LOCAL PLANNING POLICIES

Paynesville Maritime Precinct Structure Plan

This policy applies to the Paynesville Maritime Precinct Master Plan study area depicted below.

Policy Basis

Maritime service industries and the tourism industry are very important to the Paynesville economy. Paynesville is unique in many ways. The town’s maritime heritage is evident in the urban fabric and as a fundamental driver in the local economy. The Gippsland Lakes foreshore location contributes to the evolving connection and interaction between people and the water. That is, a relationship between a world class environmental area and people who live, work and visit Paynesville because they are attracted to the water and associated water based activities.

Paynesville also has been recognised as being uniquely placed to accommodate growth within the municipality.

Key aims of the Master Plan are to:

- Establish a master plan to guide precinct development over the next 10 years;
- Balance maritime related activities with public enjoyment of the foreshore;
- Identify, prioritise and indicatively cost the public works necessary to achieve precinct development; and
- Establish other actions required to implement the master plan.

Vision Statement

Paynesville will build upon its strength as the best recreational boating destination to access the Gippsland Lakes. It will becomes a vibrant maritime town that references the
international standard of the lakes for boating, the natural environment and cultural heritage. It will expand as a residential and business centre focussed around boating, tourism and healthy living.

Continuous improvement to access, safety, circulation and legibility of roads and pedestrian links along the foreshore and throughout the town will maximise tourism opportunities. The buildings will develop with a coastal maritime character that will be expressed through materials, colours and details. A village like environment with development at a human scale will reinforce the continued emergence of a coastal maritime town.

22.05-3 Objectives

General
- To develop Paynesville as the boating heart of the Gippsland Lakes, building upon its central location, available maritime services and potential for their expansion.
- To secure and promote local employment opportunities, both in the maritime services sector and tourism generally.
- To facilitate integration by improving access throughout the precinct and connections to the wider town.
- To make better use of currently underutilised and unattractive land adjoining the waterfront, particularly between King Street Boat Ramp and the Gippsland Ports site.
- To maintain the small scale, village-characteristic of Paynesville and its sense of being a real working town and not just another seaside holiday destination.
- To consider the adaptation to climate change and flood mitigation, recognising predicted time frames for impact allows for development in the short to medium term.
- To encourage development and use which recognises the economic and social importance of Paynesville’s maritime industry by the establishment of a new tourist attraction which leverages new synergies with existing water based activities.

Marine Industries
- To provide sufficient industrial land for the necessary functioning and expansion of maritime services. This also includes the possible expansion of the Gippsland Ports facilities. 
- To ensure that industrial land in the maritime precinct is not unnecessarily occupied by non-maritime uses.
- To guarantee adequate access to move boats for servicing, including both road access and water access.
- To define and consider the amenity of the industrial-residential interface to limit conflicts, without prohibiting bona fide resident-owner businesses.

Boating Users
- To serve the anticipated demand for boat launching facilities; both in terms of ramp space and associated trailer parking.
- To improve boating supplies and maintenance activities, particularly access to fuel and sewage disposal for vessels.

Tourism
- To promote maritime related tourism opportunities within the precinct by providing a ‘destination facility’ such as the proposed Centre for Wooden Boats.
- To connect the precinct more directly with the town centre.
- To optimise casual parking associated with the mixed use development opportunity to serve visitor needs.
Residents

- To protect and improve the amenity of adjoining residential areas, both from visual intrusion and from traffic.

22.05-4 Policy

It is policy that:

- Use and development should recognise and take into account the Paynesville Maritime Precinct Master Plan.
- Quality maritime tourist-related uses which take full advantage of the unique characteristics of the precinct will be encouraged.
- Development and use which recognises the economic and social importance of Paynesville’s maritime industry will be encouraged.
- Built form which is sympathetic and complementary to the maritime environment through the use of colours, shapes, forms and materials will be encouraged.
- Development that complements the development of the public foreshore at Paynesville will be encouraged.
- Maritime service industries will be encouraged whilst non-maritime related uses within the precinct will be discouraged.
- Operation and expansion of the Gippsland Ports maritime workshops to cater for current and future maritime opportunities will be encouraged.
- Quality maritime tourism, education and recreation facilities as identified within the Paynesville Maritime Precinct Master Plan will be encouraged.

22.05-5 Decision guidelines

In evaluating applications for use and development, including subdivision, in this policy precinct, Council will consider the following decision guidelines:

- Whether the proposed use is generally in accordance with the Paynesville Maritime Precinct Master Plan.
- Whether development provides for an active ground floor frontage treatment to Slip Road and King Street where this interface exists.
- Whether the use proposed for the site improves the range of facilities and services available in Paynesville and widens the appeal of the Gippsland Lakes within the tourism market.
- The degree to which the development takes account of the physical attributes of the site and its setting including: proximity to views to and from public areas, declared flood levels, the compatibility of adjacent land uses and treatment of the interface between zones.
- The design and siting of buildings having regard to the surrounding waterway and waterway development.
- The opportunities for passive recreation.

22.05-5 Policy references

Paynesville Maritime Precinct Master Plan, ARUP, December 2009
Paynesville Town Centre Design Guidelines, September 2009