

## DRAFT BELLARINE PENINSULA SPP ADDITIONAL COMMENTS AND RECOMMENDATIONS

By [REDACTED]

### 1. SIGNAGE:

Many towns on the Bellarine are being visually spoiled by excessive signage, pertaining to road safety, heritage, tourism, civic facilities and the like. These signs are different sizes, shapes and colours. Signage is a form of visual pollution, but it is increasingly unnecessary given the widespread availability of online maps, QR codes and other technology. There should be an overarching policy directive to reduce this urban clutter and achieve consistency, with *'less is more'* being the overall objective. There is research showing signage can lead to driver inattention and distraction which are recognised as two of the most critical factors for road safety worldwide.

**ADD:** Section dealing with signage management – refer to the following government policy approach and case studies in the UK:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/43525/tal-reducing-sign-clutter.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/43525/tal-reducing-sign-clutter.pdf)

Page 7:

Table 1: Attributes qualifying Bellarine Peninsula declared area as a distinctive area and landscape

#### 3. Heritage and cultural significance

In 2019, Heritage Victoria substantially revised its citation H1517 on the Victorian Heritage Register by consolidating Point Lonsdale headland's heritage values into a formal zone named the Point Lonsdale Maritime and Defence Precinct - [http://vhd.heritage.vic.gov.au/places/result\\_detail/1693?print=true](http://vhd.heritage.vic.gov.au/places/result_detail/1693?print=true). A reference to the Point Lonsdale Maritime and Defence Precinct is already made on Page 42 so this nomenclature should be adopted throughout the document.

**ADD: d. The Point Lonsdale Maritime & Defence Precinct is a substantial heritage landscape with remnant infrastructure dating back to the 1860s. The Point Lonsdale headland is also associated with the presence of legendary escaped convict, William Buckley.**

Page 21:

Our Vision – Historic Heritage

Aside from the Queenscliff township, the Point Lonsdale Maritime and Defence Precinct is one of the most heritage-rich maritime and military areas on the Bellarine. The importance of the Precinct's remnant structures have been acknowledged at the Commonwealth level and the area is recommended for inclusion on the National Heritage register in conjunction with defence installations at Point Nepean, Queenscliff, Swan Island and the South Channel Fort.

**AMEND: Historic heritage: The area's rich maritime, military and non-Indigenous settler heritage — like Queenscliff's historic township, Point Lonsdale's Maritime & Defence Precinct and Portarlington's Grand Hotel architecture — is preserved and respected for its contribution to the history, identity and character of the Bellarine Peninsula and its communities.**

Page 32:

Bellarine Southern Coast landscape area

The text states *'Steep escarpments are vegetated with indigenous coastal species, and landmark features (such as The Heads at Point Lonsdale and The Bluff at Barwon Heads)'*. The capitalization of *'The Heads'* is not really correct as there is no specific place at Point Lonsdale known as *'The Heads'*. The Heads refers to Point Nepean and Point Lonsdale. Given this section is discussing geomorphology it would be better to use the term *'Point Lonsdale headland'*.

**AMEND: Steep escarpments are vegetated with indigenous coastal species, and landmark features (such as the Point Lonsdale headland and The Bluff at Barwon Heads)...**

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Page 43:

Objective and strategies Objective 5

Further to the comment above in relation to the management of excessive signage:

**AMEND: 5.2 Minimise the visual impacts of buildings, signage and works on heritage places by ensuring the siting and design of development and infrastructure respect the unique historic heritage character of the declared area.**

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Page 56:

Villages – Point Lonsdale

The Heritage Victoria revised citation H1517 confirms the Point Lonsdale headland's heritage is much more than just the lighthouse. Without a holistic appreciation of the area's history, the risk is the town's considerable heritage values will not be recognized and promoted.

**AMEND: The Point Lonsdale headland contains numerous military and maritime structures, including the iconic Lighthouse which remains an essential navigation aid for mariners and is a strong reminder of the village's extensive connection with the sea.**

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