

21.01 BOROUGH OF QUEENSLIFFE KEY ISSUES AND STRATEGIC VISION

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21.01-1 Snapshot of the Borough of Queenscliffe

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The Borough of Queenscliffe is located at the eastern tip of the Bellarine Peninsula, forming the western side of the entrance to Port Phillip Bay. It is the smallest municipality in Victoria and contains a number of islands in the southern part of Swan Bay. These islands are largely undeveloped and provide important habitats for protected flora and fauna.

The Borough contains natural environment areas of local and international significance. Swan Bay contains marine and terrestrial environments, foreshore areas and islands protected by international treaties. The Borough’s foreshore and marine environments contribute to significant landscapes in the municipality.

The two major towns are Queenscliff and Point Lonsdale. These towns are located on a series of dunes and sandy limestone ridges, which fall towards Port Phillip Bay to the east, Bass Strait to the south and Swan Bay to the north. Queenscliff’s character is formed by its historic buildings and formal streetscapes. Vegetation, the coastal environment and informal streets form Point Lonsdale’s unique character.

The Narrows, a slender sand dune isthmus, separates Port Phillip Bay from Swan Bay and connects the two towns of very distinctive urban characters. Fellows Road in Point Lonsdale forms the municipal boundary between the Borough and the City of Greater Geelong.

Tourism is the Borough’s major economic activity with retail, commercial and service sectors being prominent. Several government and private institutions are major employers, including the Department of Defence, which has facilities at Swan Island and Fort Queenscliff.

The Borough’s population is expected to grow marginally from 3,058 to 3,360 by 2031. The Borough is experiencing an aging population, decreasing household sizes, substantial numbers of temporary residents and the limited opportunities for housing growth.

The Borough’s population swells considerably during seasonal holiday periods through tourist stays and part time residents. There is a considerable non-permanent population who own property and holiday or live part-time in the Borough.

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The key influences are:

- Coastal location at the entrance to Port Phillip Bay.
- The tourism and heritage value of the Borough.
- The quality and character of the townships.
- Internationally environmentally significant areas.
- Areas of significant landscape value.

Proximity to Geelong

- The Borough forms part of the significant Bellarine Peninsula
- The municipal boundary dividing Point Lonsdale’s urban areas between the Borough and the City of Greater Geelong.
- Limited commercial opportunities and community facilities in the Borough.
- Significant numbers of part-time residents.

- Environmental risks from flooding, bushfire, coastal inundation and storm surge.

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Key issues

The key issues and influences facing the Borough are focused around six strategic themes:

Settlement, housing and residential development

- Minimising the impact of urban development on the natural environment.
- Limited opportunity for urban expansion and urban redevelopment, as the Borough is constrained by the coast and the municipal boundary with the City of Greater Geelong.
- Managing seasonally fluctuating population from tourists and part-time residents.
- Managing demographic changes and demand for variety in housing choice for existing and future households.

Environment, landscape values and risk

- The protection of environmentally significant areas including the internationally significant Swan Bay, its foreshore and islands.
- The protection and management of biodiversity.
- The protection and enhancement of existing significant landscapes.
- The protection of life and property from flooding and wildfire.
- Managing environmental risks from sea level rise and storm surge.

Built environment and heritage

- Protecting the unique character of the Bellarine Peninsula and the Borough's townships.
- The importance of cultural, military and maritime heritage.
- The protection and enhancement of the Borough's unique physical character, in particular:
 - Queenscliff's historic buildings, heritage areas and formal streets;
 - Point Lonsdale's vegetated, coastal environment and informal streets.
- The conservation, protection and enhancement of heritage places and heritage areas.

Economic development

- The importance of tourism in the Borough as the dominant economic activity.
- The need to support and strengthen existing commercial businesses.
- The importance of the natural environment, the built environment and cultural heritage to the Borough's economy.
- Providing retail, commercial and health services for an aging population.
- Queenscliff Harbour, as a valuable tourism and recreation asset providing significant economic activity opportunities, including boat accommodation, marine and boating commercial uses, and tourism.

Transport

- The Queenscliff Ferry terminal providing access to, and from the Mornington Peninsula.

Infrastructure

- The importance of the Queenscliff Harbour for economic activity, recreation and tourism.
- The need to provide community facilities and services to meet the needs of existing and future households.

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Strategic vision

The Borough of Queenscliffe Council Plan 2013-2017 describes the following vision for the municipality.

A vibrant, safe and welcoming community that draws inspiration and life from its heritage, unique environment and connection to the sea.

Council is committed to:

- Supporting a healthy involved and creative community.
- Developing a vibrant local economy.
- Protecting the Borough's unique natural environment.
- Ensuring the Borough is a well-planned and attractive place to live and visit.

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Strategic framework plan

The Borough of Queenscliffe Strategic Framework Plan (Map 1) sets out the general pattern for land use and development to respond to the key issues to achieve the strategic vision for the Borough.

Map 1 - Borough Strategic Framework Plan

