ACKNOWLEDGEMENTS

The project team is grateful for the support, assistance and valuable contributions of the Project Steering Committee, Project Working Group, members of the Portland community, and Glenelg Shire Council staff.

Details of the Project Steering Committee and Working Group are provided in Appendix A. An overview of the community consultation process is provided in Chapter 1, while further details are outlined in the Portland Integrated Growth Plan: Background Report.

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PROJECT CONTROL

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KEY PRIORITIES

Legend
- CBD area
- Streetscapes for improvement
- Foreshore access
- Direction of CBD expansion
- Pedestrian and bicycle linkages

Recommendations
- Retain the role of Portland's CBD as the primary commercial centre of the Glenelg Shire
- Work with land owners and developers to redevelop undersused land
- Update CBD Heritage study and review the extent of the existing Heritage Overlay
- Develop signage strategy and improve tourist wayfinding
- Reduce the speed limit to 40km
- Implement Car Parking Plan
- Progressively upgrade streetscape treatments commencing with Julia Street
- Investigate pedestrian and vehicle access improvements between Bentinck Street and the foreshore
- Undertake detailed economic analysis of CBD floppspace growth requirements
- Prepare a Pedestrian and Bicycle Access Plan
- Develop a coastal promenade linking Fawthorp Lagoon with North Portland
- Possible location for caravan/campervan parking
- Establish and promote campervan/caravan parking locations
- Implementation of the Coastal Infrastructure Plan
- Develop strategy to boost tourism

Foreshore Interface
- Relocate Bentinck Street toilet block
- Replace chain wire foreshore fence
- Town entrance
- Improve landscape and signage at town entrance
- Market Square
- Upgrade Market Square
- Bus interchange
- Resolve location of multimodal bus stop location within the CBD
1.1 PROJECT OVERVIEW

Glenelg Shire Council commissioned Planisphere in conjunction with Aspect Studios and UrbanTrans to prepare the Portland Integrated Growth Plan to guide growth and change within Portland over the next 20+ years. The project commenced in November 2010.

The plan has been developed through a process of research by the project team, engagement with the community and a Project Working Group, and public exhibition of an Issues and Opportunities Paper (January - February 2011) and a Draft Portland Integrated Growth Plan (April – May 2011).

The project was undertaken over four stages:

1. Inception and review | November 2010
2. Issues and analysis | February 2011
3. Draft plan and consultation | April – May 2011
4. Final plan | May 2011

STUDY AREA

The Portland Integrated Growth Plan (IGP) is primarily focused around the town’s Central Business District (CBD), shown in the map opposite. Due to the close proximity of the Port of Portland to the CBD, the plan also addresses issues associated with freight movements to the port.

The Plan sets out a long-term plan for the CBD, developed with the community, which provides a clear framework for its future growth and revitalisation.
PROJECT AIMS

The long-term aims of the project are:

To revitalise the functioning of the Portland Central Business District and boost readiness for growth.

To facilitate a rapid expansion of exports through the Port of Portland by improving traffic flows and eliminating conflict between port, freight transport and other land uses.

To support the growth of the town’s retail, tourism and cultural precincts.

To integrate and coordinate the implementation of key infrastructure projects identified in previous reports.

In terms of how the community experiences Portland CBD on a day to day basis, the project seeks to create:

A more liveable town – by developing and maintaining a high quality public environment.

A stronger sense of place – by integrating sense of place into asset management, by enhancing the role of the town, by ensuring high quality of built design and by conserving the town’s heritage.

A more compact town – by strengthening and enhancing the vitality of the Central Business District and adjoining residential areas, particularly those that may be linked to growth areas.

A better connected town – by developing and maintaining streets and routes that are pedestrian friendly, accessible, safe, efficient and well signed to ensure effective way finding.

A safer town – by influencing the design of buildings, public spaces and the connections between them to ensure that Portland is a safe place.

REPORT STRUCTURE

This plan has been designed to examine the ‘big picture’ issues and ideas relevant to central Portland and then narrows down to consider specific actions for key precincts. The report structure follows this approach:

1. Introduction
2. Land Use and Growth
3. Movement and Transport
4. Urban design
5. Focus Areas
6. Implementation.
1.2 PORTLAND – A SNAPSHOT

Portland is well known as a historic port and fishing town, being the location of Victoria’s first permanent European settlement in 1834.

The traditional inhabitants of Portland and district are the Gunditjmara people. The area is rich in sites of indigenous heritage significance, including some extremely rare examples of permanent structures.

Portland CBD serves an important role as a major service centre for Western Victoria and the Glenelg Shire, supporting a range of retail, educational and community functions for the wider area.

Portland’s location and natural assets have seen the town grow to become an important node for major industry and freight movement within the State, primarily focussed around the port and aluminium smelter.

Growth in the agriculture, mining and industrial sectors is expected to significantly increase port activity. Managing the increase in freight traffic around the perimeter of the CBD is therefore a key issue.

Over the next decade the population of Portland is also expected to grow steadily, representing more than half of the expected population growth for the Glenelg Shire as a whole.

The Portland CBD has a highly attractive historic core, set around the port and harbour. In particular, Bentinck Street’s heritage shopfronts and the foreshore reserve create a distinct image for the town that is a key tourist attraction.

The surrounding natural environment is a major asset for Portland, which is located on a spectacular coastline and in close proximity to a number of National Parks and many natural environmental assets. Tourism visitation is growing, with the main attractions being fishing, whale watching, heritage buildings and proximity to the Great Ocean Road.

The pressures exerted by simultaneous growth in industrial activity, freight transport, tourism and population require careful management to ensure that all sectors benefit from the opportunities presented by new investment, and that the amenity and heritage character of the CBD is retained.
### 1.3 STRATEGIC CONTEXT

A range of State and Local Government strategies and projects are relevant to the study area and the outcomes of these studies have been analysed in terms of how they will relate to this project.

Due to the close proximity and inter-relationship of the Portland CBD with the harbour and port this report is intended to, in particular, complement the broad directions and recommendations of the *Portland Bay Coastal Infrastructure Plan* and the *Port Land Use Study*.

A brief summary of each of the key documents listed below is provided in Appendix B.

- *Glenelg Hopkins Regional Catchment Strategy 2003-2007*
- *Glenelg Planning Scheme (incorporating the State Planning Policy Framework and Municipal Strategic Statement)*
- *Glenelg Regional Economy and Strategy Report, 2010*
- *Glenelg Strategic Futures Plan, 2009*
- *The Great South Coast Regional Strategic Plan, 2010*
- *Green Triangle Region Freight Action Plan, April 2009*
- *Port of Portland, Port Land Use Study, August 2009*
- *Portland Bay Coastal Infrastructure Plan, November 2007*
- *Portland Bay Coastal Infrastructure Plan Business Case, February 2010*
- *Portland CBD Parking Utilisation Study, September 2008*
- *Portland Urban Conservation Study, 1981*
- *Ready for Tomorrow – A Blueprint for Regional and Rural Victoria, 2010*
1.4 COMMUNITY PRIORITIES

The preparation of this plan involved a variety of opportunities for community involvement to assist in identifying issues and opportunities, testing ideas and reviewing the draft report:

- Project Working Group (4 meetings, including Portland Summit)
- Community Bulletins (February and April 2011)
- Exhibition of Portland Integrated Growth Plan: Issues and Opportunities Paper (February 2011)
- Portland Community Workshop (16 February 2011)
- Portland Summit (17 February 2011)
- Meetings with individual land owners as requested
- Preparation of My Portland Student Resource Kit for Portland Secondary College to support curriculum activities
- Meeting with Portland based members of the Glenelg Youth Council (9 May 2011)
- Community Drop In (9 May 2011)
- Exhibition of Draft Portland Integrated Growth Plan (April-May 2011)

Following is an overview of key issues and ideas raised in community consultation. The merits of these ideas are discussed in subsequent sections of the report.

Retail Offer

A greater variety of retail opportunities is needed in the CBD.
There is a lack of shops and activities aimed at the youth market.

Foreshore

Height controls need to be set for foreshore development.
The foreshore development plan needs to be implemented.

Tourism

Space should be provided for caravan parking.
Signage to key tourist attractions needs to be improved. This should include signage in a variety of languages and aboriginal place names.
The development of tourism opportunities should be a priority.
There is demand for more short term accommodation in the CBD.

Heritage & Buildings

Buildings and streetscapes need to be refurbished and upgraded.
Development should respect the existing low-rise built form.
Heritage buildings and interest points should be preserved and restored.
The Plan should reflect Portland’s Indigenous and European heritage.

New Development

Infill development should be included to avoid sprawl.
The integration of residential and commercial development may increase after-hours activity.

CBD Growth

Need to provide housing options within the CBD for an ageing population.
Industrial land surrounding CBD could be used for expansion.
CBD boundary needs to be clearly defined.

Traffic Management and Parking

Connections to the CBD need to be improved.
More parking is required for visitors and residents.
Access to the boat ramp and Nuns Beach needs to be improved, and the possibility of diverting boat ramp traffic to be considered.
V/Line Bus Stop

An interchange with long term parking is needed for V/Line and local buses and taxis.

There is traffic congestion around the current V/Line bus stop in Henty Street given its location in a busy street near the local bus stop and taxi rank.

Public Realm

Undergrounding of power lines should be considered.

Median strips and pedestrian crossings need to be installed at key locations.

Continuous and accessible paths for pedestrians and cyclists are needed within and around the CBD.

Access points and facilities need to accommodate people with disabilities.

Alternatives to street plantings may reduce maintenance costs.

Entrance points to the town need to be improved.

More tree plantings and public art will improve the streets.
1.5 GOVERNANCE RECOMMENDATIONS

This report contains detailed recommendations about policy changes, further investigations, capital works projects and advocacy initiatives that will require ongoing commitment, funding, stakeholder collaboration and community consultation. In order to fulfil the vision expressed in this report it is essential that measures are put in place so that actions are completed in a logical and timely manner.

The following governance objectives and strategies have been provided to support the achievement of the project aims. Detailed actions to support the strategies outlined below are provided in Chapter 6 of this report.

OBJECTIVE

1. Achieve the long-term aims of the Portland Integrated Growth Plan (IGP) through strong leadership and sound governance.

2. Involve the community in the development and implementation of the Portland Integrated Growth Plan.

STRATEGIES

Governance

1.1 Develop governance arrangements to oversee implementation of the Portland Integrated Growth Plan and ensure alignment with other relevant plans and strategies.

1.2 Investigate funding opportunities to implement the Portland Integrated Growth Plan.

Community Engagement

2.1 Ensure regular communication and engagement with the Portland community in relation to the implementation of IGP initiatives.
2.1 CBD ACTIVITIES

OVERVIEW

One of Portland’s greatest strengths is its well-defined, compact Central Business District (CBD). Unlike many other similar towns which have been compromised by ribbon development or out-of-centre shopping malls, the historic core of Portland remains its primary business location.

Central Portland has a grid pattern road layout, making it easy to understand and move around. The CBD itself comprises six blocks, defined by Tyers Street to the north, Bentinck Street to the east, Gawler Street to the south, and Hurd Street to the west.

There are a number of clearly defined precincts within the CBD. The main retail street is Percy Street, which runs north-south through the centre of the CBD. Between Tyers and Henty Streets, the streetscape of Percy Street has been upgraded, reflecting its primary retail focus.

Bentinck Street, along the eastern edge of the CBD, has an impressive array of heritage buildings and direct views to the port and coastal reserve. It has evolved into a tourism precinct with a variety of food premises, accommodation, and recreational services.

A third distinct precinct has emerged in Julia Street. Taking advantage of a highly significant heritage streetscape and attractive views along the road alignment to the port, a range of food, accommodation and service businesses has emerged.

Beyond these three precincts the land use and built form of the CBD is less consistent.

Although fine examples of heritage buildings and interesting 20th century architecture are scattered throughout the CBD, in a number of locations the gaps between them mean they do not present as coherent precincts. In terms of land use, there is great potential to improve the clustering of land uses types, such as high-end retail and restaurants. The town particularly lacks a well defined food and entertainment precinct that can support a vibrant night life.

North of the CBD, particularly along Percy Street and to a lesser extent Hurd Street, the built form and land use pattern is more fragmented. The mixture of land uses and the inconsistent building, signage and landscaping treatments, make this an unattractive entrance to the town centre.

RETAIL AND COMMERCIAL ACTIVITY

The ‘local’ retail focus of Portland is an important aspect of the CBD’s appeal, and a strong point of difference to other regional centres. Nevertheless, Glenelg Shire Council’s Regional Economy and Strategy Report (2010) raises a concern about retail expenditure ‘leakage’ to nearby large centres such as Warrnambool and Mt Gambier.

Community feedback suggests that shoppers choose to shop outside of Portland due to a lack of large retail chains within the town, limited shop opening hours, a limited range of stock and, in some cases, a perceived lack of a service culture. These factors are said to detract from the shopping experience in Portland.

Strategies to improve the retail performance of the Portland CBD include attracting large format retailers, such as discount department stores or homewares; improving the layout of retail areas; and developing the foreshore with restaurants and specialist retail that is unique to Portland and attractive to visitors.

Another strategy to enhance the performance of the CBD would be the establishment of a Chamber of Commerce to strengthen business networks and engage business operators in the promotion and development of the CBD. A Chamber of Commerce could also assist business operators with marketing campaigns, provide support and education regarding customer service, and encourage the improvement of shop frontages.

Options for creating additional retail floorspace include developing underutilised sites within the existing business areas of the CBD or expanding into greenfield locations outside the CBD. Several potential development sites were identified during consultation, including land to the north of the CBD on Percy Street and Henty Highway, Hanlon Park and Market Square.
Greenfield sites present an attractive option for developers due to their ease of development and increased capacity for car parking. However, locating new retail outside of the CBD has the potential to draw business away from existing retail areas, to the detriment of existing businesses. Development outside the CBD would also reduce the incentive to redevelop underutilised sites and re-use vacant buildings.

TOURISM

Portland offers a range of tourist attractions that include the coastline, natural environmental assets, foreshore and rich cultural heritage. Cultural attractions include the Portland Arts Centre and Arts Company, museums, and private galleries.

Recreational fishing is booming, necessitating a substantial investment in port infrastructure in order to address demand. Eco-tourism is also a growth industry and Portland’s location on the Great South West Walk and proximity to National Parks are key attractions.

Council’s Regional Economy and Strategy Report notes that tourism growth within the region has been slow, largely due to the distance from Melbourne and Adelaide and the perception of Portland as being an industrial town ‘off the beaten track’. Industry has, however, also benefited tourism as evidenced by the large number of visitors to aluminium smelter each year.

The report suggests a number of potential tourism markets that could be expanded with improved facilities and infrastructure. This includes the short stay/high yield market, ‘grey nomads’, cruise ships, recreational fishing and boating, whale watching and nature based tourism.

Strategies to promote tourism include:
- Development of the marina, ramp and boat trailer parking on the foreshore
- Development of a small scale food/beverage outlet on the foreshore (that does not detract from the CBD)
- Creation of a calendar of events for the foreshore, to include concerts, seasonal specialty markets and festivals
- Provision of caravan parking close to the CBD
- Expansion of the Visitor Information Centre
- Promotion of the area’s culinary offerings (particularly seafood) through more cafes and restaurants and an expanded Farmers’ Market
- Promotion of local history – both Indigenous and European, and Promotion of Portland as a gateway to many natural attractions.

HOUSING

Projected population growth and demographic change will require the construction of hundreds of new dwellings across Portland over the next decade and beyond. In addition, a greater variety of housing options will be required to suit the increase in smaller household sizes and to accommodate the needs of an ageing population.

Council policy aims to contain outward residential growth and encourage residential development in areas that are well provided with services and infrastructure, such as the CBD. The strategy is not only intended to promote more sustainable forms of residential development, but also to reduce land use conflicts with industrial and agricultural activities.

There are many opportunities for infill residential development within the CBD area, close to existing services and amenities. This will be particularly important for older residents as mobility and cost of living issues become more prevalent. Development of additional housing and tourism accommodation within and near the CBD is also likely to have positive impacts on vitality and perceptions of safety in central Portland.

CIVIC, CULTURAL AND COMMUNITY FACILITIES

The CBD and immediate environs have a range of civic, cultural and community facilities. This includes schools, South West TAFE, children’s and youth services, the hospital and medical precinct, the Cultural Centre, the Arts Company and numerous sporting facilities. The Arts Company includes public access galleries, studios and is home to a number of arts/crafts group.

Many young people leave Portland to pursue tertiary study. Further expansion of Portland’s tertiary education offering may encourage more young people to stay in Portland. While some youth are involved in the Arts Company programs, other facilities and activities, such as a youth drop in centre are lacking.
FORESHORE ACTIVITY

The Portland Bay Coastal Infrastructure Plan (2007) contains detailed recommendations for the enhancement of the harbour adjacent to the CBD. The recommendations of the plan are currently being implemented and are consistent with the objectives of this report. The following discussion and associated recommendations are intended to supplement the 2007 plan.

There is a need for small scale hospitality function on the foreshore. This could include a small café or a seafood retail outlet, or fish and chips. While this would enhance the activity of the foreshore, it is essential that this activity be limited and not compete with the hospitality function of the CBD.

The foreshore is already regularly used for community events and a regular program could be developed if sufficient demand exists. There is considerable discussion taking place about the potential for cruise ships to visit Portland on a regular basis and this would present an opportunity to stage markets, festivals or concerts within the foreshore area.

A sound shell or stage in the foreshore area would assist with the staging of concerts and events. While a permanent structure would be well used, it might also become an obstruction when not in use. As an alternative, a permanent location for a demountable structure could be established. This would have a power source and facilities to mount gantry which could be removed when not required.

The foreshore includes several playgrounds located in close proximity to each other. An option for consideration is the removal of this disparate equipment and replacement with a single playground. This would be of a larger scale and designed with an appropriate theme (such as ships or pirates). Playgrounds such as this have considerable potential to become major visitor attractions. A proposal to upgrade the skate park to contemporary standards is already underway.
2.2 CBD DEVELOPMENT CAPACITY

As a long-term plan for the future, an important focus for the Portland Integrated Growth Plan is to consider options for increasing retail, tourism, commercial and community activity within and around the CBD.

There are a number of drivers of change that necessitate this type of planning:

- **Population growth**, which will require an expansion of retail floor space as well as private and community services. The extent of new floor space required will depend on how fast population grows.
- **Increased tourism**, which will be an important source of employment for Portland into the future and may require additional retail floor space beyond that required to support a larger population.
- **The ageing of the population**, which will create demand for more health and community services, and place additional emphasis on the need for accessibility and convenience.
- **The need for a greater diversity of housing** types and locations to meet the different needs of residents and visitors as the community continues to evolve and change.

The question of how growth can be accommodated into the future is a key issue for consideration by the IGP. Recent enquiries to Council about potential locations for large scale development proposals indicate that there is some urgency to develop a future plan that will provide certainty to all parties.

It is essential that the preferred location for these proposals is determined with the objective of supporting and enhancing the role of the Portland CBD as the primary business and community focus of the Shire.

SUPPORTING THE PORTLAND CBD

The retention and strengthening of the Portland CBD as the primary focus for retail, commercial and tourism activity is seen as an important overriding objective for the future of the town. In order to support the vitality of the CBD strategies will need to be put in place to encourage the refurbishment and redevelopment of underutilised land, protect heritage buildings, promote high quality design for new buildings, and bolster street life and activity.

Several significant challenges will need to be addressed if the Portland CBD is to be consolidated and enhanced. These include:

- **Fragmented property ownership**, which makes it difficult to consolidate sufficient land for large floorplate developments.
- The importance of protecting and enhancing **heritage buildings and places**, which both define the character of Portland, but also place constraints on building design and available land.
- **Car parking requirements**. Many of the current development opportunity sites within the CBD are car parking lots. Development of the sites would not only require replacement of the existing spaces, but also the provision of additional spaces to support the new development.
- **Property values and construction costs**, mean that solutions that apply in metropolitan areas, such as building basement car parks, will likely render projects unviable in Portland.
- Community concerns about **traffic, car parking, public transport and pedestrian accessibility** within the CBD (these issues are addressed elsewhere in this report).

GROWTH OPTIONS

A number of options for future CBD growth were suggested and discussed at the Community Workshop and the Portland Summit in February 2011. For the purposes of this plan three options were developed and explored to accommodate future retail, commercial, tourism and residential development opportunities in central Portland.

The three options are:

- Option 1 – CBD Consolidation
- Option 2 – Development of Hanlon Park
Option 3 – Expansion to the north.

A detailed discussion about the merits of each of these options is provided in Appendix C.

It is not possible without further economic analysis to provide a definitive recommendation in relation to the future growth of the Portland CBD. Given the moderate population growth projected by Victoria in Future (2008), the existing CBD has the theoretical potential to absorb most, if not all, of anticipated demand for new floor space. As noted above, there are challenges and costs associated with development within the existing CBD that may compromise the feasibility of redevelopment and have the potential to divert new development elsewhere.

Hanlon Park appears to provide an obvious solution. However, the proposition of redeveloping this sporting ground has significant hidden costs and challenges. On balance, it is considered that this is not a particularly easy or desirable option and development of such a large site may in fact compromise broader objectives for the CBD.

The preferred approach would be to develop a policy of consolidation within the existing CBD, while further exploring the economic costs and benefits of rezoning strategic portions of the Business 4 Zone to the north of the CBD. The consolidation policy would need to be accompanied by strategies and actions to ‘unlock’ development potential within the CBD, such as reviewing heritage controls, streamlining processes and preparing development guidelines.

At present the Business 1 Zone applies across the entire CBD. As part of a general policy of consolidation it would be worth reviewing the extent of the zone in an effort to encourage the creation of distinctive retail, office and tourism precincts. Again, additional economic analysis would need to be undertaken in order to justify any changes to the zone boundary.

In terms of rezoning Business 4 Zone land the preferred options would be:

Firstly, land immediately to the north and contiguous with the CBD, so that the redevelopment is staged in a manner that supports the consolidation policy and enhances the appearance of the northern entrance to the town centre.

Secondly, the strategic development site at the corner of Henty Highway and Percy Street. This site is strategically too important to be allowed to develop in an ad hoc manner under the Business 4 Zone. However, any rezoning and redevelopment should be undertaken in such a way that a variety of land uses are achieved on the site and that any retail component serves only a local function that supplements, rather than undermines, the role of the CBD.
2.3 LAND USE RECOMMENDATIONS

In response to the issues and analysis described above, the following objectives and strategies have been developed to guide future land use decision making and projects. Detailed implementation actions and priorities are provided in Chapter 6 of this report.

OBJECTIVES

3. Retain the role of Portland’s CBD as the primary commercial centre of the Glenelg Shire.
4. Determine the most appropriate pattern for growth for the CBD into the future.
5. Strengthen the role of the CBD as a hub of community, civic and cultural activity.
6. Increase tourist visitation to the CBD as a major focus of the local economy.
7. Provide a range of housing options within the CBD.

STRATEGIES

Retail and Commercial Activity

3.1 Provide strong policy direction within the Glenelg Planning Scheme that reinforces the role of the CBD as the primary location for retailing and business within the Shire.
3.2 Locate major office and retail development within the existing CBD Business 1 Zone.
3.3 Support opportunities to consolidate small lots, develop vacant sites and redevelop buildings that are past their useful life.
3.4 Actively seek new businesses and development opportunities for the CBD.
3.5 Facilitate stronger business development networks for local business operators and retailers.

Future Growth

4.1 Identify the following retail and commercial ‘investigation areas’:
   - Percy Street, immediately north of Henty Street – potential CBD expansion
   - Corner Henty Highway and New Street – potential mixed use development, including possible local retail function.
4.2 Investigate projected retail and commercial floorspace demand and supply in Portland.
4.3 Ensure that the economic impact of major ‘out of centre’ development on the Portland CBD is taken into account in decision making.

Civic, Cultural and Community Activity

5.1 Develop the CBD as a focus for local arts and culture.
5.2 Facilitate more opportunities for entertainment within the town, particularly for young people.
5.3 Encourage the development of youth-focused facilities and spaces within the CBD.
5.4 Support the upgrade of the Star Cinema as a cinema, performance/function venue and community hub.
5.5 Investigate the potential to expand the tertiary education offer of Portland to encourage more young people to stay, or come to, the town.
5.6 Encourage the development of new education facilities, particularly tertiary, within the CBD.
Tourism

6.1 Review tourism strategies and promotional material for Portland.

6.2 Improve the attractiveness and pedestrian ‘friendliness’ of the CBD.

6.3 Encourage a wider range of dining options that highlight local produce and seafood.

6.4 Continue to enhance the foreshore and harbour as key attractors of visitors to Portland and an integral element of the local economy.

6.5 Develop the marina, ramp and trailer parking on the foreshore to support recreational fishing as a key tourist attractor.

6.6 Establish regular events on the foreshore, such as markets, outdoor cinema, festivals or exhibitions.

6.7 Develop signage for town entry points and wayfinding signage within the town.

6.8 Provide more short term caravan and campervan parking close to the CBD, in various locations.

6.9 Expand the role of the Visitor Information Centre.

Housing

7.1 Encourage residential development and tourist accommodation within and around the CBD as a way of increasing its liveliness and activity.

7.2 Promote the redevelopment and refurbishment of the upper levels of CBD buildings for permanent and tourist accommodation.
3.1 PEDESTRIANS & BICYCLES

CHANGING THE FOCUS

The promotion of a more liveable town centre requires a balanced approach to traffic management, with a greater emphasis to be placed on planning for the slow traffic movement of pedestrians and cyclists.

This is an important aspect of increasing the activity and vitality of a town centre, and creating a place that is designed for people, not cars. The management of the CBD streets should no longer be primarily focussed on the needs of the car – whether moving or stationary.

Planning for a walkable CBD is also vital to Portland’s image as a tourist destination. While many visitors will arrive by car, the most enjoyable experiences of Portland will be undertaken on foot.

Comprehensive action needs to be taken to optimise walking and cycling opportunities throughout the CBD, create improved amenity and strengthen linkages to surrounding areas, particularly the foreshore.

This Plan identifies a generous supply of on-street car parking in many areas within central Portland. The opportunity therefore exists to improve facilities for walkers and cyclists through the reallocation and redesign of parking to accommodate bicycle lanes and enhanced footpath spaces. Additional space for tree planting and occasional seating will enhance the appearance of the CBD and provide greater pedestrian amenity.

THE PEDESTRIAN NETWORK

There is an opportunity to promote greater levels of walking by identifying the destinations and routes most used by pedestrians and supporting these movements through the provision of safe crossing facilities and pedestrian linkages. This would also assist access for scooter and mobility device users as well as people travelling with prams.

There are numerous locations where pedestrian mid-block crossings are occurring, but very few where they are being assisted. Techniques to assist pedestrian movements may include painted zebra crossings (with flashing pedestrian lights), raised platforms with zebra crossings, pedestrian refuges, pram crossings and footpath extensions. The type of treatment and priority will be dependent on the volume of pedestrians and budgetary considerations.

The street blocks of the Portland CBD are large and require a finer grain network of laneways, arcades or small streets to make pedestrian movement through the CBD easier.

There are also many instances of pedestrian paths that are misaligned with crossing points, do not reflect desired walking routes or are confusing.

In particular, pedestrian access to the foreshore requires improvement. This issue is discussed at length below.

The Pedestrian and Bicycle Access map (following) shows where these pedestrian connections could be strengthened and where crossing points are required.

A detailed traffic management strategy is recommended to identify specific locations where pedestrian safety and priority requires improvement. This strategy would be able to identify specific measures to be applied in appropriate locations.
FORESHORE PEDESTRIAN ACCESS

Pedestrian access to and within the foreshore is in need of improvement. As one of Portland’s key tourist and visitor areas, in the vicinity of Julia Street the foreshore appears to be dominated by roads and parking, particularly during peak fishing times.

Access to the foreshore from the CBD is indirect. Pedestrian desire lines from the CBD (at each east-west street) are not enhanced with clear pathways or crossing points at these locations.

Raised intersection treatments should be installed at Bentinck Street intersections with Gawler, Julia and Henty Streets. These should include raised pavements or pram kerbs and zebra crossings to promote pedestrian priority. Landscaping beds and other features such as high kerbs that hinder pedestrian crossing movements should also be redesigned.

The significant change in level between the foreshore and the CBD means pedestrians have to negotiate the steps near the Julia Street intersection. It may be possible to redesign these steps in such a way that makes them more accessible and attractive and provides an opportunity to create a viewing platform that overlooks the foreshore. A design concept for pedestrian access at Julia Street is provided in Appendix D.

Additional pedestrian pathways through the foreshore area could include a pedestrian path constructed as a part of the tram route, and other paths closer to the cliff top or water, as required.

ROUNDABOUTS

There are numerous roundabouts located throughout the CBD. Most of these are designed to facilitate car access and circulation, with little consideration for pedestrian and cyclist needs. Some roundabouts have been equipped with zebra pedestrian crossings; however, the majority provide no assistance for pedestrians and actually force pedestrians to deviate significantly from their desire lines.

Increasingly, in urban areas, roundabouts are now retrofitted with zebra crossings on all legs. Where budgets permit, these zebra crossings are also accompanied by raised platforms to physically slow down vehicles.

A formal retrofit initiative for all roundabouts in Portland’s CBD should be investigated. It should focus first on installing painted zebra crossings on all legs, to be followed by implementation of raised platforms as budgets allow. Priority should be given to those intersections experiencing the highest number of pedestrian crossing movements.

CYCLING

Cycling is a viable option for local transport within the CBD and to nearby areas, particularly for young people. The safety and connections of cycling paths may need to be improved to encourage more people to cycle.

Formal bicycle lanes should be installed on all roads within the CBD, as shown on the Pedestrian and Bicycle Access map (following). There is sufficient width for this to occur on all streets. On-road bike lanes should also be installed / upgraded on key roads leading into and out of this core part of CBD. These additional routes include Cliff Street, Lee Breakwater Road, Bentinck Street (south of the CBD) and Hurd Street (north of the former train station).

SLOWER SPEEDS

The introduction of a 40 kilometre per hour speed limit throughout the CBD would provide greater amenity and safety for all road users, and encourage greater levels of walking and cycling. The implementation of 40 kilometre per hour speed limit zones within activity centres is now widespread throughout Victoria and has successfully contributed to a substantial reduction in accident occurrences.
3.2 PUBLIC TRANSPORT

Public transport plays an important role in catering for the daily travel needs of the local community as well as the broader regional needs of visitors and tourists.

The Public Transport map (following) shows the current location of service routes through the CBD.

BUS

The CBD is served by two local bus routes accessing the north and south of Portland. There are also demand responsive community school buses.

Regional transport links to Portland are provided by V/Line buses, with passenger train services having ceased operation nearly 30 years ago.

The V/Line bus terminal is located on the north side Henty Street, west of Percy Street. The area near the V/Line bus terminal serves various functions in a relatively confined section of road. These functions include a taxi parking zone, local bus stops and entrances to off-street car parks servicing supermarkets.

The Department of Transport is currently considering the provision of an additional bus bay in Henty Street to avoid concurrent standing of intra and inter-town bus services. A number of alternative solutions for this issue have been discussed. Council has recently resolved to express a preference to relocate the local bus stop to the east side of Percy Street.

Another suggestion that has been raised is the relocation of the V/Line bus stop to the former railway station site at Hedditch and Hurd Streets. While this option would provide scope for an upgraded bus interchange, it does not have the benefit of location within the core CBD area and has been ruled out by V/Line.

The Department of Transport is currently undertaking a review of bus services within Portland that will assist in reaching a conclusion about the expansion of the central bus interchange. From the perspective of supporting CBD vitality it is important that the transport interchange remain in a central location.

TRAM

Portland’s cable tram is a local icon. The tram is primarily a tourist attraction that follows a scenic route from Henty Park to the RSL Memorial Lookout. The route takes in the natural wetlands of Fawthrop Lagoon Park, the foreshore, cliff tops and botanic gardens.

Community feedback has strongly supported extension of the tram route north along Percy Street. While the extension of public transport services is a positive initiative, the cost of constructing new fixed rail infrastructure is immense, and a cost benefit analysis would need to demonstrate this as a viable option. In addition, the tram line would preclude central median tree planting in Percy Street, which is a key feature of the streetscape.

RAIL

Studies are currently underway to identify the transport needs of the region and define rail infrastructure needs. This may include reinstatement of a passenger rail link to Melbourne as a long term aspiration. As the Warrnambool passenger rail gauge currently stops at Warrnambool, either the rail gauge would need to be altered for the branch to Portland, or different types of passenger carriages used. Either option would be prohibitively expensive.

Notwithstanding this, a regional rail passenger service would have a very strong benefit for the town and may be a long term aspiration worthy of pursuit. In this event, the best location for the CBD station would need to be determined, as well as how passenger and freight operations would co-ordinate.

Options for the station location include the former station in Hedditch Street, which would connect to the V/Line services, or a new station to the south of the CBD that could connect to the tram and provide a more scenic entry to the CBD.
3.3 TRAFFIC MANAGEMENT

Portland has well laid out road infrastructure and road widths that are capable of managing high levels of traffic. Compared to other major towns within Victoria traffic congestion does not appear to be a significant issue, except in specific circumstances such as at peak fishing times.

Nevertheless, with growth expected in port freight traffic and tourism and recreational fishing vehicles around the harbour, it is important that a traffic management plan be put in place to address potential safety, amenity and congestion issues. This is particularly important given the close relationship between the CBD and the harbour.

A system of traffic management is proposed that would give clear direction for the different types of road network users and several CBD bypass options:

- Pedestrian and cycle traffic and public transport as priority objectives
- Local CBD access traffic
- Local CBD bypass traffic
- Tourist route along the foreshore
- Foreshore access traffic
- Trucks and Highway traffic.

This is shown on the following Traffic Management Plan.

LOCAL TRAFFIC

Clear directional signage at the intersection of Henty Highway and Garden Street would provide options for bypassing the CBD.

Percy Street is vulnerable to the infiltration of through traffic, including vehicles associated with harbour or port-related activities. The option of redirecting local through traffic along Hurd Street would have the benefit of reducing congestion in this location.

TOURIST ROUTE

Signage at the Henty Highway and New Street intersection would direct tourist traffic in three directions: along the foreshore to Bentinck Street; to the Percy Street CBD core; or along the Hurd Street CBD bypass route which would connect to short term caravan parking on Henty Street adjacent to Hanlon Park (refer to following section on Car Parking).

FORESHORE VEHICULAR ACCESS

Recreational fishing generates high seasonal demand for access to, and car parking on, the foreshore. Road ramps are located off Bentinck Street, opposite Julia Street, enabling motorists to access the foreshore directly from the CBD. The ramps link Bentinck Street to Lee Breakwater Road on the foreshore and provide access to the boat ramps.

A number of issues have been raised by the community in relation to vehicular access to the foreshore:

- Queuing of cars and boat trailers along Bentinck Street during times of peak usage.
- The proliferation of parking across the grassed areas of the foreshore that could otherwise be used for recreation.
- The regular flow of cars and boat trailers traversing the CBD streets at this critical interface between the CBD and Portland Harbour which creates a hazard for local traffic and pedestrians.
- The potential for new harbour-based tourist activities, such as whale watching and the docking of cruise ships on the Lee Breakwater, to generate substantial additional traffic.

A plan to fill in the lagoon adjacent to the breakwater to accommodate trailer parking and a relocated boat ramp is likely to assist in addressing issues associated
with overflow parking within the foreshore area and the queuing of traffic on Bentinck Street.

The Coastal Infrastructure Plan recommends that a new access ramp be created in the vicinity of Henty Street. This would serve to remove traffic from the core pedestrian area of the foreshore, however given the steep grade and the location of the cable tram line this would be a complex and costly project.

Another suggested option is to use the existing vehicular access ramps near Julia Street and direct pedestrian access to the foreshore via an overpass that also serves as a viewing platform. This could comprise stage one of a program of foreshore access improvements, and the new access ramp if required, stage two.

A feasibility study is required to determine the costs and benefits of all possible solutions, once the extent of the vehicular access and parking issues are determined. The heritage significance of the road ramps, along with the bluestone wall, would also need to be taken into consideration.

**PORT ACCESS & FREIGHT MOVEMENT**

National road and rail networks serve the Port, linking it to regions throughout mainland Australia. Within Portland itself, the key transport infrastructure assets serving the port are the Portland Ring Road (Henty Highway) and the standard gauge railway line. Responsibility for management and upgrade of this strategic infrastructure rests principally with the State Government.

The Melbourne Transport Plan aims for 30% of port-related freight transport to be carried by rail from each of the State’s four ports. The existing railway line is capable of supporting this function, but is of the wrong gauge to accommodate standard passenger services.

The Portland Ring Road (Henty Highway) provides the key heavy vehicle access to the Port of Portland. A number of improvements at intersections (along with other safety measures) are proposed to cater for the increased introduction of next generation High Productivity Freight Vehicles.

Heavy vehicle access to the Port of Portland generally operates satisfactorily. The opportunity exists for improved separation between local traffic and trucks bound for the Port at the southern end of the Henty Highway. As the ring road separates the CBD from the southern suburbs, pedestrian and vehicle safety and access issues also need to be addressed.

According to the State government, the completion of the Myamyn mill in 2009, along with the forecast growth of woodchip flows and general freight, will require upgrades to the Henty Highway in Portland and north of Heywood. The State government has also identified that the Princes Highway between Heywood and Mount Gambier will need to be upgraded to limit growth of heavy timber traffic on the Portland-Nelson Road, which would have adverse impacts on tourism-related traffic and local amenity (including school buses).

The Green Triangle Freight Action Plan has defined actions to be taken to address the forecast freight growth in the region. These actions include road and rail network enhancements, regulatory reform, job opportunities and skills and training, socio-economic, and community development. Improvements to the Henty Highway’s function as an overdimensional route, such as redesigning bridges to accommodating higher vehicles, may also be proposed as a part of this Action Plan.

The Henty Highway provides an essential route to the Port and free-flowing unimpeded traffic flow should be safeguarded. Arrangements should be established through VicRoads to maintain acceptable traffic flow conditions on the highway, if accidents or roadworks occur, to avoid adverse impacts on Port operations.

Ultimately, the future management of the Henty Highway, between New Street in Portland’s north and Madeira Packet Road to the south of the town, is VicRoads’ responsibility. Council’s position should be that the management of traffic movements to and from the Port should be entirely confined to the Henty Highway and no reliance should be placed on the use of local roads for either routine or emergency purposes. This Integrated Growth Plan therefore does not identify any interventions necessary on the local road network in relation to Port activities.
3.4 CAR PARKING

Substantial parking demand within the CBD is generated by employees, shoppers and visitors. However, Council’s 2008 study of parking usage has revealed that even in the busiest locations there are often parking spaces available during the peak periods. It is generally easy for motorists to find an unoccupied parking space reasonably close to their destination.

Within this context it is also recognised that an abundance of parking can encourage shorter trips or multiple short trips to be undertaken by car. With the increasing importance of social and environmental factors, there is a need to reduce unnecessary car trips and provide more attractive non-car transport infrastructure and services to provide a viable alternative to car travel, particularly for shorter trips.

LONG TERM PARKING

Community feedback has revealed that there is still a lack of long-term parking for workers and visitors to the CBD. This issue could be addressed by better managing the parking supply rather than providing additional parking. The aim would be to provide adequate long-term parking in reasonable proximity to the CBD’s employment areas, as well as an adequate supply of short and medium term parking for turnover of business customers.

The Traffic and Parking Map (overleaf) shows the location of existing car parking within the CBD and the possible locations for long term parking at its edges.

CARAVAN PARKING

The map also shows possible locations for caravan parking close to the CBD. This could include adjacent to the Marine Discovery Centre, the northern edge of Henty Park (with good access to the Botanical Gardens) or the southern edge of Hanlon Park (close to supermarkets). Adjacent to Flinders Park is another potential location.

DESIGN OF CAR PARKS

Several car parks in key retail areas appear to be poorly designed, raising the potential for pedestrian vehicular conflict. In some cases truck movements through car parks to loading bays present a specific safety issue. Amenities such as clear and safe pedestrian paths, directional signage and landscaping are also lacking in these car parks.
3.5 TRANSPORT RECOMMENDATIONS

In response to the issues and analysis described above, the following objectives and strategies have been developed to guide future transport decisions and projects. Detailed implementation actions and priorities are provided in Chapter 6 of this report.

OBJECTIVES

8. Create a pedestrian focussed CBD as a key element of Portland’s character.
9. Create stronger links between the CBD and foreshore.
10. Support cycling and public transport as viable alternatives to car travel.
11. Manage the CBD road network to optimise its safety, efficiency and amenity for all road users.
12. Manage car parking demand and supply to support the activity of the CBD.
13. Ensure free flowing, unimpeded access for freight traffic to the Port.

STRATEGIES

**Pedestrian Focus**

8.1 Establish a safe network of key pedestrian routes through the CBD.
8.2 Ensure adequate wayfinding signage to all key CBD locations.
8.3 Encourage the creation of new mid-block connections within the footprint of development sites.

**Foreshore Links**

9.1 Enhance pedestrian access between the CBD and adjacent foreshore.
9.2 Improve pedestrian amenity, access and safety within the foreshore area.

9.3 Improve access to the foreshore for boats, buses and caravans.

**Bicycles and Public Transport**

10.1 Expand the existing bicycle lane network to cover the entire CBD.
10.2 Enhance bus networks in the CBD as required, in conjunction with the Department of Transport.
10.3 Investigate the potential to reinstate rail passenger services to Portland.

**Traffic Management**

11.1 Ensure a balance between through traffic movements, local traffic circulation and the requirements of other road transport.

**Car Parking**

12.1 Make optimal use of existing parking facilities servicing the CBD.
12.2 Improve vehicular and pedestrian access to and within car parks.
12.3 Improve the appearance, feeling of safety and amenity of car parks.
12.4 Provide dedicated and well signed parking for caravans and cars with trailers.

**Port Access**

13.1 Facilitate unimpeded, safe and efficient heavy vehicle access to and from the Port of Portland via the Henty Highway.
4.1 BUILT FORM

BUILDING QUALITY

The CBD has a range of architectural styles from all eras of the town’s development. Most buildings are 1-2 storeys, however, some newer developments are up to 3 storeys in height. Recent development within the CBD includes mixed use projects and apartment style housing.

The quality of the town’s streetscape facades varies considerably. While the CBD is strongly characterised by its heritage buildings, including a number of notable landmark buildings, there are many older buildings in need of maintenance and repair. Similarly, there are numerous examples of mid to late 20th century buildings that have no heritage significance and are poorly designed or are reaching the end of their economic life.

In some instances there are buildings within important pedestrian areas that do not provide a positive frontage to the street. For example, the Safeway building on Percy Street presents a blank facade to the footpath. The rear of this building presents a loading dock to the car park, which also has high pedestrian traffic.

HERITAGE

Portland has a wealth of heritage buildings that depict the story of its European settlement. These heritage buildings and streetscapes act as landmarks for the town and are an important part of its image and identity.

The Portland Urban Conservation Study (1981) identified numerous heritage buildings throughout the CBD and provided a thorough background history. However, due to the age of the study there are likely to be many buildings that are not identified that are of potential significance.

The Portland Heritage Precinct Heritage Overlay (HO 165) covers most of the CBD study area. In addition, there are numerous highly significant buildings that have an individual listing within the Heritage Overlay.

A revised heritage study is an essential step forward in the future growth and development of Portland CBD. Many significant buildings require protection. Conversely, the application of the Heritage Overlay to sites or entire CBD blocks that are clearly not of significance is hindering development.

Design guidelines need to be set out both for sites that are of heritage significance, and those that are not. This will encourage restoration and re-use of heritage buildings and support new development that complements the historic character of Portland in a sensitive and contemporary manner. Example of the restoration and sustainable reuse of heritage building include the Arts Company in Julia Street and the Drill Hall in Bentinck Street.

The Portland area also has a rich indigenous heritage which must be respected and, if appropriate, could be better expressed in the urban environment. The foreshore area would have played an important role in the daily lives of the original inhabitants of Portland, providing a plentiful source of food on the land and from the water. Interpretive signage could assist in telling today’s visitors this part of the area’s history.

CBD ENTRANCES

The main entrance to the CBD is from the northern approach, with the outer entrance to the town commencing at the junction of the Henty Highway and New Street. New Street forms the ‘arrival zone’ into the CBD. In some areas this streetscape needs improvement in terms of the quality of buildings and landscaping design and co-ordination of signage.

The entrance to the CBD proper occurs around Otway Street, when land uses and buildings become more consolidated.
LAND TENURE AND AVAILABILITY

Within the CBD there are wide variations in lot size. In some instances there may be opportunities for consolidation of smaller parcels to create larger lots for redevelopment, particularly where land parcels are within the same ownership.

The CBD has large areas of surface car parking which could potentially be better designed and used more efficiently. This could open the potential for redevelopment of land within the heart of the CBD, rather than requiring new land uses to be located on the edge of the CBD and encouraging sprawl.
4.2 GREEN INFRASTRUCTURE

OPEN SPACES

There is a variety of public open spaces within or near to the CBD, each with a different function and design. This includes the foreshore, the Botanical Gardens, Market Square, Hanlon Park and Henty Park.

In some instances, pedestrian connections to these spaces could be improved, such as between the CBD and the Botanical Gardens and the foreshore, or around Fawthrop Lagoon.

There may be ways in which the facilities and design of these spaces could be improved in the future. Community feedback has shown that people would like to see more ‘pause places’ within the CBD which offer shade and shelter for pedestrians. Market Place appears to provide an opportunity for an enhanced urban style public space, potentially with a youth focus.

Portland could benefit from a Community Garden, whereby underused publicly owned land is made available for local residents to grow fruit and vegetables. This would also offer an important education resource on food production.

NATURAL ENVIRONMENT

The natural environment is a marked feature of the CBD, with its impressive coastline, dramatic topography, lagoon wetlands and waterways. Enhancement of the natural environment is an important goal of the Plan, for reasons of ecology, biodiversity and amenity.

In addition, Councils are now required to consider the potential for at least 0.8m of sea level rise by 2100. Floodplain management is also an important issue to consider, particularly along the western edges of the CBD.

The CBD has range of vegetation and planting themes. Significant stands of trees are planted along the foreshore, including Canary Island Date Palms and Norfolk Island Pines which are an iconic feature of the CBD.

The Norfolk Island Pines, in particular, are an iconic feature of the foreshore. A program to ensure their health and replacement as required should be established.

Norfolk Island Pines are also planted in Gawler Street and these trees create a striking streetscape image.
4.3 Streetscapes

Streetscapes represent one of the principal open space networks of the CBD and form the backdrop to its daily activity. Streetscapes are a vital ingredient in a town that is economically, environmentally and socially sustainable. Well designed streetscapes:

- Increase pedestrian activity
- Increase the economic vitality of businesses
- Create spaces for everyday social contact and informal gatherings
- Improve the understanding of a town's history for visitors and residents
- Provide urban habitats for wildlife such as birds
- Encourage people to use methods of transport alternative to the car.

Special streetscape treatments have been applied to the main retail area of Bentinck Street, including kerb outstands, regular median planting of mixed low shrubs and ground covers, paving treatments and co-ordinated street furniture. While the upgrade appears to have been completed some time ago, the treatments are effective in creating a different character for this precinct and adding to its amenity.

Other CBD streets have standard asphalt or concrete paving. Some streets have trees and landscaping kerb outstands while others have minimal planting.

Several streets, such as Julia Street, have heritage listed bluestone kerb and channel. The use of bluestone in Portland is synonymous with the town's colonial heritage and should continue to be used as a feature stone in areas of heritage significance.

Community feedback has raised maintenance of the CBD streets and planting areas as an important issue, in terms of appearance, amenity and ongoing cost.

Signage to assist with visitor wayfinding or identification of important sites/attractions is lacking in some areas and needs to be updated.

Safety is an important consideration in the urban environment and relates to the design of streets, as well as the adjoining buildings. While there appears to be a perception among the community that Portland is a relatively safe town, there are some areas where safety, or the perception of safety, could be improved. This includes car parks, laneways or side streets and areas of low activity such as the rear of shops.

A detailed analysis of streetscape amenity, paving and planting has been undertaken in order to prepare a streetscape masterplan for the Portland CBD. This is presented over the following pages.
STREETSCAPE OBSERVATIONS

The opportunity exists to introduce a tree species that will provide a full canopy spread across the road. This will increase shade opportunities and pedestrian amenity.

Existing large areas of paving may be used to provide planting and seating spaces.

Awnings provide weather protection and contribute to pedestrian amenity. Street tree plantings are best designed as outstands to the pavement to avoid conflict with existing awnings.

The design of the connection from Bentinck St to the foreshore should retain the existing wall and mural.

The use of more robust species in nature strips will reduce maintenance issues. Smaller streets and laneways require improved lighting in some areas.

The view to the water from the centre of the township is a critical aspect of Portland’s character. Street trees planted at road edges have the potential to maintain and frame these views, but need to be considered in the context of the heritage significance of the streetscapes.

Replace wire mesh fencing along Bentinck St with a more appropriate type. The potential exists for a contemporary fence based on heritage character.

There is a lack of pedestrian connectivity between Bentinck St and the foreshore.
PAVEMENT TREATMENTS

A review of the existing pavement types has been undertaken and the following assessments made:

The main retail sections of Percy and Bentinck Streets have adequate paving which has many years left in its lifespan.

The dominant cream and grey pavers provide a solid basis for future paving options as they are neutral and coastal in character.

Use of red pavers is strategic at some locations such as pedestrian crossings, but can create visual clutter in the streetscapes.

Beyond the main sections of Bentinck and Percy Streets a number of pavement treatments have been used including in-situ concrete, interlocking pavers, brick and concrete pavers. Many of these are showing signs of disrepair.
Proposed pavement types

The proposed paving palette extends the existing pavement treatments in Percy and Bentinck Streets, and forms the basis of recommendations for the historic Julia Street and surrounding streets.

Design Guidelines

Pavement should be a neutral ground plane. People, street activities and planting provide colour and attraction.

Use only cream, light beige or charcoal coloured pavement.

Three types of paving are proposed for application in different locations, shown on the Streetscape Plan.

Priorities

Replacement of paving over time in the following order:

1. Julia St historic precinct as the main axis joining the foreshore.
2. Bentinck St pedestrian crossings to foreshore.
4. Any additional streets requiring paving as indicated on the Streetscape Plan.

Refer to Streetscape Masterplan (overleaf).
STREET FURNITURE

Existing Furniture Types

A review of existing street furniture has been undertaken and the following assessment made:

A variety of furniture types have been used throughout the central area (shown in the images opposite).

The most common of these are bins, bollards and seats with a maroon finish. While this colour is common in many rural cities and towns in Victoria it tends to date quickly.

Proposed Furniture Types

Replace existing furniture with a palette that is more reflective of the town’s coastal character (shown in the images opposite) through the use of timber and stainless steel.

Design Guidelines

Stainless steel (or galvanised steel with an anti-rust finish).

Timber or other sustainable material such as recycled plastic.

Use of maroon finish on selected elements only.
SUGGESTED STREET TREES

Large Street Tree
Large canopy trees for use in median strips and outstands in main streets. May also be used in open park settings. Species suitable for a coastal environment.

Angophora Costa
Smooth-Barked Apple
Origin: QLD, NSW
Height: 18-20m
Width: 13-15m
Character: Evergreen

Eucalyptus leucoxylon
Yellow Gum
Origin: Vic, NSW, SA, Indigenous to local bioregion
Height: 10-30m
Width: 12-15m
Character: Evergreen

Corymbia citriodora
Lemon Scented Gum
Origin: North Eastern Australia
Height: 15-20m
Width: 6-8m
Character: Evergreen

Corymbia maculate
Spotted Gum
Origin: SE QLD, central NSW
Height: 18-20m
Width: 12-15m
Character: Evergreen

Lophostemon confertus
Queensland Box Brush
Origin: QLD
Height: 18-30m
Width: 6-8m
Character: Evergreen

Banksia integrifolia subsp. integrifolia
Coastal Banksia
Origin: Vic, NSW, Tas, Qld
Height: 12-20m
Width: 5-10m
Character: Evergreen

Allocasuarina littoralis / verticillata
Sheoak
Origin: Southern Australia. A. verticillata is endemic to local bioregion
Height: 8-10m
Width: 4-6.5m
Character: Evergreen

Zelkova serrata
Green Vase / Japanese Zelkova
Origin: Hybrid, parent Japan
Height: 18-25m
Width: 10-15m
Character: Deciduous

Medium to Small Trees
For use under powerlines and street edges with smaller growth area.

Lophostemon confertus
Queensland Box Brush
Origin: QLD
Height: 18-30m
Width: 6-8m
Character: Evergreen

Banksia integrifolia subsp. integrifolia
Coastal Banksia
Origin: Vic, NSW, Tas, Qld
Height: 12-20m
Width: 5-10m
Character: Evergreen

Allocasuarina littoralis / verticillata
Sheoak
Origin: Southern Australia. A. verticillata is endemic to local bioregion
Height: 8-10m
Width: 4-6.5m
Character: Evergreen

Zelkova serrata
Green Vase / Japanese Zelkova
Origin: Hybrid, parent Japan
Height: 18-25m
Width: 10-15m
Character: Deciduous
Low Planting Suggestions

For use in medians, path edges, foreshore garden beds and street planting understorey.

Robust low plantings suitable for the coastal environment of Portland.

Hardly low maintenance perennials with a preference to drought adaptability.

Diversity of floral display.

Inclusion of native species where possible, indigenous to bioregion, with the opportunity to source endemic species.

Lomandra longifolia ‘Tanika’
Spiny-headed Mat-rush
Origin: Eastern Australia

Helichrysum argyrophyllum
Golden Guinea Everlasting,
Origin: South Africa
* Related species such as Helichrysum paradium are endemic to local bioregion

Leucophyta brownii
Cushion Bush
Origin: Southern Australian coastline

Carpobrotus spp.
Pig Face
Origin: Southern Australian coastline

Banksia marginata dwarf cultivar
Silver Banksia
Origin: endemic to local bioregion

Correa alba
White Correa
* Some Correa species endemic to local bioregion

Westringia fruticosa
Coastal Rosemary
Origin: Coastal Eastern Australia

Grevillea rosmarinifolia
Rosemary Grevillea
Origin: Central Vic, NSW
INTERPRETIVE AND WAYFINDING SIGNAGE

Existing Signage
Existing signage lacks a cohesive language that provides connection to key points and reflects the town character.

Pedestrian and Tourist Wayfinding and Information Signage
A consistent signage strategy has the potential to create a clear and recognisable network of wayfinding to connect key areas for the use of tourists and locals.

Historical and Cultural Interpretation
Portland’s rich heritage and indigenous history can be celebrated through an informative and cohesive signage strategy that incorporates materials reflecting the town’s maritime history.
**FORESHORE INTERFACE**

The bluestone retaining wall is an important heritage feature, and the (relatively) contemporary and highly distinctive mural has become a valued piece of public art. This mural should be retained in any redevelopment scheme.

The existing fence between Bentinck St and the foreshore is constructed of common wire mesh and is overly tall. It is recommended that this be replaced with quality fencing which allows views to the water. Wire mesh needs to be of high quality and designed with a handrail to be suitable for civic purposes. Given the height of the retaining wall new fencing also needs to meet safety requirements.

An investigation of historic approaches to this fence, as well as other fencing design in similar foreshore locations is shown on the following pages.

**Design Guidelines**

Durable fence material that fits in with the character and scale of Portland’s foreshore area.

Suitable materials may include steel and sustainable timber.

Fences need to be visually permeable.

Fence heights need to comply with Australian Standards.

Fence design should prevent climbing and restrict the ability to drop objects from the upper level to the foreshore open space below.