

Report

Leopold Sub-Regional Activity Centre Master Plan - Background Report

Prepared for City of Greater Geelong (Client)

By Beca Pty Ltd (Beca)

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Appendix A – Implementation Plan

1 Introduction

Leopold is a largely residential community located approximately 12 kilometres south east of Geelong. This township is the gateway to one of the fastest growing regions in the City of Greater Geelong, the Bellarine Peninsula. Leopold itself is forecast to experience modest population growth, increasing from 8,450 residents in 2006 to 9,280 people in 2021. While the Bellarine Peninsula is anticipated to grow by 15,260 people to 65,600 residents between 2006 and 2021. Although, its own population will increase only slightly, Leopold will have a key role within this rapidly growing municipality. As a designated Sub-Regional Activity Centre, Leopold is envisaged to provide a focus for retail, recreational and social uses and services for the communities of the Bellarine Peninsula.

1.1 Project Objectives

The Leopold Sub-Regional Activity Centre Master Plan aims to deliver an overall strategic planning framework for the development of the Leopold Sub-Regional Activity Centre.

This project seeks to undertake the strategic analysis to support the further development of the Leopold Sub-Regional Activity Centre; to prepare an Urban Design Framework to guide future development, as well as facilitating the further development of the Leopold Memorial Recreation Reserve through preparation of a Master Plan.

1.2 The Study Area

The study area is located on the western edge of the Leopold township, approximately 12km east of the Geelong Central Business District. The study area is intersected by the Bellarine Highway which runs from Geelong through to Queenscliff and Point Lonsdale.

The study area has an overall area of 39ha and is generally bounded by Kylemore Court and Hoare Lane to the east and west respectively, Stringers Avenue to the north and Warrawee Road to the south. The major land uses accommodated within the study area include the existing shopping centre, Gateway Plaza, the Leopold Memorial Recreation Reserve, Gateway Sanctuary and residential properties.

The following map provides an overview of the study area.

1.3 Project Deliverables

The project specifically involves the preparation of four separate but integrated documents:

- n **Background Report** which identifies the study area context, existing conditions, opportunities and constraints;
- n **Strategic Planning Report** which provides a strategic basis for floorspace, timing and locational requirements for specific land uses consistent with the retail hierarchy role of the centre and population growth;
- n **Urban Design Framework** which establishes principles and clear directions for activities, centre expansion and integration with community and recreational facilities; and
- n **Recreation Reserve Master Plan** consistent with the directions of the Urban Design Framework which is focused on Memorial Park and other open space and recreation areas within the study area to meet current and future sport, recreation and open space infrastructure needs.



Leopold
Study Area Plan



- - - Sub-Regional Activity Centre Study Area
- Urban Growth Boundary
- - - Bellarine Highway
- Traffic Lights
- Pedestrian Crossing
- Sporting Facility

1.4 Purpose of this Report

This Background Report provides a review and analysis of background information relevant to the Leopold Sub-Regional Activity Centre Master Plan.

It also provides an overview of the key issues affecting the study area and surrounds which will ultimately support the development of the Strategic Planning Report, Urban Design Framework and Recreation Reserve Master Plan.

2 Leopold in Context

This chapter describes the existing urban context and qualities of the Leopold township. It provides an introduction to the study area and its surrounds by describing those features which contribute to Leopold's local identity and character.

2.1 Land Uses and Built Form

2.1.1 Residential

Consistent with the township's role as a commuter settlement, the most prominent land use and building type throughout Leopold is residential. According to the City of Greater Geelong's Residential Character Study 2001 there are three primary residential typologies which occur within the township, described at Table 1 below.

Table 1 - Residential Character Types

Residential Style	Description
Traditional Dwelling	This residential style is distinctive due to its township character created by the low scale architectural styles and mixed building materials. The buildings frequently have low pitched or flat roofs which emphasises their low scale nature, and the general lack of front fencing adds to an open streetscape. The buildings are set within established gardens.
Newer Housing	This residential style is distinctive due to its newer, frequently period reproduction, building styles, which are predominantly brick and often of a grand scale. There is little space on the sites for planting, and no retained trees, which when coupled with the lack of street tree planting, give the area a sparse appearance. The building style is quite different from that found elsewhere in Leopold.
Rural Lifestyle	This style is typically found on Leopold's fringe. It is distinctive due to its spacious quality created by large lot sizes that enable buildings to be setback substantial distances from each other. In most cases native vegetation has been retained and the one and two storey buildings are set in a, sometimes establishing, open bush garden environment.

2.1.2 Retail

Gateway Plaza was developed by the Lascorp Development Group in 2007. Gateway Plaza is anchored by a Coles supermarket and contains numerous specialty stores and a doctor's surgery. The centre is a more or less traditional single-owner shopping centre with 286 car-parking spaces provided along the site's frontage to the Bellarine Highway and Melaluka Road. Gateway Plaza has good visibility to traffic passing on the Bellarine Highway. The Gateway Plaza shopping centre currently serves Leopold and the surrounding area as well as some people travelling further into the Bellarine Peninsula who find this a convenient place to stop.

Neighbourhood activity centres are located within Leopold at Ash Road and Dorothy Street. The Ash Road centre is situated on the southern side of the Bellarine Highway and comprises 12 shops including a bakery, news agency, milk bar, butcher and chemist. The Dorothy Street centre is located north of the Bellarine Highway and includes 13 shops including a supermarket, opportunity shop, café and real estate agent.

2.1.3 Commercial

Commercial development within Leopold is largely concentrated at the Gateway Plaza shopping centre and the existing strip neighbourhood activity centres located at Ash Road and Dorothy Street. The commercial uses and development provided within Leopold generally include:

- n Commercial shop-front services – real estate agents, travel agents, banks, laundries etc
- n Health services – general practitioners, therapists, allied health services
- n Other professional services – legal and accounting, finance etc

The Godfathers on Leopold Pizza and Pasta located on the Bellarine Highway and the Sportsmans Club situated on Kensington Road are the only night-time dining venues located within the township.

It is noted that Council has recently issued a planning permit for the development of a food and drink premises and convenience store towards the south-eastern corner of the Bellarine Highway and Melaluka Road.

2.1.4 Community Facilities

Leopold contains a broad range of community facilities and activities. There are numerous churches, aged care and child care facilities provided throughout the township's residential core.

Kensington Road supports a cluster of community facilities, including the Leopold Primary School and Leopold Indoor Neighbourhood Centre (LINC). LINC is a shared-use facility which provides sporting and recreational opportunities for both the school and local community. It is comprised of a large hall/court area, multi-purpose room and a number of meeting rooms available for public use. The future Leopold Community Hub will also ultimately be located on Kensington Road, adjacent to the Leopold Primary School. The site will provide a focus for community facilities and services within the township and contain a Lifelong Learning and Social Recreation Hub, Family and Health Hub, Enterprise Hub, community gardens and housing.

2.2 Recreation, Sporting Facilities and Open Space

Leopold is well provided for in terms of open space. The township contains numerous active and passive recreation spaces.

The Leopold Memorial Recreation Reserve facilitates a range of recreation activities to the local community. It provides opportunities for active and passive recreation as it contains two ovals, tennis courts, cricket nets, pavilion, hall, skate park and playground. Leopold's Cricket Club, Football Club, Netball Club, Tennis Club, Girl Guides and Scouts are based at this location.

The Gateway Sanctuary is a Crown land reserve, managed by the City of Greater Geelong located south of the Bellarine Highway. The reserve contains walking trails, parkland areas, wildlife and wetland retreats, a playground, public toilets, BBQ and picnic areas and a rotunda.

Many of the open spaces located throughout the township, and in particular the Gateway Sanctuary and Leopold Memorial Recreation Reserve, remain somewhat disconnected from the surrounding communities by barriers such as busy arterial roads, residential areas with little permeability, and lack of openness.

2.3 Natural and Cultural Environment

The proximity to surrounding beaches, the settlement's rural surrounds and the township's topography are important natural features characterising Leopold. Leopold is located approximately

1.5 kilometres north of Lake Connewarre, a shallow estuarine lake located on the Barwon River, and 1.5 kilometres south of Corio Bay Outer Harbour.

Leopold is situated on elevated land, with views of Corio Bay and the settlement itself available from much of the township. Accordingly, the prominent views and vistas that are present throughout the town are an important facet of the area's local character.

The rural belt surrounding the township is another significant feature of Leopold's unique identity; it creates a gateway treatment and a sense of place.

The study area itself does not contain any sites which possess post-settlement or Aboriginal cultural heritage values.

It is highlighted that the following sites located in proximity of the study area are protected by the Heritage Overlay:

- n Geelong-Queenscliff Railway Line between south Geelong and Point Lonsdale (Bellarine Rail Trail);
- n St Marks on the Hill – Church located on the Bellarine Highway;
- n 'Kalimnar' – Residence located on Kensington Road; and
- n Leopold Cemetery – located on Kensington Road.

2.4 Movement and Accessibility

Leopold is serviced by a clearly defined strategic road network. The township has direct access to Geelong and the Bellarine Peninsula region via two major arterial routes, the Bellarine Highway and Portarlington Road. This arterial road network is supported by a secondary network, comprising of local roads and secondary arterial roads. Melaluka Road provides important connectivity within the project study area as key sites including the Gateway Plaza, the Leopold Memorial Recreation Reserve and Gateway Sanctuary are accessed via this road.

The Bellarine Rail Trail is located north of the study area. This off-road bicycle route extends from Queenscliff to the Geelong Showgrounds and is chiefly used for recreational and commuting purposes by pedestrian and cyclists.

Pedestrian movement is generally facilitated in Leopold via footpaths on the majority of older roads and newer cul-de-sac streets. However there are significant barriers to efficient pedestrian movement due to the pedestrian networks' general poor connectivity and the Bellarine Highway which acts as a barrier to pedestrian movement due to the traffic and speed limit; width of road and median strip.

Leopold is relatively well connected with central Geelong and the nearby communities on the Bellarine Peninsula via public transport. Four different bus routes service the Leopold township. There are no rail services or infrastructure within Leopold with the former Geelong – Queenscliff railway line now being used as an off road bicycle trail.

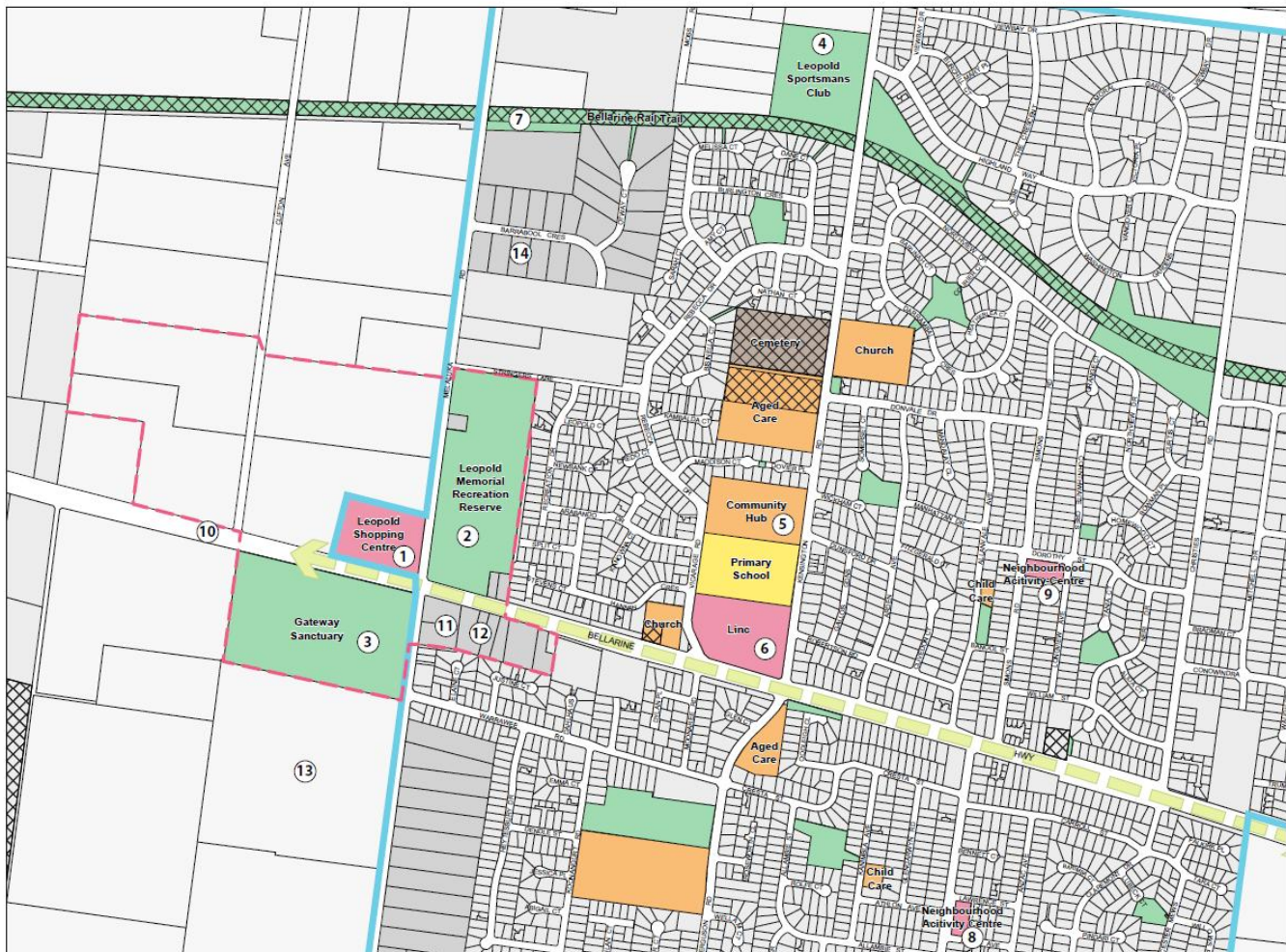
2.5 Infrastructure and Servicing

Stormwater management and drainage provision as they are the key emerging infrastructure issues to be considered by this project. The study area is located in a very flat and low-lying area. Accordingly, it is necessary to ensure that the future growth and expansion of the Leopold Sub-Regional Activity Centre does not have any adverse impact upon water quality or drainage.

The township of Leopold is serviced by two subcatchments areas, namely Leopold and Reedy Lake. These areas are described in further detail below.

- n The Leopold subcatchment extends east from Point Henry towards the Clifton Springs subcatchment, and drains into the very highly valued Port Philip Bay. The value of the marine and foreshore habitat in this area is owing to the presence of seagrass beds in the intertidal and immediate subtidal areas, and, to a lesser degree the habitat provided by the saltworks.
- n Reedy Lake is predominantly a rural subcatchment which extends between the urban areas of Geelong and Leopold. It drains entirely into the Ramsar listed Reedy Lake and continues into the highly valued receiving environments of the Barwon River, Hospital Swamp, Lake Connewarre and the Barwon River Estuary.

Figure 1 - Key Features of Leopold Township



Leopold
Context Plan



- Sub-Regional Centre Study Area
- Urban Growth Boundary
- ← Bellarine Highway
- Neighbourhood Activity Centres
- Community Facilities
- School
- Cemetery
- Public Open Space
- Residential Zone 1
- Low Density Residential Zone
- Heritage Overlay

3 Population and Demographic Trends

It is important to understand the demographic context at a local, regional and municipal level in order to appropriately guide the development of the Leopold Sub-Regional Activity Centre and the Leopold Memorial Recreation Reserve. This section details the current and projected population and demographic structure for Leopold, the neighbouring townships along the Bellarine Peninsula and by way of comparison, the City of Greater Geelong.

3.1 Regional Trends

This section describes the predicted population growth and average household size forecast for the Bellarine Peninsula region. It is noted that the population and demographic trends described throughout this section are based on the forecasts prepared by i.d. consulting, accessed via Council's website, and Tim Nott, development economist.

The map below illustrates the Bellarine Peninsula region.

Figure 2 - Bellarine Peninsula Region Map



Source: Google Maps

3.1.1 Population Growth

The Bellarine Peninsula is one of the fastest growing areas in the City of Greater Geelong. Indeed the population of this region is forecast to increase by 15,260 between 2006 and 2021. Table 2 presents the population forecasts of the townships comprising the Bellarine Peninsula region.

Ocean Grove and Rural Bellarine are the largest communities in the Bellarine Peninsula region. These areas are forecast to experience the greatest population increase, the former is anticipated to grow by 1,820 residents and the latter is predicted to grow by 6,660 people between 2006 and 2021.

It is highlighted that Leopold will have a key role within the municipality as a designated Sub-Regional Activity Centre, providing a focus for retail and services for communities along the Bellarine Peninsula. Leopold is predicted to experience modest, yet steady population growth, increasing from 8,450 residents in 2006 to 9,280 people in 2021, an annual growth rate of 0.6%.

Table 2 - Population Growth Data

Area	2006	2009	2011	2016	2021	Annual Growth Rate 2006-2021
Leopold	8,450	8,580	8,610	8,890	9,280	0.6%
Drysdale	2,740	2,910	2,960	3,300	3,670	2.0%
Clifton Springs	7,910	8,080	8,270	9,010	9,670	1.3%
Portarlington	3,140	3,230	3,260	3,360	3,540	0.8%
St Leonards	2,310	2,540	2,740	3,090	3,430	2.7%
Ocean Grove	11,810	12,280	12,490	13,200	13,660	1.0%
Barwon Heads	3,130	3,270	3,410	3,560	3,600	0.9%
Rural Bellarine	3,970	4,280	4,570	6,400	10,630	6.8%
Total resident population	46,610	48,330	49,470	54,000	60,740	1.8%
Equivalent holiday home population	3,730	3,870	3,960	4,320	4,860	1.8%
Total population	50,340	52,200	53,430	58,320	65,600	1.8%

3.1.2 Average Household Size

Table 3 below provides details of the average household size between 2006 and 2021 for the townships of the Bellarine Peninsula, and by way of comparison, the City of Greater Geelong. The following trends are noted:

- n The townships along the Bellarine Peninsula are by and large popular settlements for families, evidenced by the generally higher than municipal average household size;
- n Leopold and the Rural Bellarine consistently have the largest average household size of the reviewed areas; and
- n Average household size across the municipality and along the Bellarine Peninsula is generally in decline, except for Drysdale and Rural Bellarine where the average household size is likely to increase by 2021.

Table 3 - Average Household Size Data

Area	2006	2009	2011	2016	2021
Leopold	2.73	2.69	2.65	2.59	2.55
Drysdale	2.57	2.49	2.45	2.39	2.36
Clifton Springs	2.57	2.50	2.46	2.40	2.36
Portarlington	2.10	2.09	2.07	2.05	2.04
St Leonards	2.01	2.00	2.00	2.00	1.99
Ocean Grove	2.46	2.42	2.39	2.34	2.30
Barwon Heads	2.54	2.50	2.48	2.42	2.28

Area	2006	2009	2011	2016	2021
Rural Bellarine	2.74	2.75	2.75	2.78	2.84
City of Greater Geelong Average	2.47	2.44	2.43	2.41	2.40

3.2 Local Trends

This section provides additional detail regarding the predicted future demographic structure and household types for the Leopold township.

3.2.1 Age Structure

Table 4 below illustrates the current and predicted age structure of the Leopold community. The following key trends are identified:

- n The proportion of residents aged over 60 years will significantly increase to 2021 within Leopold.
- n Leopold's current and future population contains a high proportion of residents aged under 18 and between 35 and 59 years. This finding, coupled with its relatively higher average household size is indicative of a large proportion of families residing in the township.

Table 4 - Leopold Township: Current and Future Age Structure Data

Age Group	2006		2009		2011		2016		2021	
	No.	%	No.	%	No.	%	No.	%	No.	%
0-4 years	606	7.1	566	6.6	599	6.5	557	6.3	583	6.3
5-11 years	893	10.6	881	10.3	858	10	842	9.5	866	9.3
12-17 years	759	9	728	8.5	713	8.3	720	8.1	726	7.8
18-24 years	617	7.3	695	8.1	714	8.3	716	8.1	733	7.9
25-34 years	1,190	14.1	1,084	12.6	1,057	12.3	1,092	12.3	1,157	12.5
35-49 years	1,833	21.7	1,845	21.5	1,820	21.1	1,789	20.1	1,784	19.2
50-59 years	972	11.5	1,002	11.7	1,020	11.8	1,104	12.4	1,147	12.4
60-69 years	739	8.7	809	9.4	853	9.9	928	10.4	979	10.6
70+ years	256	10.1	969	11.3	1018	11.8	1134	12.8	1298	14

3.2.2 Household Type

A summary of the forecast household types constituting the Leopold township between 2006 and 2021 is provided below. The following trends are noted:

- n The majority of households within Leopold consist of 'couple families with dependents' and 'couples without dependents';
- n The proportion of 'lone person households' will significantly increase by 2021; and
- n The proportion of households containing 'couple families with dependents', 'couples without dependents' and 'lone parent families with dependents' will remain fairly constant between 2006 and 2021.

Table 5 - Leopold Township: Current and Future Household Type Data

Household Type	2006		2009		2011		2016		2021	
	No.	%	No.	%	No.	%	No.	%	No.	%
Couple Families with Dependents	1,207	37.9	1,197	38.1	1,187	39.7	1185	35.1	1,207	33.8
Couples without Dependents	1,033	34	1,086	34.6	1,118	35	1,205	35.7	1,283	35.9
Lone Parent Families with Dependents	239	7.9	245	7.8	245	7.7	249	7.4	261	7.3
Lone Person Households	500	16.4	500	16.4	577	18.1	609	19.8	747	20.9
Other Families	20	0.7	20	0.6	20	0.6	21	0.6	22	0.6
Group Households	42	1.4	42	1.4	46	1.4	49	1.5	54	1.5

3.3 Updated Population Forecast for Leopold

The City of Greater Geelong has recently prepared preliminary updated population forecasts for the Leopold township as part of the Draft Leopold Structure Plan 2010. As demonstrated by the table below, the revised population figures take into account the Census Growth Rate between 2001-2006 for Leopold (2.94%) as well as average dwelling approvals (110) and household size. The Draft Structure Plan forecasts that Leopold's resident population could reach 12,616 by 2021.

The Draft Structure Plan also presents a higher growth scenario for Leopold, based on the Census Growth Rate between 2001-2006 for Leopold (2.94%) and a higher rate of dwelling approvals (200) and household size. Under this scenario the population of Leopold could reach 16,261 by 2021.

It is highlighted that the differences between the i.d consulting forecast and Draft Structure Plan population figures can be attributed to different study area boundaries and the factoring in of identified growth areas.

Table 6 - Updated Population Forecast for Leopold

Year	Increase in Population (+2.94%)	Total Population	Additional Population with Avg. Growth	Total Population with Avg. Growth	Additional Population with High Growth	Total Population with High Growth
2006	-	8,161	-	-	-	-
2011	1,272	9,433	1,485	9,646	2,700	10,861
2016	1,468	10,901	2,970	11,131	5,400	13,561
2021	1,696	12,597	4,455	12,616	8,100	16,261

Source: City of Greater Geelong 2010

3.4 Summary of Key Population and Demographic Trends

This section highlights the key population and demographic trends discussed above, which include:

- n The population of this Bellarine Peninsula region is forecast to increase by 15,260 between 2006 and 2021.
- n The townships along the Bellarine Peninsula generally have an average household size higher than the municipal average. This suggests that the region is an attractive and popular location for families.
- n Leopold is forecast to increase to between 9,000 and 16,000 residents by the year 2021.
- n The town's current and future population contains a high proportion residents are aged under 18 and between 35 and 59 years. Furthermore the majority of households within the township will continue to consist of 'couple families with dependents' and 'couples without dependents'.
- n The proportion of residents aged over 60 years and amount of 'lone person households' will significantly increase to 2021.

4 Strategic Policy Context

This section presents the strategic policy context informing the Leopold Sub-Regional Activity Centre Master Plan. It seeks to identify key issues and strategic directions which ultimately guide future land use and development at this location.

4.1 State Planning Policy

Melbourne 2030: Planning for Sustainable Growth (Department of Sustainability and Environment, 2002) and more recently *Melbourne @5million* (Department of Planning and Community Development, 2008) are higher-level plans to manage the growth, development and change across metropolitan Melbourne and the key regional centres over the next 30 years. These policies encourage the concentration of new development at activity centres near current infrastructure, in areas best able to cope with that change while meeting the objective of sustainable development. They identify Geelong as a key regional centre. Key objectives associated with the future growth and development of activity centres include:

- n Reducing the number of private motorised vehicle trips to and from activity centres by concentrating activities that generate high numbers of (non-freight) trips in highly accessible locations;
- n Encouraging economic activity and business synergies;
- n Broadening the mix of uses appropriate to the type of centre and needs of the population served;
- n Providing focal points for the community at different geographic scales;
- n Improving access by walking, cycling and public transport to services and facilities for local and regional populations; and
- n Supporting the development of the Principal Public Transport Network.

4.1.1 Activity Centre Design Guidelines

The City of Greater Geelong is supported by a network of activity centres, each centre performing a different role and providing a different set of goods and services. In this context it is appropriate to examine the *Activity Centre Design Guidelines* (Department of Sustainability and Environment, 2004) in order to understand what constitutes best-practice in developing a viable, high quality sub-regional activity centre at Leopold.

The aims for activity centre design are summarised below. It will be fundamental for the outcomes of the Leopold Sub-Regional Activity Centre Master Plan to reflect and implement these design principles.

Table 7 - Aims for Activity Centre Design

Design Aim	Description
Develop a good quality public environment	Ensure public spaces within individual developments and throughout activity centres are comfortable, engaging environments.
Promote street based patterns of connection	Directly link developments within activity centres and with their surrounding neighbourhoods using a fine-grained street system that accommodates diverse modes of travel.

Design Aim	Description
Improve community safety	Promote the natural surveillance of public space and street edge activity. This can be achieved by ensuring buildings address the street and contain active uses on the ground floor. Clearly define public and private space.
Encourage a mix of uses	Optimise the diversity of uses in activity centres where the mix promotes vitality, extends the hours of activity and intensifies the use of existing infrastructure.
Improve pedestrian and cycling amenity	Encourage an increase in pedestrian and cycling traffic by maximising the convenience, safety and appeal of these modes of travel.
Promote a public transport focus	Better integrate public transport with activity centres by increasing community comfort, safety and accessibility.
Increase accessibility and integration	Ensure activity centres are a focus for the entire community, are accessible to all, and are physically integrated with the surrounding neighbourhood.
Encourage environmental sustainability	Promote the efficient reuse of existing assets, prolong the life cycle of structures, ensure energy efficiency and water and resource conservation and encourage appropriate orientation and use of materials.

The Activity Centre Design Guidelines contain a series of more detailed design objectives and suggestions which broadly address issues pertaining to urban structure, stations and interchanges, street design, public spaces, building design, malls and large stores, higher density housing and car parking.

4.2 Local Planning Policy

4.2.1 City Plan 2009-2013

The City Plan 2009-2013 was adopted by Greater Geelong City Council in June 2009. The Plan seeks to guide Council's high level strategic direction for the next four years by outlining objectives, strategies and related actions required to ensure that the Geelong region is liveable, attractive and sustainable.

Three strategic directions underlie the City Plan 2009-2013. These directions, as detailed below, are considered to represent the key strengths required to ensure the municipality continues to grow and prosper. It will be important for the Leopold Sub-Regional Activity Centre Master Plan to have regard to and implement these strategic directions.

n **Community Wellbeing**

To improve the health and quality of life of all residents of Greater Geelong

n **Growing the Economy**

Securing Geelong's Economic Future

n **Sustainable Built and Natural Environment**

The City of Greater Geelong leads the community in sustainable planning and environmental action

4.2.2 Environment Management Strategy 2006-2011

The Environment Management Strategy 2006-2011 establishes Council's policy and provides direction on a number of key sustainability issues. This Strategy is comprised of the Geelong Sustainability Framework and Environmental Management Policy. It is noted that the City of Greater Geelong defines sustainability as:

Within the City of Greater Geelong all actions and development undertaken will meet the needs of the present community without compromising the ability of future generations to meet their own needs. Council acknowledges that sustainability comprises at least three pillars: environmental, social and economic and the three pillars are interrelated.

Importantly, the Environment Management Strategy 2006-2011 identifies ten broad environmental areas with associated objectives and targets in order to promote sustainability to the community as well as all of Council's operations. These are summarised at Table 8 below.

Table 8 - Environment Management Strategy 2006-2011 Environmental Areas

Theme	Environmental Area
Our Organisational Environment	Planning, Policy and Programs
	Education and Partnerships
Our Natural Environment	Biodiversity Management
	Sustainable Agriculture
	Coastal and Marine
	Waterways and Wetlands
Our Built Environment	Air quality
	Resource Use
	Waste, Recycling and Reuse
	Urban Settlement

4.2.3 Bellarine Peninsula Strategic Plan 2006-2016

The Bellarine Peninsula is one of the fastest growing areas in the City of Greater Geelong. The Bellarine Peninsula Strategic Plan 2006-2016 was developed in consultation with local communities in order to provide an integrated approach to managing the future and growth and change of this area. The Plan brings together community visions, updated monitoring of land uses, analysis of future residential lot supply, demographic profiles and an assessment of community service needs. It identifies key community objectives for the Bellarine Peninsula as a whole, as well as for each of the nine townships and for Rural Bellarine, nominating partners and timelines for achieving these objectives.

The Community Vision 2006-2016 for Leopold as identified in the Bellarine Peninsula Strategic Plan 2006-2016 is:

In 2016 Leopold will be retained as an urban island, which offers clean air, health, education, recreation, employment and tourism opportunities for the community. Vital areas of biodiversity will be recognised and managed through wildlife corridors including a large variety of flora, fauna and well managed wetlands and coastal area.

Leopold provides all residents a comprehensive range of housing, shopping, cultural and recreational enterprises which are environmentally friendly and respect our local features. Leopold is a diverse community offering residents the advantages of urban and rural living and a strong sense of community.

Table 9 below provides a summary of the key concerns and strengths of Leopold identified during the development of the Leopold Community Vision 2006-2016. This provides a useful starting point for understanding local issues which will be relevant to the preparation of the Leopold Urban Design Framework and Recreation Reserve Master Plan.

Table 9 - Leopold Community Vision 2006-2016: Key Concerns and Strengths of Leopold

Strengths	Concerns
<ul style="list-style-type: none"> § Strong sense of community by being an 'urban island' § Proximity to the coast and town § Local natural environment including Lake Connewarre, Corio Bay, rural landscapes, Gateway Sanctuary § Family and community support § Access to recreational facilities and open spaces 	<ul style="list-style-type: none"> § Protection of the natural environment § Drainage § No recognised community meeting place § Limited opportunities for social and passive recreation activities § Limited access to health services

Further policy and planning context is provided relevant to each topic area in following sections of this report, including a review of the relevant Greater Geelong Planning Scheme controls.

4.3 Summary

In accordance with the directions of the reviewed State and local planning policy, the Leopold Sub-Regional Activity Centre will ultimately provide a focal point for the local and regional community it services. It should accommodate a broad mix of uses and services and its design and form should emphasise and respect the local character. Furthermore the future development of the activity centre should be environmentally, socially, economically and culturally sustainable.

5 Built Form, Land Use and Ownership

This section describes the existing physical context characterising the Leopold Sub-Regional Activity Centre study area. It provides a discussion of the areas current built form, land uses and land ownership arrangements.

5.1 Policy Context

This section provides an overview of local policy relevant to the Leopold Sub-Regional Activity Centre Project.

5.1.1 Leopold Structure Plan 2006

The Leopold Structure Plan was adopted by Council in March 2006 and establishes a strategic framework to guide the growth and development of Leopold for ten to fifteen years. It seeks to manage and direct future development in the township while protect the character of Leopold “as an urban island within an unspoilt rural setting”.

The Leopold Structure Plan 2006 nominated a 2.43ha parcel of land for rezoning to Business 1 Zone on the north-west corner of Melaluka Road and the Bellarine Highway for the development of a shopping centre. The site was subsequently rezoned (Amendment C65) and the Gateway Plaza shopping centre was constructed in 2007-08.

The 2006 Leopold Structure Plan also nominates a future activity centre (subregional level) comprising the shopping centre site, Leopold Memorial Recreation Reserve, the Gateway Sanctuary Reserve and land on the south side of Bellarine Highway for long term potential community/retail uses, with the rezoning process subject to a further strategic investigation, providing the basis for this Master Plan.

5.1.2 City of Greater Geelong Retail Strategy 2006

The City of Greater Geelong Retail Strategy 2006 was prepared by Essential Economics Pty Ltd in association with Planisphere and seeks to guide the ongoing development of the retail sector and retail activity centres in the municipality. The vision of this Strategy is:

Geelong’s retail activity centre network will be developed in a way that promotes the vibrancy and sustainability of the activity centre hierarchy; is efficient and viable for retail traders and other businesses; generates employment and income opportunities; and functions in a manner which focuses on the needs of residents and visitors to the Region

Importantly, the Retail Strategy 2006 describes the broad role and functions for centres in the retail hierarchy. A Sub-Regional Centre, such as that of Leopold, is the second highest order facility in the City of Greater Geelong Retail Hierarchy. It typically services a population catchment of 40,000 to 80,000 people with a retail floorspace range between 15,000m² and 35,000m² and possesses the following characteristics:

- n Location for shopping facilities which serve a sub-regional market;
- n Usually supported by discount department store and supermarket facilities; and
- n Can have some non-retail functions such as a limited range of office, medical, community activities, cinema and business services.

The key strategies to support the sustainable growth and development of the municipality’s retail sector contained in the City of Greater Geelong Retail Strategy 2006 are:

- n Support the retail activity centre hierarchy
- n Encourage centre management and business development
- n Promote good urban design in activity centres

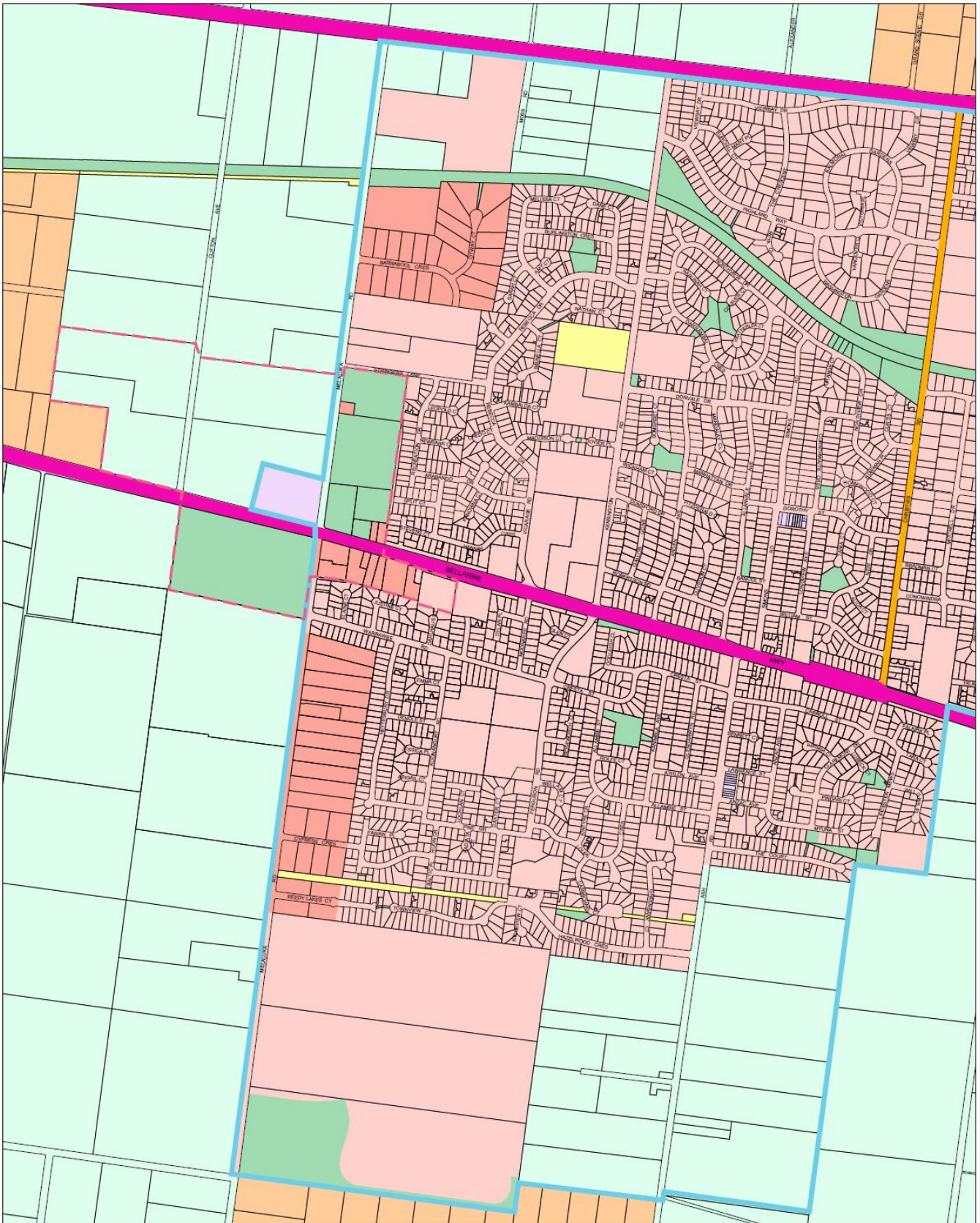
5.2 Zone and Overlay Controls

The Leopold Sub-Regional Activity Centre Master Plan study area encompasses a broad urban area and incorporates a mix of land uses and forms. Pursuant to the Greater Geelong Planning Scheme, several zones and overlays apply to the study area, as summarised at Table 10 below.

Table 10 - Zone and Overlay Controls Affecting the Study Area

Control	Provision	Objective
Zone	Business 1 Zone	To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.
	Public Park and Recreation Zone	<p>§ To recognise areas for public recreation and open space.</p> <p>§ To protect and conserve areas of significance where appropriate.</p> <p>§ To provide for commercial uses where appropriate.</p>
	Low Density Residential Zone	To provide for low-density residential development on lots which, in the absence of reticulated sewerage, can treat and retain all wastewater.
	Residential 1 Zone	<p>§ To provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.</p> <p>§ To encourage residential development that respects the neighbourhood character.</p> <p>§ In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.</p>
	Farming Zone	<p>§ To provide for the use of land for agriculture.</p> <p>§ To encourage the retention of productive agricultural land.</p> <p>§ To ensure that non-agricultural uses, particularly dwellings, do not adversely affect the use of land for agriculture.</p> <p>§ To encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.</p> <p>§ To protect and enhance natural resources and the biodiversity of the area.</p>
	Road Zone - Category 1	<p>§ To identify significant existing roads.</p> <p>§ To identify land which has been acquired for a significant proposed road.</p>
Overlay	Design and Development Overlay, Schedule 14 – Dwellings Over 7.5m	<p>§ To ensure that new dwellings and extensions to existing dwellings are compatible with the existing scale and character of adjoining dwellings and of the area.</p> <p>§ To ensure that the height and visual bulk of dwellings are acceptable in the neighbourhood setting.</p>

Figure 3 - Zoning Map of Leopold

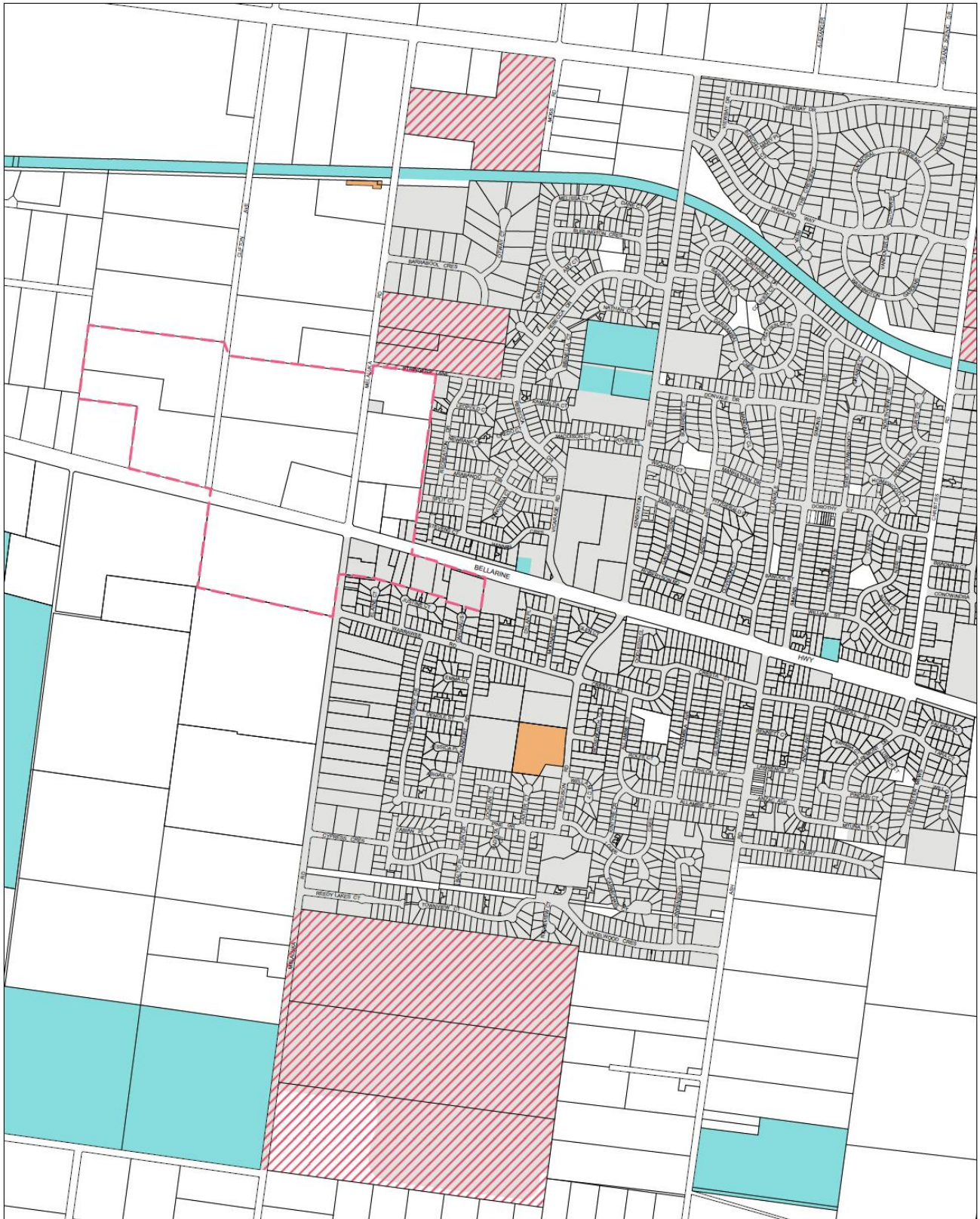


Leopold
Zones Plan



- | | |
|---------------------------------|------------------------------|
| Sub-Regional Centre Study Area | Road Zone - Category 2 |
| Urban Growth Boundary | Low Density Residential Zone |
| Business 1 Zone | Residential Zone 1 |
| Public Park and Recreation Zone | Farming Zone |
| Public Use Zone | Rural Living Zone |
| Road Zone - Category 1 | |

Figure 4 - Overlay Map of Leopold



Leopold
Overlays Plan

0 200 400 600 1:7500 @ A4 NORTH

- Sub-Regional Centre Study Area
- Public Aquisition Overlay (PAO)
- Vegetation Protection Overlay (VPO)
- Design and Development Overlay (DDO)
- Heritage Overlay (HO)
- Development Plan Overlay (DPO)

5.3 Land Use

The Leopold township accommodates a combination of local and regional retail, recreational, educational and community uses and activities. As demonstrated by the map overleaf, the major land uses throughout Leopold include:

- n Residential dwellings
- n Leopold Shopping Centre – Gateway Plaza
- n Local shopping centres at Ash Road and Dorothy Street
- n Community Hub
- n Leopold Primary School
- n Gateway Sanctuary Reserve
- n Memorial Recreation Reserve
- n Leopold Sportsmans Club
- n Numerous churches
- n Numerous aged care facilities
- n Numerous child care facilities
- n Open space areas

Despite this broad mix of land uses, Leopold currently lacks a dedicated “town centre” that provides a focal point for the community’s cultural, social, retail and recreation needs. A unique challenge of the Leopold Sub-Regional Activity Centre Master Plan Project relates to the creation of this “town centre” at the western extent of the township.

5.3.1 Leopold Community Hub

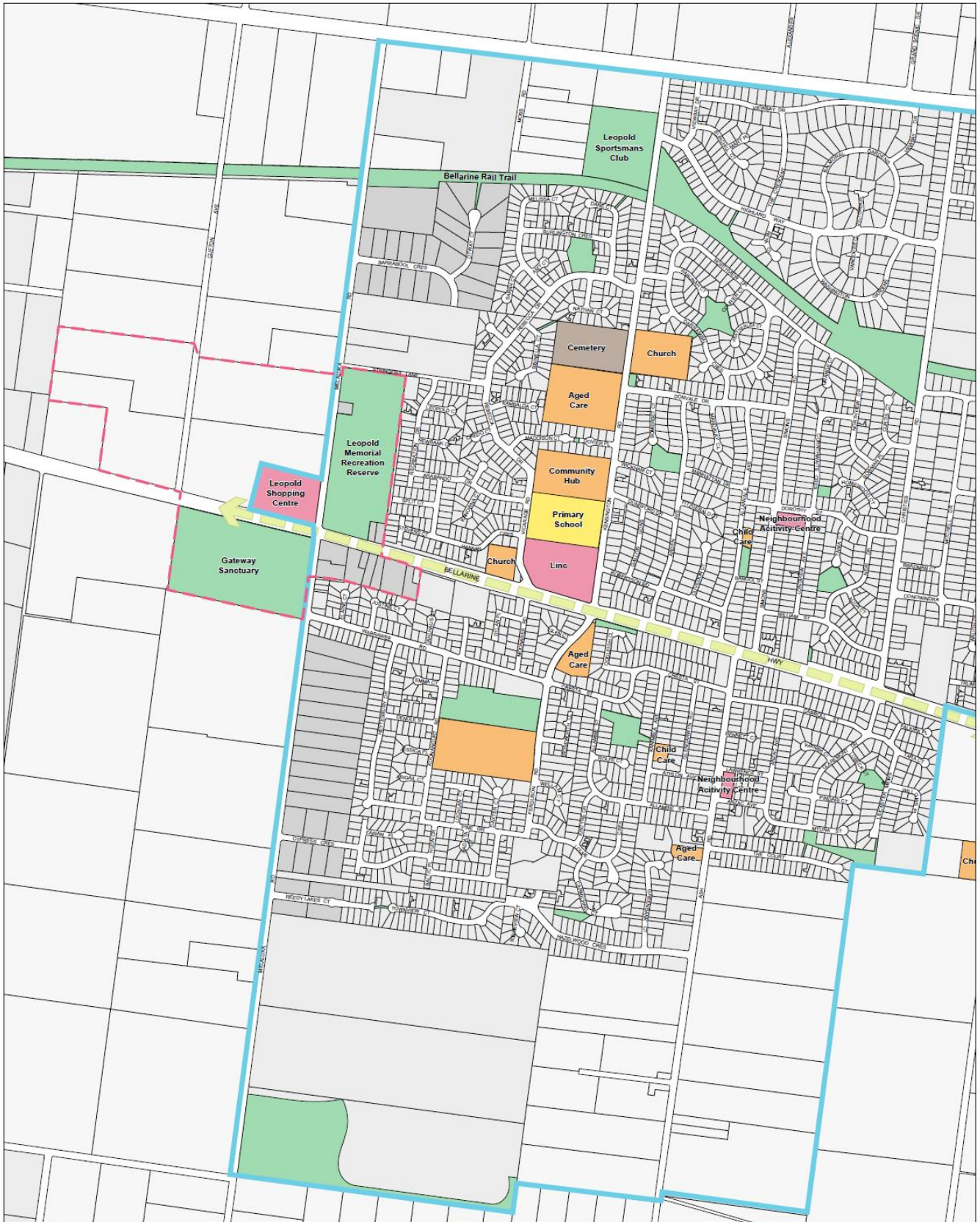
In September 2007 the City of Greater Geelong commissioned David Lock Associates to prepare a concept plan for the development of an integrated community hub on a 2.5ha allotment located adjacent to the Leopold Primary School at 31-39 Kensington Road, Leopold. It is highlighted that the design of the Leopold Community Hub was recently awarded to Williams Boag Pty Ltd Architects.

The Leopold Community Hub will provide a focus for community facilities and services within the township and will comprise:

- n Lifelong Learning and Social Recreation Hub – including a library, information technology hub, function room containing kitchen facilities, youth centre and café.
- n Family and Health Hub – including Maternal and Child Health and Wellness and Health facilities; as well as consulting rooms for specialists, GP’s and other health care professionals, pre-school, day and occasional care.
- n Enterprise Hub – including a studio/workshop, business incubator and meeting room.
- n Community Gardens – including 15 allotments and storage.
- n Adaptable Housing – including medium density housing.

It is acknowledged that it will be important for the outcomes of the Leopold Sub-Regional Activity Centre Master Plan Project to complement the Leopold Community Hub. In particular an opportunity exists to create physical and strategic linkages between the Leopold Memorial Recreation Reserve and Leopold Community Hub.

Figure 5 - Major Land Uses within Leopold



Leopold
Context Plan



- | | |
|---|---|
| - - - Sub-Regional Centre Study Area | School |
| Urban Growth Boundary | Cemetery |
| ← Bellarine Highway | Public Open Space |
| Neighbourhood Activity Centres | Residential Zone 1 |
| Community Facilities | Low Density Residential Zone |

5.4 Urban Form

Development throughout Leopold is characterised by low scale built form. As described in the City of Greater Geelong's Residential Character Study, buildings are frequently 1-2 storeys with low pitched roofs, emphasising their domestic character.

Much of the Leopold Sub-Regional Activity Centre Master Plan study area falls into either rural or recreation use.

Land to the north of the Bellarine Highway and west of Melaluka Road the study area is dominated by the Gateway Plaza. A number of small dwellings and farm buildings are also located in this area. Gateway Sanctuary to the south of the Bellarine Highway contains three buildings including public bathrooms. To the east of Melaluka Road, the Memorial Recreation Reserve contains a number of buildings associated with the recreation purposes of the reserve. In all cases, the buildings are small and low scale (i.e. single storey) with little visual impact on the surrounding environment.

5.5 Land Ownership

The land within the study area comprises a broad range of land ownership; this includes Crown land, Council-owned land and freehold properties. The following map illustrates the pattern of property ownership within the study area.

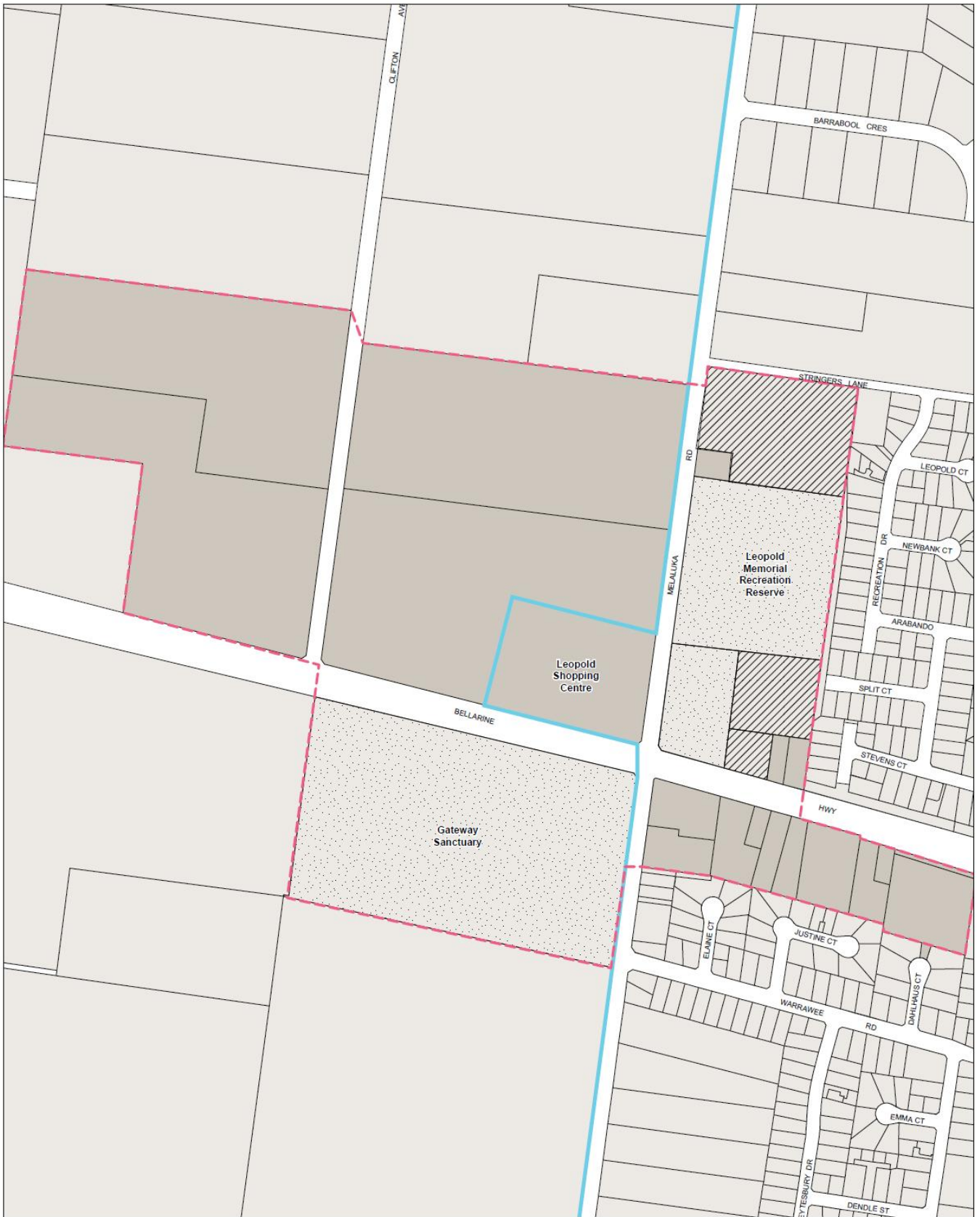
The disparate land ownership arrangements will have a significant impact on the potential land use and development of land within the study area. For example land within the study area that is reserved under the *Crown Land (Reserves) Act 1978 (Vic)* will be limited to specific types of uses and lease arrangements. Accordingly the issue of land ownership will be a key consideration for the Leopold Recreation Reserve Master Plan and Urban Design Framework.

5.6 Summary

Leopold currently accommodates a range of local and regional retail, recreational, educational and community activities across the township. Despite this mix of uses and services Leopold currently lacks dedicated "town centre" that provides a focal point for the community and neighbouring townships. Leopold's designation as a Sub-Regional Activity Centre presents a unique opportunity to create this 'heart' within the township.

It is recognised that the future development of the activity centre must be balanced with the valued character of Leopold "as an urban island within an unspoilt rural setting" and respect the township's low scale built form. It will also be important to create strategic and physical links between the activity centre and community hub.

Figure 6 - Land Ownership Pattern of the Study Area



Leopold
Study Area Land Ownership Plan



- - - Sub-Regional Activity Centre Study Area
- Urban Growth Boundary
- Private Ownership
- Crown Land
- Council Owned Land

6 Recreational and Sporting Facilities

It is fundamental that the long term development of the Leopold Recreation Reserve that maintains the valued character considers the aspirations of the local tenant clubs, schools and residents and the protection and enhancement of the social environmental and heritage values of the reserve. This section provides an overview of relevant policy, the existing conditions and future requirements of recreational and sporting facilities within Leopold.

6.1 Policy Context

6.1.1 Bellarine Peninsula Strategic Plan

The Leopold Community Vision 2006-2016 raised some interesting observations that are relevant to the provision of sport and recreation in Leopold. In particular, the following objectives are relevant:

- n Develop opportunities for people to work, recreate and access services within their own community; and
- n Provide a range of recreation, cultural and tourism opportunities in an environmentally sensitive manner.

The Strategic Plan also made comments about the projected population of Leopold and the following points are important:

- n Projected population growth in Leopold; and
- n Increase in numbers of young people and older adults.

6.1.2 Bellarine Peninsula Recreation and Leisure Needs Study

The Bellarine Peninsula Recreation and Leisure Needs Study 2005 recognises the priority for improving options for walking and cycling throughout the peninsula (this suggests consideration of connections throughout the Leopold Study Area and linkage to the Bellarine Rail Trail to the north along Melaluka Road).

The recommendations from the Recreation and Leisure Needs Study that are relevant for the Leopold community are:

- n Support for the installation of new training lights on the number 2 oval at the Recreation Reserve (this action has been completed)
- n Develop a skate facility in Leopold (this action has been completed with the development of a skate park in the Leopold Recreation Reserve)
- n Determine the future of the land adjacent to the Leopold Primary School with a view to considering soccer pitches in partnership with the school (this action has resulted in the planning of a community hub for the land adjacent to the school, and proposed soccer pitches at the proposed new subdivision in Melaluka Road, south of Bellarine Highway)

6.1.3 City of Greater Geelong Cycle Strategy (2008)

The Leopold cycling routes indicated in this document reinforce the priority to create a connection from the study area along Melaluka Road to the Bellarine Rail Trail.

6.1.4 Sustainable Sports Fields Management Report

Council commissioned a report to advise on the sustainable water management priorities for sports fields. While the sites investigated did not include Leopold Memorial Recreation Reserve, a number of general issues were identified, which are useful to understand for this master plan, including:

- n Warm season grasses are likely to be more effective and less reliant on water;
- n Irrigation should be biased toward water conservation rather than encouraging vigorous growth;
- n Trialling sub-surface irrigation is recommended;
- n Bore water is a possible water source if available;
- n Explore potential of reduced playing area of ovals and soccer pitches to reduce irrigation;
- n Water fixtures should be introduced into all clubrooms and toilets to reduce water use; and
- n Tenant groups should work towards increasing water savings.

6.2 Existing Facilities / Conditions

The Leopold Memorial Recreation Reserve is located on the corner of Bellarine Highway and Melaluka Road and is the main active sporting reserve for the township of Leopold. Its existing facilities are listed below and illustrated overleaf.

The Leopold Recreation Reserve is used by the following tenant / community groups summarised at Table 11 below:

Table 11 - Tenants and Community Groups of the Leopold Memorial Recreation Reserve

Group	Facilities Used	Comment
Leopold Tennis Club	Nine tennis courts Tennis clubroom	Both lease and licence agreement with CoGG Lease for clubrooms which expires in Sep 2010 Licence for tennis courts which applies for the seasons of 2009
Leopold Football Netball Club	Both ovals Pavilion Storage Room Gym facility Netball Courts	Licence agreement expires Sep 2010 for all facilities Tenancy agreement for use of clubrooms and Netball Courts on specific days and times in winter season
Leopold Cricket Club	Both ovals Cricket practice nets Pavilion Cricket storage room	Licence agreement expires Sep 2010 for all facilities Summer season use.
Leopold Girl Guides	Girl Guides Hall at south end of building	Lease agreement which expires Sep 2010
Scout Association of Australia Victorian Branch	Scout Hall	Lease which expires May 2011

Figure 7 - Leopold Memorial Recreation Reserve Existing Conditions



6.3 Current and Future Sporting and Recreational Needs

The following information provides a summary of the key trends that relate to participation in sport and recreation in Australia. This information has been obtained from the following sources:

- n The Australian Sports Commission's annual "Exercise, Recreation and Sport Survey" (2008 & 2009).
- n The Australian Bureau of Statistics national survey of "Children's Participation in Cultural and Leisure Activities, Australia" (2009).
- n Consultation with State Sporting Associations.

6.3.1 General Participation Trends

Almost half (49.3%) of Australians are likely to engage in physical activity three times per week or more (2008). This has increased from 37.2% in 2001.

Walking was the most popular physical activity in 2008 with 39.2% of the population walking for exercise at least once a week. Other popular activities included aerobics/fitness (23.5%), swimming (14.5%), cycling (11.6%), running (9.9%), golf (7.1%), tennis (6.8%), bushwalking (6.4%), outdoor football / soccer (5.2%) and netball (3.9%).

The following table provides a list of the top ten recreation activities in Australia and highlights the changes in participation between 2001 and 2008. As shown, walking is the most popular activity followed by aerobics / fitness which has experienced the most significant increase in participation since 2001.

Table 12 - Tenants and Community Groups of the Leopold Memorial Recreation Reserve

Rank	Activity	Participation Rate	No. of Participants ('000)	%change 2001-2008
1	Walking	39.2	6,508.4	49.4
2	Aerobics / fitness	23.5	3,901.9	99.0
3	Swimming	14.5	2,414.3	0.0
4	Cycling	11.6	1,928.1	34.1
5	Running	9.9	1,649.4	52.1
6	Golf	7.1	1,181.1	-4.8
7	Tennis	6.8	1,122.5	-18.8
8	Bushwalking	6.4	1,067.3	34.4
9	Football (outdoor)	5.2	855.6	55.2
10	Netball	3.9	642.6	4.9

Australian Bureau of Statistics data indicates that approximately 63% of children (aged 5-14 years) are likely to participate in organised sport and 34% in selected organised cultural activities outside of school hours. In 2009, the most popular sport for children was swimming with a participation rate of 19%, followed by outdoor soccer (13%) and Australian Rules football (9%).

Boys are more likely to participate in organised sport (70%, compared to girls 56%), but girls are twice as likely to participate in cultural activities (45% compared with 23%). The most popular sports for boys are outdoor soccer (20%), swimming (17%) and Australian Rules football (16%), and for girls swimming (20%), netball (17%) and gymnastics (8%).

The important observation from the above information is the emphasis on informal and casual participation in the most popular activities. It is important to consider that while planning for sporting competition is important and requires attention to specific detailed design, the inclusion of additional elements that offer opportunities for the general community to engage in unstructured recreation activities such as walking, cycling and running is imperative.

6.3.2 Sport Specific Trends

The following information provides a summary of participation levels and key trends for cricket, Australian Rules football, netball, tennis and soccer.

Cricket

In Australia, 3.5% of the population (aged 15 years and over) participate in cricket (outdoor), which has increased from 3.3% in 2003. Participation in cricket in Victoria has remained stable at 4.6% since 2003 (for persons aged 15 years and over).

5.2% of Australian children (aged 5-14 years) participate in cricket (outdoor) which has increased slightly since 2003 (5.0%). Participation in cricket by children is supported by such programs as the "Milo - Have a Go" junior program, which is very popular with new clubs continuing to adopt the program.

The Bellarine Peninsula Cricket Association has 12 clubs across the peninsula and reports that both senior and junior participation has increased significantly over the past five years due to new teams being entered and population growth in areas such as Drysdale and Ocean Grove.

The local Leopold Cricket Club is affiliated with Geelong Cricket Association and reports a current membership of approximately 237 players. The club is experiencing growth, with juniors increasing by 30-40% and seniors increasing by 20-30% from five years ago.

Australian Rules Football

In Australia, 2.9% of the population (aged 15 years and over) participate in Australian Rules football which has increased from 2.8% in 2003. Australian Rules football was the third most popular sport for children aged 5-14 years with a participation rate of 8.6%, which had increased from 7.3% since 2003.

Football Victoria has reported significant growth in community level football participation and the popularity of the game is growing among females. Participation in Australian Rules football in Victoria has increased from 5.1% in 2003 to 5.6% in 2008 (for persons aged 15 years and over). This increased popularity is demonstrated locally by Football Netball Geelong which has experienced significant growth in membership over the past five years, largely due to increased popularity at junior levels

The local Leopold Football Netball Club is affiliated with Football Geelong for seniors (VCFL), Geelong Junior Football League for juniors and Football Netball Geelong for netball. The club has approximately 820 members, consisting of 260 members in the Auskick – U16 age groups and 90 playing senior football. The netball participation is also strong with 90 juniors and 50 seniors. With sustained and projected growth, the club anticipates that its membership may increase to well over 1000 in five years.

Netball

Netball is the 10th most popular activity in Australia, with 3.9% of the population participating (for persons aged 15 and over) and remaining stable since 2003.

Netball is predominantly a women's sport, with 6.7% of females playing netball, compared to 1.0% of males.

Netball is the second most popular sport for girls aged 5-14 years with a participation rate of 17%. For all children in this age group, netball has a participation rate of 8.4% which has declined from 9.1% in 2003. However, participation in netball in Victoria has remained stable since 2003 with 4.9% of the population participating (aged 15 years and over). The stability of netball participation in Victoria may be a result of drops in Association participation being picked up in social participation. Furthermore, netball associated with football netball clubs is becoming more prominent due to the flexible leisure options they present for families.

All forms of netball competition are strong on the Bellarine Peninsula, with indoor netball being played at Ocean Grove and Leopold (LINCS). The popularity of netball associated with the football netball club in Leopold continues to increase, as reported by the Football Netball Club.

Tennis

Tennis is the 7th most popular activity in Australia, with 6.8% of the population (aged 15 years and over) participating, however participation has declined from 9.0% in 2003. Participation in 'non-organised' tennis is higher (4.8%) than participation in 'organised' tennis (2.7%).

Nationwide, 7.9% of children (aged 5-14 years) participate in tennis which has declined from 8.6% in 2003. Tennis is the 3rd most popular sport for girls aged 5-14 years with a participation rate of 8%.

Tennis participation in Victoria has also declined from 10.5% in 2003 to 7.2% in 2008 (for persons aged 15 years and over)

There are currently around 900 clubs and 95,000 affiliated members of Tennis Victoria, which is down on previous years. Junior membership is reported to be stable. Senior membership (associated with Saturday afternoon competition) has declined, whilst participation in night and mid-week competition is continuing to increase.

Two main tennis associations on the Bellarine Peninsula have relatively stable participation, with the mid-week competition run by the Bellarine Peninsula Tennis Association reporting increased membership over the past few years. The Leopold Tennis Club has experienced decline in membership numbers with the current 76 members being a reduction from 95-100 members five years ago.

Soccer

Soccer is the 9th most popular activity in Australia with 5.2% of the population participating, which has increased from 4.3% in 2003.

Outdoor soccer was the second most popular sport for children aged 5-14 years with a participation rate of 13.2%, remaining relatively stable since 2003 (13.4%). Furthermore, Outdoor Soccer was the most popular sport for boys aged 5-14 years with a participation rate of 19.9%.

In Victoria, 3.4% of the population (aged 15 years and over) participate in outdoor soccer which has remained stable since 2003 (3.3%). Football Federation Victoria reported significant growth in

registered members from 2003 (25,957 members) to 2007 (31,579 members). In particular, there has been a significant increase in female and junior soccer participation.

Participation in soccer on the Bellarine Peninsula is relatively recent with four clubs: St Leonards, Barwon Heads, Surfside and Springdale. There is interest in a club starting up in Leopold and this may be the fifth club for the peninsula. It is anticipated that soccer may be provided in new open space being developed as part of the Villawood Estuary Park, in Melaluka Road, to the south of the Leopold Recreation Reserve.

The activities that take place at the Sportsmans Club in Kensington Drive, Leopold are also of interest for the future Master Plan and the participation trends are summarised as follows:

Lawn Bowls

Lawn Bowls has an overall participation rate of 2.0% of the population and as most of its participants are involved in organised (club-based) activity, this sport features as the sixth most popular club based physical activity in Australia in 2009.

In Victoria, the participation rate is a little higher, with 2.2% of the population participating in Lawn Bowls.

The Leopold Sportsmans Club Bowls Section has 220 members and this membership has been steadily increasing over time.

Squash

Squash/racquetball has a total Australian participation rate of 1.5% with the majority of this participation being non organised. In Victoria, the reported participation rate in 2009 was 1.2% of the population.

The Leopold Sportsmans Club Squash and Racquetball Section has 70 members. Participation is relatively stable.

Golf

Although golf is not played at the Sportsmans Club site, a golf section, comprising 85 members is based as a social club at the Sportsmans Club and plays at a range of local golf courses.

Golf is the sixth most popular activity in Australia, with 6.4% of the population participating – there has been a steady decline in this sport since 2002. Golf however remains the most popular club based physical activity in Australia with 2.8% of the population belonging to a golf club. Golf in Victoria is also very popular with 6.5% of the population participating.

6.4 Management Model

The current management approaches for the facilities being considered in this project are:

Table 13 – Management Approaches of Facilities within Leopold Reserve

Facility	Management Approach
Leopold Recreation Reserve	<ul style="list-style-type: none"> § Standalone tenants that operate as individual entities and have their own agreements for use and occupancy of facilities. § Individual licence agreements with each user for occupancy of agreed components of the recreation reserve § Licence agreements are in place with: <ul style="list-style-type: none"> –Leopold Football Netball Club (seasonal use of ovals & pavilions) –Leopold Cricket Club –Leopold Tennis Club (for the tennis courts) § Individual lease agreements with a number of users for occupancy of specific components of the reserve § Lease agreements are in place with: <ul style="list-style-type: none"> –Leopold Tennis Club (for the club rooms) –Leopold Girl Guides (for a portion of community building) –Leopold Scouts (for the scout hall)
Leopold Sportsmans Club	<ul style="list-style-type: none"> § Overall Board of Management with six separate sections that have their own committees, bank accounts and operating rules and regulations. The sections include: <ul style="list-style-type: none"> –Mens Bowls –Ladies Bowls –Indoor Bowls –Squash –Racquetball –Golf § The Board of Management employs a Club Manager to oversee all operations and staff are employed to work in the hospitality sections of the sportsmans club.

The obvious differences between the two models outlined above are that the reserve tenant clubs are all autonomous and run by volunteer committees whereas the Sportsmans club is an integrated organisation with all sections supported by paid staff. Furthermore, the Sportsmans club has access to a lucrative income stream through its gaming and TAB activities that the voluntary sports clubs do not have access to

Should option one be preferred and the tenants at the Leopold Recreation Reserve remain unchanged, the options for future management are:

- 1 Retain the existing management model that involves all users having their own occupancy arrangements with Council (not preferred due to the lack of formal communication between users and the range of tenants and informal users of the reserve)
- 2 Creating an incorporated association for all user groups to work together for specific management priorities, but retain their own occupancy arrangements with Council
- 3 Creating a Sporting Club model that has centralised management and finances - all tenancy agreements are negotiated between Council and the sporting club. Individual user groups have sub-committees and operate according to their own sports rules and fixturing. (not preferred because clubs will often be reluctant to give up autonomy and without the gaming facilities to raise substantial funds, there is no financial advantage to this model).

The creation of an incorporated association, if supported by the users of the reserve, is preferred for the following reasons:

- n It provides a formal structure for ongoing communication and co-operation between all formal users.
- n It creates a forum for discussion about issues of informal and casual use of the reserve, i.e. skate park use, etc.
- n It offers the flexibility of inviting general community representatives to join the association as well as user group representatives.
- n It does not need to change the current financial or tenancy arrangements for any of the clubs.
- n It is based on a representative association of all the users providing a single voice to negotiate and work with Council and government, etc. An obvious project would be to work together to advocate for the implementation of the Master Plan and initiate joint fundraising activities.
- n An incorporated association could also include recreation clubs that use other local facilities as a way to broaden the benefit of a co-ordinated approach throughout the whole community. For example, a local soccer club that might occupy the new Estuary Park further south in Melaluka Road.

Should option two be preferred and the Leopold Recreation Reserve becomes home for the Sportsmans Club as well as the existing tenants of the Recreation Reserve, a Sporting Club management model would be an obvious choice for the future given the following:

- n The existing management model for the Sportsmans Club works well and is supported by the Board of Management as the preferred option should the club be relocated to the Recreation Reserve.
- n With significant business operations (gaming, TAB, function room, bar, etc) it will be necessary to develop a single management entity that can be responsible for gaming and liquor licences and manage the financial arrangements of the whole organisation.
- n The current management arrangements of the Recreation Reserve are very fragmented and would not fit the range of operations that will need to be well co-ordinated.

6.5 Summary

The following comments are relevant to the assessment of future sporting needs of the Leopold community:

- n Cricket is well catered for with existing facilities. Future growth and demand, particularly at junior levels, will need to be met by nearby facilities such as Leopold Primary School, new open space in Melaluka Road sub division and at the proposed Drysdale sub regional sports precinct.
- n Football/netball is a popular sport in Leopold with good participation at all levels. The existing facilities provision generally caters for football and netball needs and like cricket, overflow facilities will need to be accessed at nearby open space.
- n It is acknowledged that the pavilion and change room facilities do not cater for the extent of demand (particularly by females) for sporting and social activities.
- n The current provision of tennis facilities (nine courts plus club rooms) meets the demand for tennis in Leopold. It is acknowledged that the only peak time when a maximum number of courts might be in use is Saturday morning junior competition.
- n Girl Guides, Scouts, Toy Library and Lions Club all appear to have adequate facilities to meet their needs.
- n With local demand for walking and cycling, connections and linkages within the study area and to the Bellarine Rail Trail are required.

- n Soccer has experienced significant growth and there are currently no facilities in Leopold. However, it is anticipated that the sporting facilities to be developed as part of the Villawood Estuary Park open space will provide for the future local demand of soccer.
- n The participation in lawn bowls at the Sportsmans Club seems to be higher than the general participation rates, and it is assumed that this club draws members from across a broad catchment with the attraction of a sports club to complement the lawn bowls facilities. It is noted that the Sportsmans Club has plans to develop a third green into the future to cater for the increasing demand of this sport.
- n Squash and golf social facilities are adequate as they are to cater for the stable demand by participants. Any relocation option for the Sportsmans Club would need to consider duplicating these facilities at a new site.
- n Management of the existing facilities varies substantially between the recreation reserve and the Sportsmans Club. Depending on the outcome of the Master Plan and the eventual tenants of the reserve, options for management will be quite different.

7 Natural and Cultural Environment

This section describes the existing natural and cultural environment context characterising the Leopold Sub-Regional Activity Centre study area. It provides a discussion of the areas current built form, land uses and land ownership arrangements.

7.1 Policy Context

This section provides an overview of local policy relevant to the Leopold Sub-Regional Activity Centre Project.

7.1.1 Biodiversity Strategy

The Biodiversity Strategy was adopted by Council in 2003 and its vision is:

A natural environment that is rich in biodiversity and is managed and maintained to protect, both now and in the future, the ecological systems upon which life depends.

The overarching vision for the City of Greater Geelong is to be a place “*within which biodiversity plays an important role, where the right of future generations to healthy, complete and vibrant biodiversity is entrenched, and to be a City that actively protects its biological wealth and prioritises long term responsibility over short-term gains*”. The Biodiversity Strategy is underpinned by eight strategic objectives which relate to the following areas:

- n Primary Biodiversity Conservation
- n Secondary Biodiversity Conservation
- n Weed (invasive alien vegetation) Management
- n Biodiversity Planning and Legal Protection
- n Biodiversity Mapping and Monitoring
- n Biodiversity Education and Awareness

Importantly, an inventory of biodiversity sites and values throughout the municipality was prepared during the development of the Biodiversity Strategy. The inventory identifies numerous sites within Leopold which are mapped below.

7.2 Natural Environment

Leopold is located in the Otway Plain Bioregion. The study area supports some vegetation from the Plains Grassy Woodland Ecological Vegetation Class which possesses an ‘Endangered’ Bioregional Conservation Status. Two threatened flora species are located towards the north and two threatened species of birds are located towards the south of the study area.

The Department of Sustainability and Environment advise that Gateway Sanctuary possesses relatively high environmental values. In contrast, the Leopold Memorial Recreation Reserve site possesses generally low natural environmental values with its focus being on providing active recreational space.

The following map identifies these and other significant environmental features occurring within the study area and surrounds.

Figure 8 - Natural and Cultural Environment Features Map



Leopold
Natural & Cultural
Features Plan

- Study Area
- Urban Growth Boundary
- Public Open Space
- ^ Ridgeline
- Sites of Biodiversity Significance
- Primary Biodiversity Conservation Zone
- Vegetation with Bioregional Conservation Status of Endangered
- Heritage Overlay

7.3 Cultural Heritage

The relevant Registered Aboriginal Party (RAP) representing land within the study area is the Wathagurong Aboriginal Co-Operative. According to the *Areas of Cultural Heritage Sensitivity in Victoria* data; the study area does not contain any sites of Aboriginal cultural heritage significance. Though, it is acknowledged that Reedy Lake and Lake Connaware, located in proximity of the study area, are identified as possessing cultural heritage sensitivity.

There are no native title proceedings over land for which the Wathagurong Aboriginal Co-Operative represents. Therefore, there are no native title issues affecting land within the study area.

The study area itself does not contain any sites which possess post-settlement or Aboriginal cultural heritage values.

It is highlighted that the following sites located in proximity of the study area are protected by the Heritage Overlay:

- n Geelong-Queenscliff Railway Line between south Geelong and Point Lonsdale (Bellarine Rail Trail);
- n St Marks on the Hill – Church located on the Bellarine Highway;
- n ‘Kalimnar’ – Residence located on Kensington Road; and
- n Leopold Cemetery – located on Kensington Road.

7.4 Summary

The natural features occurring within the study area are not only important from an environmental perspective, but also contribute to Leopold’s local character and identity. Those existing areas with high environmental values are limited to Gateway Sanctuary and existing native vegetation along the Bellarine Highway and Melaluka Road. However, a detailed survey is necessary to determine flora and fauna values within the study area. The Leopold Sub-Regional Activity Centre Master Plan therefore provides an important opportunity to promote and improve the environmental values throughout the study area.

Based on a desktop assessment and review of existing documentation, it is considered that the project study area does not contain any sites of Aboriginal or non-Aboriginal cultural heritage significance. Nevertheless the Urban Design Framework and Recreation Reserve Master Plan present a key opportunity to integrate the study area with nearby cultural heritage features.

8 Accessibility and Movement

Leopold is located approximately 12km east of Central Geelong and the township is intersected by the Bellarine Highway which runs from Geelong through to Queenscliff and Point Lonsdale. Accordingly, the study area is generally accessible as it is well connected by the road network and bus services. However bicycle and pedestrian access throughout the study area is disconnected. This chapter presents a discussion of key movement and connectivity issues affecting the study area.

8.1 Policy Context

This section provides an overview of local policy relevant to the Leopold Sub-Regional Activity Centre Project. Council has recently endorsed the City of Greater Geelong Cycle Strategy and Leopold Strategic Footpath Network Report. These strategic documents address accessibility and movement in Leopold and seek to encourage active forms of transportation.

8.1.1 Greater Geelong Cycle Strategy

The City of Greater Geelong Cycle Strategy seeks to provide direction to Council in regard to the expansion of the municipality's on and off road cycle network, the improvement of bicycle facilities, enhancement of cyclist education and the delivery of promotions that encourage people to cycle.

Importantly the Strategy contains the following recommendations relevant to the cycle network within Leopold:

- n Install 1.5m wide on-road bicycle lanes and signage on Christies Road as a medium priority action; and
- n Installation of 1.5m on-road bicycle lanes and signage on Melaluka Road as a medium-low priority action.

8.1.2 Leopold Strategic Footpath Network Report

According to the Leopold Strategic Footpath Network Report (David Lock Associates, October 2007), a walkable community is considered to be a function of people having the desire to walk and the environment providing the infrastructure, therefore the facilities, to do so. The purpose of the Leopold Strategic Footpath Network Report was to identify key strategic interventions for Leopold, namely 'strategic footpaths', necessary to improve the walkability of the Township and increase the proportion of trips undertaken 'on foot'.

The Leopold Strategic Footpath Network Report identifies numerous challenges and opportunities relevant to this project, specifically:

- n Gateway Plaza is identified as 'key trip generator' within Leopold. However the shopping centre is isolated from the township.
- n The intersection between the Bellarine Highway and Melaluka Road is a vehicle priority crossing point and considered unsafe and slow for pedestrians/disabled.
- n Melaluka Road and the Bellarine Highway are physical barriers to the pedestrian and cycle network.
- n Melaluka Road is identified as a barrier to the pedestrian network due to the high speed traffic which travels along this road, absence of footpaths and roadside swales. Furthermore members of the community identified Melaluka Road as a 'key concern' area within the township.

- n Leopold Memorial Recreation Reserve is a key open space within the township. Barriers to walkability at this location include the convoluted layout of sports facilities which obstructs connection to the shopping centre. The existing pedestrian/cycling network is considered to be poorly understood, unwelcoming and disconnected.

The Leopold Strategic Footpath Network Report makes a series of recommendations to address the abovementioned issues. These range from enhancing pedestrian crossings to improving resident and visitor awareness of the facilities located within the Leopold Memorial Recreation Reserve.

8.2 Road Hierarchy

Leopold is serviced by a clearly defined strategic road network. The township has direct access to Geelong and the Bellarine Peninsula region via two major arterial routes, the Bellarine Highway and Portarlington Road. This arterial road network is supported by a secondary network, comprising of local roads and secondary arterial.

The project study area contains two main road linkages, the Bellarine Highway and Melaluka Road.

Bellarine Highway

The Bellarine Highway traverses the study area, creating a physical barrier between the northern and southern sections of the Leopold. The Bellarine Highway has a speed limit of 60km/h through the township. A wide median strip with extensive planting divides the highway on the outskirts of the Leopold, while a narrow median strip is provided along the Bellarine Highway through the township.

There are three signalised intersections with pedestrian crossings along the Bellarine Highway in Leopold; at the road's intersection with Melaluka Road, Kensington Road and Ash Road/Simmons Road. A small pedestrian refuge is provided at the intersection between the Bellarine Highway and Melaluka Road, making the crossing of this road by pedestrians difficult.

There is a need to balance local traffic requirements with efficient traffic movement along the Bellarine Highway, acknowledging that this road provides a strategic connection between Geelong and the southern townships of the Bellarine Peninsula.

Melaluka Road

Melaluka Road provides important connectivity within the study area - Gateway Plaza, the Leopold Memorial Recreation Reserve and Gateway Sanctuary are accessed via this road. Melaluka Road has a speed limit of 60km/h. Pedestrian crossings are provided at the road's intersection with the Bellarine Highway.

Clifton Avenue

Clifton Avenue is an unmade local road which provides a north-south connection between the Bellarine Highway and Portarlington Road. The road currently services the surrounding rural residential properties.

8.3 Public Transport

Leopold is relatively well connected with central Geelong and the nearby communities on the Bellarine Peninsula via public transport. Four different bus routes service the Leopold township, namely:

- n Geelong to Leopold

- n Queenscliff and Point Lonsdale to Geelong
- n Geelong to Ocean Grove via Leopold
- n Geelong to St Leonards (via Clifton Springs)

Information regarding the usage of bus services by the residents of Leopold was not available.

Leopold does not contain any rail infrastructure or services.

8.4 Pedestrian and Cycle Network

Cycling infrastructure throughout Leopold is comprised of on-road shared bike lanes and off-road shared paths and footpaths. The existing cycle network in and around the study area is largely comprised of on-road routes. In particular bicycle lanes are located on the Bellarine Highway, Portarlington Road, Christies Road and Kensington Road.

The Bellarine Rail Trail is located north of the study area. This off-road bicycle route extends from Queenscliff to the Geelong Showgrounds and is primarily used for recreational and commuting purposes by pedestrian and cyclists.

Melaluka Road does not contain any footpaths or on-road bike lanes. This is a significant barrier to pedestrian and cyclist movement and connectivity throughout the study area.

Clifton Road does not support any footpath or cycle lanes.

8.5 Car Parking

An off-street car park containing 286 spaces is located at Gateway Plaza, towards the site's frontages to the Bellarine Highway and Melaluka Road. The Leopold Memorial Recreation Reserve and Gateway Sanctuary both contain unformed off-street car parks.

Consultation with local residents and Council indicate that there is insufficient capacity at the Leopold Memorial Recreation Reserve car park. As such, parking generally overflows into the adjacent Gateway Plaza car park.

Data indicating the utilisation and peak demand of existing car parking provision was not available.

8.6 Summary

Leopold, and indeed the study area, is generally well connected to central Geelong and the nearby townships of the Bellarine Peninsula via the road network and bus services. However, safe, functional and attractive pedestrian and cycle infrastructure throughout the study area is lacking. Furthermore the Bellarine Highway and Melaluka Road pose significant barriers between the Leopold Memorial Recreational Reserve, Gateway Plaza and Gateway Sanctuary. This presents a unique challenge and opportunity for the Leopold Sub-Regional Recreation Reserve Master Plan.

Figure 9 - Movement and Accessibility Features Map



Leopold
Accessibility and
Movement Features Plan

- Sub-Regional Activity Centre Study Area
- Urban Growth Boundary
- Bellarine Highway
- Traffic Lights
- Pedestrian Crossing
- Recreation
- Existing Footpaths

0 100 200

9 Infrastructure and Servicing

This section describes infrastructure and servicing issues associated with the study area, particularly in regard to stormwater management and drainage provision as they are the key emerging infrastructure issues to be considered by this project. The study area is located in a very flat and low-lying area. Accordingly, it is necessary to ensure that the future growth and expansion of the Leopold Sub-Regional Activity Centre does not have any adverse impact upon water quality or drainage.

9.1 Policy Context

This section provides an overview of local policy relevant to the Leopold Sub-Regional Activity Centre Project.

9.1.1 Stormwater Management Plan

The City of Greater Geelong prepared the *Stormwater Management Plan (2002)* in order to improve the environmental management of urban stormwater throughout the municipality. The Plan acknowledges that urban development produces changes to catchment areas. More specifically, the process of urbanisation generally causes an increase in runoff volumes and the introduction of a variety of pollutant sources.

Importantly, the *Stormwater Management Plan* identifies numerous subcatchments throughout the municipality. It is noted that the township of Leopold is serviced by two subcatchments areas, namely Leopold and Reedy Lake. These areas are described in greater detail below.

- n The Leopold subcatchment extends east from Point Henry towards the Clifton Springs subcatchment, and drains into the very highly valued Port Phillip Bay. The value of the marine and foreshore habitat in this area is owing to the presence of seagrass beds in the intertidal and immediate subtidal areas, and, to a lesser degree the habitat provided by the saltworks.
- n Reedy Lake is predominantly a rural subcatchment which extends between the urban areas of Geelong and Leopold. It drains entirely into the Ramsar listed Reedy Lake and continues into the highly valued receiving environments of the Barwon River, Hospital Swamp, Lake Connewarre and the Barwon River Estuary.

The *Stormwater Management Plan* details that the management of stormwater is critical to the protection of environmental values of receiving areas from pollution and sedimentation. It advocates that the future growth and development of urban areas be undertaken in accordance with best practice management principles, including water sensitive urban design techniques.

9.1.2 Leopold Structure Plan 2006

The *Leopold Structure Plan 2006* recognises the importance of stormwater management and drainage to the future growth of the Leopold township.

The Plan requires that future development set aside areas for pre-treatment of stormwater with artificial wetlands and sediment basins. Furthermore all new developments will be required to model the treatments proposed to identify the anticipated levels of nitrogen, phosphorous, suspended sediments and litter that will drain from the site. Finally, all developments are required to incorporate stormwater re-use into design so as to reduce total volumes draining from the growing areas, such as the study area, of the township.

9.2 Drainage

The study area is located in a predominantly flat and low lying area. In particular, the land located north of the Bellarine Highway, along Melaluka Road, is generally poorly drained and consequently prone to extensive sheet water coverage at times of significant rainfall.

As previously detailed, Leopold is serviced by two subcatchments which roughly bisect the township along an east west axis. Therefore stormwater runoff generated north of the Bellarine Highway generally drains into Leopold subcatchment, while land south of the Bellarine Highway typically drains to the Reedy Lake subcatchment.

However it highlighted that stormwater runoff generated at the Gateway Plaza shopping centre drains first to the Gateway Sanctuary wetlands and then further downstream to Reedy Lake (SKM, 2003). More specifically, stormwater drainage pipes have been constructed along the western and northern boundaries of the Gateway Plaza site to drain and mitigate flooding of adjacent properties. Furthermore 550 cubic meters of detention storage has been constructed within the site in order to temporarily retard stormwater run-off within the site for controlled release.

9.3 Water Supply

Reticulated water is supplied to the township from either the Pettavel Basin or directly from the Wurdee Boluc Water Treatment Plant. Water is provided through the Bellarine Transfer Main, which runs near the southern edge of the township.

According to the Leopold Structure Plan 2006, there is sufficient capacity in the system to cater to the future growth of the township as water is provided directly from the transfer main.

9.4 Summary

The majority of stormwater runoff in urban catchments is generated from impervious surfaces, therefore the future development and expansion of the Leopold Sub-Regional Activity Centre requires the careful management and treatment of stormwater in order to mitigate contamination. Consistent with the *Stormwater Management Plan* and *Leopold Structure Plan 2006*, this includes the adoption of current best practice stormwater quantity principles which are as follows:

- n The development itself must be flood free;
- n The development must not result in any increase in peak downstream stormwater flows; and
- n The development must not result in any increase in peak flood levels either adjacent to or upstream of the site.

Furthermore, the future growth of the Leopold Sub-Regional Activity Centre also provides an opportunity to incorporate Water Sensitive Urban Design principles, the objectives of which are fivefold and include (SKM, 2003):

- 1 To protect natural water systems within an urban context;
- 2 To integrate stormwater management into the landscape and thus maximise the visual amenity of urban developments;
- 3 To protect water quality draining from any development;
- 4 To reduce the volume of runoff flowing from development and minimise impervious surfaces;
- 5 To minimise drainage infrastructure costs.

10 Consultation Outcomes

A range of stakeholders and the community will *impact* and be *impacted* by the outcomes of the Leopold Sub-Regional Activity Centre Master Plan Project. Accordingly extensive consultation has been undertaken with residents, local Clubs and users of the Leopold Memorial Recreation Reserve as well as representatives from State and local government agencies and departments.

Two stages of consultation have supported the preparation of this Background Report:

- n **Stage 1** provided invaluable input from residents and stakeholders, including perceived opportunities, constraints and values for the Leopold Sub-Regional Activity Centre; and
- n **Stage 2** captured more focused input to support the development of the vision, aspirations, principles and key issues for the study area.

The following key themes emerged from community and stakeholder consultation:

Table 14 - Key Themes from Stakeholder and Community Consultation

Theme	Explanation
Distinctly Leopold	Maintenance of the green belt surrounding the township is important in order to differentiate Leopold from its neighbouring settlements and to maintain the town's distinctly semi-rural character
Supporting a sense of "community"	There are strong and well established relationships between the sporting clubs currently accommodated at the Leopold Recreation Reserve, particularly between the football, cricket, netball and tennis clubs.
Enhancing recreational assets	Gateway Sanctuary is perceived as a well used and valued community asset. This open space provides high level passive amenity for a broad demographic that has community ownership
Creating pedestrian connections	Walkability is important to the Leopold community. The provision of pedestrian connections between the study area, other facilities throughout the township and surrounding residential areas was identified as an important consideration for this project. Participants also reported significant 'foot traffic' between the Leopold Recreation Reserve and Gateway Plaza during peak times. However Melaluka Road is perceived as a barrier to pedestrian movement due to the speed limit and lack of appropriate infrastructure.
Facilitating a range of uses and activities	Local residents reported that there is currently a lack of dining venues and night-time activities within Leopold. Furthermore the consulted stakeholders value the range of activities (i.e. Scouts, Toy Library, Lions, etc) provided at the Leopold Recreation Reserve. Therefore the development of the activity centre should encourage a range of land uses and activities within Leopold.
A sensitive residential interface	It is important that the future growth and development of the activity centre is sensitive to and protects the amenity of the adjoining residential areas.

11 Opportunities and Constraints

This section highlights the opportunities and constraints which will ultimately inform the Leopold Sub-Regional Activity Centre Master Plan Project.

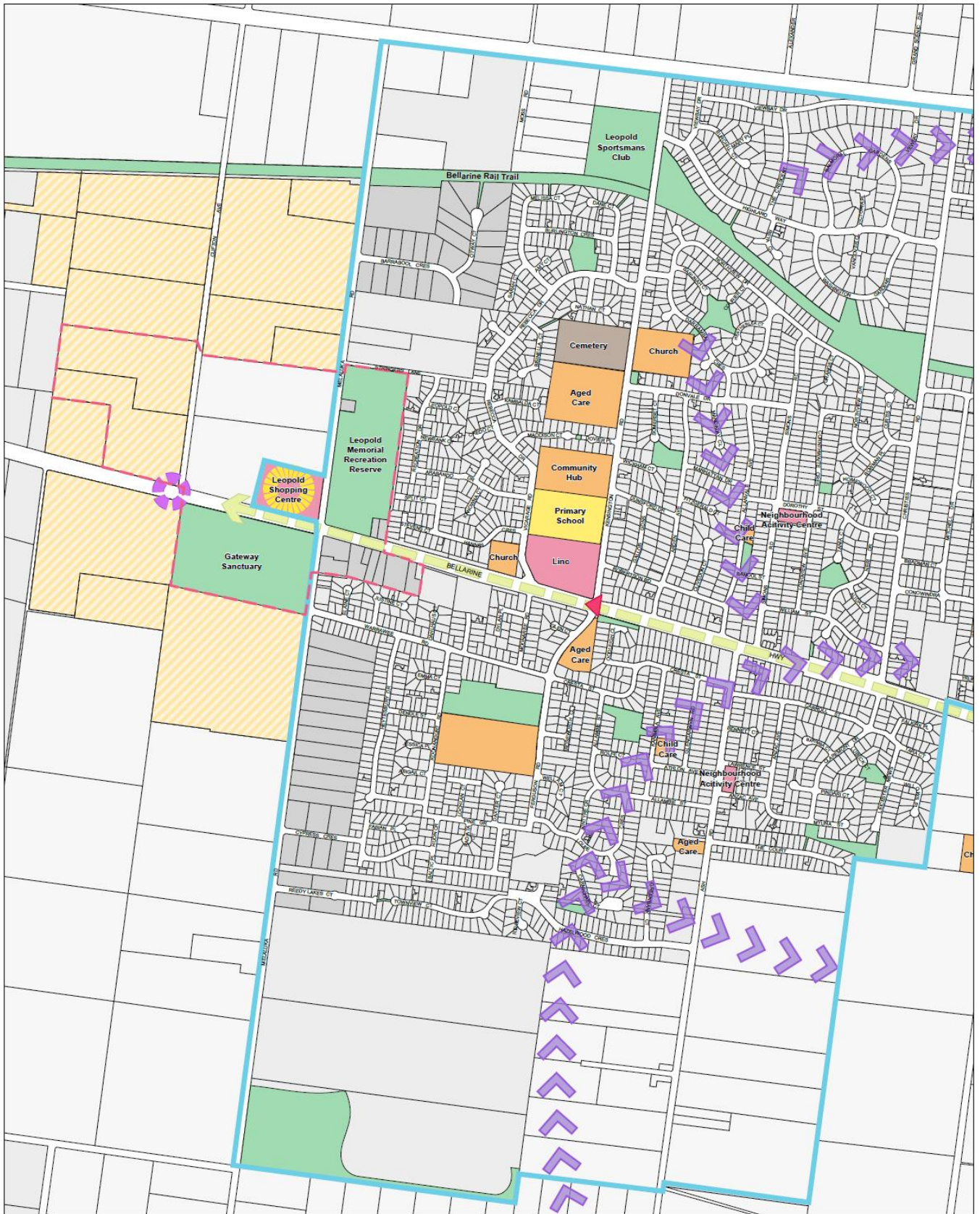
These opportunities and constraints have emerged through the review of strategic planning policy, previous studies and site visits to the study area. They have also been identified through consultation with residents, local Clubs and users of the Leopold Memorial Recreation Reserve as well as representatives from State and local government agencies.

11.1 Identity and Character

The key opportunities and constraints for the Leopold Sub-Regional Activity Centre project pertaining to identity and character include:

Opportunities	Constraints
<ul style="list-style-type: none"> § Create a town centre to provide meet the retail, social, cultural and recreational needs of the community. § Maintain the rural edge of the town, strengthening the existing character of the township. § Enhance views within the township – optimizing the topography of Leopold. § Create a strong gateway to the township, enhancing its role as a gateway to the Bellarine Peninsula. 	<ul style="list-style-type: none"> n The study area is located at the western edge of the Leopold township boundary with rural land bounding the site to the west. n The development of Leopold has occurred in a way that the township currently lacks an identifiable local character.

Figure 10 - Movement and Accessibility Features Map



Leopold
Identity & Character
Opportunities and Constraints

- - - Sub-Regional Centre Study Area
- Urban Growth Boundary
- Bellarine Highway
- ✿ Gateway Treatment
- ▲ Enhance Views

- >>> Ridgeline
- Future 'Town Centres' of Leopold
- Neighbourhood Activity Centres
- Community Facilities
- School

- Cemetery
- Public Open Space
- Residential Zone 1
- Low Density Residential Zone
- Rural Amenity Outlook



11.2 Land Use and Built Form

The key opportunities and constraints for the Leopold Sub-Regional Activity Centre project pertaining to land use and built form include:

Opportunities	Constraints
<p>§ Provide for a broad range of uses within the Sub-Regional Activity Centre</p>	<p>§ There is currently a lack of night time activities within the Leopold township.</p>
<p>§ Development potential for the north-western corner of the Bellarine Highway and Melaluka Road</p>	<p>§ Few restaurants and cafes can currently be found within Leopold.</p>
<p>§ Define the future preferred layout and sequence for development of the Sub-Regional Activity Centre</p>	<p>§ Leopold's community hub is disconnected from the activity centre, with limited through connections.</p>
<p>§ Provide sensitive treatment of edges with adjoining residential properties to improve amenity</p>	<p>§ Visual permeability is limited, reducing the ability for residential properties and thoroughfares to provide passive surveillance to areas such as the recreation reserve or Gateway Sanctuary.</p>
	<p>§ Pockets of residential zoned and developed land are currently located within the recreation reserve area, reducing the amount of space available for community facilities.</p>
	<p>§ The existing height throughout Leopold is two storeys, encouraging sprawl of development as opposed to a slight increase in density in strategic locations.</p>
	<p>§ There is currently minimal relationship between the Gateway Plaza and the two streets that it connects to (Bellarine Highway and Melaluka Road). This is largely due to the dominance of car parking along this edge, and also due to the blank façade of Coles on the southern (highway) interface.</p>
	<p>§ Zoning of land on the south-eastern corner of the Bellarine Highway does not support commercial uses complementary to the activity centre.</p>
	<p>§ Planning permit for two shops and associated car parking and access on southern side of Bellarine Highway</p>
	<p>§ Insensitive treatment of Gateway Plaza's interface with residential properties on the north and western façade</p>
	<p>§ Range of land owners within the study area</p>

Figure 11 – Land Use and Built Form Opportunities and Constraints Map



Leopold
Land Use & Built Form
Opportunities and Constraints

- - - Sub-Regional Activity Centre Study Area
- Urban Growth Boundary
- Residential Properties
- Inward Facing Poor Integration with Streetscape
- Provide Range of Uses & Activities
- Minimal Street Relationship
- Treed Area - Lack of Surveillance
- Fenced Area - Lack of Surveillance

11.3 Natural and Cultural Environment

The key opportunities and constraints for the Leopold Sub-Regional Activity Centre project pertaining to the natural and cultural environment include:

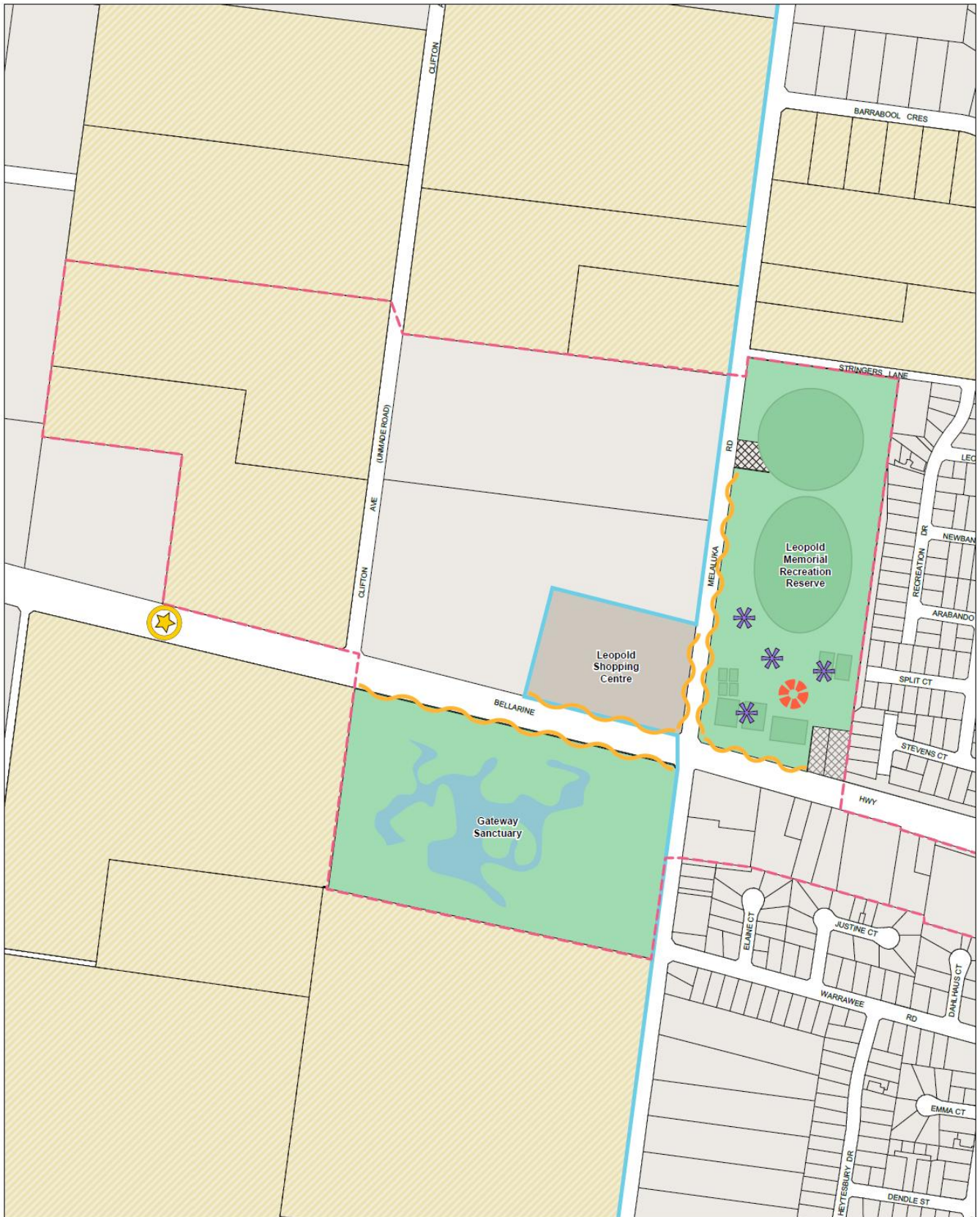
Opportunities	Constraints
<p>§ Improve the environmental values throughout the study area</p> <p>§ Incorporate Water Sensitive Urban Design principles into the future growth of the activity centre</p>	<p>§ Land within the subject area is poorly drained and prone to flooding</p>

11.4 Public Realm and Open Space

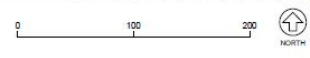
The key opportunities and constraints for the Leopold Sub-Regional Activity Centre project pertaining to public realm and open space include:

Opportunities	Constraints
<p>§ Create linkages between the Bellarine Rail Trail and the Leopold Recreation Reserve and Gateway Plaza</p>	<p>§ The vegetative screening along the southern edge of the Leopold recreation reserve and the northern edge of the Gateway Sanctuary creates poor visibility and connection with the Bellarine Highway. The screening internalises these spaces resulting in a lack of passive surveillance and public awareness / appreciation of the facility within.</p>
<p>§ Improve interface of Gateway Sanctuary with the Bellarine Highway</p>	
<p>§ Landscape to create a sense of place and improve the public realm</p>	<p>§ The recreation facilities provided at the Memorial Recreation Reserve cater to the local population and do not currently have a regional focus / capability.</p>
<p>§ Rationalise built form at the Leopold Recreation Reserve</p>	<p>§ Anti-social behaviour currently takes place at the sake park.</p>
<p>§ Broaden uses at the Leopold Recreation Reserve to include opportunities for passive recreation</p>	<p>§ The built form within the recreation reserve is currently disjointed</p>
<p>§ Improve amenity and appearance of the Leopold Memorial Recreation Reserve and improve potential for passive surveillance from neighbouring residential land.</p>	

Figure 12 – Public Realm and Open Space Opportunities and Constraints Map



Leopold
Public Realm & Open Space
Opportunities and Constraints



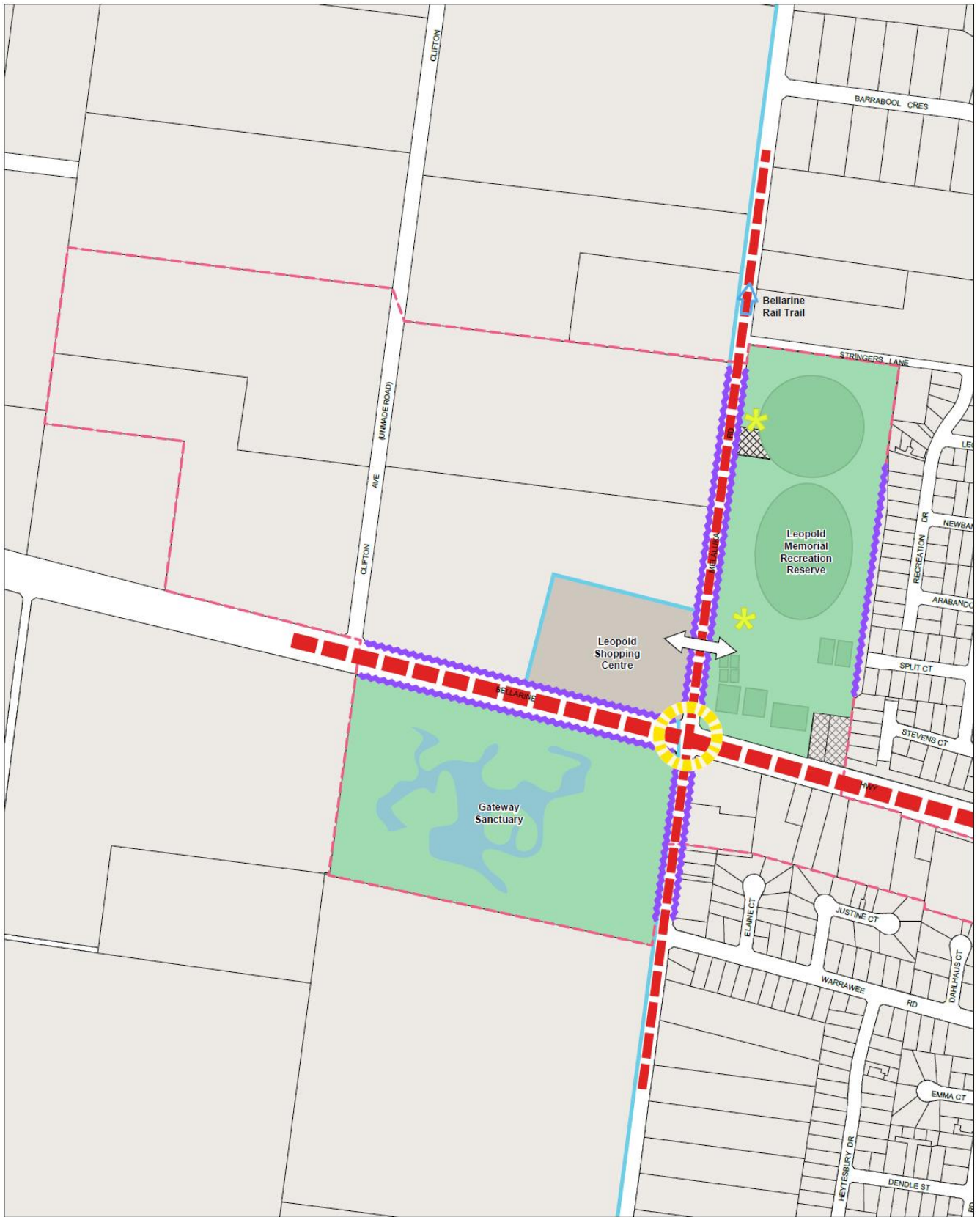
- Sub-Regional Activity Centre Study Area
- Urban Growth Boundary
- Residential Properties
- Gateway Treatment
- Improve Intergration with Streetscape
- Rationalise Built Form
- Anti-social Behaviour 'Hot-Spot'
- Rural Amenity & Outlook

11.5 Movement and Connectivity

The key opportunities and constraints for the Leopold Sub-Regional Activity Centre project pertaining to movement and connectivity include:

Opportunities	Constraints
<ul style="list-style-type: none"> § Create connections between the Gateway Sanctuary and Leopold Memorial Recreation reserve. 	<ul style="list-style-type: none"> § The pedestrian environment within the Gateway Plaza is fairly poor, with car parking dominating the plaza surrounds.
<ul style="list-style-type: none"> § Create linkages between the community hub, recreation reserve and plaza. 	<ul style="list-style-type: none"> § No footpaths exist along either side of the Bellarine Highway west of Melaluka Road.
<ul style="list-style-type: none"> § Improve pedestrian connections between the plaza and recreation reserve. 	<ul style="list-style-type: none"> § The Bellarine Highway currently acts as a barrier to pedestrian movement due to the traffic and speed limit; width of road and median strip.
<ul style="list-style-type: none"> § Reduced speed limits along Melaluka Road and Bellarine Highway would greatly improve the pedestrian and cycle environment. 	<ul style="list-style-type: none"> § There are no formed footpaths located on either side of Melaluka Road (except directly in front of the plaza).
<ul style="list-style-type: none"> § Create clear pedestrian link through the shopping centre / associated car parking. 	<ul style="list-style-type: none"> § The intersection between Melaluka and Bellarine Highway currently represents an area of vehicle and pedestrian conflict.
<ul style="list-style-type: none"> § Undergrounding parking within the plaza should be explored as an alternative. 	<ul style="list-style-type: none"> § Residential areas are poorly connected to the Recreation Reserve / Gateway Sanctuary / and existing plaza.
<ul style="list-style-type: none"> § Buffer parking areas with landscaping 	<ul style="list-style-type: none"> § The car parking available at the recreation reserve is currently insufficient for local demand, with overflow parking encroaching in to the parking available across the road at the plaza.
	<ul style="list-style-type: none"> § The 60km speed limit along Melaluka road reduces the appeal of this street for pedestrian and cyclist use and limits the ability for pedestrians to cross over between the plaza and the recreation reserve.
	<ul style="list-style-type: none"> § The 60km speed limit along Bellarine Highway reduces the appeal of this street for pedestrian and cyclist use and reduces the ability for pedestrians to cross over between the plaza / recreation reserve and the Gateway Sanctuary and residential areas to the south.

Figure 13 – Movement and Connectivity Opportunities and Constraints Map



Leopold
 Movement & Accessibility
 Opportunities and Constraints

- - - Sub-Regional Activity Centre Study Area
- Urban Growth Boundary
- ✳ Rationalise and Improve Car Parking
- ↔ Pedestrian Crossing Needed
- Pedestrians Vehicle Conflict
- ~ ~ ~ Disconnection in Pedestrian / Cycle Network
- - - Heavily Trafficked Route / Pedestrian Conflict

11.6 Leopold Memorial Recreation Reserve

The key opportunities and constraints for the Leopold Sub-Regional Activity Centre project specific to the Leopold Memorial Recreation Reserve include:

Opportunities	Constraints
§ Multi-use / sharing of facilities	§ Size of site and capacity
§ Improvement to facilities	§ Traffic management and car parking
§ Partnerships in community	§ Extent of use
§ Enhanced community focus	§ Future needs of community
§ Improve informal community use	§ Separate facilities and condition

12 Conclusion and Next Steps

Considering the analysis and issues presented within this Background Report, it is clear that the Leopold area requires a strategic planning approach to ensure that future development meets the relevant strategy and related policy requirements.

This report identifies issues for the Strategic Directions Report, Urban Design Framework and Recreation Reserve Master Plan to address in formulating a strategic response to the issues identified in this background analysis report. It includes a number of opportunities and constraints that have been identified in collaboration with state and local government, agencies as well as local residents, clubs and facility users.

The next stage of this study includes further stakeholder and public consultation to gain input towards delivering the Strategic Directions Report, Urban Design Framework and Leopold Master Plan.

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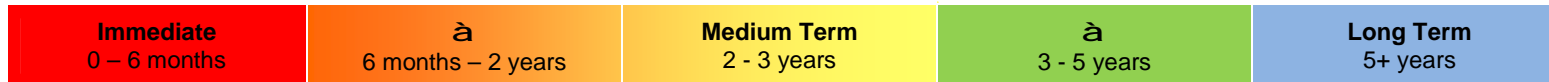
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Appendix A

Implementation Plan

Leopold SRAC Masterplan - Draft Implementation Plan

The following diagram illustrates indicative timeframes for the implementation of the Leopold Activity Centre Masterplan as outlines in the table below. It should be noted that final implementation timeframe, particularly with respect to actions undertaken in the short to medium term, is subject to confirmation of process drivers and opportunities to undertake stages concurrently and with ongoing processes including structure planning and/or planning scheme amendment(s). Furthermore, there may be potential to rearrange the delivery of components in the detailed design phase.



Implementation Plan

Task	Actions	Responsibility/ Partnership Potential	Barriers / Enablers
1. Adopt preferred development concept	<ol style="list-style-type: none"> 1. Council to approve draft UDF and Leopold Memorial Recreation Reserve Master Plan 2. Assess options for staging development with respect to floorspace release and land required 3. Identify preferred planning controls for the development site 4. Consult with existing land owners to discuss future plans in light of final adopted development concept 5. Ensure that the preferred development concept aligns with any existing structure or strategic plans for the area 	Council	
2. Initiate further technical studies in preparation for a planning scheme amendment	<p>Additional technical studies to include;</p> <ol style="list-style-type: none"> 1. Detailed flood and drainage assessment and modelling to determine the appropriate infrastructure to address the preferred development and the wider drainage catchment 2. Look at how the UDF could be used to develop planning controls for built form and staging 3. Detailed traffic study to assess and model all traffic impacts (cars, delivery vehicles, 	Council / Developer	This phase of assessment will be developer driven with input and support from Council. Developer should engage Council early in the process to agree expectations and requirements.

Task	Actions	Responsibility/ Partnership Potential	Barriers / Enablers
	<p>cyclists, pedestrians) of the preferred development and provide a suitably detailed response to the issues of safety, access and congestion to and within the SRAC and Leopold Memorial Recreation Reserve development and provide a suitably detailed response to the issues of safety, treatments, access and congestion to and within the SRAC and Leopold Memorial Recreation Reserve</p> <p>4. Detailed landscape study to determine an appropriate response to new development</p>		
3. Prepare detailed development plan	<p>Detailed technical reports to be considered in the preparation of a detailed development plan outlining the following:</p> <ol style="list-style-type: none"> 1. Development staging and timeframes 2. Outline appropriate mix of land use and floorspace allocation 3. Detailed traffic and parking plan 4. Design guidelines and treatments for various development components 	Council / Developer	This process will be led by the developer with input and support from Council and relies in part on the outcome of the previous stage but may be run concurrently
4. Assess potential to capture development contributions	<ol style="list-style-type: none"> 1. Assess potential to capture development contributions from the development of the SRAC. In particular, this should include an assessment of; <ul style="list-style-type: none"> - Drainage infrastructure - Road and traffic works - Public open space - Community infrastructure <p>NB: It is noted in correspondence from VicRoads (12 October 2010) that "the suggested road network improvements which are contained within the report, are necessary to maintain the safety and mobility of the Bellarine Highway, and would need to be provided at developer cost as part of this development".</p> 2. Investigate planning mechanisms to capture contributions to assess the most appropriate tool. This should include an assessment of: <ul style="list-style-type: none"> - Development Contribution Plan - Voluntary agreements under Section 173 of the Planning & Environment Act 	Council	This stage is contingent on the outcome of the detailed development plan and Council's discussion with developer and community groups and should precede an amendment process

Task	Actions	Responsibility/ Partnership Potential	Barriers / Enablers
5. Prepare planning scheme amendment	<ul style="list-style-type: none"> - Conditions on a Planning Permit - Special Rates Schemes 		
	<ol style="list-style-type: none"> 1. Prepare a Business 1 and Business 4 Zone schedule (as required), Development Plan Overlay, Design and Development Overlay, and Development Contribution Plan (or similar mechanism) as appropriate to implement the detailed Development Plan 2. Prepare a planning scheme amendment to: <ul style="list-style-type: none"> - Incorporate the detailed Development Plan - Apply appropriate zones - Apply appropriate overlays 3. If the developer seeks a 96a amendment for rezoning and development, a detailed development plan(s) will need to be prepared for the development that will commence in the short term. 	Council / Developer	This process will be driven by the developer with inputs and support from Council. This phase may run concurrently or overlap with stage 4
6. Implement Development Plan	<ol style="list-style-type: none"> 1. Implement and meet requirements of development plan and other planning approvals 2. Commence construction of approved stages/development 	Developer	
7. Ongoing market assessment and review to support the roll out of staged options	<ol style="list-style-type: none"> 1. Review market and economic assessment to ensure that demand analysis is accurate 2. Consideration should be given to: <ul style="list-style-type: none"> - Residential population growth and demographic changes - Commercial and retail floorspace demand - Out of centre development - Activity centre competition analysis 	Developer	This stage is primarily developer driven and will involve consultation with Council
8. Reassess the adopted development plan	<ol style="list-style-type: none"> 1. Adopted plans to be reviewed after three years and every two years following to reassess the approach with respect to staging, surrounding development, centre role and scale, drainage, traffic, Council strategy and policy etc 	Developer / Council	