

Glenelg Towns

The Glenelg Shire comprises of three main towns Portland, Casterton and Heywood. Portland has a population of around 10,000 people and is the Shire's administrative and commercial centre. It has facilities and services often found in far larger centres because it is supported by the surrounding hinterland.

A consistent feature of these towns is the availability of strategic sites, which due to structural changes in industrial development, are available for alternative forms of land use. This creates the potential for reinvigoration of centrally located sites

which have full servicing and convenient access to residential areas.

Proximity to coastline, or the major rivers, are a defining element of the towns. The requirement for more accurate documentation of anticipated coastal changes and effects of inundation and flooding by rivers forms part of this Strategy.



Wind tower manufacture



Trawler Wharf, Portland Harbour

Major Towns

Portland

The feature which distinguishes Portland from most of the coastal towns of Victoria is the availability of deep sea port facilities and its established use for national and international transport of bulk resources. This combined with road and rail access and the capability to provide for expanded intermodal facilities makes Portland a target for growth in industry, transportation and regional development.

As a priority the protection of existing and proposed road and rail freight connections to the Port is required, and the directions of the Green Triangle Action Plan 2009, Port Land Use Strategy 2009 and the Glenelg Transport Plan 2009 are relevant in this regard.



Whales in Portland Photo : Bob McPherson

Portland

Strategic Directions

A vital Portland CBD

Within the area bound by Tyers, Bentinck, Gawler and Percy Streets a wider range and mix of land use is to be provided. This will be achieved by the horizontal (range of land use within the same street) and the vertical (lower level retail and commercial and upper level residential) mix of land use. To more effectively manage the delivery of parking within this area, continuous waiving of on-site parking requirements is to be avoided, and increased use of basement level parking is appropriate.

Redevelopment areas

Due to the established history of Portland as an industrial centre, there is considerable scope for revitalising brownfields sites such as the former bulk liquid storage sites in inner Portland that flank the north-eastern side of a currently disused railway corridor that once connected to the foreshore. The Glenelg Industrial Land Use Plan 2007 (GILUP) identified a non industrial future for this land subject to investigating the cost of any necessary remediation. The value of these sites is based on the strategic proximity to central Portland, and the availability of full infrastructure services.

Rail corridor potential

The railway corridor should also be retained to preserve a future option for the re-introduction of passenger rail services. There is an opportunity to reinforce the orderly industrial development of the south-western side of the corridor by more effective management of small scale industrial development through the use of an area improvement plan, as recommended in the GILUP.



Bentinck Street Portland

Portland drainage management

The findings of the Portland Flood Study 2011 will be used to direct new development into appropriate flood safe environments. When development is to be considered in areas of potential flood risk, more stringent assessment will be required to ensure adequate protection from the adverse effects of flooding.

Portland health

The Portland and District Hospital has become the catalyst for a dedicated health clinic, including a specialist centre and nursing home to the south, a super clinic to the west and general practice surgeries in a residential zone to the north. This is consistent with the projected requirements for a maturing community, but an example of a generated need for additional employment and support industries. The Strategy has the potential to provide direction for further improvements within this precinct.



Portland Harbour



Portland Harbour

Portland education

The Portland TAFE is located to the north-west of the hospital and near to the north-eastern side of the rail corridor. This area could provide an opportunity for encouraging the development of a reasonably centrally located educational precinct subject to any required auditing and subsequent rehabilitation of former industrial sites.

Foreshore revitalisation

The foreshore area provides the launching point for recreational fishing and boating activities that are gaining international recognition, especially during the tuna fishing season that reaches its height in late autumn. There is a need to improve the management of the parking and boat trailer areas so that the links between the CBD and the foreshore area for pedestrians are maximised. Reference should be made to the Portland Bay Coastal Infrastructure Plan 2009 and the Portland Integrated Growth Plan 2011 to achieve this outcome.



Trawler Wharf, Port Woodchip Facilities and Grain Silos



Boat Parking at Portland



Seals at Portland

Recreation links

The coastal cliffs to the north of the Lee Breakwater provide a very attractive setting for connecting paths and trails that could encourage passive recreation, the development of more active communities and alternative forms of transport (e.g. walking and cycling). Feasibility of these links warrants further investigations.

New uses and developments should be encouraged to provide for improvement of pedestrian and cycle paths between Portland's outer areas, the CBD and the Portland Bay foreshore.



Whale and Calf in Portland Photo : Bob McPherson

International passenger ships

Cruise ships are set to commence visiting Portland from early 2013 and will contribute to tourism as one of the shire's major growth industries. The benefits of this growth can be maximised through funding the implementation of the various plans that have been developed for central Portland and the foreshore area. Proposed works include cliff stabilisation, new marinas and vehicle parking facilities, improved connections to the CBD and general revitalisation of the central urban and public realm.

Marine attractions

Dolphins and seals are often observed close to shore and whales that migrate yearly along coastal waters occasionally enter the harbour. Continued attention is to be given to the maintenance of the quality of stormwater entering the harbour and Portland Bay to protect these mammals and their marine environment, which contribute to Portland's and the shire's tremendous tourism potential.

Regional role

The Port of Portland is a highly significant regional economic asset and serves as the major export point for harvested timber plantations in the Green Triangle Region that stretches from Millicent in South Australia to Corangamite Shire in south-western Victoria. Major road and rail infrastructure improvements will be needed to sustain freight flows and timber harvesting volumes that are predicted to reach 4.5 million tonnes in 2012 and to help improve safety for competing tourist and commuter traffic.



Seal in Portland Harbour

Portland industrial potential

Portland has significant tracts of industrial land that is very well located in relation to major road and rail transport routes; however its development is constrained by the proximity of a primary school and residential zones. The development of well designed industrial estates near the Portland ring road (Henty Highway) that leads to the port could provide a means of helping to develop this land for lighter industrial use.

Heavier industries are to be directed into a transport corridor that incorporates the Portland-Maroon railway and the Henty Highway. This corridor stretches from Portland and into Southern Grampians Shire and can be protected from inappropriate development, especially proposed dwellings that are outside of residential and rural living zones.

Portland periphery

Past subdivision on the periphery of Portland has resulted in the fragmentation of large tracts of agricultural land for rural living purposes. The challenge is to identify an alternative future for the fragmented land through the planning scheme and to protect larger rural lots from further fragmentation. Any changes to planning controls would seek to protect significant environmental features and public land, including Wattle Hill Creek, other waterways, wetlands and significant stands of native vegetation. This could be achieved through a combination of the application of public zoning, more discriminating use of the Rural Conservation and Farming zones, local policy and structure plans.



Koala wandering the streets of Portland

Portland

Legend

-  Proposed Flood Overlay
-  Proposed Residential 1 Zone
-  Proposed Low Density Residential Zone
-  Preserve for Future Residential Growth
-  Farming Zone
-  Proposed Rural Living Zone
-  Proposed Industrial 3 Zone
-  Possible Public Park and Recreation Zone
-  Proposed Pedestrian/Cycle Spine

Pedestrian/cycle spine along the foreshore of Portland to connect the Forthrop Lagoon Circuit, the Botanic Gardens, the canal, the Great South West Walk and the main east west routes within the CBD

Acknowledge extent of potential flood inundation areas (CMA Portland Flood study 2011)

Commence preliminary investigation of possibility and need for a future by-pass around Portland to provide access to the port to the west of the Ring Road

Examine the appropriateness of rezoning land to north of Wilson Rd to IN3 Z to provide a buffer between Residential and Industrial uses

Investigate rezoning of this area to Low Density Residential Zone to reflect existing residential use

Revitalise residential areas within inner Portland through rezoning of substantial disused industrial sites, and provide an increase in the range of accommodation and open space.
Note: Environmental Audit Overlay to be applied to sites

Construct additional area for boat trailer parking, boat marina, minor retail facilities, marine related club premises and additional marine industry

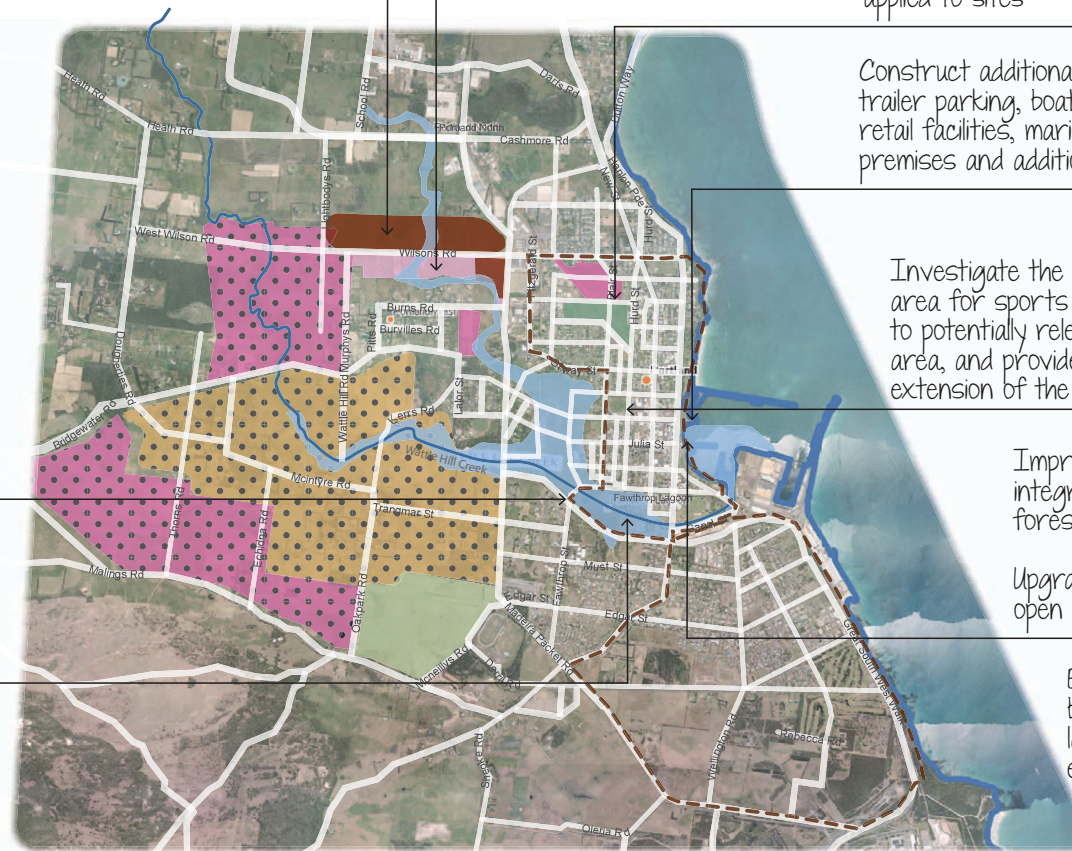
Investigate the provision of a new area for sports and leisure complex to potentially release the Hanlon Park area, and provide for the future extension of the CBD

Improve access and integration with CBD and foreshore.

Upgrade foreshore public open space amenity

Examine the potential buffering of the landfill by residential encroachment

Investigate potential sites for proposed Portland Industrial Park



PORTLAND

Please note this plan serves to illustrate the broad strategic issues of the area depicted, and does not represent zoning or overlay information. For zone and overlay information see the Glenelg Planning Scheme mapping.

GLENELG PLANNING SCHEME

Portland

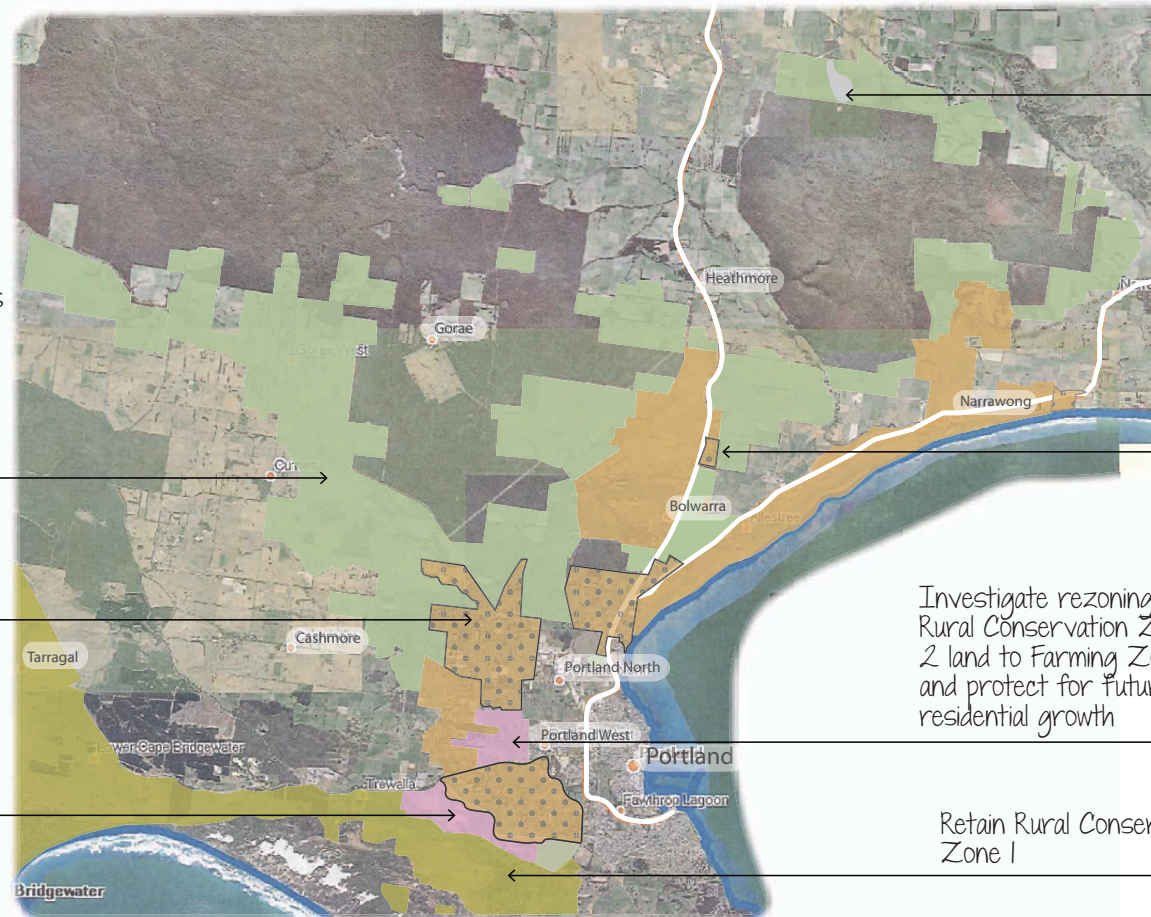
Legend

- Proposed Farming Zone
- Rural Living Zone
- Proposed Rural Living Zone
- Proposed Special Use Zone
- Proposed Portland Residential Growth Area
- Rural Conservation Zone 1

Investigate appropriateness of rezoning Rural Conservation Zone 2 to Farming Zone to more effectively reflect current and potential land use

Proposed Rural Living Zone

Protect area for Proposed Portland Residential growth



Proposed Special Use Zone Heywood Golf Course

Investigate rezoning from Rural Conservation 2 zone to Rural Living Zone to more accurately reflect current land use

Investigate rezoning of Rural Conservation Zone 2 land to Farming Zone and protect for future residential growth

Retain Rural Conservation Zone 1



PORTLAND RURAL CONSERVATION ZONE AMENDMENTS

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