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Tourism and the arts

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Proposed C203port

Objective

To promote Port Phillip as a premier tourist and arts destination.

Strategies

Encourage tourist attractions with local, national and international appeal, that offer local community benefits and limit negative amenity and environmental impacts.

Provide a range of facilities and infrastructure (including ‘way finding’ amenities and signage) in appropriate locations that support tourism needs and improve access to Port Phillip’s attractions.

Encourage independent artist-managed exhibition spaces.

Encourage development of affordable housing and commercial spaces suitable for use as artist residencies or art studios.