

**21.02 VISION**

27/02/2014  
C72(Part 1)

**21.02-1 Municipal Vision**

27/02/2014  
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The current Council Plan (2009–2013) has the following vision for the municipality:

- “Council will work together with our community to create a sustainable, vibrant future”.

The Plan also identifies commitments and priority actions upon which Council will focus.

**21.02-2 Land Use Vision**

27/02/2014  
C72(Part 1)

In terms of land use development, Council has a vision around the following key land use themes.

**Townships**

- The Colac Structure Plan (2007) includes the following vision for Colac:
  - Colac will be a thriving town with a vibrant town centre that takes pride in its Lakeside location, is responsive to the housing needs of its residents and offers a variety of opportunities for employment and economic development.
- The Colac CBD and Entrances Project (2012) includes the following vision for Colac CBD:
  - Become known as the ‘Botanic Garden City’.
  - Be a pedestrian-focussed place, accessible for people of all ages and abilities.
  - Grow as a thriving rural centre of retail, business and community services.
  - Connect to its natural systems of the Lake and creek corridors.
  - Proudly express its heritage in the built and natural environment.
  - Be renowned for its collection of great buildings from all eras of the City’s development.
  - Present an impressive image along the Princes Highway corridor, from the edges of the City to its core.
- The Apollo Bay Structure Plan (2007) includes the following vision for Apollo Bay, Marengo and Skenes Creek:
  - Apollo Bay, Marengo and Skenes Creek will remain as distinct coastal settlements, each with a separate identity and local character;
  - The natural beauty of the area, with its unspoilt beaches set against a dramatic backdrop of rolling hills, provides the overarching character which unites the settlements, and should be reflected in new development;
  - The seaside fishing village character of Apollo Bay, focused around a robust working harbour, is highly valued and this character should be preserved and strengthened by new development;
  - Change should take place in Apollo Bay, Marengo and Skenes Creek with a demonstrated commitment to healthy lifestyles and ecological sustainability, and be responsive to the natural environment;

- The settlements should continue to provide for high quality living, offering improved community facilities and services, as well as economic development opportunities, for a self sustaining lifestyle.
- The Kennett River, Wye River and Separation Creek Structure Plans (2008) include the following vision for Kennett River, Wye River and Separation Creek:
  - Kennett River, Wye River and Separation Creek will remain as distinct coastal towns nestled in the foothills of the Otway Ranges.
  - The primary role of the coastal towns will be to provide housing for permanent and part time residents and to provide a diverse range of holiday accommodation.
  - The impact of the coastal towns on the natural environment will be as minimal as possible with coastal hazards, river flooding and water and wastewater being sustainably managed and vegetation acknowledged and valued.
  - The coastal towns have a low growth capacity and all future growth will be contained within existing settlement boundaries.
- Major urban development will take place in the main, fully serviced centres of Colac and Apollo Bay.
- Urban development in Colac and Apollo Bay will be contained within settlement boundaries.
- Apollo Bay will develop to modest heights and scale and will provide a diversity of housing choice.
- Colac will develop to provide a diversity of housing choice.
- Major industrial and commercial development will occur in Colac.
- Less intensive residential and township development will take place in other smaller settlements where identified in the Rural Living Strategy 2011 in a manner that contributes to the economic development of these townships and assists in maintaining existing infrastructure and services within these towns and support tourism growth.

### **Cultural Heritage**

- The Koori culture of the Shire is acknowledged and will be celebrated.
- The Shire's significant cultural heritage resources will be conserved and enhanced.
- Any adaptation or development of heritage places or areas will be in a manner sympathetic to their significance.

### **Rural living**

- Rural living development will occur in accordance with the Rural Living Strategy 2011. Development will occur in areas associated with settlements and established rural residential precincts where there are fewer environmental, social, land use and servicing constraints and impacts on productive farming uses are minimised.

### **Agriculture**

- High quality agricultural land will be protected.
- Agricultural diversity and a sustainable forestry and timber industry will be encouraged in the region.
- Grazing and cropping farming practices are the preferred land uses in areas designated as "farmland of strategic significance".

## **Tourism**

- Opportunities for tourism are provided to contribute to the growth of the Shire.
- Tourism growth will be managed sustainably and the environmental and landscape assets that attract tourists and new residents alike will be protected.
- Limited opportunities will be provided for tourist related activities in the Apollo Bay hinterland, around the Forrest Township and the Otways.

## **Environmental features**

- Significant rural and coastal landscapes will be preserved and protected.
- Key natural assets such as declared water supply catchments, the coast, forested public land, rivers and watercourses, lakes and major geological features will be protected from inappropriate land use and development.
- Development will respond to environmental risks such as bushfire, flooding, landslip, erosion and salinity.
- Those natural, physical and amenity features that contribute to the character of the Otway Ranges and Coast will be protected and enhanced for future generations.

Colac Otway Strategic Framework Plan

