discretionary building height of 4 storeys (14 metres) and 3 storeys (11 metres) to identified areas between Chapel Street and The Esplanade. Apply a discretionary building height of 3 storeys (11 metres) to 50-54 Church Street and 59 Chapel Street.
General Residential Zone within the Activity Centre Boundary	GRZ1.	Portion of the GRZ1 zone is also affected by the DDO 1. Discretionary height of 9 metres applies. Planning permit is required for any development over 7 metres within DDO1 boundary.		Consider options to incorporate the relevant requirements of schedule 1 to Clause 43.02 the Design and Development Overlay into the proposed new schedule to clause 43.02 to minimise overlays over the town centre. Retain the application of schedule 1 to clause 43.02 for residential areas outside of the town centre boundary. Retain the discretionary building height of 9 metres.
Commercial C1Z				
Olive Justice Site & Old Kindergarten Site	C1Z	DDO1	Amend the zoning of the Old Kindergarten Site to GRZ	Proposed new schedule to Clause 43.02 the DDO - Discretionary building height of 4 storeys (14 metres)
Corner Sites on Thompson Avenue and Chapel Street	C1Z	DDO3 - Discretionary building height of 2 storeys (7 metres to top of wall (8 metres to top of ridgeline from NGL)).		Proposed new schedule to Clause 43.02 the DDO - Discretionary building height of 4 storeys (14 metres)
Old Coles Site	C1Z	DDO4 - Discretionary building height of 2 storeys (7 metres to top of wall (8 metres to top of ridgeline from NGL)).		Proposed new schedule to Clause 43.02 the DDO - Apply a discretionary building height of 3 storeys (11 metres).
St Phillips Church (96-112 Thompson Avenue)	MUZ	Discretionary building height of 9 metres. HO	Amend the zoning to C1Z	Proposed new schedule to Clause 43.02 the DDO - Discretionary building height of 3 storeys (11 metres).
144-158 Thompson Avenue and 145-157 Thompson Avenue	C1Z	Discretionary building height of 3 metres (10.5 metres to the top of the wall) with the third storey stepped back from the street between Church and Settlement Road.	Amend the zoning to MUZ in order to reduce the size of the commercial core to an 400 metre walking radius from the Civic and Cultural Centre	Proposed new schedule to Clause 43.02 the DDO - Discretionary building height of 3 storeys (11 metres).

Location	Existing Zoning	Existing Overlays	Proposed Zoning	Proposed Overlay
Remaining C1Z between The Esplanade and Settlement Road.	C1Z	DDO 3 and DDO 4 - Discretionary height of 2 storeys (7 metres to top of wall (8 metres to top of ridgeline from NGL)) between The Esplanade to Church Street. Discretionary building height of 3 metres (10.5 metres to the top of the wall) with the third storey stepped back from the street between Church and Settlement Road.	Amend the zoning of Hollydene Court to the rear of the buildings fronting Thompson Avenue from C1Z to GRZ1. Amend the zoning to the rear of 134 Thompson Avenue from C1Z to GRZ1. Amend the zoning of 144-158 Thompson Avenue and 145-157 Thompson Avenue from C1Z to MUZ.	Proposed new schedule to Clause 43.02 the DDO - Discretionary building height of 3 storeys (11 metres). Retain the potential road between Church and Settlement Road
Within Town Centre Boundary	C1Z			Proposed new schedule to Clause 43.02 the DDO On land in a commercial 1 zone a building should not be setback from the front or side boundary. Site coverage of 100%. Awnings from kerb to building line.
Public Use Zone			Rezone 63-65 Chapel Street and portion of 56 Church Street to Public Use Zone (Transport). Rezone portion of 56 Church Street to Public Use Zone (Health and Community Facilities) with separate schedules to the zone.	
Potential Policy Impacts on the Town Centre				
Area	Zoning	Clause	Issue	Recommendation
Tourism/Accommodation Services Precinct. Thompson Avenue between Settlement and Ventnor Road.	GRZ1. Discretionary height limit of 9 metres.	Clause 21.10-5 Investigate the introduction of a Mixed Use Zone with underlying policy support to manage and guide mixed use development along Thompson Avenue between Settlement Road and the Ventnor/Cowes Rhyll Road.	An amendment to extend the mixed use zoning to Ventnor Road has the potential to allow ad hoc extension of the town centre. There are a number of underutilised sites within the town centre that need to be developed prior to further intensification of land uses outside the town centre boundary.	It is premature to extend the mixed use zone beyond the town centre boundary, particularly as this land is not within walking distance of the town centre. It would be more appropriate to locate tourism/accommodation services within walking distance of the beach and the town centre.
Blue Gum Industrial Estate	IND3- Planning Permit Required for Restricted Retail.	Blue Gum Industrial Park - Clause 21.10-5 Support the ongoing establishment of homemaker land uses (i.e. restricted retail) within the existing Blue Gum Industrial Estate, provided these do not detrimentally impact upon the ongoing use and operation of existing industrial land uses within the estate.	The wording of this clause indicates that Council supports the ongoing establishment of homemaker uses within the Industrial Park but no mention is made of the town centre. There are a number of vacant and underutilised sites within the town centre which could accommodate these town centre uses. The policy should encourage the establishment of these uses within the town centre where possible in order to protect the viability of the centre. Restricted retail should only be encouraged into the Industrial 3 zone where there are no available sites within the town centre.	Amend Clause 21.10-5 to provide a requirement to consider the impact of establishment of restricted retail premises within or re-location of restricted retail premises to the Industrial Park on the viability of the town centre as part of the review of the LPPF.

Area	Zoning	Clause	Issue	Recommendation
Review of the LPPF				
Clause 21.10-5		This clause will need to be reviewed as part of the implementation of the Cowes Activity Centre Plan into the Planning Scheme.	The Panel Report identified the need to remove duplication and inconsistencies within the LPPF. Clear strategic objectives for the future development of the town are required. In addition there are a number of strategies identified that would be more appropriate within schedule 3 to the Design and Development Overlay. Consider using more maps, tables and diagrams within the planning scheme and within schedules and overlays.	Review the Strategic Framework Plan for Cowes and Silverleaves. Review the Thompson Avenue Precinct Plan. Review Clause 21.10-15.
Residential Land Supply			The Bass Coast Land Supply and demand assessment does not consider brownfield re-development or vacant land within the activity centre boundary. A number of key development sites are identified within this plan.	An oversupply of greenfield residential land may be affecting the market demand for residential development within the town centre. Council should investigate this issue to facilitate re-development within the town centre as a priority.
Car Parking				A schedule to Clause 45.09 Parking Overlay to be prepared for the Town.

Appendix D - Development Plan Overlays - Isle of Wight and Warley Hospital

A Proactive Approach

Opportunities have been identified for Bass Coast Shire Council (BCSC) to take a pro-active approach to attracting quality development to Cowes. This was mentioned many times during the Set-Up Shop. Two sites have been identified, the Isle of Wight and the Warley Hospital sites, which will have a significant role in re-inventing Cowes as a destination. It is considered appropriate that Council invests efforts on behalf of the community to ensure an appropriate land use and development outcome for these sites. These steps, should lead to some positive activity from the private sector.

The current planning controls will not assist to deliver high quality development outcomes for either site. It is proposed to amend the planning scheme to provide more detailed guidance on how future development can make a positive contribution to the town. At the same time the intention is to streamline the planning process to allow for these sites to be ready to develop sooner rather than remaining un-used for many years to come. To achieve these two key outcomes the most appropriate planning tool is to apply a development plan overlay to each of these sites in accordance with clause 43.04 of the Bass Coast Planning Scheme. While the schedule to clause 43.04 of the Bass Coast Planning Scheme removes third party appeal rights, it does provide the



The former Isle of Wight Hotel burnt down in 2010



The Warley Hospital closed in 2008

public with an opportunity to be instrumental in establishing the framework for the desired future development for each site.

A workshop with Council officers was held in early March 2015 and the outcome was a draft conceptual site layout plan, development objectives and a schedule to clause 43.04 of the Bass Coast Planning Scheme for each of the sites. These are provided overleaf.

Council want feedback on these draft plans and objectives to ensure that future development on each of these keys sites meets the expectations of the community. Once the schedule to clause 43.04 is agreed it will be incorporated into the Bass Coast Planning Scheme. It is then a requirement for any future planning permit to be accompanied by a development plan which demonstrates how it complies with the requirements within the schedule to the development plan overlay (clause 43.04). This will be assessed by Council in consultation with the community and a decision made.

Isle of Wight

The Isle of Wight site is zoned Mixed Use Zone (MUZ) and is identified as a landmark site within the Bass Coast Planning Scheme (BCPS). It has been vacant since 2010 and was probably the most spoken about singular site at the Set-Up Shop. Current planning controls for this site allow a maximum height limit of 7 storeys from natural ground level and require activation of The Esplanade and Bass Avenue. The Moreton Bay Fig Tree on the corner of the site, planted by Baron Ferdinand Von Muelleer of the Royal Botanical Gardens is protected. There is no other design guidance for this site.



Protect, maintain and incorporate the Moreton Bay Fig into alfresco dining spaces



Residents enjoying the night market with the Isle of Wight site in the background



The site is adjacent to the Jetty Triangle and used to be the gateway for visitors arriving to Cowes by boat. The foreshore is still the primary destination for visitors and residents. This site requires a design concept that will achieve a dramatic urban form on this signature site.

A landmark development of 7 storeys (23 metres) along The Esplanade frontage is proposed in order to maximise views

THE ISLE OF WIGHT SITE

Proposed development plan overlay

1. Prevent solar over shadowing
2. Integrated vehicular links
3. Promote pedestrian linkages to town and Esplanade
4. Promote panoramic water views
5. On Street car parking to consider in traffic management plans
6. Heritage palm to retain and protect
7. Heritage tree to retain and protect
8. Water sensitive urban design - design on site stormwater retention and catchment systems
9. Footpath awning
10. Taxi waiting bay
11. Town bus / coach pick up

-  Preferred building height of 4 storeys (14 metres)
-  Preferred building height of 7 storeys (23 metres)

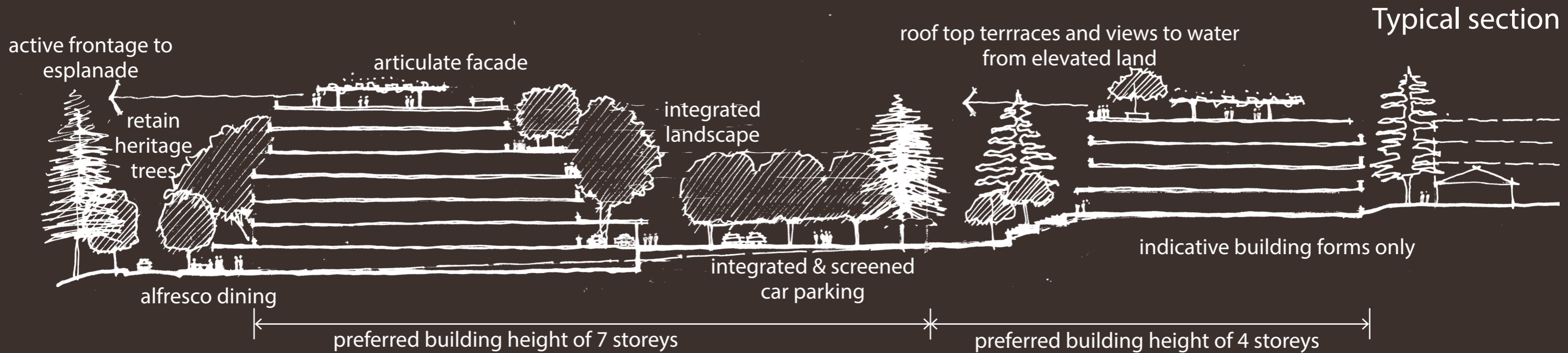


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Section

1:500



A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects

of the foreshore and to create activity at the street level along both street frontages. The scale and massing will be stepped down the site to 4 storeys (14 m) at the rear to protect the amenity of the surrounding sites. The vision is for bars, cafes and restaurants along The Esplanade capitalising on the views of the foreshore.

Warley Hospital

Since 1923, the Warley Hospital provided acute and aged care services on Phillip Island but was closed in 2008 due to funding cuts. The Warley Hospital Site was subsequently sold in 2009. Bass Coast Health are still operating from portion of the site through a lease agreement. It is proposed to re-locate Bass Coast Health to land to the rear of the Civic and Culture Centre.

This area is no longer operating as a medical precinct and has remained under-utilised for over 5 years. It represents a significant opportunity site to activate this part of the town. The site is ideally located within walking distance of the beach, town centre and future public transport. The site is zoned General Residential Zone and a discretionary height limit of 9 metres applies.

Due to the site's position on the hill it is afforded ocean views to the west, north and north east.

The site graduates down the hill and land to its north is affected by the schedule 3 to clause 43.02 Design and Development Overlay of the Bass Coast Planning Scheme.

Schedule 3 to clause 43.02 permits heights of 4 storeys in front of the site and 5 storeys on land fronting The Esplanade on the opposite side of Warley Avenue.

Future development on this site should capitalise on the ocean views and maximise development potential given the proximity to the town and beach. In the interim, it may be appropriate to re-use the existing buildings on the site and develop it for backpackers accommodation, nursing home or residential development. However, in the long-term the desired future character of this site would be to encourage architecturally designed development that stepped up the site from 5 (17m) -7 storeys (23m) in order to maximise ocean views over the established building form. Development to the rear of the site will remain at 3 storeys (11m) to reduce amenity impacts on adjoining development.

The attached section through the site demonstrates how the proposed building form will blend with the existing built form within the street. The proposed height of buildings are also in keeping with the scale of the avenue of Norfolk Pines within Warley Avenue.



Five storeys permitted along The Esplanade



Four storeys permitted in front of the site



Ocean Views from the site at ground level



Norfolk Pines along Warley Avenue



1:2000

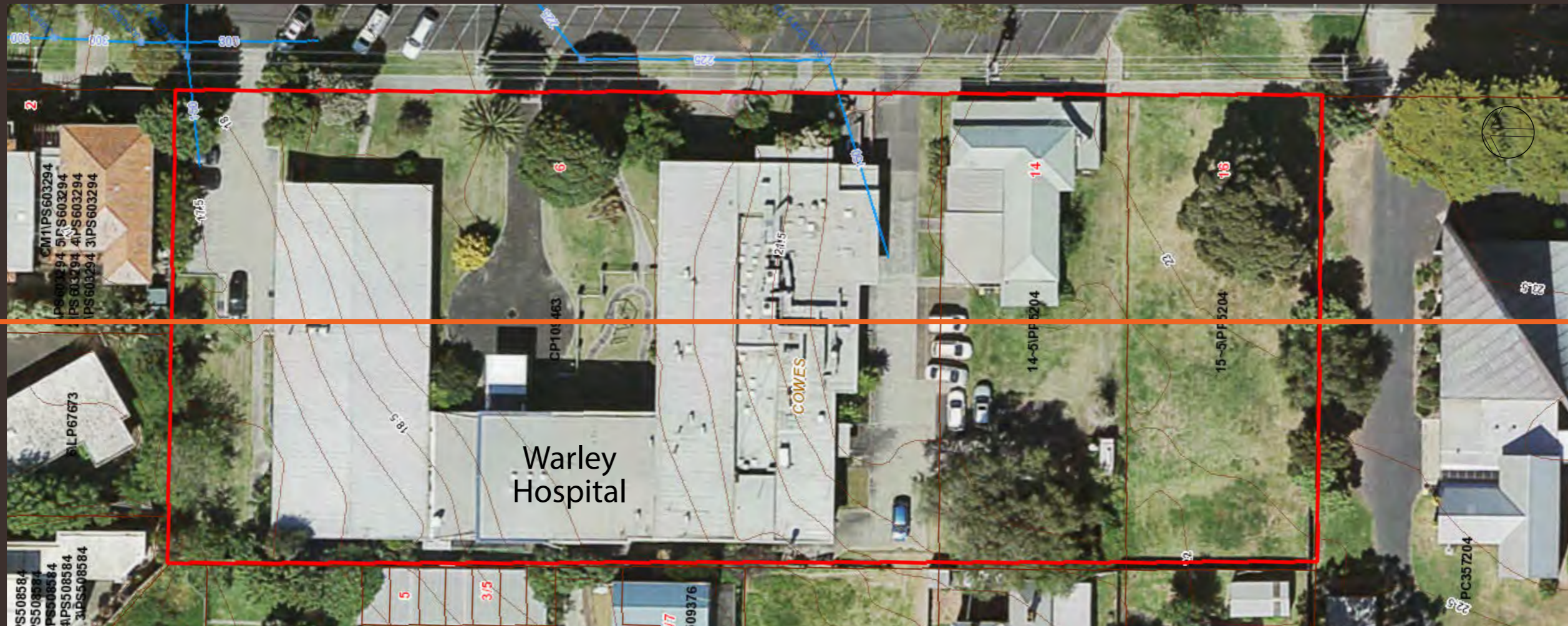
THE WARLEY HOSPITAL SITE

Proposed development plan overlay

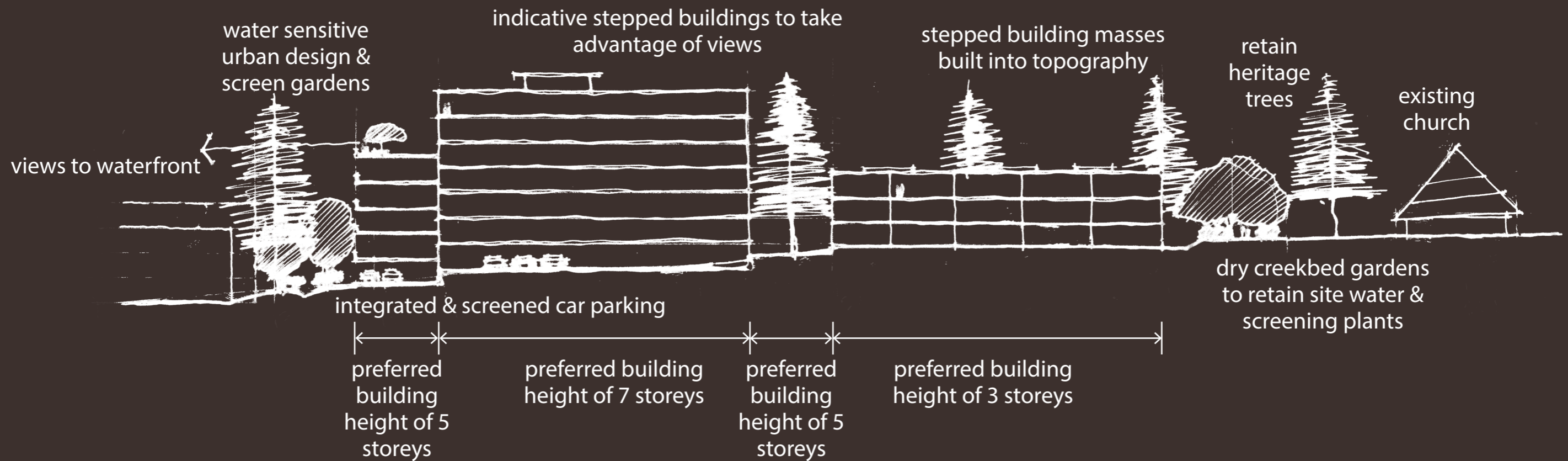
1. Prevent solar over shadowing
2. Integrated vehicular links
3. Promote town pedestrian linkages
4. Promote panoramic water views
5. On Street car parking to consider in traffic management plans
6. Heritage palm to retain and protect
7. Heritage tree to retain and protect
8. Water sensitive urban design - design on site stormwater retention and catchment systems
9. Screen trees and gardens

- Preferred building height of 3 storeys (11 metres)
- Preferred building height of 5 storeys (17 metres)
- Preferred building height of 7 storeys (23 metres)

Section



1:500



A plan to make Cowes great

By MRCagney & John Mongard
Landscape Architects

SCHEDULE 26 TO THE DEVELOPMENT PLAN OVERLAY

Shown on the planning scheme map as DPO 26.

Isle of Wight Site

(9-10 The Esplanade and 2-8 Bass Avenue, Cowes)

1.0 Requirement before a permit is granted

--/--/20--

A permit may be granted for subdivision and title consolidation and to construct or carry out minor works including site preparation works and related activities before a development plan has been approved to the satisfaction of the responsible authority. Before granting a permit the responsible authority must be satisfied that the permit will not prejudice the future use and development of the land in an integrated manner.

The land may be developed in stages but must be in accordance with the staging plan identified within the development plan.

2.0 Conditions and requirements for permits

--/--/20--

An application for use, subdivision or to construct or carry out minor works (before a development plan has been approved) must be accompanied by a report demonstrating that the proposal will not prejudice the long-term future use and development of the land in accordance with the development plan requirements specified in this schedule.

3.0 Requirements for development plan

--/--/20--

The development plan must demonstrate how the following objectives for the Isle of Wight Site will be achieved.

Development Objectives

- To create an authentic and contemporary beachside character.
- To create a destination development that will attract visitors and residents to this prominent location on Phillip Island.
- To facilitate the development of a high quality architecturally designed landmark building on this signature site in Cowes.
- To encourage vibrant street life and active frontages along The Esplanade and Bass Avenue that take advantage of the unique vista of the foreshore.
- To protect, retain and incorporate significant trees on the site.
- To design alfresco outdoor dining spaces that activate the street and maximise enjoyment of the vista to the foreshore.

- To ensure highly articulated, varied and distinctive facades to provide visual interest and to complement the existing fine grain character of Cowes built form.
- To provide a high quality palette of materials and finishes that will withstand the effects of weathering and wear.
- To ensure that high quality architectural design makes best use of the view of the foreshore and the northern orientation of the site.
- To maximise efficient use of this site and provide for an integrated development in this prominent location.
- To encourage a continuous awning along The Esplanade and Bass Avenue from the kerb to the property boundary for shade and comfort.
- To minimise the extent and visual impact of blank walls, office lobbies, vehicle entrances and utilities such as air conditioning vents, lift over-runs and fire escapes on the active frontage facing The Esplanade.
- To ensure pedestrian related scale along The Esplanade and Bass Avenue and adjacent to activity areas.
- To create active use spaces on the footpaths adjacent to buildings.
- To foster pedestrian priority along the main street and ensure that buildings and streets are designed for universal access and the ageing population.
- To minimise potential amenity impacts on solar access, outlook, privacy, visual and noise impacts on neighbouring properties.
- To prioritise pedestrian access within and through the site and facilitate pedestrian access between Bass Avenue and Thompson Avenue.
- To minimise car parking in general supply, consistent with the current and identified future supply of parking provision within the town.
- To ensure that car parking is not visible from the public street and is provided to the rear of the buildings and does not dominate internal views within the site.
- To provide vehicular access from Bass Avenue only.
- To provide a high quality open space network that enhances the quality of the site and its foreshore context.
- To incorporate environmental sustainable design features into the built form, landscape design and drainage systems.

Required Documents, Plans and Reports

There must be only one Development Plan for the whole of the land to which this schedule applies. The Development Plan must not exclude any parcels of land. The development plan must be generally in accordance with Figure 1 forming part of this schedule and contain:

1. An urban context report including detailed site and urban character analysis which may include a site plan, photographs or other techniques and must incorporate an accurate description of:
 - Shape, size and orientation of the site and easements

- Levels and contours of the site and the difference in levels between the site and surrounding properties
 - The location and height of existing buildings on the site and surrounding properties
 - The use of surrounding buildings, including location of habitable rooms and alfresco dining areas
 - Significant trees and vegetation within the site
 - The location of private open space of surrounding properties and the location of trees, fences and other landscape elements
 - Solar access to the site and surrounding properties
 - Views to and from the site
 - Street frontage features such as poles, street trees, footpaths and kerb crossings
 - Street pattern, widths, orientation, shape, variation and continuity and site coverage
 - Car parking and movement systems through and around the site.
 - Intensity of vehicle and pedestrian movement
 - Heritage elements on the subject site and within the surrounding area
 - The location of shops, public transport services and public open space within walking distance
 - Any other notable feature or characteristic of the site or surrounding areas
 - Constraints and opportunities
 - Any contaminated soils and fill areas.
2. A creative design response which recognises the importance of the site and includes:
- How the proposed development design derives from and responds to the urban context analysis and the development objectives outlined within this schedule.
 - The design of buildings including facade articulation and detailing, windows and door proportions, roof form and verandahs, eaves and parapets, materials and finishes.
 - Include street elevations, cross-sections, photographs, 2D and 3D representations and/or illustrations to clearly illustrate how the building will look when constructed and integrates with the urban context.

Land Use

The development plan must show or make provision for:

- The use of the site for tourism accommodation and services, convention facilities, residential, small scale office, small scale retail, food and drink premises and other

uses which will create active and mixed use environments suited to a landmark foreshore location.

- The arrangement of uses across the site to enable interaction between business and service uses where important (to create active zones), while also creating separation for residential uses from other activities.
- The location and approximate uses of proposed buildings, access ways, open space and car parking areas on the sites.

Staging Plan

An indication of the likely staging and anticipated timing of the development of the land.

Urban Design, Built Form and Public Realm

The development plan must show and make provision for:

- Conceptual building envelopes and the general layout and height of proposed buildings showing a graduation of built form from 7 to 4 storeys to the rear of the site as shown on Figure 1.
- Detail of the design concept to achieve a dramatic urban form on this signature landmark site.
- A material and colour palette for the project.
- Demonstrate how the building will maintain a pedestrian related scale along The Esplanade and Bass Avenue and adjacent to activity areas.
- Demonstrate how the development ensures continuity of ground floor frontages along The Esplanade and Bass Avenue and encourage activities within buildings to contribute to the animation of the footpath or public space.
- Demonstrate how the development will create active frontages along The Esplanade and Bass Avenue giving consideration to:
 - Providing visual and physical connections to the street
 - Maximising enjoyment of the public realm
 - Providing a large range of activities addressed to the street
 - Frequency of doors and windows addressed to the street
 - Fine grain of shopfronts (small frontage facades)
 - Materials and street level details
 - Creating an alfresco dining area incorporating existing trees within the site with views of the foreshore
 - Zero setbacks to The Esplanade and Bass Avenue
 - Avoidance of recesses and blank walls in public areas that could reduce the safety and enjoyment of the public realm.
- How the development maximises views to the foreshore.

- How the development contributes to the quality of the Jetty Triangle Site and its use as an event space.
- How the development relates to adjoining development and addresses potential amenity impacts such as solar access, outlook, privacy, noise and visual impact. This should include shadow diagrams.
- Demonstrate how the orientation and layout of buildings and internal spaces should encourage views of public and shared communal spaces while avoiding directly facing private spaces in close proximity. Provide lighting and visibility of communal areas and internal access ways.
- How the development contributes to the quality of The Esplanade, Bass Avenue, the pedestrian links and the adjoining sites.
- Demonstrate how car parking will be designed so that it is not viewed from the street and that internal residents do not overlook large expanses of car park.
- Demonstrate how important vistas are protected from obtrusive and intensive signage
- Demonstrate how the history of the site is interpreted
- Demonstrate how the development provides for access for all abilities.
- Demonstrate how the development provides an adequate level of private open space.

Open Space and Landscaping

A Landscape Concept Plan must be prepared by a suitably qualified Landscape Architect for the site that provides:

- The proposed location of all open space and leisure or recreation facilities (associated with the primary use) to be provided on the site, including areas available to the public.
- Protect, retain and incorporate the trees shown on Figure 1 within this schedule.
- The treatment of car parking areas to minimise the visual impact, provide shade and facilitate safe access for pedestrians.
- The proposed treatment for the incorporation of existing trees into alfresco spaces that overlook the foreshore and activate this corner, while relating to the uses and design of the buildings fronting these spaces.
- A planting theme which complements neighbourhood character, surrounding street, trees, and demonstrates water sensitive urban design objectives.
- A report from a suitably qualified arborist to demonstrate that the proposed siting of development will not impact on the trees to be retained on the site and measures to protect and monitor the trees during construction.

Access and Movement

The development plan must make provision for a traffic management plan prepared by a suitably qualified traffic engineer and address:

- Vehicular access must not be provided from The Esplanade.
- Provision of a pedestrian priority network within the site with a focus on safety, convenience and amenity and broader connections to the surrounding area.

- Public pedestrian links through the site between Bass Avenue and Thompson Avenue should be provided with high quality paving materials, lighting and passive surveillance. Pedestrian links should be a minimum width of 4 metres.
- The range and scale of uses that will be anticipated on the sites.
- The estimated population of workers, visitors and residents over various times and estimated vehicle trip generation levels.
- The expected staging of building occupation.
- Vehicle ingress and egress points along Bass Avenue and estimated levels of usage and demonstration that vehicles will not conflict with pedestrians.
- Review opportunities for on-street car parking and the proximity of the site to tourist bus pick up and taxi ranks.
- The level, allocation and location of car parking on the lands. The minimum car parking rates for residential uses is 0.8 spaces per dwelling and for non-residential uses 1 space per 100m².
- Impacts on the local roads and any mitigating works required.
- Any proposed off-site traffic management treatments.
- Any changes identified for public transport stops, pedestrian or bicycle access ways.
- Provision for secure bicycle storage for residents, and workers.
- Measures that can be adopted to reduce private car usage across the development.
- Provision for loading and unloading of vehicles.

Environmentally Sustainable Design

Provision of an Environmentally Sustainable Design submission that addresses:

- Energy efficient orientation of buildings
- Water sensitive urban design solutions for managing storm water discharge throughout the site including public areas and roads in accordance with Figure 1. Garden and lawn swales are to be encouraged to assist in water retention and absorption. Ponds and water features may assist in managing water on-site and creating landscape features.
- Energy management
- Water conservation and reuse
- Waste management and disposal plan
- Sustainable building materials and construction techniques
- Demolition and construction waste management.

Engineering Infrastructure

- An infrastructure servicing report prepared by a qualified consultant addressing the future servicing and infrastructure requirements of the development.
- Where applicable, an acoustic assessment by a qualified acoustic engineer to ensure that the design of the development incorporates appropriate noise attenuation measures for any proposed residential uses within mixed use developments.
- Preparation of a stormwater drainage master plan in accordance with the Bass Coast Shire Council Infrastructure Design Manual 2014.

SCHEDULE 27 TO THE DEVELOPMENT PLAN OVERLAY

Shown on the planning scheme map as DPO 27.

Warley Hospital Site (4-16 Warley Avenue, Cowes)

1.0 Requirement before a permit is granted

--/--/20--

A permit may be granted for subdivision and title consolidation and to construct or carry out minor works including site preparation works and related activities before a development plan has been approved to the satisfaction of the responsible authority. Before granting a permit the responsible authority must be satisfied that the permit will not prejudice the future use and development of the land in an integrated manner.

A permit may be granted for the re-use of the existing buildings on the site and to construct additional buildings or construct or carry out works associated with this re-use within the established building line before a development plan has been approved to the satisfaction of the responsible authority. Before granting a permit the responsible authority must be satisfied that the permit will not prejudice the long-term future use and development of the land in an integrated manner.

The land may be developed in stages but must be in accordance with the staging plan identified within the development plan.

2.0 Conditions and requirements for permits

--/--/20--

An application for use, subdivision or to construct or carry out minor works (before a development plan has been approved) must be accompanied by a report demonstrating that the proposal will not prejudice the long-term future use and development of the land in accordance with the development plan requirements specified in this schedule.

3.0 Requirements for development plan

--/--/20--

The development plan must demonstrate how the following objectives for the Warley Hospital Site will be achieved.

Development Objectives

- To encourage re-development of this strategic site located within walking distance of the beach, the town centre and public transport.
- To provide for efficient and logical staging of land use and development change within this site by promoting re-use in the short term until market demand exists for higher density development on the site.
- To facilitate a high quality architecturally designed and integrated development which capitalises on the ocean views and is in keeping with the scale of the avenue of Norfolk Pines along Warley Avenue.
- To follow the natural topography of the street by graduating built form in order to capture ocean views and make best use of the orientation of the site.
- To maximise efficient use of this site and provide for an integrated development in such a prominent location.
- To ensure highly articulated, varied and distinctive facades to provide visual interest and to complement the existing fine grain character of Cowes built form.
- To provide a high quality palette of materials and finishes that will withstand the effects of weathering and wear.
- To minimise the extent and visual impact of blank walls, office lobbies, vehicle entrances and utilities such as air conditioning vents, lift over-runs and fire escapes on the active frontage facing Warley Avenue and adjoining development.
- To ensure pedestrian related scale along Warley Avenue
- To retain, protect and incorporate significant trees on the site into the design of the development.
- To establish a generous landscape buffer around the site in order to protect residential amenity.
- To minimise potential amenity impacts on solar access, outlook, privacy, noise and visual impact on neighbouring properties.
- To minimise car parking in general supply, consistent with the current and identified future supply of parking provision within the town and opportunities for on-street car parking related to the former use.
- To ensure that car parking is not visible from the public street and is provided to the rear of the buildings and does not dominate internal views within the site.
- To facilitate pedestrian access between the site and Thompson Avenue
- To foster pedestrian priority along Warley Avenue and ensure that buildings and streets are designed for universal access and the ageing population
- To incorporate environmental sustainable design features into the built form, landscape design and drainage systems.

Required Documents, Plans and Reports

There must be only one Development Plan for the whole of the land to which this schedule applies. The Development Plan must not exclude any parcels of land. The development plan must be generally in accordance with Figure 1 forming part of this schedule and contain:

1. An urban context report including detailed site and urban character analysis which may include a site plan, photographs or other techniques and must incorporate an accurate description of:
 - Shape, size and orientation of the site and easements;
 - Levels and contours of the site and the difference in levels between the site and surrounding properties
 - The location and height of existing buildings on the site and surrounding properties
 - The use of surrounding buildings, including location of habitable rooms and private open space. The location of trees, fences and other landscape elements.
 - Significant trees and vegetation within the site.
 - Solar access to the site and surrounding properties
 - Views to and from the site
 - Street frontage features such as poles, street trees, footpaths and kerb crossings
 - Street pattern, widths, orientation, shape, variation, site coverage and continuity
 - Access points and vehicle crossings
 - Car parking and movement systems through and around the site.
 - Intensity of vehicle and pedestrian movement.
 - Heritage elements on the subject site and within the surrounding area
 - The location of shops, public transport services and public open space within walking distance
 - Any other notable feature or characteristic of the site or surrounding areas
 - Constraints and opportunities
 - Any contaminated soils and fill areas.
2. A creative design response which recognises the importance of the site and includes:
 - How the proposed development design derives from and responds to the urban context analysis and the development objectives outlined within this schedule.
 - The design of buildings including facade articulation and detailing, windows and door proportions, roof form and verandahs, eaves and parapets, materials and finishes.
 - Include street elevations, cross-sections, photographs, 2D and 3D representations and/or illustrations to clearly show how the building will look when constructed and how it integrates with the urban context.

Land Use

Re-use of the site may be suited to backpacker accommodation, nursing home, residential or a motel.

The development plan must show or make provision for:

- The use of the site for tourism accommodation and services or residential uses.
- The location and approximate uses of proposed buildings, access ways, open space and car parking areas on the sites.

Urban Design, Built Form and Public Realm

The development plan must show and make provision for:

- Conceptual building envelopes and the general layout and height of proposed buildings showing a graduation of built form from 5-7 storeys and 3 storeys adjacent to southern side boundary as shown on Figure 1.
- Demonstrate how the building will maintain a pedestrian related scale along Warley Avenue and adjacent to residential areas.
- Ensure highly articulated facades to provide visual interest and to complement the existing fine grain character of Cowes built form.
- Provide a material and colour palette for the project.
- How the development maximises ocean views.
- Demonstrate how the development provides passive surveillance of the street and how the development avoids blank walls and large recesses onto Warley Avenue and the car park.
- How the development relates to adjoining development and addresses potential amenity impacts such as solar access, outlook, privacy, noise and visual impact. This should include shadow diagrams.
- Demonstrate how the orientation and layout of buildings and internal spaces should encourage views of public and shared communal spaces while avoiding directly facing private spaces in close proximity. Provide lighting and visibility of communal areas and internal access ways.
- Demonstrate how car parking will be designed so as to not be viewed from the street and that internal residents do not overlook large expanses of car park.
- Demonstrate how the following setbacks can be achieved within the site in order to protect the residential amenity of the surrounding development:
 - Maximum 4 metre setback from Warley Avenue
 - Minimum 10 metre setback from northern boundary to 5 storeys
 - Minimum 12.5 metre setback from western boundary to 5 storeys
 - Minimum 15 metre setback to southern boundary to 3 storeys
 - Minimum 20 metre setback to southern boundary to 7 storeys

- Demonstrate how the development provides for access for all abilities.
- Demonstrate how the development provides an adequate level of private open space.

Open Space and Landscaping

A Landscape Concept Plan must be prepared by a suitably qualified landscape architect for the site that provides:

- The proposed treatment of the landscape buffer around the site.
- The proposed location of all open space on be provided on the site.
- Retention of the trees shown on Figure 1 within this schedule.
- The treatment of car parking areas to minimise the visual impact, provide shade and facilitate safe access for pedestrians.
- A planting theme which complements neighbourhood character, surrounding street, trees, and demonstrates water sensitive urban design objectives.
- A report from a suitably qualified arborist to demonstrate that the proposed siting of development will not impact on the trees to be retained on the site and measures to protect and monitor the trees during construction.

Access and Movement

The development plan must make provision for a traffic management plan prepared by a suitably qualified traffic engineer and address:

- Provision of a pedestrian priority network within the site with a focus on safety, convenience and amenity and broader connections to the surrounding area.
- The range and scale of uses that will be anticipated on the sites.
- The estimated population of workers, visitors and residents over various times.
- Estimated vehicle trip generation levels.
- The expected staging of building occupation.
- Vehicle ingress and egress points along Warley Avenue and estimated levels of usage and demonstration that vehicles will not conflict with pedestrians.
- The level, allocation and location of car parking on the lands. The minimum car parking rates for residential uses is 0.8 spaces per dwelling and for non-residential uses 1 space per 100m².
- Impacts on the local roads and any mitigating works required.
- Any proposed off-site traffic management treatments.
- Any changes identified for public transport stops, pedestrian or bicycle access ways.
- Provision for secure bicycle storage for residents and workers.

- Measures that can be adopted to reduce private car usage across the development.
- Provision for loading and unloading of vehicles.

Environmentally Sustainable Design

Provision of an Environmentally Sustainable Design submission that addresses:

- Energy efficient orientation of buildings
- Water sensitive urban design solutions for managing storm water discharge throughout the site including public areas and roads in accordance with Figure 1. Garden and lawn swales are to be encouraged to assist in water retention and absorption. Ponds and water features may assist in managing water on-site and creating landscape features.
- Energy management
- Water conservation and reuse
- Waste management and disposal plan
- Sustainable building materials and construction techniques
- Demolition and construction waste management.

Engineering Infrastructure

- An infrastructure servicing report prepared by a qualified consultant addressing the future servicing and infrastructure requirements of the development.
- Preparation of a stormwater drainage master plan in accordance with the Bass Coast Shire Council Infrastructure Design Manual 2014.

Staging Plan

An indication of the likely staging and anticipated timing of the development of the land.

To facilitate the implementation of the development plan overlays a number of changes to clause 21.10-5 of the Bass Coast Planning Scheme will be required.

21.10-5 Coves & Silverleaves05/01/2012
C123

The Coves & Silverleaves Strategic Framework Plan establishes a clear direction for the future physical form of Coves & Silverleaves and the foreshore precinct. This plan defines a town boundary for residential development, appropriate locations for open space and precincts for consolidated commercial development.

Local area implementation**Coves**

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

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

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

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

Settlement

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

Land uses

- Provide greater residential densities proximate to Coves Activity Centre and those locations within the defined township where greater densities can be accommodated without impacting upon the established and valued character of existing communities.
- Provide for a diversity of dwelling types within the town centre in a range of sizes and configurations, where practical and scale permits.

- Encourage the concentration of major retail, commercial, administrative, entertainment, and cultural developments into a ~~consolidated~~ ~~extended~~ Central Coves Activity Centre, which provides a variety of land uses which are highly accessible to the community.
- Facilitate re-development of landmark and key development sites to act as catalysts for ongoing urban renewal and activation of Coves Town Centre
- Provide for the ~~consolidation of expansion of~~ the Coves Commercial Area to encourage infill, intensification and re-development of vacant and under-utilised sites, south to Settlement Road.
- Maintain existing supplies of zoned industrial land, noting the capacity and suitability of other areas within the Shire to accommodate future demand.
- Support the ongoing establishment of homemaker land uses (i.e. restricted retail) within the existing Blue Gum Industrial Estate, provided these do not detrimentally impact upon the ongoing use and operation of existing industrial land uses within the estate.
- Ensure that the location of social and community facilities has appropriate consideration to demographic trends, the existing and future demand requirements of the community and the need to integrate services/facilities into communities.
- Provide for the establishment of a series of small-scale local stores beyond the Central Coves Activity Centre, to provide residents and visitors with convenient access to day to day goods and services.
- Preserve and enhance existing open space and recreation facilities, and create new areas of open space and recreation facilities connected through a series of accessible wildlife corridors.
- Provide opportunities within the Coves Activity Centre boundary for the establishment of tourism-based use and development ~~in highly accessible locations along the foreshore, in areas with ocean views that are within walking distance of Thompson Avenue and The Esplanade adjacent to the coast.~~
- Encourage the following land uses along Thompson Avenue:
 - Between the Esplanade and Chapel Street – specialist retail, cafes and restaurants.
 - Between Chapel Street and Church Street – community services, cafes, office use and convenience retail.
 - Between Church Street and Settlement Road - high quality accommodation with commercial activity at street level and first floor.
 - Between Church Street and Settlement Road – provide high quality accommodation on upper levels of multi-storey development.
 - Between Settlement Road and Ventnor Road – high quality Tourism/Accommodation Services Precinct.
- ~~Support the development of Chapel Street, east of Thompson Avenue as a high quality accommodation precinct.~~
- Encourage increased residential densities within the Coves activity centre boundary in order to maximise views of the foreshore and ocean. Identify the Esplanade between Warley Avenue and Osbourne Avenue as having opportunities for increased residential density, provided that development responds to all other urban design objectives.
- Concentrate mixed use and tourism friendly developments within the northern section of Thompson Avenue and along The Esplanade from Warley Avenue to Steele Street.
- Within Warley Avenue
- ~~Within Warley Avenue:~~

BASS COAST PLANNING SCHEME

- Provide for efficient and logical staging of land use and development change within the Warley Hospital Site.
- Encourage higher density residential development which capitalises on ocean views.
- ~~Encourage the establishment of health care and service providers.~~
- ~~Encourage higher density residential development.~~

Landscape and built form

- As identified on the structure plan map, encourage various forms and densities of urban development to locate within, as appropriate:
 - Preferred locations to increase the number and diversity of dwellings (substantial change);
 - Areas where some increase in the number and diversity of dwellings may be acceptable, but where development must respect the character of the area (incremental change); and
 - Areas where minimal change to established built form and character is anticipated (minimal change).
- ~~Develop a high quality urban environment with a built form that is responsive to the Cowes coastal setting.~~
- Encourage an authentic and contemporary beachside character.
- Protect areas of distinct and highly valued urban character from development that detracts from that character.
- Integrate housing, work, shopping, recreation, and community services in Central Cowes, to provide a mix and level of activity that attracts people, creates a safe environment, stimulates interaction, and provides a lively community focus.
- Ensure that new development in Thompson Avenue does not impact on the health the heritage listed Golden Cypress trees.
- Ensure that parking does not dominate street frontages.
- Encourage shop top dwellings on level three or higher within the commercial areas to activate the street at night time.
- Design new buildings to reflect the intimate, small-scale character and landscape surrounds of Cowes.
- Within Thompson Avenue – General policies:
 - Encourage the redevelopment of buildings along Thompson Avenue from The Esplanade to Settlement Road.
 - Maximise street frontage opportunities by ensuring that corner site developments actively address both streets.
 - Establish a high level of interaction between indoors and outdoors by encouraging commercial development such as cafes and convenience retail at ground floor along Thompson Avenue.
 - Encourage active retail and entertainment uses at street level to create a vibrant pedestrian environment.
 - Ensure that all commercial development is of a high standard and complies with the Design guidelines of Phillip Island and San Remo Design Framework.
 - Ensure that new buildings along Thompson Avenue are designed to a high architectural standard that maximise opportunities for active street frontages.

BASS COAST PLANNING SCHEME

- On the Key development site – corner of The Esplanade and Thompson Avenue:
 - Ensure redevelopment is carefully designed to protect, enhance and maximise the existing views of the water from within the town.
 - Make a feature of the public realm at the corner of The Esplanade and Thompson Avenue as part of any redevelopment of the corner sites.
 - Maximise opportunities for activity at ground level by ensuring that buildings actively address and open out onto The Esplanade and Thompson Avenue.
- Within Thompson Avenue – between The Esplanade and Chapel Street:
 - Encourage a zero street setback for all new building to provide a visually cohesive street frontage.
 - Locate car-parking areas behind shops on the east for additional car parking.
 - Create pedestrian links between rear of shop car parking and the street – encourage the redevelopment of current buildings to allow this to take place.
- Within Thompson Avenue: between Chapel Street and Church Street:
 - Maintain streetscape character by positioning buildings with setbacks reflecting existing buildings.
 - Encourage a landscape frontage to the street in keeping with the existing building settings presented by the Anglican Church, civic centre and library.
- Within Thompson Avenue – between Church Street and Settlement Road:
 - Encourage the development of high quality accommodation with commercial activity at the street level and first floor.
- Within Thompson Avenue – between Settlement Road and Ventnor Road:
 - Maintain existing streetscape character by positioning buildings with setbacks reflecting existing building setbacks along this part of Thompson Avenue.
- Within The Esplanade:
 - Incorporate safe, pedestrian links within new developments from The Esplanade through to car parking areas at the rear of shops.
 - Encourage the use of decks to upper storeys and animate the buildings through active uses such as dining.
 - Ensure that buildings actively address all facades that are visible from the public realm, avoid blank walls facing side streets, roads, laneways, car parks and pedestrian links.
 - Encourage contemporary and high quality development design.
 - Ensure building setbacks that are consistent with the existing character of the street.
- On the Landmark site – The Isle of Wight Hotel:
 - ~~Retain and protect the existing Moreton Bay fig on the Isle of Wight site.~~
 - To create a destination development that will attract visitors and residents to this prominent location on Phillip Island.
 - To facilitate the development of a high quality architecturally designed landmark building on this signature site in Cowes.
 - To require the preparation of an urban context plan and a creative detailed design response to support future development on this site.
 - To encourage vibrant street life and active frontages along The Esplanade and Bass Avenue that take advantage of the unique vista of the foreshore.

BASS COAST PLANNING SCHEME

- To protect, retain and incorporate significant trees on the site.
- To design alfresco outdoor dining spaces that activate the the street and maximise enjoyment of the vista to the foreshore.
- To ensure that high quality architectural design makes best use of the view of the foreshore and the northern orientation of the site.
- To maximise efficient use of this site and provide for an integrated development in this prominent location.
- To prioritise pedestrian access within and through the site and facilitate pedestrian access between Bass Avenue and Thompson Avenue.
- To minimise car parking in general supply, consistent with the current and identified future supply of parking provision within the town.
- To ensure that car parking is not visible from the public street and is provided to the rear of the buildings and does not dominate internal views within the site.
- To provide for vehicular access from Bass Avenue only.
- To incorporate environmentally sustainable design features into the built form, landscape design and drainage systems.
- Encourage a high quality palette of colours, materials and finishes that withstand the effects of weathering and wear, the use of materials that complement and are sympathetic to the coastal setting such as timber, stainless and galvanised steel and stone.
- Minimise the extent and visual impact of blank walls, office lobbies, vehicle entrances and utilities such as air conditioning vents, lift over-runs and fire escapes on the active frontage facing The Esplanade.
- Minimise potential amenity impacts on solar access, outlook, privacy, noise and visual impact on neighbouring properties.
- Ensure pedestrian related scale along The Esplanade and Bass Avenue and adjacent to activity areas.
- Avoid obscuring glimpses of the sea that can be viewed from within the town.
- Maximise opportunities for a high level of activity at ground level including open shop fronts, balconies and street vendors where appropriate.
- Limit vehicular access to the rear or side of the site – avoid vehicular crossovers on The Esplanade.
- Ensure highly articulated, varied and distinctive –facades to provide visual interest and to complement the existing fine grain and varied character of Cowes built form.
- Incorporate glazing to maximise the opportunities for views between the building and the outside.
- Encourage a continuous awning along The Esplanade and Bass Avenue from the kerb to the property boundary.
- Create active use spaces on the footpaths adjacent to buildings.
- Foster pedestrian priority along the main street and ensure that buildings and streets are designed for universal access and the ageing population.
- Ensure that the development presents active frontages to The Esplanade and Bass Avenue.

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BASS COAST PLANNING SCHEME

- On Key Development Site – Warley Hospital Site
 - To facilitate a high quality and architecturally designed and integrated development which capitalises on ocean views and is in keeping with the scale of the avenue of Norfolk Pines along Warley Avenue.
 - To follow the natural topography of the street by graduating built form in order to capture ocean views and make best use of the orientation of the site.
 - To incorporate significant trees on the site into the design of the development.
 - To establish a generous landscape buffer around the site in order to protect residential amenity.
 - To maximise efficient use of this site and provide for an integrated development in such a prominent location.
 - To minimise car parking in general supply, consistent with the current and identified future supply of parking provision within the town and opportunities for on-street car parking related to the former use.
 - To incorporate environmentally sustainable design features into the built form, landscape design and drainage systems.
 - Ensure highly articulated, varied and distinctive facades to provide visual interest and to complement the existing fine grain and varied character of Cowes built form.
 - Minimise potential amenity impacts on solar access, outlook, privacy, noise and visual impact on neighbouring properties.
 - Ensure pedestrian related scale along Warley Avenue and adjacent to activity areas.
 - Encourage a high quality palette of colours, materials and finishes that withstand the effects of weathering and wear.
 - Ensure that buildings and streets are designed for universal access and the ageing population.
 - Encourage deep root landscaping within the front setback of residential areas for screening and visual amenity.
 - Ensure fencing maintains the open feel of the streetscape.
 - To ensure that car parking is not visible from the public street and is provided to the rear of the buildings and does not dominate internal views within the site.
- Within Findlay Street:
 - Ensure that any new buildings present an active frontage to the street and that car parking is located towards the rear of the site.
- Within Bass Avenue:
 - Ensure that any new buildings on the eastern side of Bass Avenue present an active frontage to the street and that car parking is located towards the rear of the site.
- Within Chapel Street:
 - Ensure new buildings on large lots address every street frontage and avoid large unbroken facades.

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Infrastructure*Movement Network & Car Parking*

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

BASS COAST PLANNING SCHEME

- Maximise the efficient use of all car parking provided within the Cowes commercial area.
- Provide a high level of public access to car parking areas.
- Minimise adverse traffic movement within the Cowes commercial area in relation to parking.
- Provide for improved pedestrian and cycle connectivity within and between settlements.

Social and Community Facilities

- Support the provision of integrated Children's services within a designated 'Children's Hub', at an appropriate location to be determined by Council.
- Provide for adequate car parking facilities to be established in proximity to tourist attractions, recreation destinations, the coastline, and commercial activity centres.

Specific Implementation

- Undertake a feasibility study to determine the requirements for establishing a new recreation facility on the south-west corner of Thompson Avenue and Ventnor Road.
- Explore opportunities to make vacant or under-utilised Council owned land available for affordable housing.
- Investigate the introduction of a Mixed Use Zone with underlying policy support to manage and guide mixed use development along Thompson Avenue between Settlement Road and the Ventnor/Cowes Rhyll Road.
- Undertake a feasibility study to determine the requirements of facilitating a north-south link road as indicated in the Thompson Avenue Precinct Plan below.
- Identify specific car parking requirements for the Cowes Central Activity Area and preferred locations for higher density development (substantial change).
- Advocate for the ongoing provision of quality, accessible health, and medical services in Cowes.
- Investigate options for improved utilisation of the Cowes Cultural and Civic Precinct for community and civic uses in accordance with identified community needs.
- Develop a Parking Precinct Plan for the Cowes Central Activity Area and preferred locations for higher density development.
- Prepare a master plan to implement the key actions identified for the Cowes Foreshore Precinct as set out in the Phillip Island and San Remo Design Framework.
- Prepare Urban Design Guidelines for the following residential Precincts:
 - Cowes East;
 - Cowes Central; and
 - Cowes West.

Silverleaves

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

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

BASS COAST PLANNING SCHEME

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

Settlement

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

Land use

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

Environment

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

Specific Implementation

- Prepare Urban Design Guidelines for Silverleaves.

Key Development Sites - Council owned land

Bass Coast Shire Council has two key sites on Chapel Street which are surplus to requirements. The current planning controls for these sites do not facilitate high quality development outcomes for these sites.

To ensure future development makes a positive contribution to the town it is proposed to amend the planning controls on these sites:

The Olive Justice site is currently under-utilised as a car park and detracts from the overall quality and character of the town. The draft Cowes Activity Centre Plan recommends that this site be redeveloped to allow for 4 storeys (14 metres) in order to capitalise on ocean views, zero setbacks to the street to encourage an active frontage, 100% site coverage for integrated commercial development and design guidance.

The Old Kindergarten Site currently contains a single dwelling and is under-utilised given its significant location within walking distance of the town and the beach. Commercial buildings front the street to 58 Chapel Street. At this edge of this site the topography slopes to the east and the character changes to predominately residential land uses. The old Kindergarten Site and the site to the east both contain houses. This site is currently zoned Commercial 1 Zone and would be more appropriately zoned General Residential Zone (GRZ). It is also proposed to allow for 4 storeys (14 metres) on this site with a maximum 4 metre setback from the street.

The following changes are proposed to Schedule 4 of clause 43.02 of the Bass Coast Planning Scheme to implement these changes.

BASS COAST PLANNING SCHEME

17/04/2008
C46 (Part 2)

SCHEDULE 4 TO THE DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO4

COMMERCIAL BUSINESS & MIXED USE ZONES (COWES & SAN REMO)

1.0

17/04/2008
C46 (Part 2)

Design objectives

- To create an authentic and contemporary beachside character
- To ensure that development is compatible with traditional town scale and development patterns within San Remo, and Cowes.
- To encourage vibrant street life and active frontages along Thompson Avenue, Chapel Street and Church Street, Cowes.
- To ensure that high quality architectural design capitalises on ocean views and makes best use of the northern orientation.
- To maximise efficient use of land.
- To minimise car parking in general supply, consistent with the current and identified future supply of parking within the town.
- To ensure that car parking is not visible from the public street and is provided to the rear of buildings and does not dominate internal views within the site.
- To incorporate environmentally sustainable design features into built form, landscape design and drainage systems.
- Facilitate re-development of key development sites to act as catalysts for on-going urban renewal and activation of the Cowes Town Centre.
- Encourage a high quality palette of colours, materials and finishes that withstand the effects of weathering and wear.
- Minimise potential amenity impacts on solar access, outlook, privacy, noise and visual impact on neighbouring properties.
- Ensure highly articulated, varied and distinctive facades to provide visual interest and to complement the existing fine grain and varied character of Cowes built form.
- Foster pedestrian priority along the main street and ensure that buildings and streets are designed for universal access and the ageing population.
- To encourage high quality development design.
- To ensure that development design enhances the coastal context, the fine grain appearance and the variety of styles that now characterises Cowes and San Remo.
- To protect views of the urban areas from the waters of Western Port.
- To encourage developments to be outwardly focussed so as to support safe and active streets and public places.

2.0

17/04/2008
C46 (Part 2)

Buildings and works

BASS COAST PLANNING SCHEME

Permit not Required:

A permit is not required to construct a building or construct or carry out works for:

- Navigational aids.
- A radio mast.
- A television antenna.
- A television mast associated with a building.

Permit requirements

An application to construct a building within any of the Cowes precincts below must be accompanied by a site analysis report, incorporating an urban context report documenting how the development responds to the particular Criteria for Design Assessment contained in the *Cowes Foreshore Precinct Phillip Island – Urban Design Report 2000 and 2003*.

Buildings and works must be constructed in accordance with the following requirements.

Cowes - Building Height**Thompson Avenue – between Chapel Street and Church Street**

Building height should not exceed two storeys (seven metres to the top of the wall and 8 metres to the ridgeline) measured from natural ground level.

Northern Side of Chapel Street – between Warley Avenue and Bass Avenue

Building height should not exceed four storeys (14 metres) measured from natural ground level.

Thompson Avenue – between Church Street and Settlement Road

Building height should not exceed three storeys (or 10.5 metres to top of wall) in total from natural ground level, with the third storey stepped back from the street.

Thompson Avenue – between Settlement Road and Ventnor Road

Building height should not exceed two storeys (seven metres to the top of the wall and 8 metres to the ridgeline) measured from natural ground level.

Cowes - Building Setbacks

On land in a commercial 1 zone (C1Z), a building should not be setback from the front or side boundary.

Northern Side of Chapel Avenue – between Thompson Avenue and Steele Street

On land in a general residential zone (GRZ) a setback from the front boundary to a building must not exceed 4 metres.

Cowes - Site Coverage

On land in a commercial 1 zone (C1Z) a 100% site coverage applies.

Cowes – Design

On land in a commercial 1 zone (C1Z) and a Mixed Use Zone (MUZ) a continuous awning along front and side boundaries from the kerb to the property boundary applies.

San Remo

Marine Parade – west of Bergin Grove and between Bergin Grove and Back Beach Road

BASS COAST PLANNING SCHEME

Building height should not exceed three storeys (or 10.5 metres to top of wall) in total from natural ground level, with the third storey stepped back from the street.

Phillip Island Road - East of Back Beach Road

Building height should not exceed two storeys (seven metres to the top of the wall and 8 metres to the ridgeline), measured from natural ground level.

3.0

17/04/2008
C46 (Part 2)

Decision guidelines

Before deciding on an application, the responsible authority must consider:

- How the development responds to the design guidelines of the *Phillip Island and San Remo Design Framework*.



Gold Coast Office

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Our Ref:

Date: 28 February 2015

Anna Raftery
 MRCagney

Via Email

RE: Cowes Town Centre – Initial Economic Overview

This is an initial review of the economic issues surrounding the Cowes Town Centre. This document responds (in part) to a range of questions and issues raised by MRCagney.

Overview

In preparing this note I have reviewed the following:

- Various statistical data published by the Australian Bureau of Statistics
- Bass Coast Economic Outlook 2012-2017, Essential Economics
- Coles Planning report and related plans (2008)
- Woolworths Supermarket Proposal – Economic Evidence
- Briefing documents prepared by MRCagney

Background Analysis

The following points and analysis have informed my opinion.

- The Cowes Town Centre will primarily service (or has the capacity to service) residents (full time and weekenders), day-trippers and tourists staying on the island. The retail and commercial needs of these groups is linked to their length of stay. Tourists, day-trippers and short duration weekenders will primarily utilise leisure, dining and recreation with the residents and longer term weekenders adding chore shopping (inc supermarkets), homewares and comparison retail to the list.
- The community is modest in size and low growth in nature. The 2011 population of 9,657 has been increasing by less than 85 people per year. The community is of modest means with a median household income of about \$861 per week (35% less than the average for metro Melbourne).
- The area attracts about 250,000 visitor night per annum¹. This equates to an extra 684 people per night (250,000 divided by 365). The concentrated and seasonal nature of the expenditure means that tourists are quite obvious.
- The largest variable are the weekenders. The 2011 census identified that 64% of the housing stock was vacant (6,530 dwellings) with most presumably occupied for part of the year. The national trend is for more of these houses to be occupied on a semi regular or permanent basis. The extent of the variables are calculated as follows:
 - » If occupied for 12 weekends and 2 weeks a year (46 days), the 6,530 dwellings would add

¹ My assumption – this needs to be updated/tested



the equivalent of 2,000, to 2,500 residents. The impact on the local retail would be lower as this group would bring a lot of shopping from home.

- » If occupied for 50% of the year (182 days) the 6,530 dwellings would add the equivalent of 8,000 to 10,000 residents. As longer stayers this group would do more shopping locally.
- My initial assessment² is that the weekenders are on total occupied for 25% (or so) of the year, this would add 4,000 to 5,000 equivalent residents and bring the catchment population to about 15,000 people. An extension of the longer stay weekenders could see local demand for retail and related services expand quite quickly (and well in advance of the projected population growth).

What is on the ground?

The 2007 Essential Economics report (I believe) estimated the retail floor space at about 15,000 Sq M. If I am correct, Coles has relocated and Woolworths has been established since that time. On that basis the total floor area is likely to be in the range of 21,000 to 22,000 Sq M. This additional retail has likely consumed about 6,000 Sq M of the forecast 9,000 Sq M to 11,000 Sq M referenced in the Panel Report as required in the period to 2026. This would leave 3,000 Sq M to 5,000 Sq M of new space required (if all of the assumptions of 2007 to 2008 hold true).

This leaves three retail floorspace demand scenarios:

1. Nothing much changes, the current and recent activity (notably the supermarkets) marks the end of demand for new retail space for the next 10 to 15 years with the town centre evolving within its existing footprint.
2. Incremental and smaller scale changes occur over the next 10 to 15 years in line with the increased presence of weekenders and the capturing of latent demand. This would see pressure for new development (up to 5,000 Sq M in small increments - perhaps) and the evolution of the town centre footprint. This could see some lower end retail and services relocate out of the block north of Chapel, possibly to the block south of Church.
3. Reaching major new thresholds, the increase of the weekender population to more longer stays and permanent residents could trigger new levels of demand for:
 - » Dining and related
 - » Homewares and fashion
 - » Discount Department store
 - » Bulky Goods

If there is a significant conversion of weekender to permanent/more regular residents, the scale of the retail could possibly increase by an additional 20,000 Sq M in the next 15 plus years.

I consider scenario 1 or 2 could be accommodated by ending the Business 1 zone at the Coles/Woolworths node with Scenario 3 requiring a larger footprint (most likely to Settlement).

I believe the land holding will provide the following generalised outcomes:

² This is based on the presence of the two supermarkets and (presumably) Aldi. This estimate needs to be tested.

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- The block north of Chapel will (possibly) further evolve as the town centre core with the capacity to host a broader range of middle/high end retail and food/dining operations. The GFA in this precinct is unlikely to change to any great extent.
- The middle block (due to Church and public ownership) will not host any significant retail or retail service presence. Any attempts to do so (other than a straightforward sale into the market) should be subject to a cost benefit and commercial capacity analysis.
- The southern block (Church to Settlement) already hosts a significant retail presence (the supermarkets) and a range of retail and related services (including hardware). This block provides about 5.5Ha of land area that (if developed) could host up to 25,000 Sq M of retail floor area including some larger footprint shops.

Missing Retail

- Speciality Retail – if the demographics of the community change and the residents (full time and part time) become wealthier, the block north of Chapel can be expected to host a broader range of mid/upper retail including fashion, accessories and homewares. The displaced retail will either close or relocate to less expensive space.
- Dining, coffee and the like – a demographic change, a response to trends and/or capturing latent demand could see the coffee/dining scene on Cowes expand over the next 10 years. This will likely require an entrepreneurial approach, low cost space and a sizeable/growing market. Once one new wave trader is successful more will follow. The LGA can assist this process by investing in the public realm.
- Discount department Stores - Kmart are building a stand-alone 5,000 Sq M store with a catchment of 15,000 people- if successful in other locations, Cowes could be a possible site for such an operation. This would require a 1.5Ha plus site.
- Bulky Goods – Cowes could be the target for a range of bulky goods retailers (mainly homewares and household) should the effective population of the Island reach 20,000. The introduction of a major retailer (such as Kmart) would indicate to national retailers that an operation on the Island was possible. Many of these bulky goods operations would be seeking an accessible, exposed location (as opposed to an internal industrial location).
- Office Space – The demand for office space may increase if more full time residents bring their jobs/businesses with them. Most of this new demand would likely be accommodated as home occupations and businesses.

Conclusion

Given the economic outlook for Victoria for the next 10 years and the amount of recent/current retail activity in Cowes, I suspect the most likely outcome for the town centre will be as described in Scenarios 1 or 2 (above). However, I am mindful of the rate of change that will occur if presence of the weekender population increases to any great extent.

In the fullness of time I believe the block bounded by Church and Settlement will be required to host a sizeable retail footprint. This will appear to the general public as an extension of the existing land uses that include Mitre 10, IGA, service stations etc. I believe it would be prudent to have this area zoned to facilitate the future retail expansion of the Town Centre with the higher density residential concentrated to the east and west of the main street.

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I trust this information is sufficient for your purposes, however should you require any further details or clarification, please do not hesitate to contact the writer.

Yours sincerely

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