

## **21.15 DEANS MARSH STRATEGY**

30/05/2014  
C88

### **21.15-1 Overview**

19/01/2012  
C67

Deans Marsh is a small hinterland settlement located midway (24 kilometres) between Lorne and Winchelsea on the northern foothills of the Otway Ranges. The township is situated within a picturesque open rural landscape. Once a thriving rural service centre for the surrounding agricultural community the town now provides limited services to a much smaller community. Its history is strongly reflected in numerous buildings and sites both within the town and in the surrounding rural hinterland adding to its attraction as a tourist stop.

It is envisaged that the township of Deans Marsh will continue to facilitate limited growth and has an opportunity to develop further tourism related activities.

#### **Key issues**

- The town is geographically well placed to take advantage of tourism opportunities that have arisen from the Deans Marsh- Lorne Road being promoted as an alternate route to access the Great Ocean Road.
- The town includes a number of old and inappropriate subdivisions that are unable to retain waste water on site.
- Residential growth of the township is limited due to the lack of basic services such as reticulated water and sewerage systems and lack of public transport.
- Development within the town and its surrounding rural land may impact upon the scenic values of the township entries.

### **21.15-2 Settlement and Environment**

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#### **Objective 1**

To provide for the sustainable use of available land for residential development, the effective disposal of wastewater on-site and the consolidation of services within the settlement boundary.

#### **Strategies**

- Facilitate sustainable residential development and the effective disposal of waste water on site by encouraging new lots to be at least 0.4 ha. Applications for smaller lots should be supported by a comprehensive Land Capability Assessment.
- Realign the settlement boundary to include all existing residential lots and lots containing public utilities abutting the town.
- Facilitate a diversity of housing sizes on residential land to encourage the provision of affordable housing.

#### **Objective 2**

To protect and enhance the scenic and environmental assets of the Deans Marsh township.

### **Strategies**

- Encourage development that respects the rural heritage character of the township.
- Restructure and consolidate township lots that are incapable of treating and containing household effluent.

### **Objective 3**

To support the growth and development of a sustainable community.

### **Strategies**

- Encourage the development of B&Bs, country cottages and other forms of tourist accommodation within the township, to cater for visitors seeking a retreat from urban areas.
- Concentrate community facilities at the Deans Marsh Memorial Reserve and commercial services along the Winchelsea- Deans Marsh Road.
- Encourage car parking for the commercial properties with any off-street car parking being sited to the rear of properties.

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### **Implementation**

These strategies will be implemented by:

#### **Using policy and the exercise of discretion**

- Where an application for development is required, ensuring development is oriented to have active frontages to public streets and natural landscape features.
- Require cash in-lieu open space contribution arising from in-fill subdivision be directed towards continuing development of the Deans Marsh Memorial Reserve and the construction of paths outlined in Council's pathway strategy.

#### **Applying zones and overlays**

- Applying the Township Zone to all residential areas within the defined settlement boundary.
- Applying a Design and Development Overlay to properties fronting the main roads in the town to build on the historic and low scale character of the township as well as to encourage an active frontage for commercial development.
- Applying the Restructure Overlay to old and inappropriate subdivisions to require the consolidation of lots in the same ownership that are too small to contain and treat household effluent.

#### **Undertaking further strategic work / other work**

- Prepare a vegetation management plan to protect and enhance the avenue of oak trees along the Winchelsea/Deans Marsh Road.
- Investigate the preparation of a traffic management plan to slow traffic at the intersection of Birregurra-Deans Marsh Road and Winchelsea-Deans Marsh Road.

#### **21.15-4**

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### **Reference Documents**

*Deans Marsh Structure Plan, May 2008*

Map 1 to Clause 21.15 Deans Marsh Framework Plan

