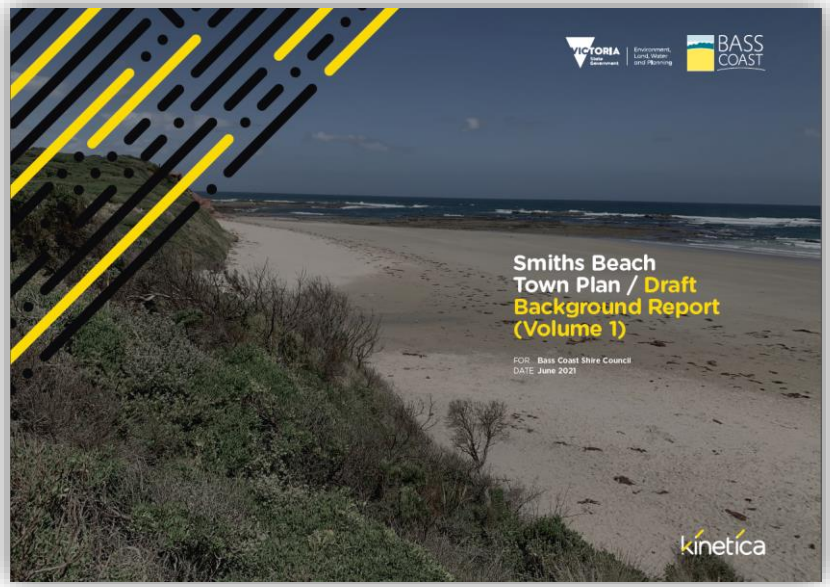
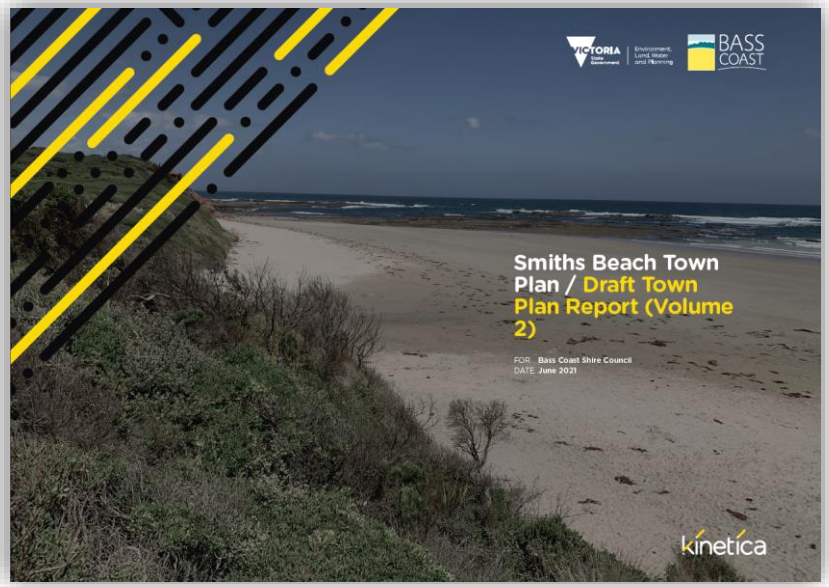
Smith Beach Town Plan

Community Briefing





Project Overview

strategic basis

- Development of a Smiths Beach Master Plan was an initiative of the 2019/2020 corporate budget
- Initiative carried over to the 20/21 financial year
- Five Key Milestones



Figure 1. Smiths Beach Area

Milestones

1. Information Gathering - Completed
   - Councillor Workshops, Key Stakeholder Meetings and Background Research
2. Community Consultation - Completed
   - Consult with those that live, work or visit Smiths Beach to understand the needs and aspirations for the future of the township.
3. Draft Master Plan – Completed
   - Prepare a draft master plan based on the information gathered to date
4. Community Engagement – July-September 2021
   - Consultation to ensure the Master Plan captures the needs and aspirations for the future of the township.
5. Final Master Plan

2020 Community Engagement

Preliminary community consultation took place from 29 May to 12 July 2020

Council received:

- 128 survey responses
- 405 interactive map comments
- 15 interviews with key stakeholders
- 17 attendees at online visioning workshops



Key Directions

The 2020 community engagement produced the key directions for the project.

These 7 themes form the framework for the Smiths Beach Town Plan.



Development of the Draft Plan

Council appointed Kinetica Consultants to prepare the Smiths Beach Master Plan for Council.

In early 2021, they undertook an "Inquiry by Design" Process to develop the plan alongside a Reference Group and a Community Panel

The draft plan has now been through an internal review by Council officers across the organization and is ready to be shared with the community.

Reference Group comprised of:

- Bass Coast Shire Council
  - Cr David Rooks
  - Asset Management
  - Environment
  - Aboriginal Development
- Phillip Island Nature Parks
- DELWP
- Bunurong Land Council
- Woolamai SLSC
- St Bede's College
- Smiths Beachcombers Association

Community Panel comprised of:

- Ten community members representing a cross section of:
  - Gender,
  - Age,
  - Connection to Smiths Beach, and
  - Experience of Mobility and Access Issues

Smiths Beach Town Plan

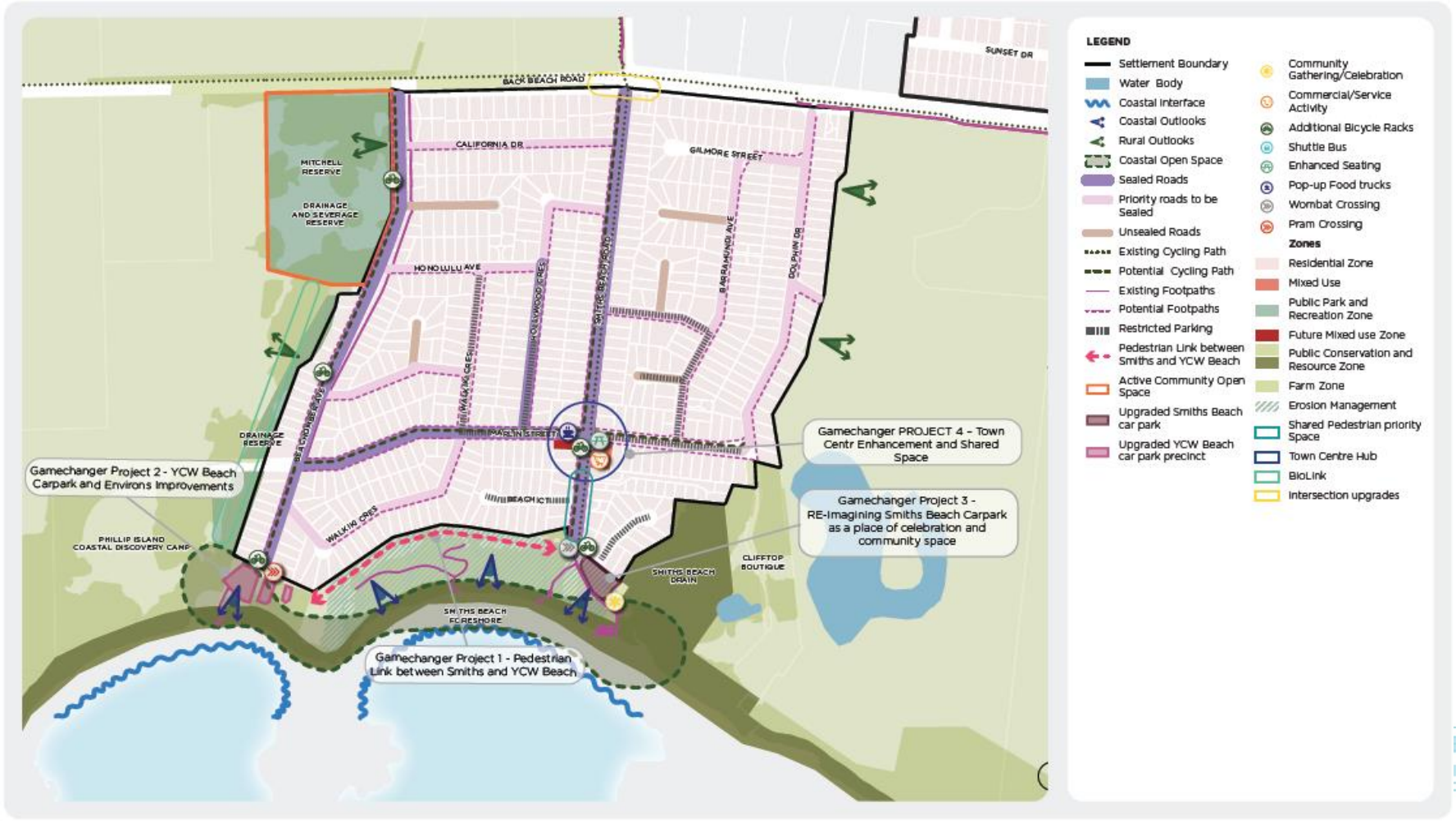
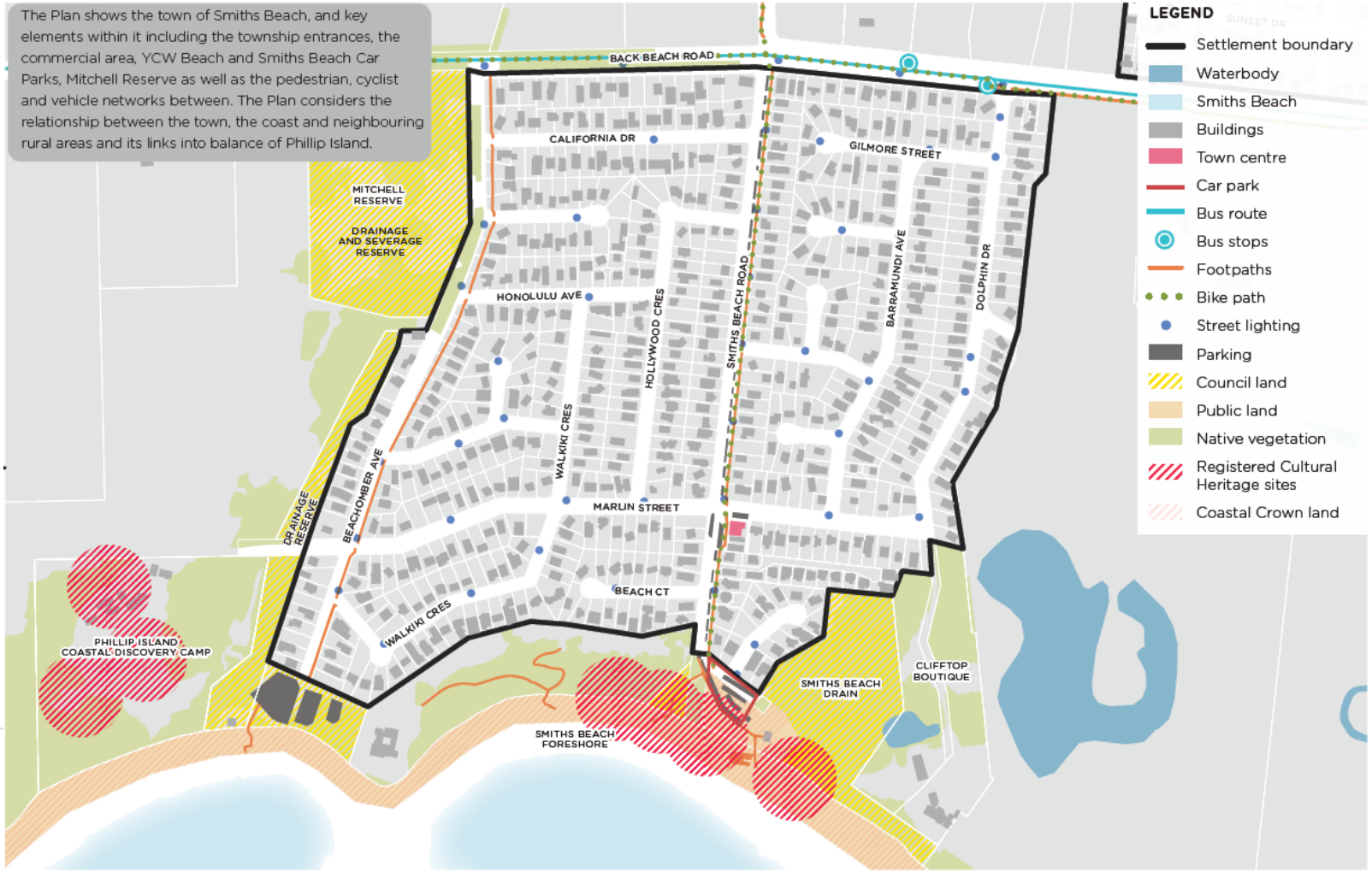


Figure 9. Town Plan

Context and Key Elements



Environment

KEY DIRECTION FOR THE ENVIRONMENT *A place of ecological significance, the natural environment of Smiths Beach will be preserved and enhanced through thoughtful design of the private and public realm, restorative planting and protection of wildlife, education and use of sustainable alternatives.*	
OBJECTIVE 1 Improve environmental conditions	E1a – Encourage landowners to plant indigenous plant species within their properties by providing easy access to plants and advice E1b - Investigate drainage system improvements within Smiths Beach including redeveloping from an open to closed drain system to include appropriate litter traps and reduce erosion. E1c - Consider fauna when designing streetstreet lighting, strategic developments and the lighting requirements for major properties. E1d – Enhance the land within the reserve along the western edge of Smiths Beach township as a BioLink E1e – Strategic pruning on public land to allow for public views and vistas, to stop vandalism and illegal pruning.
OBJECTIVE 2 To improve environmental health and amenity for residents and visitors	E2a - Increase indigenous planting efforts along the western fringe of the township to reduce noise from the grand prix. E2b - Enhance street tree planting with indigenous plant species for increased shade during summer months and improve habitat E2c - Increased planting around the General Store, along key roads to soften and cool these areas. E2d - Reduce dust from existing gravel roads by working towardstowards a 20km/hour target on residential streets.
OBJECTIVE 3 To protect the town's people and assets from environmental hazards	E3a – Undertake Invasive plant removal and erosion protection. E3b - Investigate applying Erosion Management tool on land subject to potential mass movement as identified in the Phillip Island Nature Park Coastal Process Study. E3c – Consider reducing risk of bushfire by undergrounding powerlines
OBJECTIVE 4 Reduce impact of human activity on the environment	E4a - Undertake Waste Management Plan for Smiths Beach considering the following: Reduce litter through increased bin placement. Signage Dog excrement etc Increase public bins including recycling and cigarette bins and consistent waste collection (more frequent during Summer). E4b - Increase protection and preservation of Smiths Beach flora and fauna through improved pathways and signage along the foreshore reserves. E4c - Reduce lighting impact of major properties within Smiths Beach, to fauna friendly. E4d – Investigate rezoning St Bede's College land from Farming Zone to Rural Conservation Zone or another appropriate zone that allows for the current use but prioritises environmental protection.
OBJECTIVE 5 To promote awareness and protection of Smiths Beach environment	E5a - Improve education and awareness of local wildlife (Hooded Plovers, Shearwaters) to both protect species and invite ecotourism to the area.

Land Use


A residential hamlet, Smiths Beach will continue to support residences of seaside character within the township boundary, flanked by farmland. The town will be supported by extraordinary scenic public open space along the coast and on the periphery of the town, providing opportunities for relaxation and community connection. Small local businesses, consolidated within the town's heart and a mix of home-based businesses, will serve residents and tourists' needs.
BACK BEACH ROAD
CALIFORNIA DR
GILMORE STREET
DRAINAGE AND SEVERAGE RESERVE
MITCHELL RESERVE
HONOLULU AVE
HOLLYWOOD CRES
SMITHS BEACH ROAD
BARRAMUNDI AVE
DOLPHIN DR
WALKIKI CRES
BEACHOMBER AVE
DRAINAGE RESERVE
MARLIN STREET
BEACH CT
WALKIKI CRES
PHILLIP ISLAND COASTAL DISCOVERY CAMP
SMITHS BEACH DRAIN
CLIFFTOP BOUTIQUE
SMITHS BEACH FORESHORE
LEGEND
Settlement boundary
Coastal open space
Active community open space
Community gathering/celebration
Commercial/Service activity
Residential zone
Low Density Residential zone
Mixed Use zone
Public Park and Recreation zone
Public Conservation and Resource zone
Farm zone

Land Use

KEY DIRECTION FOR LANDUSE *A residential hamlet, Smiths Beach will continue to support residences of seaside character within the township boundary, flanked by farmland. The town will be supported by extraordinary scenic public open space along the coast and on the periphery of the town, providing opportunities for relaxation and community connection. Small local businesses, consolidated within the town's heart and a mix of home-based businesses, will serve residents and tourists' needs.*	
OBJECTIVE 1 To maintain the compact residential township and township boundary	LU1a – Maintain and protect the existing town boundary through the existing policy at clause 21.09. LU1b – Maintain the existing Farming Zone immediately to the east and west of Smiths Beach.
OBJECTIVE 2 To enhance the role and quality of public open space within the township	LU2a - Prepare a Master Plan for Mitchell Reserve to enhance the role of the park and investigate opportunities for further recreation facilities and an off leash dog area. LU2b - To improve sense of safety at Mitchell Park - visually open up the parkland to the street by removing some trees along the front of the park and replacing with lower vegetation. LU2c - Harness significant opportunities for community/visitor experience and celebration at the Smiths Beach Carpark and grassed area immediately to the east of the Car Park during in the Peak Season. LU2d - Enhance YCW Beach car park and facilities area with improved toilets LU2e – Consider options for ensuring illegal camping is not undertaken at YCW car park. LU2f - Implement the 2014 YCW Masterplan
OBJECTIVE 3 To provide opportunities small business to serve the local residents and visitors	LU3a –Consolidate and reinforce the town centre at the intersection of Marlin Street and Smiths Beach LU3b Allow consideration of more flexible options for 218 Smiths Beach Road, including the potential for shops, office or cafes. Maintain the existing policy statements in Clause 21.09 to guide the scale of use to serve local resident and visitor needs. LU3b - Support home-based business that provides services to the residents and visitors to Smiths Beach, while protecting residential amenity.

Access & Movement



Access & Movement



Access & Movement

KEY DIRECTION FOR ACCESS AND MOVEMENT *Smiths Beach will be a safe, inclusive and connected community that will be easy to move within and around, at both off peak and peak times. A focus on active transport such as walking and cycling, there will be increased enjoyment of the area, improving health of the community and the environment.*	
OBJECTIVE 1 To make the town of Smiths Beach accessible and pedestrian friendly	AM 1a - Apply a maximum speed limit of 40kms per hour along Smiths Beach Road and Beachcombers Avenue, and transition all other roads to shared zones or pedestrian friendly speeds AM 1b – Mark dedicated bicycle lanes along Smiths Beach, Beachcomber Avenue and Marlin Street. AM 1c - Provide bicycle racks at the General Store, Smiths Beach and YCW Beach AM 1d – Undertake a series of investigations about the feasibility of road safety treatments to improve pedestrian safety: • Provide a raised "wombat" crossing at entrance of Smiths Beach car park where pedestrians currently cross to access the beach. • Create a shared space zone at Smiths Beach Road between Smiths Beach car park and Marlin Street, and Smiths Beach car park itself, and investigate a 10 km/hr limit. • Provide a safe crossing point with pram crossings for pedestrians prior to the YCW Beach car park from the eastern footpath on Beachcomber Avenue, including a footpath adjacent to the main car park. • Investigate options to improve safety at Back Beach Road, such as providing pedestrian refuges as part of a compact roundabout treatment at the Back Beach Road/Smiths Beach Road intersection to assist pedestrians crossing Back Beach Road (this treatment should only be considered in conjunction with a roundabout that slows approaching traffic). If a roundabout is not constructed, provide a pedestrian refuge further east on back beach road, near the bus stops.
OBJECTIVE 2 To reduce congestion during peak times	AM 2a - Prepare a detailed feasibility assessment on a seasonal response to car parking as recommended in this Plan. AM 2b Investigate seasonal parking restrictions (on one side of the road) on roads within 400 metres of Smiths Beach. AM 2c - Provide directional signs at the Smiths Beach Road/Marlin Street intersection towards the YCW Beach carparks to assist with the parking demand at Smiths Beach carpark. AM 2d - Allocate additional parking enforcement patrols during the high season
OBJECTIVE 3 To improve opportunities to explore along the coast	AM 3a - Create an accessway between YCW Beach car park and Smiths Beach AM 3b - Investigate a potential pedestrian connection between Smiths Beach and Sunderland Bay through the Aspirational Pathways project AM3c - Investigate a potential pedestrian connection between Smiths Beach and to Pyramid Rock and a pathway along Back Beach Road connecting to the Track and the existing Gap Road pathway.

Public Realm, Facilities, and Character

The treasured coastal charm of Smiths Beach will remain. Smiths Beach will have a functional and aesthetically pleasing public realm that residents can be proud of, designed with a strong coastal aesthetic. Public facilities throughout the town will be safely accessed and used with ease.



Public Realm, Facilities, and Character

KEY DIRECTION FOR PUBLIC REALM, CHARACTER, AND FACILITIES *The treasured coastal charm of the Smiths Beach will remain. Smiths Beach will have a functional and aesthetically pleasing public realm that residents can be proud of, designed with a strong coastal aesthetic. Public facilities throughout the town will be safely accessed and used with ease.*	
OBJECTIVE 1 To maintain the town's relaxed seaside character and ensure future development issensitive to the current aesthetic	PRCF 1a – Undertake a Township and Neighbourhood Character Assessment for Smiths Beach. In the short term retain the existing planning controls that maintains a maximum of 3 storeys in the General Residential Zone and the Design and Development Overlay 1 with a maximum of 2 storeys. PRCF 1b – Encourage a maximum building limit of 3 storeys in the Mixed Use Zone, consistent with the surrounding General Residential Zone (within the Town Centre). PRCF 1c – Encourage no fences or low fences PRCF 1d – Encourage vegetation retention on private and public land
OBJECTIVE 2 To ensure public realm infrastructure reflects, and is respectful of, the relaxed coastal character of the town of Smiths Beach	PRCF 2a - Apply the most appropriate Infrastructure Design Manual specifications that reflect the preferred informal and coastal infrastructure character of Smiths Beach PRCF 2b - Build the character principles and preferred infrastructure materials into Council's Urban Road and Drainage Improvement Projects for Smiths Beach. and Special Charge Schemes
OBJECTIVE 3 To prioritise facilities that enhance the liveability of Smiths Beach	PRCF 3a - Consider installing a selection of facilities with locations and design based on CPTED principles: • Bike racks incorporated around the community to encourage bike use. • New and upgraded public toilets at Smiths and YCW beachsYCW beach. • Picnic tables and potentially covered spaces such as a Gazebo at Mitchell Reserve. • Additional shading through trees and covered areas. • Water fountains incorporated into the town centre and beach areas. • BBQ facilities at YCW Beach • Signage that better directs and informs tourists of the facilities with Smiths Beach, YCW Beach and other areas of interest. • Enhance open space facilities at Mitchell Reserve • Seating and shelter at Smiths Beach car park to support drop off function

Social Connection and Culture



Social Connection and Culture

KEY DIRECTIONS FOR SOCIAL CONNECTION AND CULTURE *The layers of heritage and culture of Smiths Beach will be celebrated. A range of cultural and recreation experiences will be available at Smiths Beach across the seasons for the wellbeing of individuals and groups, while at the same time respecting the amenity of the town. Residents will feel socially connected and the local economy will contribute to the town's liveability.*	
OBJECTIVE 1 To understand and celebrate local history and culture	SCC 1a - Undertake a cultural heritage values assessment in partnership with the Bunurong Land Council Aboriginal Corporation SCC 1b – Undertake a historical heritage assessment of Smiths Beach settlement SCC 2c – Prepare an interpretation plan to share an understanding of the cultural values and history of the Smiths Beach area. SCC 4d – Enhance story-telling throughout the town in the public realm, including through innovative and accessible techniques, art and festivals.
OBJECTIVE 2 To ensure public realm infrastructure reflects, and is respectful of, the relaxed coastal character of the town of Smiths Beach	SCC 2a – During the summer months prioritise Smiths Beach Car Park and the southern end of Smiths Beach Road (between Marlin Street and the Car Park) for festivals, food trucks and performances. SCC 2b – Consider the opportunity for pop up activities on land within the Town Centre, including 218 Smiths Beach Road (subject to landowner agreement) SCC 2c – Enhance seating arrangements outside the General Store for local gatherings SCC 2d – Support a regular local market at Mitchell Reserve or at Smiths Beach Car Park in the summer months SCC 2e – Subject to need, investigate opportunities for a Community meeting/neighbourhood house space in Smiths Beach such as co-use of WSLC's facilities at Smiths Beach, by agreement or established at Mitchell Reserve, to serve the southern estates.
OBJECTIVE 3 To create more of a local economy and employment opportunities	SCC 3a – Encourage innovation through local social enterprises and small home-based businesses, throughout the town. SCC 3b – Support the existing Mixed Use Land (including General Store, PO Boxes and Surf Shop) for additional development of services to support local residents and visitors

Services and Governance

KEY DIRECTIONS FOR SERVICE *Services for Smith's Beach community will improve resilience and services across Phillip Island and Bass Coast Shire will continue to be accessible to residents.*	
OBJECTIVE 1 To make Smiths Beach more energy resilient.	S 1a - Develop opportunities for alternative energy options for the Smiths Beach township (such as Develop a solar power "micro grid" in Smiths Beach in partnership with the Totally Renewable Phillip Island Core Group).
OBJECTIVE 2 To improve access to telecommunication services within Smiths Beach to allow for people to live in the area and work remotely.	S 2a - Advocate for improved digital network coverage.
OBJECTIVE 3 To better plan and predict when waste collection and patrols services are needed	S 3a – Investigate need to enhance collection of public waste from across the township particularly during the Summer period. S 3b – Investigate the compliance of parking restrictions and potential need to review patrols in the area, to encourage people to park sensibly and comply with parking restrictions. S 3c - Education campaign for absent landowners to ensure bins are brought onto their properties on collection days. S 3d - Advocate to Lifesaving Victoria for more patrolled beaches on Phillip Island to relieve the pressure on Smiths Beach

KEY DIRECTION FOR GOVERNANCE *Smiths Beach township will be managed in a coordinated way between the landowners, Bass Coast Council and other agencies, to ensure the natural environment is protected and improvements are based on considering the town's special character.*	
OBJECTIVE 1 To ensure design is sympathetic to local conditions and funding of local infrastructure is fairly apportioned.	G 1a – Undertake a feasibility study and options analysis to consider the option for parking fees collected at YCW beach car park in the peak season and how this might be reinvested to improve the town's parking and the public realm, community parking at Mitchell Reserve and/or shuttle bus service operated by community groups or other groups. G 1b - Involve local residents in the improvement and upkeep of Smiths Beach through the introduction of a working group as a sub-committee of SBA.
OBJECTIVE 2 To manage Smiths Beach public land and assets in the most efficient and effective way	G 2a - Develop an agreement for co-management of Smith's Beach public land between Bunurong Land Council Aboriginal Corporation and public land management agencies through the Aboriginal Cultural Heritage Land Management Agreement (ACHLMA). G 2b - To review and align planning and management responsibilities for public land.
OBJECTIVE 3 To support local community-building initiatives: for community, by community.	G 3a – Support the role of the Smiths Beachcombers Association (SBA) as a conduit to Council and Agencies on behalf of the community. G 3b - Establish a local Community Events and Market group to co-ordinate seasonal events and markets at Smiths Beach. G 3c – Maintain the SBA Website and Newsletter and develop a Smiths Beach Community Facebook page to share information and seek community support and involvement in key initiatives.

“Game Changer” Projects

- Create a trail to connect YCW Beach and Smiths Beach
- Implement the YCW Beach Masterplan
- Reimagine the Smiths Beach Carpark
- Enhance the Smiths Beach Town Centre

Game Changer 1: Cross-Beach Track



Precedent example pathway liknk between YCW and Smiths beach car park (Source: Sunset Coastal path, Western Australia)

Game Changer 2:
YCW Beach Masterplan



Game Changer 3: Reimagining Smiths Car Park



(Source: Things to know when starting a food truck business, SBDC Blog, Western Australia)

(Source: Leighton Beach,Fremantle City Council, Western Australia)

By adopting a seasonal car parking arrangement for Smiths Beach, during the off-season, the carpark at Smiths Beach will remain as all day parking, with picnic facilities on the grassed reserve at the eastern edge of the car park. During Peak seasons the car park will change from an all-day car park to a "drop off and go",supported by a shelter and seating, with some additional spaces allocated to the Surf Life Saving Club, disabled parking and emergency services.

Game Changer 4:
Enhance the Town Centre



Figure 16. Indicative Plan of Town Centre

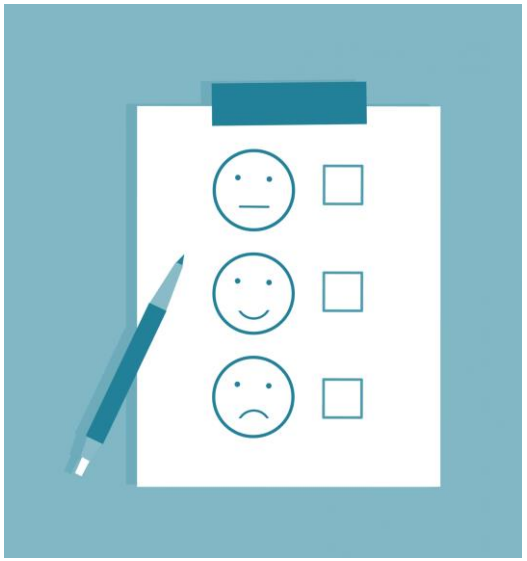
Game Changer 4:
Enhance the Town Centre



Online Survey

Online survey has been prepared to ensure some of the bigger questions are answered:

- Does the vision capture the community's aspirations?
- Do the key directions, objectives and actions address the vision?
- Do the game changers align with the vision and is the sequencing correct?
- Are there any actions or gamechanger projects that are missing?



We will consider all submissions, regardless of whether they are a survey response or not.

Next Steps

- Consolidate Community Feedback
- Make any required changes to the Plan
- Produce an Implementation Plan
- Report back to Council

Thanks!


DOGS
PERMITTED
7am-10am and 5pm-8pm ONLY
Dogs must be on a leash
AT ALL TIMES
Penalties apply