Character Zones:

- A residentially developed strip of land along Hunters Lane, zoned rural.
- Low density subdivision on undulating land.
- The Kalimna area is heavily vegetated, with houses on larger lots.
- A large area of business zoned land, with mix of 1-2 storey businesses and accommodation sites, plus some taller buildings. The recreation areas along the water edge are of differing qualities and vary in landscape treatments.
- Mixed housing styles with limited vegetation. A somewhat convoluted road network.
- Sports and Recreation precinct, including sports fields, open space, Caravan Park and a school.
- Generally smaller weather board houses, located on flat land.
- The Whitters Street Industrial Estate is well located, however more industrial land may be needed.
- A commercial area dominated by accommodation sites.
- New residential development, consisting mainly of large brick veneer dwellings.
- An entrance to the commercial centre of the town, some commercial development is located here. This precinct is generally a mix of service businesses, for example, petrol stations and accommodation sites.
- A varied mix of housing including re-locatable homes and some large new brick veneer homes.
- Modest dwellings located on highly vegetated sites. Poorly laid out dirt roads.
- Low Density blocks, generally brick veneer dwellings.
- Bullock Island - man made island at western entrance to Lakes Entrance.

Environment:

- Surf Club Beach. The main town beach.
- Bushland Character.

Movement and Access:

- There are pedestrian desire lines along the foreshore and along the commercial edge. Generally there are footpaths along the fore- shore, however a consistent landscape treatment would improve the aesthetics of the area.
- There are limited pedestrian connections across Princess Highway/ Esplanade between the commercial edge of the street and fore- shore.