

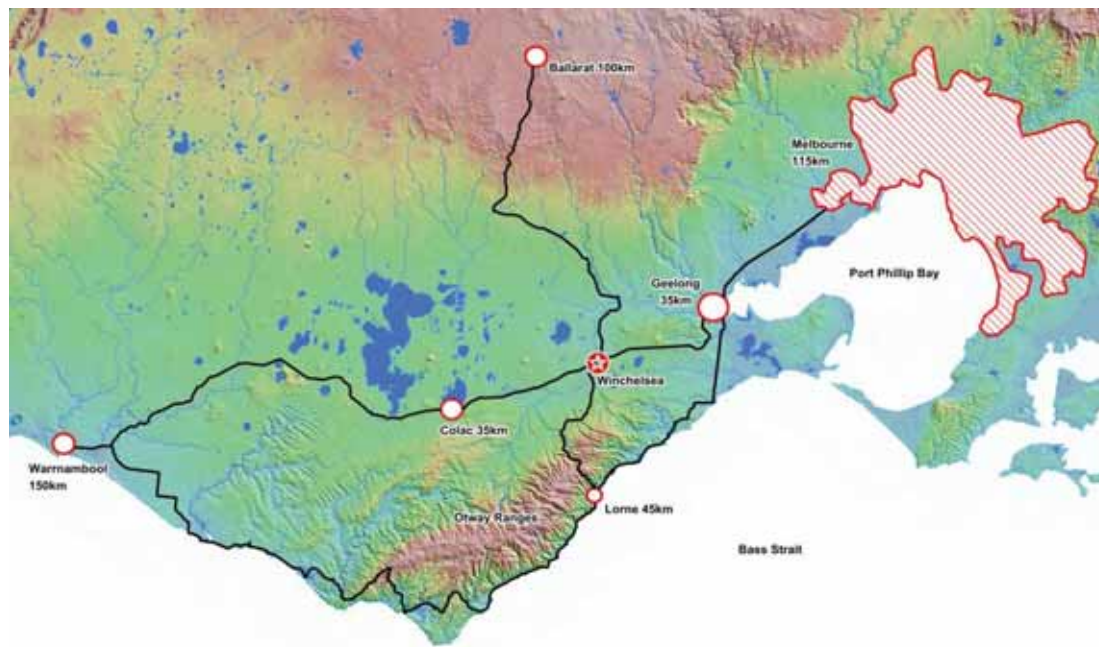
# Growing Winchelsea

Shaping Future Growth 2015



# Winchelsea

Winchelsea is a small rural town on the banks of the picturesque Barwon River. It is midway between Geelong and Colac on the Princes Highway (approximately ½ hour travel time by road or rail). It is the largest inland town in the Surf Coast Shire and is the major service centre for the surrounding farming community. The town has a welcoming country feel and a strong historical character. The scenic Barwon River, which meanders through the centre of town, was an important resource and focal point for indigenous Australians and later European settlers, and is still highly valued by the local Winchelsea community today. Winchelsea features a number of grand bluestone buildings, the Barwon Park Mansion and a bluestone bridge dating back to the 1860s, when the town was established as a European settlement. Winchelsea is a popular stop for people heading towards the Great Ocean Road, the Otways and western Victoria, being the first town travellers pass through when driving from Melbourne.





# Councillors' Message

Winchelsea has long been one of the Surf Coast's best-kept secrets. People who live in Winchelsea enjoy life on the banks of the Barwon River, in a productive farming district with great history, rich heritage and access to the coast and nearby Geelong.

Growing Winchelsea has been about taking a new approach to regional growth planning. We have emphasised the need for Winchelsea to grow in a way that makes it a better place to live and work – growth that is in line with community aspirations for its future.

Much of this has been focused on building on Winchelsea's existing strengths. We have focused our approach on place making – by seeking to provide even better public places in the town where people can gather.

This has been underpinned by a comprehensive community engagement process that has received hundreds of contributions through written submissions, post cards, workshops, community events and surveys.

This Growing Winchelsea document includes a ten-year plan, a plan that looks beyond ten years, designs for places and a prospectus to help drive investment and promote the town's many strengths.

We would like to thank the Winchelsea community for embracing this process with such positivity, and to make special mention of the local business people who have served as ambassadors for the Growing Winchelsea project.

As ever with long-term planning projects, results won't come instantly but we look forward to carrying through the great energy of this process to help building for Winchelsea's future.

In recent years, we have seen the announcement of natural gas coming to Winchelsea. Council has also invested significantly in community facilities

such as Eastern Reserve; while transport links are also being improved. It's an exciting time for Winchelsea and as Winchelsea Ward Councillors, we are pleased to have worked in partnership with our community through the Growing Winchelsea process.



Councillor Heather Wellington



Councillor Rod Nockles (resigned  
23 April 2015)



Councillor Carol McGregor

# Ambassadors' Foreword

As business owners who care about our community's future, taking on the role as ambassadors for Growing Winchelsea was a logical step for us. The Growing Winchelsea project has already succeeded in giving the community a strong voice in planning its future; and we are proud to have been a part of that.

Growing Winchelsea has made people think about their wish lists for the future. We have seen many people pleased that Council is asking what they want and validating the community's need for change. While the process hasn't told everyone what they want to hear and not everyone can be completely satisfied, many are grateful that someone cares enough to progress positive change in the community and that ideas and feedback have been taken on board.

As with any project like this, we all get out what we put in and in time, those who been constructively involved will see this.

While there has been dialogue and debate, we are optimistic that Growing Winchelsea will bring about positive change. We welcome the ideas of our shopping "village" and walking tracks by the river. When these plans and dreams become reality, people will see for themselves how worthwhile the exercise has been.

From this process, we have a stronger understanding of what it takes to plan for a town's future and we hope we have been able to share this with our fellow residents. To everyone who has dropped in their suggestions or had conversations over the journey, we thank you for being involved.

We have all been pleased to serve as Growing Winchelsea ambassadors and we look forward to our town becoming an even better place to live, work and visit.



Jacqueline Doyle – Café La Hoot (above)

Rosemary Gillett & Jeremy Morris –  
Winchelsea and District Community Bank



Sukoon Bedi – IGA Supermarket

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# Introduction

“Growing Winchelsea” is a place making plan, designed to guide the way Winchelsea grows, as a designated growth node in the G21 Regional Growth Plan, heading towards 2050. The plan has been prepared by Surf Coast Shire Council, in partnership with Regional Development Victoria and the Winchelsea community. Growing Winchelsea aims to help Winchelsea become an even better place to live, work and visit. It is about creating jobs, attracting investment and planning for the future needs of residents.

*Growing Winchelsea is about how we make the most of the town's strengths and support the town's economic and population growth.*

It is also about fostering and building on the town's strong sense of community, identity and heritage. Achieving these changes will take time, but we can start planning now. Growing Winchelsea sets out:

- A Vision for Winchelsea, and Principles for Growth.
- Opportunities for stimulating economic investment.
- A 10 year structure plan and a beyond 10 years framework for growth of the town.
- “Demonstration Projects” for activating the central activities area around the Barwon River.

Growing Winchelsea will also inform a prospectus for the town, designed to stimulate residential and economic investment.

# Why do we need the Growing Winchelsea plan?

The G21 Regional Growth Plan 2013 designates Winchelsea as a growth node in the region. The plan was prepared by the Geelong Regional Alliance Councils: Greater Geelong, Golden Plains, Colac Otway, Queenscliffe and Surf Coast along with community members, the Victorian Government and the Committee for Geelong. The G21 Regional Growth Plan 2013 identified an aspirational growth target for Winchelsea of 10,000 people by 2050. This target makes Winchelsea one of Surf Coast's most important growth areas.

Growth and development in Winchelsea in recent years has been guided by the Winchelsea Structure Plan 2021 (WSP 2021). The WSP 2021 was adopted by Surf Coast Shire Council in 2006 and provided for a modest level of population growth. Growing Winchelsea builds on this plan and provides strategic land use direction looking towards 2050.

*Most importantly we need to make sure growth happens in a positive way that fits in with community aspirations.*

Winchelsea is well positioned for growth. Significant infrastructure improvements, including the Princes Highway duplication, construction of the Geelong Ring Road and the provision of reticulated gas to the township all add to its appeal for investment and residential growth. There are also opportunities to create unique visitor experiences: the town is the first stop on the Princes Highway when travelling from Melbourne, it provides an alternate access route to the Great Otway National Park, the Great Ocean Road and popular coastal townships, and has a number of heritage assets including the Barwon Park Mansion, Shire Hall Tea Rooms and the Globe Theatre.



# Community & Stakeholder Consultation

Community and stakeholder consultation for the Growing Winchelsea project was broad and varied, undertaken across three phases including, Understanding Winchelsea, Visioning and Designing Places. Specific activities included:

## Phase 1 - Understanding Winchelsea: May 2014

- Project launch at the Shire of Winchelsea's 150<sup>th</sup> Anniversary celebrations at the Winchelsea Tea Rooms.
- Recruitment of four local ambassadors.
- Information displays at three locations across central Winchelsea.
- Project website launch and online forum space.
- Distribution of project brochures and survey postcards to all township homes and businesses.
- Round 1 of street-based 'Vox-Pops' surveys with community members.

## Phase 2 – Visioning: June-July 2014

- Round 2 of street-based 'Vox-Pop' surveys with community members
- Workshop with the Winchelsea Tourism & Business Association and the Working with Winchelsea Committee.
- Primary school workshop with grade 5 and 6 students at Winchelsea Primary School.
- Community town picnic at Barwon Park Mansion.
- Listening Post at the Eastern Reserve Community 'Hub'.

## Phase 3 – Designing Places: October-November 2014

- Internal workshops with state and local government stakeholders.
- Demonstration projects community workshop at the 'Hub'.
- Structure Plan community workshop at the 'Hub'.

- Static Displays at three locations across central Winchelsea displaying demonstration projects and structure plan information through booklets.



## Overall Participation

In total there were 317 interactions with community members across the phases. Many participants contributed multiple times throughout the engagement process at several of the engagement events. Approximately four out of every five participants identified as local residents.

## Summary of Community Feedback

### Vision

The community of Winchelsea were very supportive of a vision framework that focused on articulating a strong and unique identity for the township. Feedback on the identity of the town was centred predominately on celebrating the picturesque Barwon River, and providing deeper connection to local community members and visitors to the area around the long history, and country atmosphere of the area.

### Demonstration Projects

Projects shared with the community were broadly supported. Strong support was shown for enhancements to connectivity both to, and around, the Barwon River and centre of the township. Emphasis was placed on works and projects which both enhanced accessibility and provide information for the local community and passers-by. These primarily focused on adequate parking and access for people with limited mobility.

### Structure Plan

Community feedback on the revisions to the Structure Plan focused primarily on the growth of the township's residential supply into the south east quadrant. Support was also evident for the proposed precincts, and minor growth of the commercial zone. Enhancing connectivity, facilitating walkability, and preserving and enhancing the country character of

Winchelsea were all raised as important considerations for the future growth planning.

### Long Day Child Care

Long day child care was also raised on many occasions through the community consultation process for the Growing Winchelsea project, and is considered the number one priority for many of the town's residents. People view the provision of long day child care facilities as an essential component of a growing town, having a significant impact on the desirability of a town as a place to live and work. It is also important for employers in Winchelsea in terms of attracting new workers. The local hospital, operated by Hesse Rural Health, is particularly keen to help facilitate the provision of long day child care.

## Growing Winchelsea Inc.

Special mention is made of the support and participation of members of the former Working With Winchelsea and Winchelsea Business and Tourism Association committees. The two committees have merged and are now known as Growing Winchelsea Inc. The committee is made up of individual community leaders, traders and representatives of a range of community groups who are deeply committed to the improvement, development and growth of Winchelsea.

Growing Winchelsea Inc. will be encouraged to take an active role in the implementation of the Growing Winchelsea project.



# Winchelsea Profile

Winchelsea's population grew at an average annual rate of approximately 2.2% between 2006 and 2011 (corrected for differences in statistical boundaries). This is less than the growth rate for the Surf Coast Shire overall which grew by an average rate of 3.6%, but considerably faster than previous years, and greater than anticipated through previous town plans.

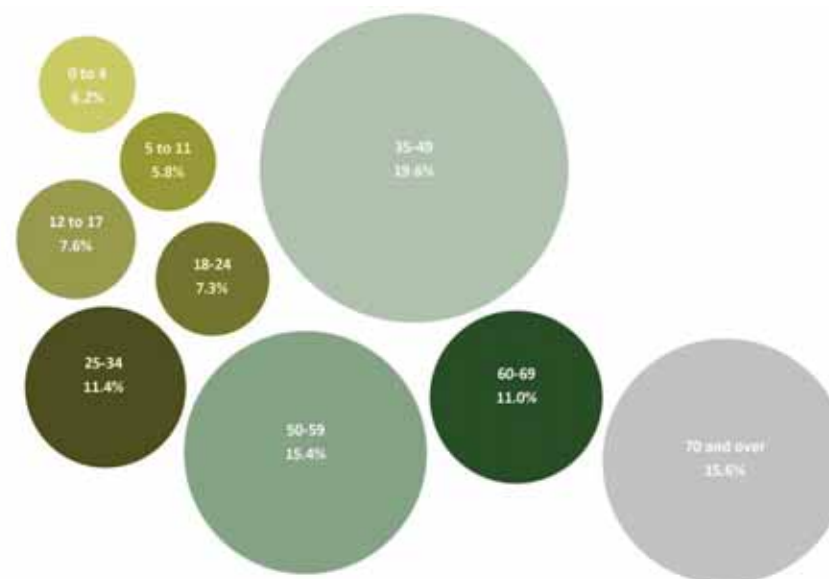
## Snapshot of Winchelsea's Population

Table 1: 2011 Population Overview

<b>Population</b>	1,579
<b>Households</b>	607 (occupied dwellings)
<b>Average household size</b>	2.3
<b>Private dwellings</b>	680
<b>Occupancy rate</b>	89%
<b>Median resident age</b>	44
<b>Labour force</b>	668
<b>Unemployment rate</b>	5.7%
<b>Median weekly household income</b>	\$883
<b>Median monthly mortgage repayments</b>	\$1,200
<b>Median weekly rent</b>	\$200
<b>Median house price*</b>	\$274,000
<b>Key employment industries</b>	Health care and social assistance 14.1% Retail trade 12.7% Construction 10.8%
<b>Top occupations</b>	Labourers 17.1% Technicians and trades workers 16.2% Professionals 12.4%

Source: Australian Bureau of Statistics (ABS), Census of Population and Housing 2011 – Winchelsea UCL, except \* A Guide to Property Values, DTPLI, July 2013

Figure 1: Profile of the Age Structure of Winchelsea's Population



Source: Id Consulting, Winchelsea (township) 2011 Census Results Community Profile

Winchelsea has an older population profile, with more than a quarter of the population 60 years or above. The trend towards an ageing population has been consistent over the past 15 years.

The proportion of single parent families in Winchelsea was 17.3% in 2011, which is higher than the Surf Coast Shire average (11.9%), but similar to the 2001 Winchelsea Census figure. Steady growth has occurred in the “couple without children” family category, which likely reflects the ageing population.<sup>1</sup>

<sup>1</sup> Department of Environment, Land, Water & Planning, Towns in Time, Census Data 2011

In addition to standard demographic data the *Winchelsea Health and Wellbeing Profile 2014*, prepared by Medical Local Barwon and the Surf Coast Shire, contains a detailed analysis of the current social environment in Winchelsea including health and wellbeing, socioeconomic status, education and community capacity. Many of the findings in the report apply to the wider Winchelsea region (sometimes including the townships of Moriac and Deans Marsh) as the information relates to data collected by the ABS at a broader level. The following findings are particularly relevant to the development of public policy for the town:

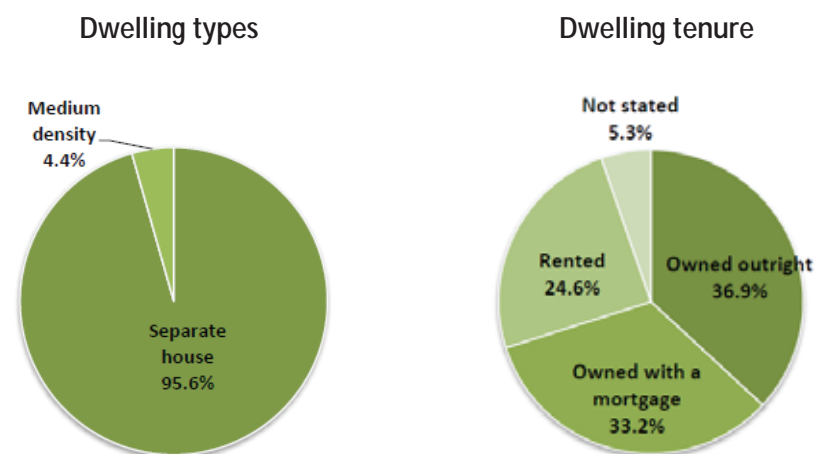
- There are more people in the wider Winchelsea region with a profound or severe disability living in the community than generally throughout the Surf Coast Shire.
- Winchelsea has a higher percentage of people providing unpaid assistance to persons with a disability than the Victorian average.
- Oral health is considered to be an issue due to the lack of dental services available in the town.
- A lack of youth services was identified as an issue through stakeholder engagement.
- The wider Winchelsea region has a higher percentage of dwellings considered to be experiencing “mortgage and rental stress” compared to the Surf Coast Shire generally.
- There is a high demand for rental properties.
- Winchelsea experiences significant socio-economic disadvantage on all of the Socio-Economic Indexes for Areas (SEIFA)<sup>2</sup> when compared with Surf Coast Shire and Victoria.
- Stakeholder engagement identified a need for increased access to childcare.

<sup>2</sup> The SEIFA index is based on census data such as household income, education, employment, occupation and housing.

- A much higher percentage of children in Winchelsea were vulnerable on one or more domains of the Australian Early Development Index than in Victoria.

## Housing in Winchelsea

Figure 2: 2011 Housing Overview



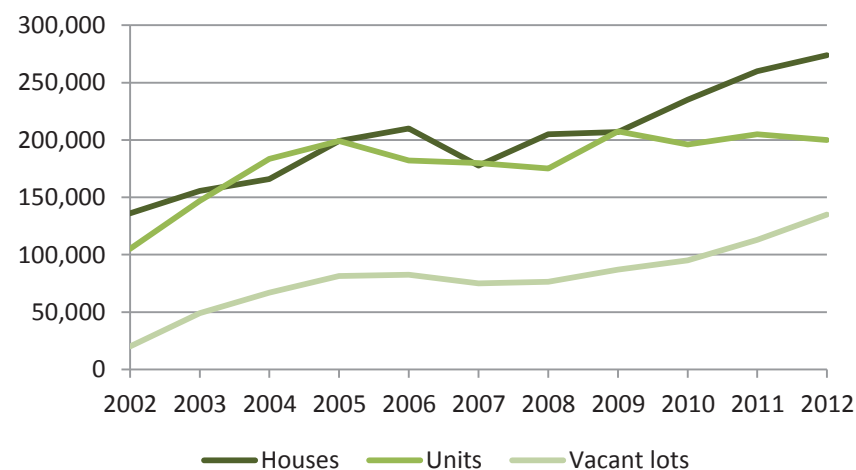
Source: ABS, Census of Population and Housing 2011 – Winchelsea UCL

The vast majority of Winchelsea’s housing stock (680 private dwellings in 2011) is made up of separate houses with 3 to 4 bedrooms. Medium density housing - such as units, flats and townhouses - make up only a small percentage of the total dwelling supply. Most people own or are in the process of purchasing their home. Nearly one quarter of houses are being rented, which is consistent with the average for Regional Victoria (25%) but slightly higher than the average for Surf Coast Shire (22.1%). It’s also noted that the Department of Housing provide approximately 31 tenancies in Winchelsea (social housing).

89% of Winchelsea's housing stock is permanently occupied which reflects the permanent nature of the community. This is in contrast to the coastal townships in the Surf Coast Shire, which fluctuate considerably with the season.

The residential property market in Winchelsea has shown strong performance over the last ten years, yet remains affordable by comparison with other townships in the Shire. In the 12 month period to the end of June 2012, the median house price increased by 5% to \$274,000. The median house price in the Surf Coast Shire decreased by 1.3% in the same period. Although Winchelsea's property values are well below the median house prices in the coastal townships, the average annual growth rate between 2002 and 2012 (7.2%) was the highest behind Moriac (8.1%), outshining Lorne (4.1%), Aireys Inlet (5.6%), Anglesea (6.1%), Torquay (6.5%) and Jan Juc (7%). The median price of vacant residential lots increased by 21% per annum between 2002 and 2012<sup>3</sup>.

**Figure 3: Median residential property prices, Winchelsea  
2002 - 2012**



Source: DTPLI, A Guide to Property Values, July 2013

<sup>3</sup> A Guide to Property Values, DTPLI, July 2013



# Part 1: Growing Winchelsea Vision

## What is a Vision?

Visions are important as they set out how an area should look, function and feel as a consequence of planned change over time. Visions are generally optimistic and aspirational in nature, and written in the present tense – as if we have already achieved the future outcomes that we desire. A Vision statement articulates the preferred long-term future of a place, based on the collective values, concerns and hopes of the community, Council and other stakeholders.

The *Growing Winchelsea Vision* has been prepared to ensure that changes influenced by future growth and investment are informed by the values of the Winchelsea community.

The Vision also includes a series of principles, based on the four main thematic areas of the Vision, to help us to achieve our preferred future.

## Supporting principles for growth

The *Principles for growth* have been developed with particular thought to the meaning of their application in a Winchelsea context. It is considered important that the principles contribute to a unique outcome for Winchelsea, and are not statements that should apply to future development anywhere and everywhere. These principles should apply to public and private decision making.

## How was the vision prepared?

Following the launch of the *Growing Winchelsea* project we spoke to the community and other stakeholders over a period of two months. Commencing in June 2014, we undertook two phases of community engagement to identify the community values of people living in and around Winchelsea and to generate a shared vision.

We sought to understand what it is that people currently love about the area, the key issues facing Winchelsea and what the community would like Winchelsea to look and feel like in the future.

A series of community engagement activities were conducted to identify and discuss the issues facing the Winchelsea community, its future directions, values and visions. The activities included a project launch, street based surveys/listening posts, postcards, an online forum, workshops with stakeholders and agencies, a workshop with children from Winchelsea Primary School, a town picnic and the appointment of four local Ambassadors for Growing Winchelsea.

*"I feel very excited to see the work that's been put into this process so far. The presentation was very inspiring and [it's] exciting to see the future prospects for our town"* **Comments made by a community member after the 'Listening-Post' event**

# Growing Winchelsea



## Vision

*Winchelsea is a welcoming and thriving township with a rich cultural heritage and country village feel. The residents of Winchelsea benefit from a full range of activities and access to learning, employment, civic and cultural experiences, whilst living in a place that has a strong connection to the beautiful Barwon River and rural hinterland.*



*Celebrating the Barwon River  
Authentic Country Village  
Rich Cultural Heritage  
Activities for old & young*



Winchelsea has developed a strong connection to the beautiful Barwon River and its scenic open spaces. Residents and visitors can safely and easily access and enjoy the Barwon River. The riverfront is celebrated as a natural asset and community focus point with paths to walk or cycle along and with pockets of land regularly used for cultural and recreational activities throughout the year.

#### Principles for growth -

- Enhance, and where appropriate, provide access to, the Barwon River and surrounding environs so that it can be enjoyed by all both now and into the future.
- Link and connect development in each of the four quadrants of town, with the Barwon River as a focal point (the village “heart”).
- Improve awareness and visibility of the Barwon River environs to encourage its active use by residents and visitors in healthy outdoor activities.

## 1. Celebrating the Barwon River

### AN ACCESSIBLE RIVER



A PLACE TO PLAY



A NETWORK OF RIVERSIDE TRAILS



A NATURAL ASSET



Winchelsea differentiates itself from its urban and coastal neighbours by articulating a **unique identity** through the look and feel of its buildings, retail and services mix, landscaping, signage and events, such as antique markets and a local farmers market. This strong sense of identity **encourages tourism and passers-by to the town.**

The country village feel also provides residents with a firm sense of **safety, identity, community and familiarity.** Winchelsea is characterised by its relationship to the Barwon River and surrounding farms, supported by open spaces and a range of housing generally on larger lot sizes.

#### Principles for growth -

- Support a mixed economy with a focus on tourism, green industry, farm to table initiatives and servicing the growing population.
- Base development on Council endorsed plans and strategies within defined urban boundaries.
- Avoid land use conflict by clear delineation of zones/precincts and establishing buffer zones as appropriate.
- Support retail development that adds to a “village high street” type experience.
- Require future neighbourhoods to be well connected to the existing township and to contribute in a positive way to Winchelsea’s rural character.
- Ensure design elements in new subdivisions contribute to the country feel of Winchelsea (e.g. some wide streets, open spaces, space for gardens).

## 2. <sup>An</sup> Authentic COUNTRY Village



A VILLAGE HEART



RURAL STREETSCAPES



A VILLAGE ‘HIGH STREET’



A CONNECTION TO AGRICULTURE

The local history is a key element of Winchelsea's identity, with a focus on providing opportunities to connect with and learn about this history. In particular, the connections between Winchelsea and the historic Barwon Park Mansion have been strengthened.

The long and significant history of Winchelsea is respected and celebrated, with information easily accessible around its many landmark sites and buildings. The design of new structures and elements around the township is sympathetic to the history of the land.

#### Principles for growth -

- Protect and promote Winchelsea's significant historical buildings and assets.
- Restore where possible elements of Winchelsea's heritage.
- Utilise wayfinding tools and delineated trails to provide links between historical assets.
- Respect and complement the heritage feel of the town in commercial areas (including street furniture and lighting).

## 3. RICH cultural heritage



### A UNIQUE TOWN IDENTITY



### NEW RESPECTS OLD



### WELCOME SIGNAGE



### HERITAGE GARDENS



HERITAGE REPLICA STREET ELEMENTS



A series of town-wide **community activities** and initiatives have worked to strengthen the **sense of community** and bring together the younger and older generations. The township is well serviced by community facilities and strong social networks that cater for all of Winchelsea's residents.

Where activities are not available within the township, **improved public transport services** are able to help residents access the activities and services they need.

#### Principles for growth -

- Consider access and inclusion for people of all abilities in order to promote a healthy and active community.
- Provide a network of safe and sustainable pathways to link key community assets, public spaces and recreation areas.
- Support and promote opportunities that foster the community spirit within the town.
- Prioritise active lifestyles by providing good pedestrian access through development with clear links to key attractions and improved public transport hubs.

## 4. Activities for old & young



### FESTIVALS/ EVENTS



### MARKETS





## Part 2: A Growing Town – To 2025 and Beyond

### Population Growth

Growth in Winchelsea is currently being promoted at local, regional and State level, with the G21 Regional Growth Plan 2013 indicating a potential to accommodate a population of 10,000 people by around 2050. This is not a forecast based on historical trends but rather an aspirational target for Council to plan towards. Population growth will increase the demand for additional housing, supporting urban infrastructure (eg. roads, sewer, drainage), retail and other commercial development, and the load on community facilities and services (eg. the Barwon River reserve, sporting reserves, education, health). This section of Growing Winchelsea develops structure planning options that will ensure the town is well prepared to accommodate any significant increase in population over time.

It was noted earlier (page 4) that population growth in Winchelsea has been occurring at a faster rate than previously forecast, with an average annual growth rate of 2.2%.<sup>4</sup> with Surf Coast Shire having a total growth rate of 3.5%. A range of factors will influence the rate of population growth in Winchelsea such as:

- Availability, choice and price of housing and vacant residential land in Winchelsea in comparison to nearby towns, both coastal and rural.

- Government investment and housing policies, eg. The designation of Winchelsea as one of two growth nodes for the Surf Coast Shire supports capital works projects that improve the desirability of the town as a place to live, work and visit.
- Significant infrastructure investment including connection of the town to a natural gas supply, duplication of the Princes Highway and construction of the Geelong Ring Road.
- Local economic conditions and employment opportunities.

The effects of these influences are difficult to predict but given the first three points weigh strongly in Winchelsea's favour it is likely that growth will occur at a similar, and potentially greater rate, than is currently the case. Developing a plan for the staging of growth is essential so that Council, infrastructure/servicing authorities and landowners/developers can prioritise projects and budget for future capital works.

To maximise the town's ability to cater for large population increases, the following table and graph have been developed to estimate the staging of population growth in Winchelsea to 2050. The figures are based on an exponential growth scenario (ie. an accelerated rate of growth) in five year increments.

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<sup>4</sup> 2006-2011, ABS Census of Population and Housing 2011

Figure 4: Winchelsea Population Growth Estimate 2015-2050

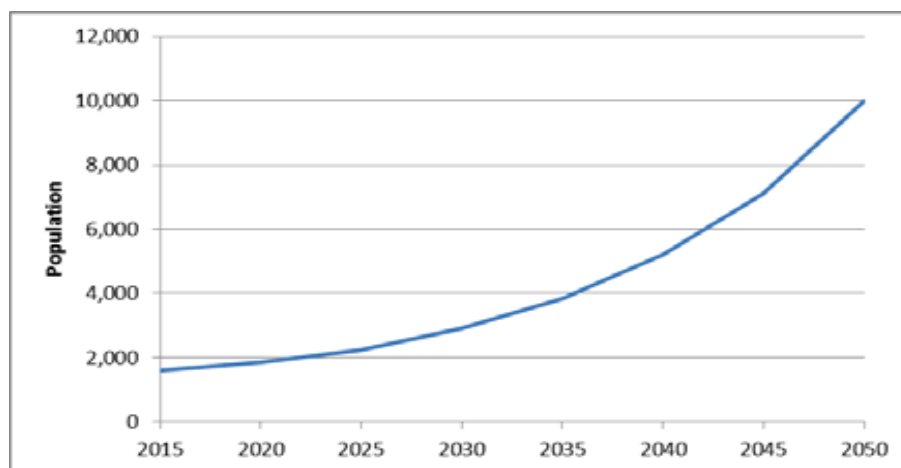


Table 2: Winchelsea Housing Needs Estimate 2015-2050

Year	Population <sup>^</sup>	5 Year growth (number of people)	Average annual growth (%)	Total number of new houses <sup>^</sup>	5 Year growth (number of new houses)	Additional land required (ha) <sup>^</sup>
2015	1,600					
2020	1,850	250	2.95	109	22	9.8
2025	2,250	400	3.99	283	35	25.6
2030	2,900	650	5.21	565	57	51.4
2035	3,850	950	5.83	978	83	89.5
2040	5,200	1350	6.20	1,565	117	144.0
2045	7,100	1900	6.43	2,391	165	221.2
2050	10,000	2900	7.09	3,652	252	339.7

<sup>^</sup>Cumulative

Source: Surf Coast Shire, 2014

Using a base of 1600 people as the estimated population in 2015 the table shows an additional 650 people over the 10 year period to 2025. The forecast growth rates across the 10 year period are a little higher than Winchelsea has experienced to date but are considered achievable if public policy continues to direct growth to the town with matching investment to service the growth. The 10 year rate (estimated at 3.99%) is higher than that experienced generally by small towns but is not as high as towns that have recently experienced particularly high growth such as Torquay and Bannockburn (7-8% between 2006-2011)<sup>5</sup>.

Beyond the 10 year period the growth rates estimated become much more aspirational in order to achieve a population of 10,000 people by 2050, and thus uncertain. For this reason, it is considered appropriate to formulate structure plans for Winchelsea covering two different periods: the first covering the 10 year period to 2025, and the second looking more broadly at likely requirements following the 10 year timeframe.

<sup>5</sup> 2006-2011, ABS Census of Population and Housing 2011

## Part 3: Opportunities for Stimulating Economic Investment

A major component of the Growing Winchelsea project is to identify opportunities to stimulate economic investment in the town to accompany and foster the planned growth in population.

### Winchelsea Today

Winchelsea has been described as the ‘principle rural town in the Surf Coast Shire, with an economy that focuses on servicing the needs of its local population and surrounding district’<sup>6</sup>. It has a role as the principle agricultural centre in the Shire and many local businesses specialise in goods associated with rural activities, such as machinery and trade supplies. Previous studies have suggested there may be opportunities to nurture a tourism industry given the town’s location on the Princes Highway on route to the Western district and Great Ocean Road region and the presence of a number of significant historic buildings such as the Barwon Park Mansion.

Economic consultants, Geografia, were engaged to prepare an Economic Development Options Paper (Options Paper) to provide the key economic drivers for Winchelsea over the next 30 years. The report summarises Winchelsea’s key features in a regional context:

- **‘On the road between Warrnambool and Geelong.** *Winchelsea is strategically positioned on two major transportation routes (road and passenger rail), making it accessible to Warrnambool and Geelong via the Princes highway and rail link/station. It is also a strategic highway rest point for the Warrnambool to Melbourne travellers. The Princes Highway duplication and the capacity to increase rail services will only improve these linkages.*

- ***The impact of Geelong’s urban expansion and increasing property values.*** *Increasing housing prices and congestion has positioned Winchelsea as an affordable, rural lifestyle alternative for Geelong residents. However, recent land releases and growth elsewhere may reduce this advantage (eg. Waurin Ponds, Armstrong Creek, Lara, Torquay and Bannockburn).*
- ***Retail and service competition from Geelong.*** *Winchelsea’s proximity means that local residents are able to access a greater variety of goods and services in Geelong’s outer suburban commercial centres (particularly Waurin Ponds). This has contributed to significant expenditure outflows, placing limitations on the development of local retail and services.*
- ***Within a nationally significant tourism region.*** *Winchelsea is located in the Great Ocean Road tourism region: one of 10 of national significance in the Australian National Landscapes Program. The region attracts over 7 million visitors annually, supporting over 7,000 jobs.*
- ***On an important tourism route.*** *Winchelsea lies on the inland route to/from Lorne and is, therefore, part of the Great Ocean Road experience. During peak season, the township attracts high volumes of tourism traffic, with visitor expenditure contributing up to a third of local retail sales.*
- ***Recognised strengths in local history and heritage.*** *The Great Ocean Road Destination Management plan recognises Winchelsea’s part in the region’s history and heritage tourism experience. The Plan notes Barwon Park Mansion as a key visitor destination.’<sup>7</sup>*

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<sup>6</sup> Winchelsea Structure Plan 2021, Surf Coast Shire, 2006

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<sup>7</sup> Growing Winchelsea Economic Development Options Paper, Geografia, 2014



The Options Paper also outlines some of Winchelsea's local attributes such as:

- Above trend population growth.
- Half of all new residents between 2006 and 2011 were Geelong residents relocating.
- An ageing population.
- Relatively lower qualification levels.
- A concentration of employment in agriculture and 'population servicing' activities – a mix characteristic of peri-urban economies.
- Majority of employment in lower wage occupations.
- A consistently low unemployment rate.
- A town well serviced for its population size in terms of key infrastructure and the availability of land for residential, commercial and industrial development.

## Winchelsea Tomorrow

The Options Paper examines broad options for future economic growth and development in Winchelsea. It does so within the context of two overarching documents:

- G21 Regional Growth Plan 2013;
- Surf Coast Shire Council Plan 2013-17.

In particular, options were explored and developed with the following findings and objectives from these plans taken into account.

- *'The opportunity for Winchelsea to grow to 10,000 residents by 2050.'*

- *Winchelsea's growth is a "response to its greater accessibility by passenger rail services, planned highway duplication and proximity to Geelong."*
- *Employment planning needs to occur in conjunction with planning for the residential growth. That is: "additional employment opportunities will be needed to support growth in Winchelsea" to "contribute to the overall liveability and attractiveness of the region and health and wellbeing of the population."*
- *Protecting productive farmland and support rural business. Actively promote rural business development opportunities, whilst maintaining comprehensive land-use principles to protect existing productive farmland.*
- *Encourage clean industry. Identify competitive advantages to attract clean industry, and supportive mechanisms to encourage new business colocation to the Shire.*
- *Develop and grow sustainable year-round tourism. Facilitate the development of new product, whilst supporting existing tourism associations and operators in expanding off-season tourism opportunities.*
- *Transparent and responsive land use and strategic planning. Implement articulated and collaborative planning processes that encourage diversity of sustainable housing stock and innovative land ownership opportunities.<sup>8</sup>*

It should be noted that the Options Paper was not intended to be an in depth analysis of any specific industry and that consideration of wider rural land use issues are also outside the scope of the Growing Winchelsea project.

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<sup>8</sup> Growing Winchelsea Economic Development Options Paper, Geografia, 2014

Five options were investigated:

#### **1.0 'Business as usual'**

- *Beyond its current commitments, Council does not intervene. It is assumed the population plateaus at approximately 5,000 residents.*
- *This option is expected to result in an additional 157 direct and indirect<sup>9</sup> full-time equivalent (FTE) jobs in Winchelsea<sup>10</sup>.*

#### **2.0 Strengthen population servicing role**

- *Council focuses its efforts on helping to develop Winchelsea as a regionally significant commuter town with a population close to 10,000. Employment mostly derives from 'population servicing' roles in retail, health, education and other services. This Option will generate 203 local FTE jobs that will be in addition to the 157 business as usual jobs, for a total of 360<sup>11</sup>.*
- *As it is tied to population growth, this is a long-term prospect (approximately 20-30 years).*

#### **3.0 Support industrial and agri-business production opportunities**

- *In addition to the population servicing functions described in Option 2, there is further development of regionally relevant industrial activity in agricultural services and processing. This is facilitated through industrial land development. As well as the*

*360 FTEs from Option 2, this may generate a further 21 FTE jobs, for a total of 381.*

- *The assessment of this option assumes that additional industrial and agri-business activity does not impede the population servicing role of Winchelsea.*
- *This is a medium-term prospect (approximately 5-10 years).*

#### **4.0 Support green industry and building manufacturing opportunities**

- *This Option relies on encouraging the establishment and promotion of Winchelsea as a regional building and other manufacturing hub, emphasising green industries with a minimal impact on the environmental and aesthetic values of the town. Current estimates suggest it may generate an additional 115 FTE jobs on top of the 360 under Option 2 for a total of 475 FTE jobs.*
- *This is a short to medium-term prospect (approximately 0-10 years). However, the full implementation (inclusive of Option 2), will take 20-30 years.*

#### **5.0 Strengthen Winchelsea's liveability and tourism capacity**

- *A liveability and tourism focused pathway would, on its own, generate 96 FTE jobs. There is significant overlap in this job creation with the outcome of the Option 2 trajectory and so, combined, there would be a total of 425 FTE jobs.*
- *This is a medium to long-term prospect (5-20 years).'*

<sup>9</sup> Direct employment is via the establishment of new services and enterprises. Indirect is the flow-on from these jobs as the new enterprises start purchasing services and materials and the employees start spending wages in the town (e.g. on housing, retail and personal services).

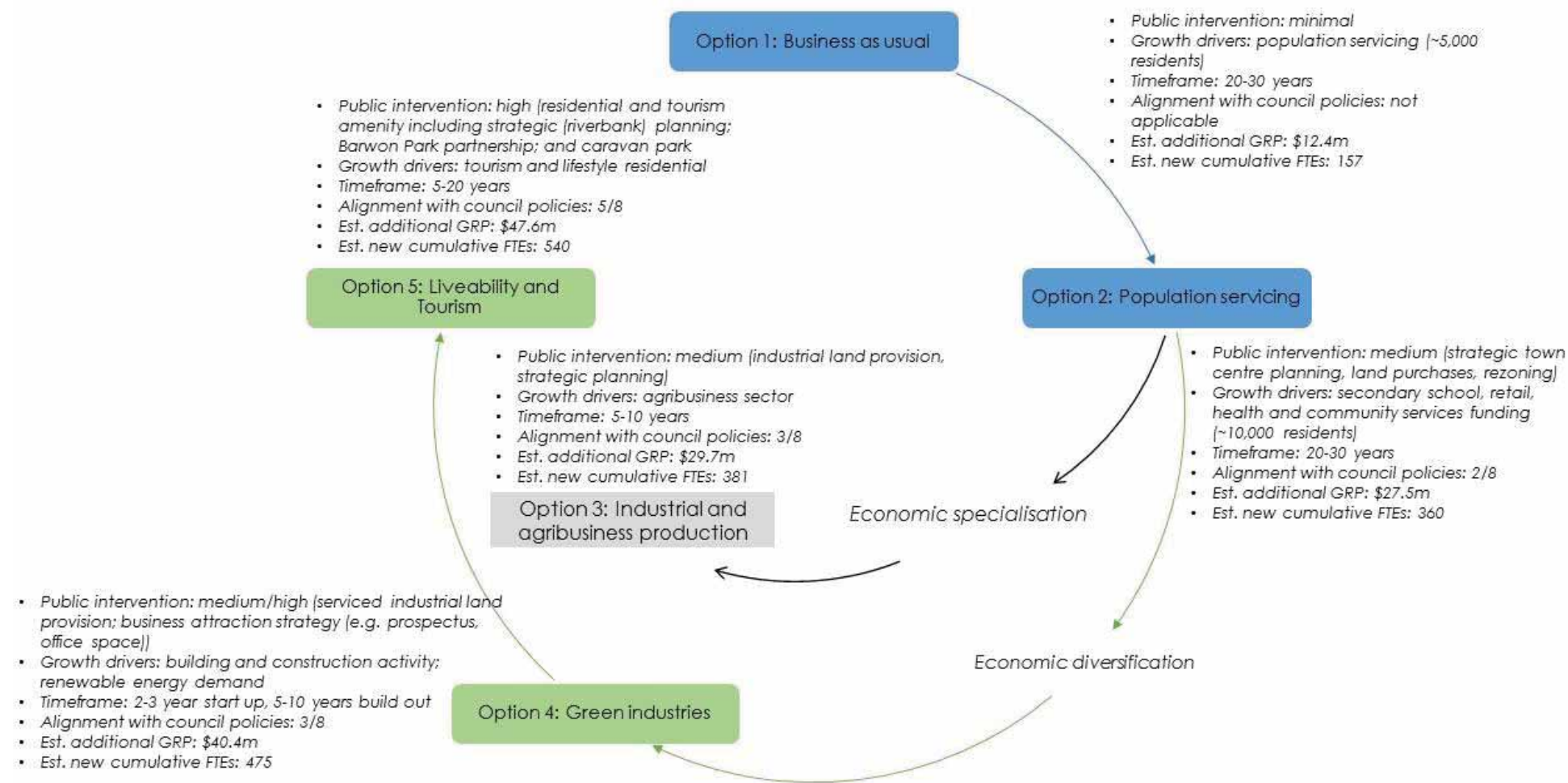
<sup>10</sup> This refers to the State suburb of Winchelsea, as defined by the Australian Bureau of Statistics. Note that, in some cases, the larger Statistical Local Area is used in this analysis. This is because no historical employment data (prior to 2011) is available at any smaller scale.

<sup>11</sup> Refer to **Error! Reference source not found.** in the Appendix of the Geografia report for a diagrammatic representation of the overlap in job creation between the different options.

For reasons of economic resilience and generating higher levels of job creation, the Options Paper recommends following a mixed approach – combining Options 2, 4 and 5 (population servicing, green industry and building, and liveability/tourism). It was also considered that this approach would best fit within the context of the Surf Coast Shire Council Plan objectives and Winchelsea’s role within the wider region.



Figure 5: Winchelsea's Strategic Development Scenarios and Economic Pathway



Source – Economic Development Options Paper, Geografia 2014



# Moving Towards a Mixed Economy

Growing Winchelsea supports pursuing a “mixed economy” pathway for the town as recommended in the Options Paper. This approach seeks to particularly encourage, support and facilitate business and industry ventures in the population servicing, green industry or liveability/tourism sectors. It is considered that this would achieve the highest benefit in terms of increasing Gross Domestic Product in the region and has the potential to create the equivalent of an estimated 540 full time employment positions.

The Options Paper recommends that Surf Coast Shire Council adopt four key principles in working towards this scenario<sup>12</sup>. Each of these is discussed in turn.

1. *‘Maintain a delineation between industrial activities and amenity/tourism elements, including creating improved frontage of the current industrial estate to the Highway. This will require planning to create buffer zones and screening.’*

In order to attract new residents and investments to the town it will be important as Winchelsea grows to ensure new development is harmonious to the working of the town. Winchelsea currently has two areas zoned for industrial uses, a small parcel at the eastern end of town on the Princes Highway and a large area known as the Winchelsea Industrial Estate at the western entrance to town.

The eastern area comprises four parcels of land adjacent to the Princes Highway. Land to the north and south west is residential whilst land to the south east is public land known as the Winchelsea Common. The industrial zoning of these four parcels represents a historical situation and two of the parcels, vacant Crown land owned by the Department of Environment and Primary Industries, are being considered for rezoning to Public Conservation and Resource as part of Planning Scheme Amendment C81. The reasoning is

that the vacant land contains significant native vegetation and should be rezoned and connected with the adjacent Winchelsea Common, which also has high ecological significance. The other two parcels are utilised by low key service business style developments. It is a difficult site for industrial development as the surround residential development and public open space would require large buffer distances for any sort of heavy industry. It is recommended that as a future study, the appropriate zoning of the remaining two parcels be investigated.

A Master Plan was prepared for the Winchelsea Industrial Estate and adopted by Council in 2010. This Estate fronts the Princes Highway, abuts the railway reserve to the north, is across the road (Murrell Street) from the Primary School to the East and is adjoined by farming land to the west. The key focus of the Master Plan was to:

- Improve the aesthetic appeal and visual presence of the estate.
- Enhance the highway frontage.
- Improve access to the estate.
- Investigate opportunities for an increase in land supply and business opportunities.<sup>13</sup>

The Master Plan came up with a range of implementation measures to address these issues and which would work towards this principle recommended by the Options Paper. To date however, implementation of the Master Plan has been slow and many of the recommendations are yet to be actioned. It is recommended that Council continue to facilitate and/or implement the Master Plan, with particular priority given to road upgrades and improving the appearance of the Estate from the Princes Highway.

Part 4 of Growing Winchelsea investigates further future industrial land requirements taking into account this principle.

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<sup>12</sup> Growing Winchelsea Economic Development Options Paper, Geografia, 2014

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<sup>13</sup> Winchelsea Industrial Estate Master Plan, Surf Coast Shire, 2010

2. *Continue to strengthen township identity, through streetscape and heritage façade improvements and marketing/branding exercises. This will assist in growing niche tourism and riverside retail opportunities, while mitigating the effects of increased industrial activity on the periphery of the town.*

The points made in this principle were also raised through community consultation undertaken for the Growing Winchelsea project. Many people felt strongly about creating a unique identity for Winchelsea, differentiated from nearby coastal towns and the urban fringe of Geelong. As a result, two of the Vision Themes developed for Growing Winchelsea are “an authentic country village” and “rich cultural heritage”. A number of the “Principles for Growth” sitting under the Vision Themes also work towards strengthening the town’s identity (refer to pages 10 and 11).

Part 5 of Growing Winchelsea outlines a number of capital works projects (referred to as “demonstration projects”) that it is believed will result in significant improvements for the town which work towards achieving this principle. In particular, the creation of a “Town High Street” type ambience for the Main Street shopping centre is suggested, which would include installing themed landscaping, street furniture and lighting to reinforce a country/heritage feel for the precinct.

3. *Actively engage with industry, to attract investors and promote strategic locations for investment by way of a business engagement strategy and/or investment prospectus.*

Following Council adoption of the Growing Winchelsea strategy, it is intended to develop a Growing Winchelsea Prospectus for the town to promote Winchelsea and attract new residents and investors.

4. *Maintain supply of affordable industrial and commercial land. Although currently affordable, serviced industrial and commercial land in Winchelsea is limited and will rapidly reach capacity if the sector grows. Council can play an active role in this, including by purchasing and developing commercial lots.’*

Part 4 of Growing Winchelsea explores in more detail the future needs for commercial and industrial land in Winchelsea. It identifies that there is

currently a significant supply of affordable, undeveloped and/or underutilised land for such uses. It is considered important that Council facilitate and encourage development of these areas before considering rezoning of any additional large areas of land for commercial or industrial development.

The principles roles for Council in terms of fostering economic growth in the region are considered to be:

- Strategic planning and ensuring there is sufficient provision of appropriately zoned commercial and industrial land.
- Facilitation and “enabling” whereby the activities of local government strategically support private sector investments decisions that generate positive economic development outcomes.
- Provision of information to assist in decision making for visitors, investors and residents.
- Partnership development.
- Funding attraction (from the public and private sectors).
- Targeted promotion of the Surf Coast Shire to local, national and international audiences.
- Facilitating events.

Council owns land known as the “Pound Paddock” in the Winchelsea Industrial Estate which is approximately 1.7 hectares in size. A small portion of the site accommodates the Winchelsea State Emergency Services Unit (SES) with the remainder of the site vacant. Consideration has been given to whether Council should subdivide this land in order to increase the supply of smaller sized, serviced industrial lots in the town. Given the cost of subdivision and infrastructure provision and the lack of demand/interest in the past 10 years for industrial lots it is not considered feasible at this time to make such an investment. This situation may change with the introduction of natural gas to Winchelsea and the duplication of the Princes Highway.

The need for an "Emergency Services Hub" has been identified as a possible requirement in the longer term for Winchelsea (refer to page 56), which could include co-location of services such as the SES, CFA and an ambulance station. It is possible that this could be accommodated on the "Pound Paddock" site, but it is suggested that any such development should occur to the rear of the site (provided the construction of Mousley Road is completed) as these services do not need Highway exposure that is often very important to commercial enterprises. This would require the relocation of the existing SES Unit, which of course would have cost implications.

### Other Industrial Land Implications

As noted above, the Options Paper "Mixed Economy" approach suggests that Council should encourage, support and facilitate business and industry ventures in the population servicing, green industry or liveability/tourism sectors, rather than pursuing heavier industry or agricultural processing in the future. As such, it is recommended that the suitability of applying the Industrial 1 Zone to the Winchelsea Industrial Estate should be investigated.

### Visitor Information Centre

The location of the Visitor Information Centre (VIC) has been questioned in recent years. The VIC is currently housed in the former historic "Public Library" and operates Friday afternoons and weekends between 10am and 4pm. It is manned by volunteers. Visitation numbers have been consistently quite low, with an average number of enquiries per year over the five year period to 2013 recorded at 863. This is much lower than for other centres in the Surf Coast over the same time period (Torquay 138,6303: Lorne 191,060 and Anglesea 15,018)<sup>14</sup>.

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<sup>14</sup> Tourism Operations Performance Indicators for Visitor Centres, Surf Coast Shire, 2014

Many community members, including a submission from the Growing Winchelsea Inc. traders group are of the opinion that such low numbers are partly due to the location of the centre being on the northern side of the Princes Highway. It is suggested that the VIC should be on the south side of the highway, preferably near the Barwon River and retail centre to service visitors travelling through Winchelsea from Melbourne.

Alternately it has been put forward that the adjacent toilet block is the busiest in the municipality and that the reason for low patronage is the lack of signage and direction.

A number of options were investigated during the development of this strategy. A suitable and feasible alternative to the existing premises was unable to be identified at this time due to either the high costs of purchasing and/or developing a new premises (with little prospect of a relocated centre being able to meet operating costs) and current lease arrangements in place at existing Council buildings. In the short term ensuring the viability and ongoing provision of the VIC in Winchelsea is considered an important priority, particularly if Council adopts the "Mixed Economy" approach which supports growing the tourism sector and becoming an "RV friendly town".

It is noted that works are soon to commence on constructing a new access to the existing premises. It is also recommended that signage at, and to, the VIC be reviewed and enhanced. The new toilet facilities constructed as part of the highway duplication will continue to support this area as a stopping point. Growing Winchelsea is also recommending significant upgrade and further development of the nearby playground (see pages 68-70), and rezoning of the three residential properties opposite the VIC to the commercial zone (refer to page 38). It is recommended that the VIC continue in this location in the short-medium term and that options be reviewed in the longer term once the tourism sector grows, including an analysis of the type and style of visitor services required.



## Events and Promotion

Winchelsea has a number of features, particularly historic buildings, which give it some attraction as a tourism destination. The town is promoted as the “Gateway to the Otways” and the western district and recently a caravan waste service has been installed near the river bank to encourage additional stop-overs. The Options Paper notes that *‘despite its strategic location and through traffic, tourism product development has been sparse’*. The Options Paper identifies opportunities in:

- *‘Its heritage assets, particularly the National Trust-listed Barwon Park Mansion; and*
- *The surrounding diversity of agricultural production, which may be leveraged into value-added food and agri-tourism experiences. Already Winchelsea is located near the Otway Food Trail; and*
- *Becoming known as an R.V. and caravan friendly town.’*

It further suggests that a number of critical interventions will be necessary to realise these opportunities, including:

- *‘The creation of a defined retail and town centre that makes the most of an extended riverbank area.*
- *Development of local leadership and volunteer pool to support local tourism. Local events (basic farmers markets, for example) rely heavily on volunteers and community drivers to coordinate such events.*
- *Local consumer support for locally produced goods and services. The changing demographic profile towards higher income and younger families may improve the business environment for higher quality retail.*
- *Provision of long vehicle parking. For mobile homes and caravans.’*

Opportunities for the commercial town centre are discussed in detail in Part 4 in relation to commercial development (refer to page 34).

There has been community interest in developing a “locally grown, farm to table” food expo or festival. Council is working with a number of local people and businesses to develop this idea with a goal of delivering the first event in 2016 once the highway duplication works are complete. It is recommended that Council continue to support development of this concept.

Council commissioned the preparation of a Long Vehicle Strategy earlier in 2014. In relation to Winchelsea, two recommendations were adopted by Council:

- |   |  |
|---|--|
| • Provision of long vehicle parking on Barwon Terrace     | high priority  |
| • Provision of long vehicle parking at Hesse Street Shops | medium priority (required consultation with Vic Roads) |

At this stage, long vehicle parking on Barwon Terrace has been scheduled for construction once the highway duplication works are completed.

In addition to the above interventions, it is recommended that the National Trust owned Barwon Park Mansion be supported by Council as a future anchor for the town’s tourism economy. The National Trust has recently commenced development of a strategic plan to guide future operations of the historic property, and is currently in the process of building up its events program and profile. Summer of 2014 will see the Mansion host its first major exhibition. It is considered important that strategic policy be put in place in the Surf Coast Planning Scheme to support the role of this site as a “Tourism and Events Hub”, particularly given the property sits within the Farming Zone. It is recommended that this annotation be made on the 10 Year Structure Plan (refer to page 61).

## Part 3: Stimulating Economic Investment – Snapshot of Recommendations

- Support a “mixed economy” approach to future economic development. Concentrate on opportunities within the population servicing (which includes health services, social infrastructure and aged care services), green industry and building, and liveability/tourism sectors.
- Adopt the following four key principles as part of future structure planning and economic development policy for Winchelsea:
  - ▶ Maintain a delineation between industrial activities and amenity/tourism elements.
  - ▶ Continue to strengthen the township identity.
  - ▶ Actively engage with industry.
  - ▶ Maintain a supply of affordable industrial and commercial land.
- Investigate the appropriate zoning of land currently zoned Industrial 1 at the eastern end of Winchelsea.
- Facilitate and/or implement the Winchelsea Industrial Estate Master Plan, with particular priority given to road upgrades and improving the appearance of the Estate from the Princes Highway.
- Produce the Growing Winchelsea Prospectus to attract new investment and residents to town.
- Regularly monitor the supply and affordability of commercial and industrial land within the town.
- Should an Emergency Services Hub be located on the “Pound Paddock” (Mousley Road) at a future date, locate the Hub to the rear of the site and allow the front of the site to be developed by businesses that benefit from a highway frontage.
- Investigate the on-going suitability of applying the Industrial 1 Zone to the Winchelsea Industrial Estate.
- Support the continued operation of a VIC service in Winchelsea.
- Undertake a review of signage at, and directional signage to, the Winchelsea VIC with a view to improving the prominence and identification of the VIC.
- Within 10 years, undertake a review of the Visitor Information Service and analyse the type and style of visitor services required and whether services could be provided on the south side of the Princes Highway.
- Designate the Barwon Park Mansion property as a “Tourism and Events Hub” on the Winchelsea Structure Plans (10 Years and Beyond 10 Years).
- Monitor the viability of the Wifi project being undertaken in other parts of the Surf Coast Shire and if successful, investigate the potential to bring free Wifi to the Main Street shopping precinct.

# Part 4: Winchelsea Growth Plan – To 2025 and Beyond

## Winchelsea Structure Planning

This section of Growing Winchelsea outlines an updated land use structure plan for Winchelsea. It is based on the population projections shown in Table 2 (on page 14) and is prepared within the context of the Growing Winchelsea Vision. Residential, commercial and industrial development will be examined along with community services and facilities and physical infrastructure needs (including transport).

Given that the Growing Winchelsea plan explores growth in the town over a lengthy time period it will be important to consider staging of development to ensure Winchelsea grows in an orderly and cost effective manner, with the provision of services and infrastructure able to keep up with development. The State Planning Policy Framework encourages planning authorities to *'plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur'*.<sup>15</sup> It goes on to clarify that this should be considered on a municipal wide basis rather than town by town. Residential growth as forecast by the Growing Winchelsea plan sits within the context of not only wider growth in the Surf Coast Shire but also within the G21 catchment region. The timing of growth is also reflective of estimates set out in the G21 Regional Growth Plan 2013. The G21 Regional Growth Plan 2013 is now formally recognised in the Surf Coast Planning Scheme at Clause 11.07, and includes the strategy to *'plan for Colac and Winchelsea as new targeted growth nodes'*.

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<sup>15</sup> State Planning Policy Framework, Clause 11.02-1, Surf Coast Planning Scheme

The Growing Winchelsea plan is set across two staged structure plans, with the first plan providing for growth over the next 10 years and the second plan looking more broadly beyond 10 years.

## Housing Development

In 2011, there were approximately 680 dwellings in Winchelsea<sup>16</sup>. Since 2011, 21 building permits have been issued for new dwellings with no consistent trend in terms of the total number per year across the years.

Consultants, Spatial Economics, prepared a report – *Residential Land Supply Monitoring Project G21 Region (Surf Coast)* in late 2013 which analysed demand for, and supply of, residential land in Winchelsea. Demand projections were provided for two scenarios, the first based on the Victoria In Future 2012 (VIF) State Government Population projections, and the second based on historical trends in lot construction. Based on the VIF scenario it was predicted that Winchelsea has sufficient stocks of land to satisfy 8 years supply of residential land, increasing to 16 years supply if potential residential land is taken into account. Since the Spatial Economics report was prepared this potential residential land has been rezoned to General Residential. This scenario of demand aligns closely with the Growing Winchelsea housing needs estimates shown in Table 2 (on page 14). In contrast, the historical trends scenario in the Spatial Economics report predicts a much lower demand for housing into the future, with forecasts

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<sup>16</sup> 2006-2011, ABS Census of Population and Housing 2011



based on the slow rates of lot production experienced between 2006 and 2013. Given the focus on facilitating growth and development in Winchelsea at both a State and local level, the Growing Winchelsea plan recommends facilitating a higher level of housing supply to ensure potential demand can be met at the rates provided in Table 2.

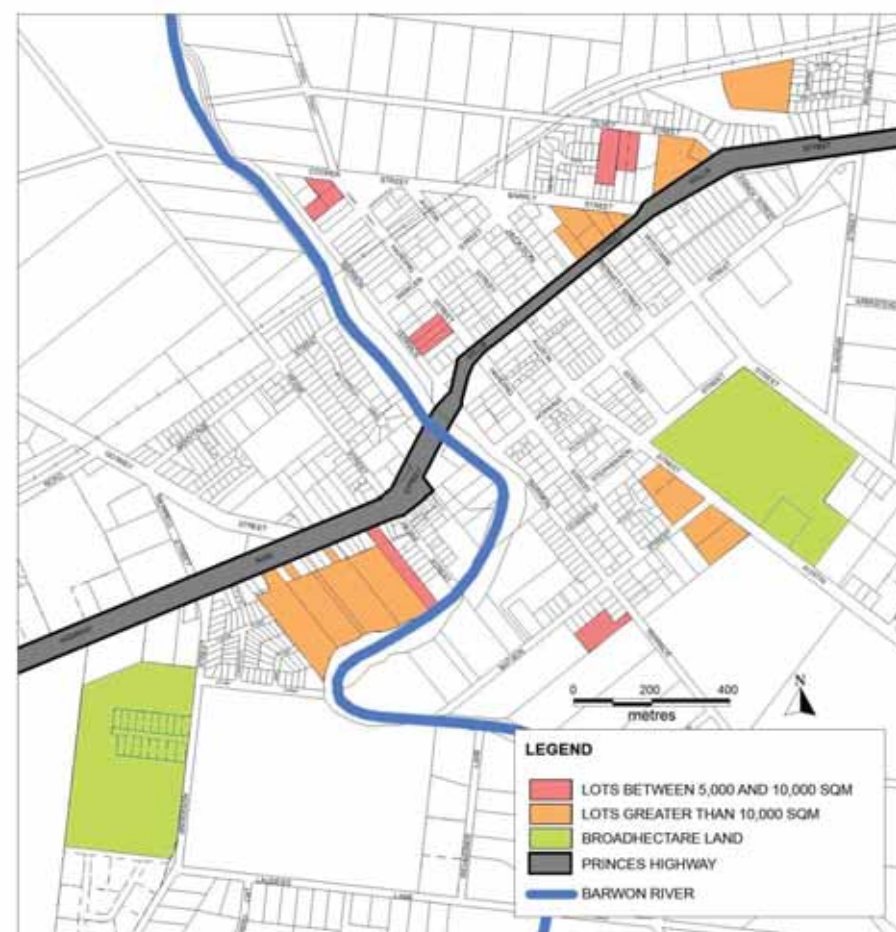
To accommodate a possible increase of 650 people over the next 10 years, it is estimated that Winchelsea will require an additional 283 dwellings (based on an average household size of 2.3 persons and 10 lots per hectare).

Although State planning policy generally encourages higher residential densities in new growth areas, through community consultation a clear and strong message emerged about the importance of maintaining Winchelsea's authentic country feel. Applying lower densities with larger lots (but still less than the low density minimum lot size of 2,000m<sup>2</sup>), wider streets and street trees is an appropriate response to this desire. *Plan Melbourne: Metropolitan Planning Strategy* (DTPLI, 2014) recognises the importance of protecting and enhancing the character of rural towns. Initiative 6.2.1 (Better manage Melbourne's peri-urban regions, including designating towns for growth) encourages future growth in peri-urban regions to take pressure off Melbourne by accommodating additional housing and employment, while protecting productive land, strategic economic resources and biodiversity assets. Peri-urban and regional areas offer the opportunity for an attractive country lifestyle, however, development '*should not be an imitation of Melbourne's growth areas, but should offer a less-crowded, lower-density housing product, with larger housing lots that will particularly cater for families*'.

An analysis of current supply undertaken for the Growing Winchelsea plan identifies two large broadhectare sites either under development or available for residential subdivision which could supply up to 250 new allotments (refer to Figure 5). In addition, there are a number of vacant residential lots

(over 50) and large allotments over 5,000sqm in area which have significant potential for future subdivision (refer to Figure 5 which shows vacant lots over 5,000sqm in area). Based on a realisation rate of 25% over a 10 year period, subdivision of these larger allotments could provide an additional 45 lots.

Figure 5: Potential Housing Infill



Whilst it is likely that there is sufficient land zoned for residential development to accommodate projected demand over the next 10 years, this would rely on a significant number of existing landowners either undertaking subdivision or selling surplus requirements. It is therefore recommended that consideration be given to the rezoning of further land in the short term to provide further opportunities for residential growth in the town.

Two sites within the existing “short term residential growth” boundary as shown on the current Winchelsea Framework Plan are considered to be the ideal locations for rezoning. Development of these sites has been considered in some detail through both the WSP 2021 and the *Winchelsea Growth Area Outline Development Plan*, adopted by Council in 2011. These sites are shown on Figure 6 and could provide a possible 200 additional lots, if fully subdivided. The sites are considered to be well located for residential development, adjacent to the existing urban area, near to community facilities such as Eastern Reserve, the Senior Citizens Centre, the Winchelsea Common and commercial development east of the Barwon River. There are a number of constraints however such as sections of one site being subject to flooding, within a culturally sensitive heritage area and the large number of small landholdings already developed with a single dwelling. These factors make it unlikely that a joint application for rezoning will be presented by landowners to Council. For these reasons, it is recommended that Council consider undertaking the rezoning as part of the planning scheme amendment which will be required to update the structure plan.

If Council were to undertake the planning scheme amendment to rezone land, costs associated with the preparation of reports to support the rezoning would need to be factored into the Council budget. These costs are normally borne by the proponent who benefits from the amendment.

Rezoning land from the Farming Zone to General Residential will in most cases result in an increase in the valuation of a property, which in turn will also affect the amount of rates payable on a site. Careful consideration of the costs and likely benefits to the growth of the town will need to be made.

Lack of direct pedestrian access to the town centre, primary school and hospital on the west side of the Barwon River is also a constraint in terms of future residential development in the south eastern growth corridor. The Growing Winchelsea plan is recommending the installation of a pedestrian footbridge over the Barwon River at Hesse Street which would provide a great opportunity to address this “walkability” concern.

## Rural Residential Style Housing

Generally State policy encourages increased residential densities in order to consolidate urban areas and make the most efficient use of physical infrastructure and community facilities and services. Whilst it is noted above that the Growing Winchelsea plan recommends a style of urban development that is less dense and more open than new residential developments in metropolitan settings, it is not suggesting a rural residential or ‘low density’ growth pattern, which generally refers to lots greater than 2,000 m<sup>2</sup> to 4,000m<sup>2</sup> in area. It is recognised however, that low density rural residential style allotments are actively sought within the Surf Coast Shire and particularly in the Winchelsea region.

There is a very limited supply of undeveloped low density lots currently in Winchelsea, with only 13 lots still vacant in the Low Density Residential Zone and negligible potential for infill development through re-subdivision.<sup>17</sup> 15 new lots in Anderson Road have been approved but not yet subdivided,

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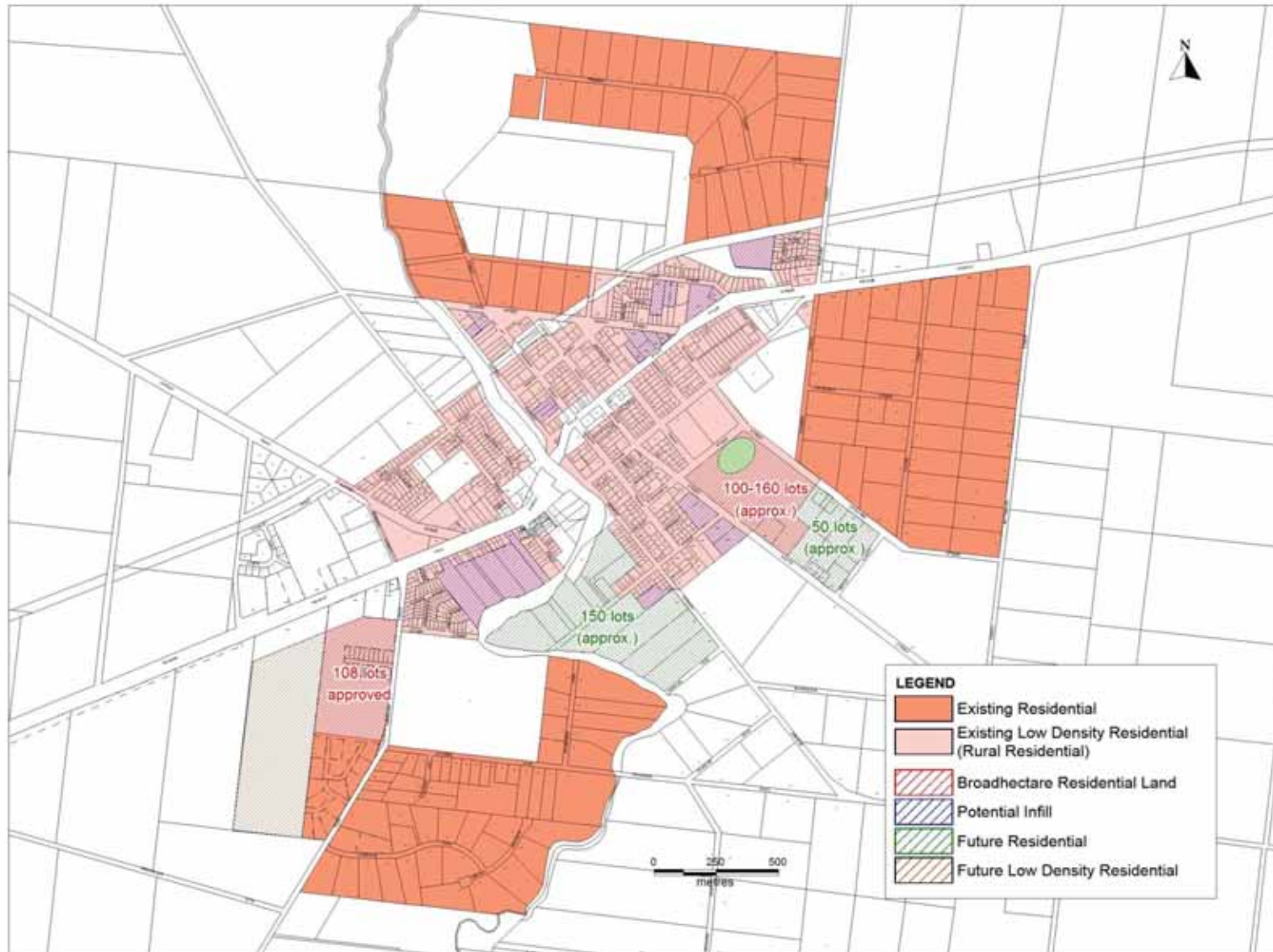
<sup>17</sup> Growing Winchelsea Background Report– Residential Land, Surf Coast Shire, 2014

although it is likely they will become available in the short term future. The Winchelsea Framework Map at Clause 21.09 of the Surf Coast Planning Scheme shows two potential growth areas for low density residential development: further to the west of Winchelsea-Deans Marsh Road (Anderson Road) and on the north side of the highway opposite the Collins Street Estate.

A detailed assessment of each of these two sites was undertaken previously in the Winchelsea Structure Plan 2021 and reviewed for the *Growing Winchelsea Background Report – Residential Land*. The site to the east (refer to Site 2 on Figure 7) has been identified as a lower priority site for longer term conventional residential, whilst the land to the west of the new development on Anderson Road is considered to remain a viable option for low density residential development (refer to Site 6 on Figure 7). There may be potential for approximately 50 (or more) additional low density lots in this area, which would assist in providing a greater range of diversity of housing opportunities in Winchelsea of a style that is likely to be attractive to new residents and further stimulate demand. It is therefore recommended that the land directly south of the existing Commercial 2 Zone and west of the existing zoned residential land be included with the Settlement Boundary on the 10 Year Structure Plan and designated for low density residential growth. This is shown on Figure 6 below.



Figure 6: Potential Options for Residential Land Supply – 10 years



## Housing Development – Beyond 10 Years

Beyond 10 years and up to 2050, estimates of required future land supply and demand are much less certain. We do know however that a further 3,400 dwellings would be required to accommodate a population of 10,000 people (refer to Table 2 on page 14). So whilst growth beyond the 10 year plan may be somewhat uncertain at this stage it is nevertheless prudent to begin investigating the general preferred direction(s) for longer term future residential growth. A number of potential growth areas on the fringe of the existing township were identified as part of the Growing Winchelsea project<sup>18</sup>. All areas adjacent to existing conventional residential development were examined. These are shown on Figure 7.

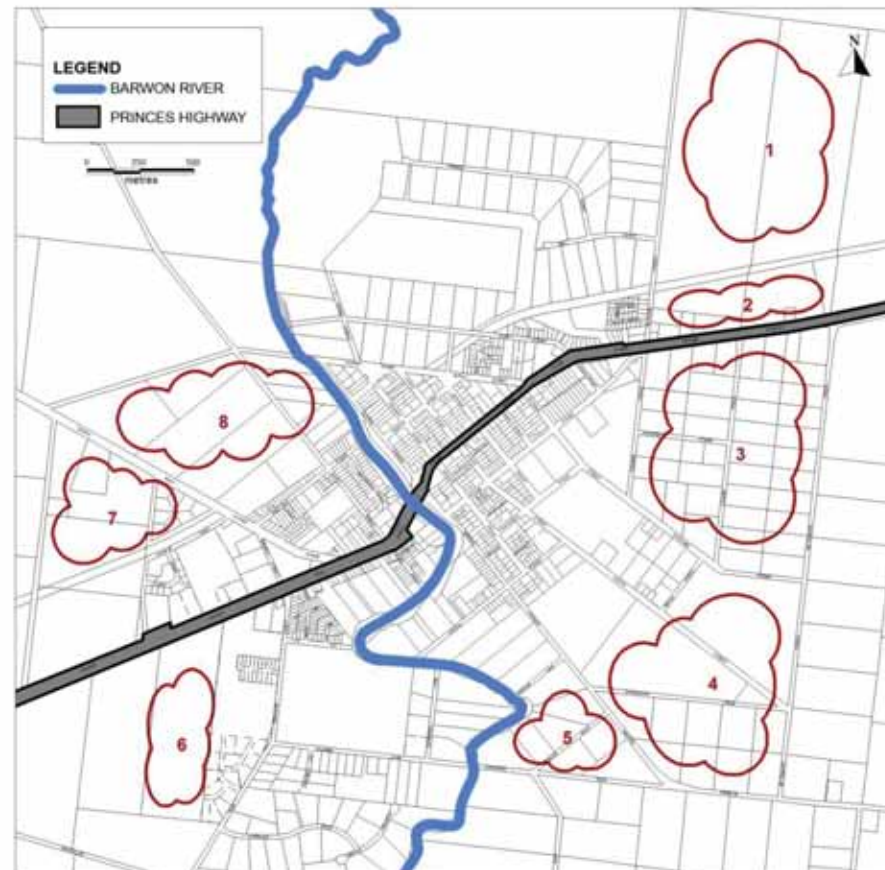
In determining suitable sites for future growth it is important to consider diversity and affordability, alongside the physical influences such as agricultural quality, flood propensity, salinity, slope, etc. The Growing Winchelsea project seeks to ensure that future neighbourhoods are sustainable and well connected to the existing township and contribute in a positive way to Winchelsea's rural town character.

A summary of the opportunities and constraints of each potential growth area is provided below. A detailed assessment of each area can be found in the *Growing Winchelsea Background Report – Residential Land*.

All identified areas represent relatively low bushfire hazard levels given the historic clearing of the majority of the land for grazing or cropping purposes. Bushfire risk is not considered to be a significant impediment to potential future development of any of the sites.

Sites 1, 3, 4, and 5 contain environmental assets. There is an opportunity to incorporate these assets into a network of passive and natural open space parklands, and link these with other conservation areas or open space networks.

Figure 7: Potential long term future growth areas



Sites 5 and 8 are partly encumbered by the Floodway Overlay (FO) and Land Subject to Inundation Overlay (LSIO). This will limit the capacity of these

<sup>18</sup> .Growing Winchelsea Background Report – Residential Land, Surf Coast Shire Council, 2014

sites in terms of lot yield, but development would provide an opportunity to transfer encumbered land into public open space which would extend the Barwon River open space corridor.

Sites 5 and 8 also contain large areas that are defined as an area of Cultural Heritage Sensitivity under the *Aboriginal Heritage Regulations* 2007. Any high impact activity, such as broadhectare subdivision would require the preparation of a Cultural Heritage Management Plan (CHMP) prior to development occurring. This may impact the extent of development and therefore the number and design of lots.

Site 8 is located closest to many existing town services and facilities, such as the shopping centre, school, hospital and community and recreation facilities. Sites that are more remote from existing facilities would need to provide local facilities to service new residents within a walkable catchment. Sites 7 and 8 are within proximity of the railway station, however the need for boom gates on level crossing may form an impediment to development.

All sites can be serviced with stormwater drainage, sewerage, water supply, electricity, gas and telecommunications infrastructure, subject to the provision of new and/or upgraded infrastructure commensurate with growth as determined by the relevant authorities. This includes upgrades to the sewer reticulation network, pump stations and water tanks, construction of new feeder mains, extension of the reticulated electricity, gas and telecommunications networks, and retardation and treatment of stormwater prior to discharge to the natural environment.

Powercor's main asset is the substation on the corner of Gladman Street and Princes Highway. This will be upgraded in 2015 with the relocation of a transformer from Colac and another upgrade is planned for 2018. This will ensure supply can keep up with growing demand.

SP AusNet is rolling out a reticulated gas network in Winchelsea as part of the government's 'Energy for the Regions Program'. Work commenced in August-September 2014 and is scheduled to finish in April 2016. Future growth areas will be able to tap into this network. Growth can be provided in any direction.

Future growth in Winchelsea will require a significant upgrade of the water reclamation plant (WRP). The plant can cater for up to 2,200 people, which at current growth rates provides capacity for the next 10 years (200 lots at 20 lots per year). It would not however, cater for the 10 year projected population forecast through this project. Although the plant process can be upgraded, additional flows are unlikely to be able to be contained on-site. The plant does not have a licensed discharge point and all recycled water must be retained for irrigation on-site or utilised for beneficial uses off-site. Additional land would be required to contain the increase in effluent. Given the site is constrained by development, a site may need to be some distance from the plant. Barwon Water has advised that they will develop a strategy to meet projected growth and plan and upgrade the WRP commensurate with growth.

In terms of water supply, Barwon Water prefer development to start in areas closest to the town and existing infrastructure. This would be Sites 4 and 5 which are close to the existing 450mm feeder main and would require minimum lengths of new feeder main to be constructed as required. Development of new feeder mains will be required to service Sites 1, 2 and 3 and Sites 7 and 8. Sites 1, 2 and 3 would require feeder mains through Sites 4 and 5 to be upsized to cope with demand. Barwon Water has current plans for the Winchelsea Feeder Main Stage 2 which will service Site 6 as well as improve supplies to existing customers.

For the development of the new areas, the provision of alternative water sources needs to be considered as part of the overall Integrated Water Cycle

Management (IWCM) Strategy for the area. For appropriate uses, i.e. public open space irrigation, preference should be given for fit for purpose water, rather than potable water. Class C Recycled Water is one potential source for this purpose, as is stormwater, WSUD or a combination of all.

The following table summarises the opportunities and constraints for each site.

**Table 3: Analysis of Long Term Potential Residential Growth Areas**

Area	Opportunities	Constraints	Recommendation
1	<ul style="list-style-type: none"> <li>Large consolidated area</li> <li>Single ownership</li> </ul>	<ul style="list-style-type: none"> <li>Distance from town centre</li> <li>Impact of railway line (barrier, amenity)</li> <li>Loss of average to high quality agricultural grazing land</li> </ul>	Low priority for residential development
2	<ul style="list-style-type: none"> <li>Highway access</li> </ul>	<ul style="list-style-type: none"> <li>Fragmented ownership and relatively small lot sizes</li> <li>Reduced residential amenity from highway and railway</li> </ul>	Low priority for residential development
3		<ul style="list-style-type: none"> <li>Fragmented ownership</li> <li>Loss of low density residential lots</li> <li>Location of significant</li> </ul>	Investigate potential and support for increased densities

		vegetation may reduce opportunities for additional development	
Area	Opportunities	Constraints	Recommendation
4	<ul style="list-style-type: none"> <li>Large allotments</li> <li>Visually attractive area</li> <li>Preferred area from a servicing perspective</li> </ul>	<ul style="list-style-type: none"> <li>Distance from town centre</li> </ul>	Preferred growth corridor for longer term residential development
5	<ul style="list-style-type: none"> <li>Visually attractive area</li> <li>Preferred area from a servicing perspective</li> </ul>	<ul style="list-style-type: none"> <li>Fragmented ownership and relatively small lot sizes</li> <li>Large portion of encumbered land</li> </ul>	Preferred growth corridor for longer term residential development
6	<ul style="list-style-type: none"> <li>Within identified growth corridor</li> <li>Single ownership</li> </ul>	<ul style="list-style-type: none"> <li>Lower visual amenity</li> </ul>	Identify as potential longer term low density residential
7		<ul style="list-style-type: none"> <li>Low visual amenity</li> <li>Adjacent industrial estate</li> </ul>	Consider for non-residential use
8	<ul style="list-style-type: none"> <li>Proximity to railway station and town centre</li> <li>Consolidated area</li> </ul>	<ul style="list-style-type: none"> <li>Lower visual amenity</li> <li>Impact of railway line (barrier, amenity)</li> </ul>	Consider for non-residential use

Source: Surf Coast Shire, 2014

Based on this assessment, it is recommended that Sites 4 and 5 be identified as the highest priority for longer term residential development investigations. Sites 1 and 2 may also have potential for residential development in the future but for the reasons outlined are considered lower



priorities. Site 6 is identified as a possible option for a lower density “rural residential” style development (0.2 hectare and above) and is discussed in more detail on page 27.

Site 3 may have potential for some further subdivision of a low density style but due to the fragmented ownership of the area, this would require significant landowner support and coordination. It is recommended that the site be considered for increased density only if initiated by landowners and with majority landowner support.

Sites 7 and 8 are not considered to be preferred options for future residential growth for the town but may have potential as a longer term employment precinct. This idea is discussed further in the next section (refer to page 42).

## Residential Subdivision & Place Making

It is currently standard practice to require the preparation of an Outline Development Plan (ODP), now referred to as Precinct Structure Plans for new, larger residential subdivisions. A PSP generally sets standards for specific requirements such as staging of development, utility provision, access and mobility, flora and fauna management, etc.

The Winchelsea community through the consultation process for Growing Winchelsea has made it clear that it is very important that growth of the town occurs in such a way as to maintain the country feel. Nearly all of the over 100 postcards returned through Phase 1 of the community engagement mentioned the high value placed on the rural country setting and feel of the town. This atmosphere and sense of open space is one of the major reasons residents choose to live in Winchelsea. In planning for significant population growth it considered critical that development is consistent with a country lifestyle and facilitates an interactive and connected community.

This led to some of the “Growth Principles” developed as part of the Growing Winchelsea Vision. In particular it is recommended that the following principles be included as a requirement in future Precinct Structure Plans (via application of the Development Plan Overlay) for new residential subdivision in Winchelsea.

- Require future neighbourhoods to be well connected to the existing township and to contribute in a positive way to Winchelsea’s rural character.
- Ensure design elements in new subdivisions contribute to the country feel of Winchelsea (e.g. some wide streets, open spaces, space for gardens).

In addition, a suggestion was made that new residential streets should be named after local family names of historical or cultural significance. The Winchelsea Historical Society subsequently agreed to prepare a list of such names, outlining their significance, in line with Council’s Street Naming Policy. It is recommended that list be referred to developers of new estates and that they be encouraged to select new street names based on the list where possible.

# Commercial and Industrial Land

Part 3 of Growing Winchelsea discusses in detail a number of opportunities for stimulating economic investment in Winchelsea. This section examines the adequacy of land supply with regard to commercial and industrial development both within the next 10 years and in the longer term.

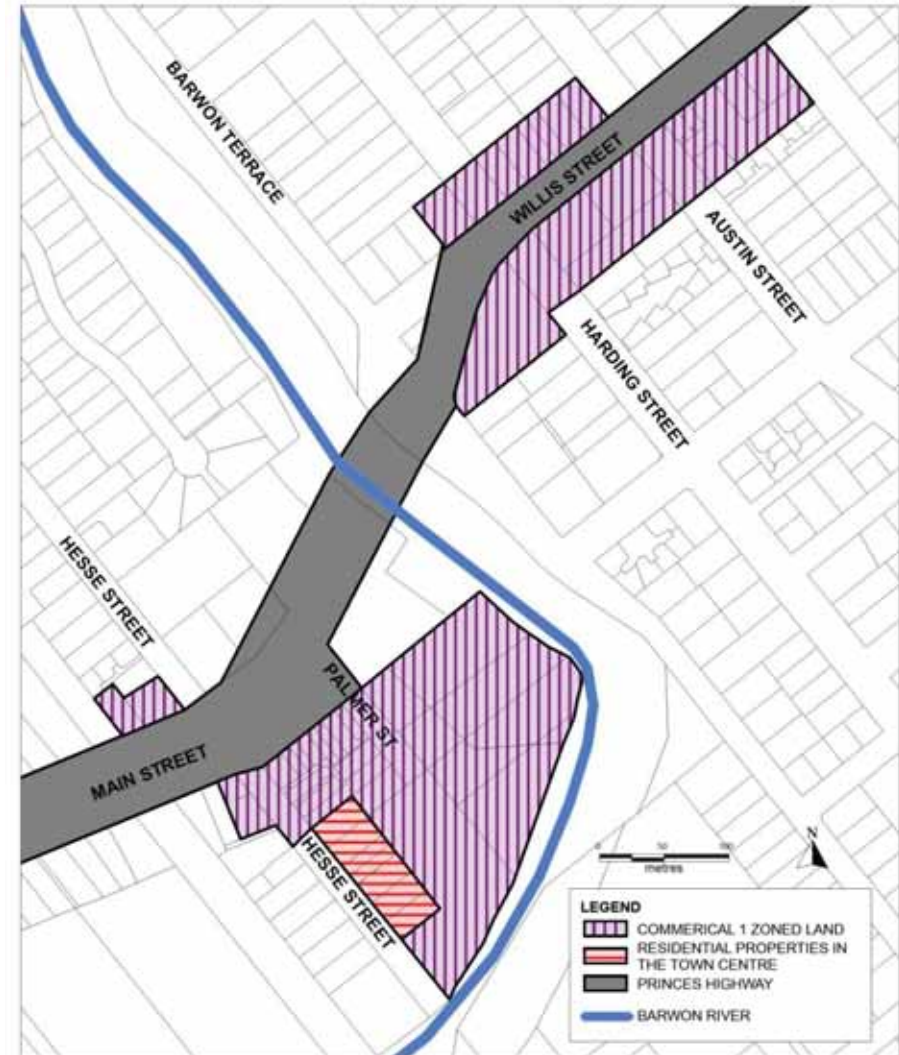
## Commercial Development

Winchelsea currently has two main commercial precincts, the Main Street shopping centre located west of the Barwon River and the strip along the Princes Highway east of the Barwon River. Together these areas provide approximately 5.9 hectares of land zoned for commercial use, however some of this land adjoining the Barwon River is identified as flood prone and so has limited development potential.

A number of other commercial premises also operate from sites adjoining the Princes Highway from land currently zoned General Residential as for many years development occurred in a relatively unplanned manner with some businesses opting for a Princes Highway frontage irrespective of the zoning of the land. It is noted that the State government changes to a number of zone provisions which came into effect earlier this year now allow for a range of commercial uses within residential zones.

The Winchelsea Structure Plan 2021 envisaged fairly slow expansion in retail activity for the town based on a detailed analysis of Winchelsea's main trade area and estimates of visitor spending. It was recommended that an additional 3,750m<sup>2</sup> of land be rezoned to cater for commercial development to the year 2021, and that there needed to be a focus on consolidating commercial development within a central activity area.

Figure 8: Commercial 1 Zone land in Winchelsea



Source: Surf Coast Shire, 2014

A subsequent planning scheme amendment rezoned over 19,000m<sup>2</sup> of land within the Main Street shopping centre in 2008 to ensure short to medium term requirements could be accommodated (in an effort to stimulate investment and due to the flood prone nature of some of this land, a much larger area was rezoned than the forecast need). The Main Street shopping centre was determined to be the best location for a primary commercial centre.

In addition, 6.5 hectares of land was rezoned at the western end of town to allow for bulky goods type retailing and other commercial uses that might require larger land areas.

Since these rezonings, new commercial development in the town has been slow to emerge. Duplication of the Princes Highway in recent years, and the associated disruptive roadworks, has had a negative impact on trade with a number of businesses closing permanently or temporarily. The most recently zoned areas remain undeveloped and commercial development enquiries to Council have been very few. Thus there is considered to be sufficient zoned land to cater for commercial development in Winchelsea in the short to medium term (10 year plan), although some strategic sites are identified for potential rezoning to stimulate economic growth and ensure cohesive development of commercial areas into the future. These sites are identified in the following pages.

It is expected that things will improve significantly upon completion of the Highway duplication and recently redevelopment of the site on the corner of Hesse Street and the Princes Highway, including the construction of five new shops, has commenced. However, it is suggested that in order to achieve the Growing Winchelsea Vision, create local employment and stimulate business

investment more will need to be done than simply having “enough” commercially zoned land.

Consulting firm, Town Matters Pty Ltd, was engaged as part of the Growing Winchelsea project to identify issues and opportunities around assisting the Main Street shopping centre to become a vibrant thriving town centre, with better connections to the Barwon River environs.<sup>19</sup> An issues report was produced which involved consultation with landowners, leasees and other stakeholders in the Town Centre and was prepared in consultation with David Lock Associates P/L, consultants responsible for the Demonstration Projects prepared for Growing Winchelsea (refer to Part 5).

The Growing Winchelsea Commercial Town Centre Issues Report context plan highlights:

- *‘The central location and close proximity of the Town Centre relative to the town’s key recreational land uses and major employers.*
- *The close proximity of the train station via Hesse Street.*
- *The poor pedestrian permeability of the secondary street network which affords reduced pedestrian access to the Town Centre. This is largely as a consequence of a lack of river crossings and street connections through rural land holdings.’*

In addition, it noted a number of other constraints including river flooding, potential aboriginal heritage, fragmented land ownership, relatively long block structures, provision of future car parking and long vehicle parking, stormwater run off and environmental impacts, historically slow growth

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<sup>19</sup> The *Growing Winchelsea Commercial Town Centre Issues Report* is available as a background document for the project.

rates, competition from nearby centres such as Waurin Ponds and the cost of capital works and funding sources for improvements to the public realm.

The report also identifies a number of key opportunities for further exploration that have potential to enhance the Town Centre and provide better guidance for future development within the Centre. These are summarised in the Town Centre Opportunities Plan and include:

- *Utilising the view line towards the Town Centre when travelling west along the Princes Highway and enhancing this with a potential place making art work which is integrated with signage as an arrival statement.*
- *Working with key pedestrian paths to:*
  - *improve connections in and around the Town Centre. This includes proposed connections to the River Walk, to the Hesse Street footbridge, and a possible road connection between Hesse Street and Palmer Street.*
  - *improve the pedestrian experience along Main Street and facilitate a “High Street” experience with improved amenity.*
  - *direct development within the existing commercially zoned land to connect with and make use of the Barwon River environs by encouraging buildings to orient to the river with entrances and outdoor spaces.*
- *Using Hesse Street with its future signalised intersection to make it a central part of the Town Centre as a future “High Street”. Hesse Street is a north-south Street which enables both sides of the street to have access to sunlight, thereby making it ideal for outdoor amenity opportunities. The west side of Hesse Street could be considered as a long term expansion opportunity for the Town Centre as a future stage of development. If this is considered a viable option, then policies should be*

*in place early to discourage further fragmentation of ownership through residential unit development.*

- *Enhancing the built form when development occurs and drawing on the “country theme” noted earlier in the report.*
- *Consolidating and enhancing parking through the Town Centre. This could involve a Parking Plan and Overlay in order to coordinate and facilitate the funding and location of parking. Both Hesse Street and Palmer Street could provide options for designated on-street parking, and a connection between the two streets could facilitate a centralised parking area to avoid the need for each lot to provide on-site parking and enable buildings to develop to the front and side property boundaries.’*

The Issues Report provides useful insights into some of the current limitations of the existing Town Centre and possible opportunities to improve it. It is recommended that immediate priority should be given to improving the appearance of the Town Centre to promote its attractiveness to travellers, tourists and locals. The issue of appearance has been raised not only through the investigations undertaken by Town Matters P/L but also through the broader consultation undertaken by Capire and David Lock Associates for the Growing Winchelsea project.

Upgrade of the Main Street shopping strip was considered in detail as one of the high priority Demonstration Projects developed by David Lock Associates in response to community consultation. The project is discussed on page 66.



Figure 9: Town Centre Opportunities Plan



Source: Wincheslea Commercial Town Centre Issues Report, Town Matters P/L, 2014

The Issues Report also emphasises opportunities to improve access (both vehicular and pedestrian) through the Town Centre as it develops in the future. Central to this is ensuring connections are made with the Barwon River environs and also providing a vehicle access route through from Palmer Street to Hesse Street. This draws attention to the six properties within the Town Centre along Hesse Street that are currently within the General Residential Zone (refer to Figure 8 on page 34). Five of these properties are developed with dwellings and one is currently vacant. These properties form part of the Town Centre precinct and should be rezoned to Commercial 1 Zone as a strategic priority to consolidate the Centre. The current use of the properties for residential purposes would not be affected by the rezoning but it would discourage further fragmentation and residential subdivision.

Hesse Street will become a key pedestrian link from residential growth areas to the Town Centre with the construction of the Hesse Street pedestrian bridge over the Barwon River. It will also become an important crossing point over the Princes Highway to the north side of town, and many community facilities such as the primary school, Hesse Street Reserve and hospital. Long term the Issues Report recommends considering the west side of Hesse Street (south of the Princes Highway) for commercial expansion.

Alongside access, future car parking provision within the Town Centre needs to be given more detailed consideration. Long vehicle parking was raised continually through consultation with the traders and the community, more so to accommodate farm type vehicles, horse floats, caravans, etc recognising the agricultural status of the town and the efforts to become known as an “RV” friendly town. It is recommended that Council continue to work with landholders, leasees and other interested stakeholders on an Precinct Structure Plan for the Winchelsea Town Centre that addresses all of the matters raised in the Issues Report.

With regard to the commercial area east of the Barwon River, it is noted that the northern side of the Princes Highway has evolved with a certain “antique and café” strip theme. The area includes two antique/oldwares shops, a homewares shop, hosts the heritage listed Globe Theatre and former “public library” which now operates as a Visitor Information Centre. This strip is zoned from Austin Street til just past Harding Street heading towards the Barwon River. The three parcels between the River and the Schroeter Bros Garage are currently zoned Residential, albeit the property closest to Barwon Terrace is home to the popular Café La Hoot. It is recommended that Council consider rezoning these three properties to Commercial 1 to consolidate the “antique and café” role of this area, particularly given the adjacent Visitor Information Centre, new constructed public toilets on the Barwon River, and nearby playground.

## Commercial Development – Beyond 10 Years

Beyond 10 years there will be a need for additional commercial floorspace. The amount required is very difficult to predict at this time and will depend on a number of complex factors including how quickly Winchelsea grows, the rate of development within the existing commercial areas and how retail trade evolves over time (eg. online trade). The Winchelsea Town Centre could currently be classified as a “Neighbourhood Centre” that supports mainly food and groceries and other convenience goods and services.<sup>20</sup> Neighbourhood centres typically serve a population catchment of 1,500 to 15,000 people. At the next level up, there is a “Major Activity Centre” which usually includes a larger supermarket and some speciality stores with a

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<sup>20</sup> Torquay/Jan Juc Retail Strategy, Tim Nott, 2011 (page 2)

catchment of 10,000 to 30,000 people.<sup>21</sup> The ability of the existing Town Centre to accommodate a full line supermarket and associated car parking is likely to be very difficult and thus it is likely that a separate site may be required in the longer term. It is noted that the need for a bigger supermarket was raised by a number of people through the community consultation, however based on the population projections over the 10 year time frame and discussions with supermarket providers, it is noted that this is unlikely to be economically feasible in the short term.

The additional floorspace required beyond 10 years will need to be determined through a detailed Trade Area Analysis. Options for locating new commercial development were considered very broadly as part of the Growing Winchelsea plan with two sites east of the Barwon River identified for consultation purposes. The preferred site coming out of the consultation is located on Austin Street within the residential growth corridor (refer to the red star at Figure 10 below). This site was considered to have merit for further investigation for a number of reasons including:

- Its position within the residential growth corridor and possible future schools precinct (refer to page 45 for more discussion on schools).
- Its size of 8,000m<sup>2</sup> would accommodate a neighbourhood activity centre.
- It is currently affected by contamination due to its former use as a night soil depot and general waste facility which increases the cost of developing the land for other more sensitive uses.
- It is shown as a potential site for a convenience store on the Winchelsea Growth Area Outline Development Plan, with a longer term potential as a neighbourhood activity centre subject to demand.

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<sup>21</sup> Witness Statement for Tim Nott, Surf Coast Amendment C66, July 2013

Figure 10: Winchelsea Growth Area Outline Development Plan





It is recommended that as a medium term priority a commercial trade analysis be undertaken for Winchelsea that investigates future floorspace requirements into the longer term and the appropriate location for such development.

## Industrial Development

As outlined earlier in the Economic Opportunities discussion (refer to page 20), Winchelsea has two areas of land zoned for industrial development.

Consultants, Spatial Economics, prepared a report – Industrial Land Supply Monitoring Project G21 Region (Surf Coast) in late 2013 which analysed demand for, and supply of, in land in Winchelsea. The purpose of the monitoring land supply reports (both this one and the residential one) is to *‘improve the management of urban growth by ensuring that councils, public utilities, government and the development industry have access to up-to-date and accurate information on residential and industrial land availability, development trends, new growth fronts, and their implications for planning and infrastructure investment’*.

The report notes that there is 20.1 hectares of land zoned for industrial purposes, of which 6.4 hectares is considered to be available supply (ie. undeveloped). This is shown on Figure 11.

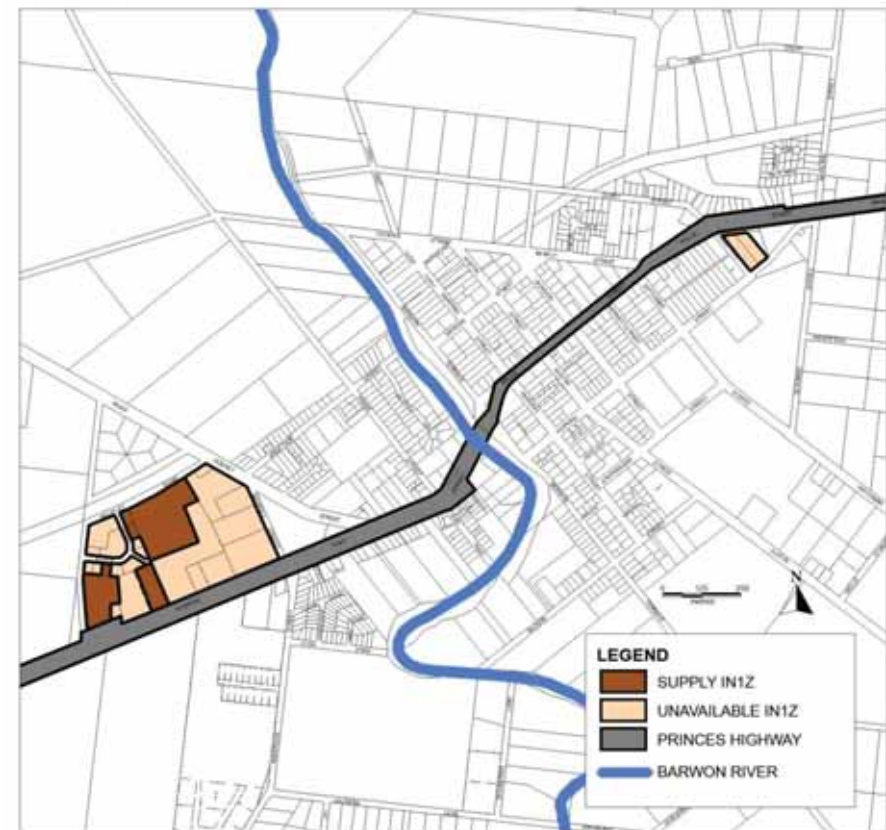
Current levels of consumption are used as an indication of the adequacy of industrial land supply. It is asserted that historical analysis of consumption is an accepted and *‘sound base to assess future consumption of industrial land consumption’*. However, it also notes that demand and industrial development is likely to change over time due to:

- *‘the investment and business activity behaviour of the private sector;*
- *trends in the global economy;*

- *propensity for certain activities to agglomerate;*
- *directions in technology;*
- *population/employment trends;*
- *environmental impacts and adaptation; and social attitudes.*<sup>22</sup>

Due to this uncertainty the report also considers two additional scenarios: a situation where demand increases by 20% and a situation where demand increases by 50%. These results are used for sensitivity analysis.

Figure 11: Industrial Land in Winchelsea



<sup>22</sup> Industrial Land Supply Monitoring Project G21 Region (Surf Coast), Spatial Economics, 2013

Source: Industrial Land Supply Monitoring Project G21 Region (Surf Coast), Spatial Economics, 2013

Even allowing for an increase of 25% or 50% in demand, the Spatial Economics report advises there is 25+ years worth of supply of industrial land for Winchelsea.

Based on this assessment, there does not appear to be a need to identify additional land for future industrial type uses within the 10 Year Structure Plan timeframe.

Beyond 10 years it may however be prudent to identify a future location for a potential employment precinct that could cater for industrial or service business type uses. With the “Mixed Economy” approach in mind, selecting a possible location should take into account the need to provide good buffers between industrial development and other types of land use in Winchelsea.

Land north west of the train station could present a potential opportunity subject to more detailed investigation. This area is separated from existing residential areas east of the Barwon River and south of the railway reserve, yet still close to town in terms of travel time. It would allow good access to the railway station which may be a desirable attribute for potential businesses. Investigations should focus around Cressy Road to minimise the likelihood of heavy vehicles attempting to access the area via Hesse Street. The intersection of Murrell Street and the Princes Highway is currently being upgraded and this is considered the safest option for heavy vehicle traffic to access any future employment precinct (which may change if Mousley Road is upgraded). It would also be desirable to keep development away from the Barwon River area for both environmental and cultural heritage reasons, and it is noted that currently there are quite a few residential dwellings on the allotments abutting Barwon River which can potential cause amenity causes between business owners and residents.

It is recommended that this potential opportunity be identified on the 10 Years Plus Structure Plan as shown on Figure 12.

Figure 12: Possible Future Employment Precinct



Source: Surf Coast Shire, 2014

# Community Facilities

This section provides a broad overview of the current provision of community facilities in Winchelsea and identifies gaps that may need to be investigated as the population grows. It draws on a number of studies undertaken by Council independently of the Growing Winchelsea project and refers to accepted industry benchmarks for service provision, which are generally considered to reflect the level of viability for various infrastructure items. It does so in a Winchelsea context, recognising that accepted benchmarks may not always be appropriate for a smaller rural town. It does not attempt to develop new standards for the provision of community facilities but highlights areas that may need further investigation.

Australian Social & Recreation Research P/L prepared “Planning for Community Infrastructure in Growth Areas” in 2008, which is used by Councils as a guide to determining appropriate service provision in towns/municipalities where significant growth is forecast. The report notes:

*‘From an urban planning perspective, neighbourhoods are planned around their community infrastructure nodes/hubs – the community goes to these nodes to work, shop, learn, play and socialise. The way the nodes look and function contributes to the neighbourhood’s and overall community’s sense of place, pride and connection.’*

It is clear that planning for the continued use and development of new community infrastructure is essential to ensure the town grows in a way positive to the community’s health and wellbeing.

There will always be challenges with funding and resourcing for new infrastructure and services, and existing physical assets needing maintenance and upgrade. Innovative approaches will need to be considered. The

Growing Winchelsea project aims to provide some guidance around the prioritisation for the provision/upgrade of infrastructure and facilities.

Winchelsea supports a wide range of community facilities and services both public and private, State, Council and non-Council owned infrastructure. Some of these facilities provide essential services, whereas others act as a conduit for social interaction between residents, and foster leisure and recreation activities. Key community facilities in Winchelsea include:

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• Primary School (State)	• Eastern Reserve (Council)
• Kindergarten (Council)	• Hesse Street Reserve (State/Council)
• Hospital (private)	• Winchelsea Common (State/Council)
• Residential aged care facilities, including a dementia facility (private)	• Barwon River environs (State/Council)
• Medical/Health/Allied Health Centres (private)Globe Theatre (Council)	• Swimming Pool (Council)
• Winchelsea Community House (Council)	• Skate park (Council)
• Winchelsea Historical Society (Council)	• 9 hole Golf Course (State/private)
• Senior Citizens Centre (Council)	• Leisure Time Centre (State)
• Churches (private)	• Country Fire Authority (State)
	• State Emergency Service (State)
	• Police Station (State)

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Figure 13: Existing public open space, recreation and community facilities in Winchelsea



#### Recreation facilities / open space

- 1 Winchelsea Golf Club
- 2 Dwyer Street Playground
- 3 Hesse Street Reserve
- 4 Bowls Club
- 5 Tennis Courts
- 6 Barwon River Reserve Playground
- 7 Swimming Pool
- 8 Eastern Reserve
- 9 Winchelsea Community Hub
- 10 Netball Courts
- 11 Winchelsea Common
- 12 Leisure Time Centre
- 13 Skate Park

#### Community facilities

- A Primary School
- B Hospital / Nursing Home
- C Community House
- D Kindergarten
- E Men's Shed, Community Garden
- F Visitor Information Centre
- G Globe Theatre
- H Medical Centre
- I Senior Citizens Centre
- J State Emergency Service
- K Police Station
- L Country Fire Authority



# Health & Wellbeing Services

Surf Coast Shire Council, in partnership with Barwon Medicare Local, has recently developed a comprehensive Health and Wellbeing Profile 2014 for Winchelsea and a corresponding Action Plan aimed at achieving measurable and sustainable improvements in the health and wellbeing of the Winchelsea community.

Amongst other things, the Profile highlights the ageing population of the town and the fact that Winchelsea experience significant socio-economic disadvantage on all of the Socio –Economic Indexes for Areas (SEIFA) compared to other towns in the Surf Coast Shire and across Victoria<sup>23</sup>. SEIFA is based on measures of a community’s access to things such as education, employment, housing and their ability to participate in society.

The Profile covers physical health, mental health, youth health, education, early years’ services, aged care, community capacity and other elements considered to impact on general health and wellbeing. The Profile is very detailed and an Action Plan has been developed based on gaps identified via the Profile research which contains the following priority areas:

- Health and Wellbeing
- Access to Services
- Education and Employment

Council has engaged a Health and Wellbeing Officer to initiate the first stages of the Action Plan working closely with Growing Winchelsea Inc., Hesse Rural Health and other stakeholders.

Some of the higher priority actions include exploring the provision of childcare in Winchelsea, investigating opportunities to expand youth health

services, advocating for improved access to dental services, and advocating for a school bus connection between the primary school and Torquay College.

In terms of new land or building requirements to house these sorts of services, no requirements have been identified at this stage. As the town population increases, provision of services will need to be commensurate with growth and it is recommended that regular review of the Health & Wellbeing Profile be undertaken to identify gaps/needs as they arise.

It is noted that following adoption of the WSP 2021, Council designated the area bounded by the Princes Highway, Hesse Street, Armytage Street and Murrell Street as a “Health and Education Precinct”. Hesse Rural Health (who operate the hospital and aged care services in this precinct) have continued to expand their facilities and services over the past 10 years and it is considered important to maintain this designation to allow for future growth of these facilities. Policy should continue to support the location and provision of health, education and other community facilities in this precinct alongside residential housing compatible with the community focus of the area. In the longer term it is likely that the Winchelsea Primary School will need to locate to a new site to accommodate increased enrolments (see discussion below). At such time, it may be appropriate to use the current school site for expansion of health and aged care facilities as required.

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<sup>23</sup> Winchelsea Health & Wellbeing Profile, Barwon Medicare Local and Surf Coast Shire, 2014

# Education

The Winchelsea Health and Wellbeing Profile 2014 provides a comprehensive overview of early years' service provision in the town. It notes that:

- *'There are a range of early years services and programs provided in Winchelsea including, occasional child care, Winchelsea playgroup, Winchelsea toy library, maternal and child health services, Winchelsea primary school and the PLAY and Home Interaction Programs for Parents and Youngsters (HIPPY), which are Glastonbury programs. PLAY is a play-based parent/child enrichment program that encourages families to provide the most stimulating home environments possible. HIPPY is a two year, early childhood enrichment program to help parents/carers to create a positive learning environment to prepare their children for school.*
- *The Surf Coast Shire provides maternal and child health services.*
- *Occasional child care is provided through the Winchelsea Community House and is available Tuesday- Friday from 9am-2pm.*
- *There is also an Early Years Network in Winchelsea coordinated by Glastonbury Children's Services via the Winchelsea Community Health Centre.*
- *In 2012-13 Winchelsea Maternal and Child Health recorded 22 births for the township, and recorded 121 active children attending the centre. The birth rate in Winchelsea is the lowest it has been since 2004-2005, however the number of active clients is increasing, which may indicate an increase in families with young children moving into the area.<sup>24</sup>*

This suggestion that there may be an increase in young families moving into the area is not supported by any significant numbers in the census statistics at this time.

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<sup>24</sup> Winchelsea Health & Wellbeing Profile, Barwon Medicare Local and Surf Coast Shire, 2014

Winchelsea also has a one room kindergarten providing both 3 and 4 year old programs. Surf Coast Shire Council took over management of the kindergarten from January 2015. There is ample capacity to cater for additional enrolments at present and based on current birth rates, however this will need to be monitored as the town develops and grows. The investigations into long day care (noted on page 45) will provide further insight into future needs as all long day care services are now required to provide a 4 year old kindergarten program.

As noted in the section above, no new requirements for additional buildings or land to house early years services, apart from long day care, have been identified at this stage. Council is planning to investigate the provision of childcare in Winchelsea through the Health and Wellbeing Action Plan.

Winchelsea has one government primary school which had 141 students enrolled in 2014. There is no secondary school and students currently travel to Geelong, Colac or Torquay for secondary education. Benchmark provision for government schools is ideally as follows:

- 1 primary school per 3,000 households, or 1 per 450 students with a second school required when more than 600 students.
- 1 secondary school per 1,000 students.<sup>25</sup>

Based on these figures it is unlikely that additional school facilities will be required in Winchelsea for many years. As the town grows however, the need for a secondary school and extended primary facilities will become more pressing. Schools require large land areas (3.5ha for a primary school and 8.5ha for a secondary school, or more if co-located with community facilities) and it is preferable that they be located centrally, easily accessible to students in terms of walking and cycling to school. For these reasons, it is considered important that an area of land central to Winchelsea and

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<sup>25</sup> Planning for Community Infrastructure in Growth Areas, ASR, 2008

proposed residential growth areas be identified as a possible option for the future location of a schools precinct.

Further, the Catholic Education Office of Melbourne (CEOM) has expressed interest in planning for a future small Catholic primary school in Winchelsea. They advise a site area of between 2 and 2.2 hectares would be required and support the concept of co-location with government schools and other community infrastructure and recreation facilities. Other locational and design criteria include:

- Sites should be accessible in terms of pedestrian, bicycle and vehicular transport.
- Sites should be in the vicinity of other community facilities and services such as public open spaces, local shopping centres, libraries or sports centres.
- Sites should be adjacent to Catholic secondary schools, government primary and/or secondary schools, open spaces, or other community facilities as listed above, if possible.
- Sites should be separated from potential hazards such as high voltage transmission lines, quarries, sources of noise or smoke pollution, and high-density traffic routes.
- Sites should be of a square or rectangular shape, as far as possible, with a 60:40 length to width ratio and; a good northern interface to maximise solar access.
- Sites should be provided with three street frontages where practicable.
- Any connector road or access street abutting a school must be designed to achieve slow vehicle speeds and provide designated pedestrian crossing points.
- Sites should be level or gently sloping (no steeper than 1 in 20). The level should be such that retaining walls are not necessary on the property.
- The land should be free of outcropping stones.

- There should be adequate drainage rights and preferably adequate existing drains serving the property. Water, sewerage and electricity should be available.
- Sites should be free of contaminants as a school is a sensitive use under planning provisions.

The CEOM advise further that the lead up time for a new school is between 3 and 5 years, with a trigger to commence planning when 1,500 dwellings are occupied in a given catchment.

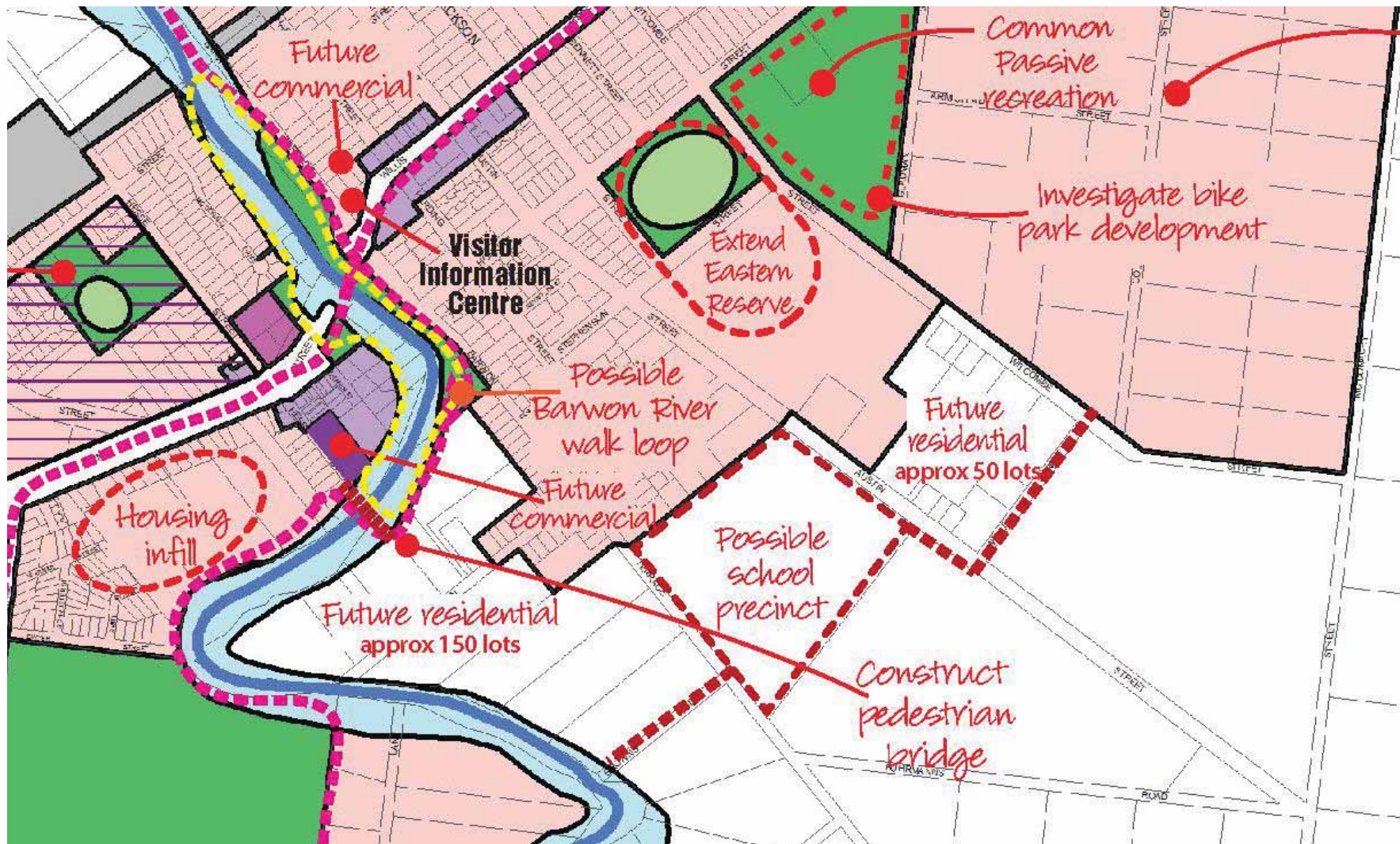
A large site has been identified within the existing Winchelsea settlement boundary<sup>26</sup> that could be a site that meets much of the locational and design criteria outlined by the CEOM. It abuts existing residential development, is in the centre of proposed new residential development, close to Eastern Reserve and the future expansion area and the Winchelsea Common. It is considered important that there is able to be sharing of community and school facilities to maximise the efficient use of resources. It is recommended that this site be identified on the 10 Year Structure Plan as a “possible schools precinct”. (Refer to Figure 14)

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<sup>26</sup> Winchelsea Framework Plan, Surf Coast Planning Scheme, Clause 21.09



Figure 14: Location of "Possible school precinct"



Source: Surf Coast Shire Council, 2015



# Leisure and Recreation

At present there are a number of strategic documents which guide the provision and management of public open space, leisure and recreational facilities in Winchelsea. These include the:

- Surf Coast Open Space Strategy 2004 (currently being renewed)
- Winchelsea Structure Plan 2021, 2006
- Surf Coast Shire Recreation Strategy 2010
- Surf Coast Shire Playground Strategy 2011
- Pathways Strategy 2012
- Eastern Reserve Master Plan 2007

Management responsibilities for different spaces are shared between Council, the State government and recreational clubs and sporting groups.

Existing open space in Winchelsea has been described as '*substantial but not well linked*<sup>27</sup>'. Figure 13 shows the location of the major open space, recreational and community facilities in Winchelsea.

Many improvements to various open space reserves and recreational facilities in Winchelsea have been made since the release of the WSP 2021 and the Open Space Strategy 2004, including major upgrades to Eastern Reserve (discussed below), significant rehabilitation of the Barwon River Reserve (in large part through volunteering efforts from members of the community), upgrade of the skate park, development of the Mens' Shed, Community Garden and upgrade of two tennis courts.

It is also noted that Council introduced new planning provisions to the Surf Coast Planning Scheme in 2013, requiring a 10% public open space contribution (either through unencumbered land or cash in lieu) for all new

residential development of 10 lots or more. This is double the previous rate. Developers of larger subdivisions have also been required in recent years to enter into a legal agreement with Council to make a monetary contribution (per lot) towards new community infrastructure. Whilst this assists with more timely provision of infrastructure, it should be emphasised that given Growing Winchelsea is forecasting an additional approximately 300 lots in the next 10 years this will only contribute a small portion to funding required for new community infrastructure.

## Public Open Space

Council is currently in the process of reviewing the existing Open Space Strategy and preparing a new document. The new Open Space Strategy will assist Council with the planning, provision, development, management and preservation of a diverse range of public open space that strengthens the attractiveness and liveability of the Shire. This may have implications for the future provision or development of open space in Winchelsea.

In terms of new open space in Winchelsea, the current focus is on securing land for the future extension of Eastern Reserve. This is discussed in more detail below. Other current open space projects include the upgrade of Hesse Street Reserve, a new Master Plan for Eastern Reserve and planned pathways and playgrounds identified in the Playground Strategy and the Pathways Strategy.

One of the tasks for the Growing Winchelsea project is to identify whether there is likely to be additional needs as a result of the forecast population growth.

At the broadest level, it is recommended that growth areas aim to provide a minimum of 2.0 hectares of active open space (excluding golf courses) per

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<sup>27</sup> WSP 2021, 2006, page 114

1,000 people<sup>28</sup>. Active open space is defined as public land permanently set aside for formal outdoor sport by the community. Winchelsea currently has over 8 ha of active open space, which is well in excess of this benchmark and could potentially accommodate the needs of the forecast population for more than 20 years. This does not however, take into account the functional layout and design of the current space, and locational requirements, which may not always meet the minimum design standards. For example, Hesse Street Reserve has only a small oval with no additional land available to enlarge its size. There are also desired minimum standards for the size and configuration of “Level 1 active open space reserves” and this is discussed in more detail in relation to Eastern Reserve on page 54.

Passive open space, which may include things such as playgrounds, picnic facilities, walking trails, and vegetation should ideally be provided at a ratio of 1ha per 1,000 people<sup>29</sup>. Winchelsea is very fortunate in that it has the Barwon River flowing through the centre of town which provides a large area of passive open space (in excess of 19ha). It also has the Winchelsea Common which is over 11ha in area, noting this reserve is currently undergoing rehabilitation through a separate Council project. Thus there would not appear to be a need for additional open space reserves within the existing settlement boundary, but there may be a need for other improvements to the various spaces to meet other benchmarks for the provision of community facilities.

### **The Barwon River Environs**

Community consultation for Growing Winchelsea revealed that the Barwon River and its’ surrounds is considered one of the most important features of

the town. Improving access to, and connections around, the river was highlighted as one of the highest priorities for the community and many comments were made that more should be done to celebrate this beautiful natural asset.

Much of the Barwon River reserve is Crown land although there are some sections of Council freehold. Management is also divided between State government and Council depending on the section of River Reserve. It contains both active spaces, such as the swimming pool and district playground on the eastern side of the River and more passive areas either undeveloped or with simple gravel trails.

One of the highest priority projects in terms of place making for Winchelsea from the community’s point of view is the development of a Barwon River Walk Loop, which would provide a continuous walking link in the central activities area (refer to pages 69 and 70 for details). This would require a new pedestrian bridge at Hesse Street to enable a complete loop to be formed. The project idea also incorporates the development of a Regional Adventure Playground, which would build on the existing district playground located on the eastern side of the River, north of the Princes Highway.

### **Neighbourhood Parks / Playgrounds**

The Surf Coast Shire Playground Strategy 2011 provides a detailed analysis of playground provision and development across the municipality and includes a comprehensive implementation plan to 2021 for new playgrounds and upgrades to existing facilities.

It notes that there are currently only 2 playgrounds in Winchelsea (Barwon River Reserve and Dwyer Street) and that there are significant gaps in playground provision in the wider Winchelsea region. It recommends the

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<sup>28</sup> Planning for Community Infrastructure in Growth Areas, ASR Research, 2008

<sup>29</sup> Planning for Community Infrastructure in Growth Areas, ASR Research, 2008

development of four new playgrounds in Winchelsea town at the following locations:

- Olney Street, Reserve
- Eastern Reserve
- Hesse Street
- Beal / Trebeck Court Reserve

It also suggests that the Barwon River Reserve and Dwyer Street playgrounds will require upgrading within the next 10 years. The Growing Winchelsea strategy supports the approach and planning outlined in the Playground Strategy. It is also recommended that in determining requirements for new residential subdivisions and the provision of public open space, reference is made to the principles in the Playground Strategy to determine new playground requirements or otherwise.

The Growing Winchelsea plan additionally recommends that the district playground on the banks of the Barwon River be upgraded and further developed such that it becomes a major drawcard and attraction for the town. This recommendation is not based on a pressing need with regard to population growth but rather is considered an essential place making element of the Growing Winchelsea plan, and was put forward as one of the top priorities through consultation. More discussion about this project is on pages 67-70.



## Sporting Reserves & Facilities

Table 4 overleaf reveals that generally Winchelsea is well provided with facilities to accommodate a range of sporting activities both now and within a 10 year timeframe, at which time the town is expected to have around 2,250 people. It does however, identify that the current “active space reserve” at Eastern Reserve is smaller than the desired standard for a Level 1 reserve, where Level 1 is generally applied to neighbourhoods with a catchment of 10,000 people (there is no level below). This is discussed in more detail below. The table also reveals the absence of a BMX / bike park. The desire for a bike park was raised through community consultation and more generally the lack of youth community spaces has been identified as an issue through the Winchelsea Health and Wellbeing Profile 2014, prepared by Barwon Medicare Local and the Surf Coast Shire. An opportunity to investigate the provision of a bike park on the former site of the Fun Kart track at the Winchelsea common has been identified. It is recommended that this idea be further explored through the Winchelsea Common Rehabilitation project being jointly undertaken by the Department of Environment and Primary Industries and Surf Coast Shire Council.

The following table summarises the existing major sports facilities in Winchelsea and identifies at a broad level where there may be a need for additional facilities either now or into the future.

Table 4: Gap Analysis of Leisure/Recreation Facilities in Winchelsea

Facility / Service	Required community infrastructure					Current provision	Current deficit	Comments
	Industry benchmark <sup>#</sup>	No. of people			Requirement for 10,000 persons*			
		Year 2011	Year 2025 (10 year forecast)	10,000 persons				
Sport & Recreation facilities								
Football / Cricket / soccer	1 x Level 1 active open space reserve per 6,000 people (8ha). Minimum neighbourhood model should have the capacity to accommodate the equivalent of 2 full sized AFL/cricket ovals or 3 soccer fields.	1,579	2,250	10,000	1 x Level 1 active open space reserve (8ha).  Minimum neighbourhood model should have the capacity to accommodate the equivalent of 2 full sized AFL/cricket ovals or 3 soccer fields.	1 full size oval (Eastern Reserve) and recreational club rooms	1 full size oval	Second oval proposed at Eastern Reserve. Land has been set aside in a Public Acquisition Overlay for this purpose. Additional land will be required through the provision of a public open space contribution at the time of subdivision.  As the population nears 6,000 people, start to plan for a second Level 1 active open space reserve to accommodate future growth to 12,000 people (long term priority).
Outdoor Netball	1 court per 3,500 people	1,579	2,250	10,000	3 courts	2 courts at Eastern Reserve	None	Current supply meets the industry benchmark for up to 7,000 people. As the population nears this figure it would be prudent to start planning for additional courts.
Basketball	1 indoor recreation stadium per 10,000-15,000 people	1,579	2,250	10,000	1 stadium	1 court (Winchelsea Leisuretime Centre)	None	Multi-purpose arena also can be used for badminton and netball.
Lawn bowls	1 lawn bowls facility (4 greens) per 40,000 people	1,579	2,250	10,000	1 lawn bowls facility	1 green at Hesse Street Reserve	Bowls facilities should contain a minimum of 2 greens with capacity to expand to 4	Current supply is considered adequate for the existing population. The existing green is alongside vacant Crown Land of a size that could accommodate a second green. It would be prudent to restrict development on this land so that the option to construct a second green could be considered in the future.



Facility / Service	Required community infrastructure					Current provision	Current deficit	Comments
	Industry benchmark <sup>#</sup>	No. of people			Requirement for 10,000 persons*			
		Year 2011	Year 2025 (10 year forecast)	10,000 persons				
Sport & Recreation facilities								
Tennis	1 court per 2,500 people (desired standard <i>Tennis Victoria Strategic Plan 1999</i> )	1,579	2,250	10,000	4 courts	4 courts (Hesse St Reserve)	None	Two of the existing courts are currently synthetic and two are bitumen. Consideration should be given to upgrading the surface of the bitumen courts. There is vacant Council land adjacent to the existing courts and there has been some discussion around constructing two new courts in that space in the longer term.
Skate park		1,579	2,250	10,000		1 park (adjacent Tea Rooms)	None	The skate park is a relatively new addition to the town.
BMX track / Bike park		1,579	2,250	10,000		0	1 x bike track / park	Increasing demand may require provision of a bike park. Consideration should be given to including such a facility as part of the Winchelsea Common rehabilitation and upgrade in the vicinity of the former Go Kart facility.
Indoor recreation centre	1 indoor recreation stadium per 10,000-15,000 people	1,579	2,250	10,000	1 stadium	1 Stadium	None	Winchelsea Leisuretime Centre is a multi-purpose arena.  Should a new school be built as the population grows, consideration should be given to the inclusion of a shared school/public indoor recreation stadium.
Indoor aquatic / leisure centre	1 rural centre per <10,000 people <sup>##</sup>	1,579	2,250	10,000	1 local centre	1 seasonal outdoor swimming pool (Barwon Terrace)	None	Current supply met, however upgrades may be required to meet current quality standards. Population forecast is not large enough to justify an indoor centre within the Growing Winchelsea timeframe.

<sup>#</sup> Derived from ASR Research, Planning for Community Infrastructure in Growth Areas 2008 - unless otherwise stated

\* Figures are rounded up where the expected population reaches the trigger for the provision of the next level of facility/service

<sup>##</sup> Aquatics Recreation Victoria, Indoor Aquatic and Recreation Facility Development Guidelines, 2011

Further to the above gap analysis, Council has recently undertaken some work on reviewing the Master Plans for Eastern Reserve and upgrading facilities at the Hesse Street Reserve.

### **Eastern Reserve**

Eastern Reserve is a major piece of sporting infrastructure in Winchelsea. It supports a number of sports clubs and social groups. The reserve has a full AFL size oval, cricket facilities, netball courts, a small pavilion and a major piece of community infrastructure, the Eastern Reserve Community Centre. In 2011 the Community Centre was upgraded to include a major function room area, along with social rooms, a gymnasium and office space.

A Masterplan for the Reserve was prepared and endorsed by Council in 2007, which included extending the Reserve in a southerly direction to allow for the construction of a second full size oval and other facilities (as per the recommendation of the earlier WSP 2021). As part of a planning scheme amendment to rezone land south of Eastern Reserve earlier this year, Council applied the Public Acquisition Overlay (PAO) to a portion of the land adjacent to Eastern Reserve (across Stephenson Street) to allow for the extension of the Reserve. The amendment also requires a future developer to provide a 10% public open space contribution as part of any residential development to make up the remaining portion of the land area required for a second oval.

Timing of the land acquisition and ultimately development of the second oval is now the most pressing issue. From a current needs perspective, the Table above shows that the existing facility falls short of the desired standard for a neighbourhood reserve, which requires a second oval. This standard however, assumes a catchment in the order of 10,000 people which is well above the current catchment for Eastern Reserve. Nevertheless it is noted that significant growth is forecast for the town and it would be prudent to ensure provision for this type of infrastructure, with large land area

requirements and locational needs (central to town), is timely. Existing user groups of the Reserve believe a second oval could be well utilised in the short term and provide a dedicated playing field for cricket with the installation of a turf wicket. Application of the PAO to the subject land has legally committed Council to the purchase of the land, with the potential for the existing landowner to claim compensation should it reduce the future sale price of the land. Coupled with the high probability that land prices in Winchelsea will continue to rise, it is recommended that Council complete the purchase of this land as a short term priority. Timing for the development of the Reserve should be based on the broader growth of the town and subsequent recreational needs, and Council's budget priorities. Development should be in line with the new Master Plan currently being finalised.

### **Hesse Street Reserve**

Hesse Street Reserve is a smaller scale reserve comprising of a toilet block, men's shed, four tennis courts, tennis club rooms, oval (not full size), bowls club and community garden. It is comprised of both reserved Crown Land (51 Hesse Street) managed by Council and Council Freehold land in blocks 21 and 25 Armytage Street. It does not currently have a masterplan.

The review of facilities at Hesse Street Reserve has culminated in a recommendation that the Reserve retain its role as a smaller scale community facilities precinct or 'village green'. The WSP 2021 recommended that the area in which Hesse Street Reserve is located should be designated as a 'Health and Education Precinct' and to 'encourage community facilities to locate in this precinct'. This recommendation was enacted through Planning Scheme Amendment C39 and continues to be supported as a relevant Precinct today. Whilst there are efficiency and economic benefits to be gained from co-locating a number of facilities within a single reserve, there are also amenity, health and wellbeing and cultural reasons for ensuring community facilities are dispersed through the town.

The Hesse Street Reserve has ample room for future expansion of the tennis club (with room for an additional 2 or more courts) and land that could accommodate a second bowling green should one be required in the future. The Hesse Street Reserve is highly valued by the community, with historical links to cricket dating back to the 1850s. The lack of a Master Plan for the Reserve is a shortcoming and it is recommended that Council proceed with the Master Planning process for the Reserve that is currently underway as a priority.

The WSP 2021 also identified the probable need for a new Tennis Club House at the Reserve, noting that the existing Club House was initially intended as a temporary facility. Whilst it has been upgraded to a certain extent since that time it still required further renewal. Over the past year, investigations have begun into the possibility of a joint facility to be developed with the Winchelsea Scouts. The Winchelsea Scouts have been looking for a new premises for a number of years and currently have funding from the State Government available to build a new facility combined with their own funding. The location of the scout facility at Hesse Street would have a number of advantages. It could:

- Provide great intergenerational links with the Mens' Shed where joint projects and mentoring opportunities would be possible, including potential for use of the community garden facilities by the Scouts.
- Allow casual use of the tennis courts to continue at the site.
- Maintain permeability and pedestrian access from Armytage Street, to Hesse Street and to Gosney Street including access to the primary school, the station and the hospital.
- Allow for a DDA compliant accessible toilet to be located as part of the new building which could be used by the Men's Shed.

For these reasons it is recommended that Council support continued investigations into this joint facility.

## Other Community Facilities

Other community facilities in Winchelsea include the Winchelsea Community House, which offers a variety of adult education courses and a childrens' occasional care service, a Senior Citizens' Centre and the Globe Theatre. The Globe Theatre is a heritage listed, Council owned hall that is available for functions, as a performance space and for events. Regular musical events and theatre performances are also held at the historic Winchelsea Tea Rooms and Barwon Park Mansion.

The projected population does not warrant the provision of additional performing arts spaces but it is noted that the Globe Theatre will require significant upgrade to ensure it can continue to be used and enjoyed into the future.

Winchelsea has a strong arts culture with a couple of private art galleries and studios around town. There are no dedicated public art galleries. There have been suggestions previously that the historic railway station building is currently underutilised and could form the basis of an "arts and culture village". This idea could be further explored by the Growing Winchelsea Inc. community and traders group if there is considered to be enough interest from local artisans. This type of use of the railway precinct would increase its attractiveness and profile.

The mobile library visits town once a week. The 10 year forecast for population growth would not support a stand alone library in the short-medium term. In the longer term however, a static library facility may become feasible, particularly if integrated with other community facilities. The ideal location for future community facilities would be either within the commercial town centre or within a future schools precinct. It is also generally recommended that such a facility could include '*local history and*

*genealogy collections and services [and] where feasible, an interactive heritage centre'.<sup>30</sup>*

## Winchelsea Churches

There are three active Christian Churches in Winchelsea including St. John's Catholic Church, St. Thomas' Anglican Church and the Uniting Church. All three have a long history in Winchelsea, with buildings affected by the Heritage Overlay in the Surf Coast Planning Scheme.

In addition to the spiritual services provided by the Churches, a number of other community activities take place in the church buildings. These include (among others) the Winchelsea Kindergarten which is managed by the Surf Coast Shire Council and operates from the Helen Mary Kinimonth building owned by the Uniting Church, Mainly Music – a music program for pre-schoolers operating from St Thomas' Anglican Church, and Uniting Care offering welfare services from the Uniting Church Hall.

## Emergency Services

Winchelsea currently has its own police station, County Fire Authority (CFA) station and State Emergency Service (SES) depot. They are all stand alone facilities located some distance from one another. Winchelsea does not have an ambulance station.

The Department of Justice, together with the relevant agency, is responsible for determining whether a growth area location requires an additional or relocated unit.<sup>31</sup> Key criteria for determining whether a new facility is

required include population size and the capacity of nearby stations to satisfy demand and meet response times. Traditionally stand alone facilities, in recent times, and where circumstances allow, there is a preference for the creation of integrated emergency services precincts. It is suggested that such precincts should have 'main road frontage, be easily accessible and located to achieve good emergency response times'.<sup>32</sup> It is discussed on page 22 that the Council owned "Pound Paddock" is of a size that could possibly accommodate a future emergency services precinct. Consideration would need to be given to a future location as for economic development reasons it would be preferable that such a facility not locate on the Highway frontage but further to the rear. It would need to be established that should this sort of facility locate further back, that it would maintain good accessibility.

## Winchelsea Star

Demonstrating the pride and commitment of the Winchelsea community to the town is the publication of the weekly Winchelsea Star newspaper. The Star is put together by a team of volunteers and generally contains around 28 colour pages of community news, event promotion, advertising, local sports news, etc. The Star won an award in the 2014 Community Newspaper Association of Victoria's annual awards and was nominated as a finalist in the "Best Community Content" section. This is an important asset to the town, helping to foster a strong sense of community spirit and should be supported as appropriate.

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<sup>30</sup> Planning for Community Infrastructure in Growth Areas, ASR, 2008

<sup>31</sup> Planning for Community Infrastructure in Growth Areas, ASR, 2008

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<sup>32</sup> Ibid, page 115



# Transport and Servicing Infrastructure

Winchelsea has recently, or is in the process of, experiencing some significant physical infrastructure upgrades – the duplication of the Princes Highway through town and connection to the reticulated natural gas network.

As the population increases, provision of new and/or upgrade of existing infrastructure will be required commensurate with growth as determined by the relevant authorities. This includes upgrades to roads, public transport, the sewer reticulation network, pump stations and water tanks; construction of new feeder mains; extension of the reticulated electricity, gas and telecommunications networks; and stormwater treatment systems.

Discussions have been held with a number of infrastructure authorities to determine the existing capacity of physical assets and their ability to accommodate future growth. The section provides an overview of existing infrastructure and identifies issues that will need to be investigated in future years.

## Public Transport

Public transport services currently operating in Winchelsea consist of:

- V/Line train services that operate between Geelong and Warrnambool (3 daily services in both directions)
- A late afternoon bus once daily from Geelong to Colac, that stops in Winchelsea
- School bus services that transport students to secondary schools in and around Geelong

In recent times there has been a strong push from all Councils along the Geelong to Warrnambool line to increase the number of daily train services to 5 per day each way. All of the major political parties made pre-elections commitments to increasing the number of services and Surf Coast Shire Council will continue to advocate for this increase. It is believed that extra services will open up new opportunities for commuting, education and business that will add to the appeal of growth towns along the rail line, including Winchelsea.

As one of the recommended strategies in the Winchelsea Health & Wellbeing Action Plan, Surf Coast Shire Council has plans to develop an advocacy campaign that hopes to secure a school bus connection between Winchelsea and Torquay College. It is hoped that this may alleviate some of the youth disengagement that has been identified as an issue for Winchelsea. Anecdotally it was suggested through consultation undertaken as part of development of the Winchelsea Health and Wellbeing Profile that part of the cause for youth disengagement is the transition from Winchelsea Primary School to a host of other schools in Geelong region.

## Walking and Cycling

One of the key messages coming from the community consultation process was that in growing the town, Winchelsea wants to evolve as a healthy and active community. Walking pathways suitable for a range of users, pedestrian crossings over the Princes Highway, safe bicycle access to the school, pathways providing connections to key points of interest such as Barwon Park Mansion and other community facilities were all

identified as high priorities for the town. The top ranking project recommended as a place making priority for Winchelsea is the development of a Barwon River Loop Walk. This is discussed in more detail at pages 67-70.

Creating a well connected town is a key focus for the Growing Winchelsea project. Along with the Princes Highway, the Barwon River provides a physical barrier between different parts of the town and providing improved connectivity to link the four quadrants of the town is considered essential to enhance the functionality of the town.

Data shows that Winchelsea has a higher than average proportion of older residents, people with limited mobility or other special needs, and some socio economic disadvantage in comparison with other towns in the Surf Coast Shire. In planning future pathway connections, particular consideration should be given to pedestrian access for all abilities.

The Surf Coast Shire Pathway Strategy (2012) comprises a comprehensive analysis of the existing and potential pathway network throughout Winchelsea and the rest of the Surf Coast Shire. The Pathway Strategy identifies just over \$37 million dollars of Pathway works, of which approximately \$20 million are under the responsibility of the Surf Coast Shire (including developers). It was therefore important to prioritise planned pathways so that a realistic 10 Year Shire Priority Works Program could be developed. A proposed budget was developed which recommended an annual Council budget allocation for each year plus an anticipated lesser contribution from external funds (eg. external grants, special charges schemes). Priorities for pathway provision are reviewed annually.

Over \$1 million dollars worth of works are proposed for Winchelsea within the 10 Year Program, some of which would assist in the

development of a Barwon River Loop Walk. The planned network for Winchelsea is shown on Figure 15 below. It is recommended that Council continue to implement the recommendations in the Pathways Strategy and that external funding opportunities be investigated to enable the full design and completion of a Barwon River Loop Walk within the 10 Year planning framework.

Development of a town loop, providing pedestrian and cycle access to Barwon Park Mansion was also put forward as a project idea. It is recommended that the Pathways Strategy team investigate this idea further as part of the next Pathways Strategy review for Winchelsea.

## Roads

The completion of the Geelong Ring Road and Princes Highway duplication will position Winchelsea as a more commutable option for people working in and around Geelong. It may also increase Winchelsea's appeal for larger industries that require good transport connections to markets or export destinations, although it is noted that Geelong also has ample industrial land available with the same advantages.

Whilst duplication of the Highway has some definite benefits in terms of reduced travel times and accessibility, it also poses some distinct challenges including pedestrian permeability and safety, noise, visual aesthetics and creating a cohesive town centre. A ring road bypassing the town centre has been mooted by several community members for many years, particularly to divert trucks. Although a bypass is unlikely to be supported in the short to medium term, in the longer term as the town grows it may become a more realistic and warranted option. It is recommended that the Beyond 10 Years Structure Plan include investigating the feasibility of providing a heavy vehicle bypass route.

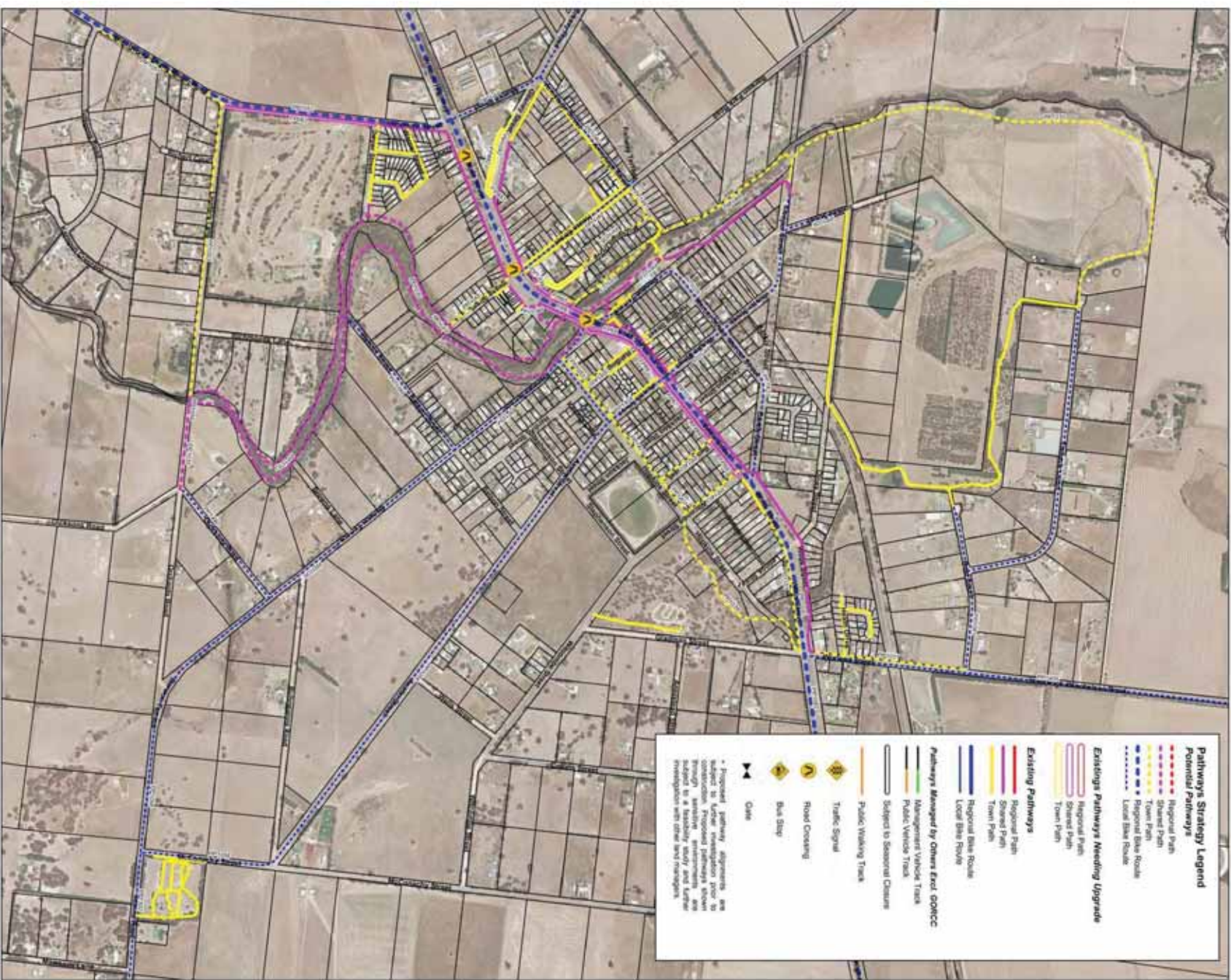
## Servicing Infrastructure

Winchelsea's growth can be supported by stormwater drainage, sewerage, water supply, electricity, gas and telecommunications infrastructure, subject to the provision of new and/or upgraded infrastructure as determined by the relevant authorities.

Servicing requirements are discussed in more detail in the section on future residential development at page 31.



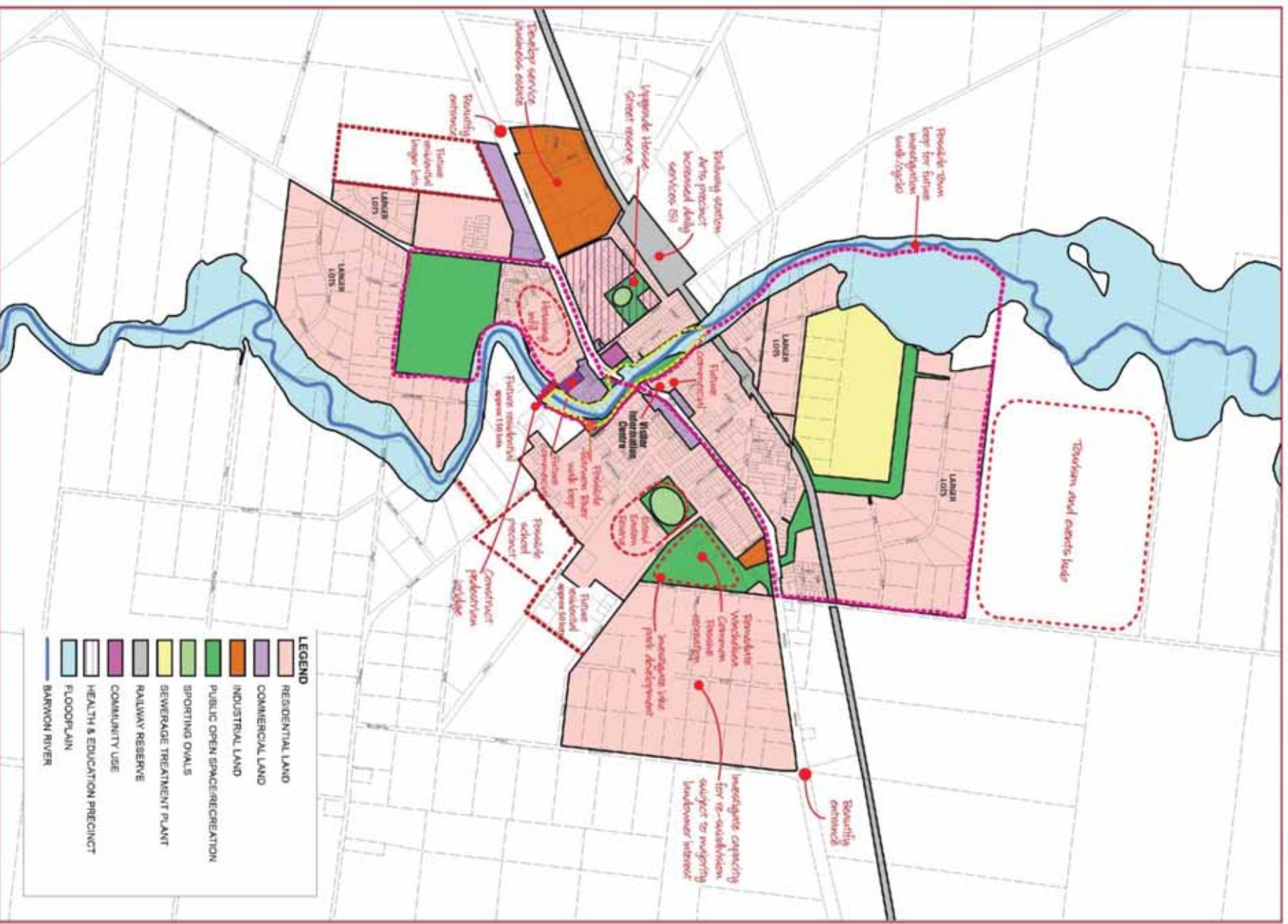
Figure 15: Existing and potential pathways in Winchelsea



Source: Surf Coast Shire Pathways Strategy, 2012



# Growing Winchelsea 10 Year Plan





# Growing Winchelsea 10 Year Plan Township Detail



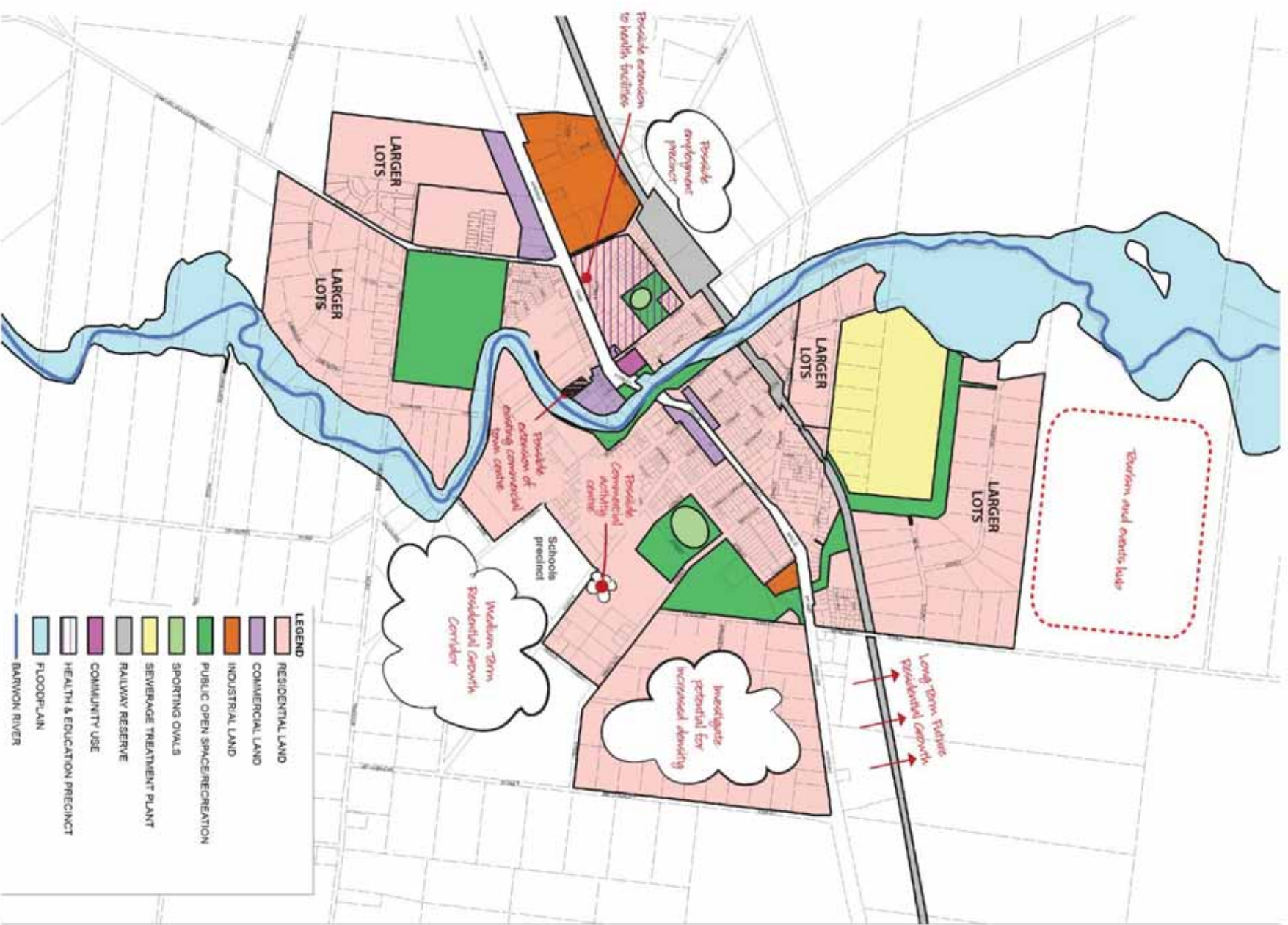
# Growing Winchelsea 10 Year Plan – Snapshot of Recommendations

<b>Population</b>	2,250 (+650), approximately 280-300 new lots
<b>Residential land</b>	<ul style="list-style-type: none"> <li>Investigate the feasibility of rezoning two areas of land, identified on the Growing Winchelsea 10 Year Plan as “Future residential”, as part of the planning scheme amendment required to implement the Growing Winchelsea strategy.</li> <li>Include land, west of the new residential subdivision on Anderson Road, in the Growing Winchelsea 10 Year Plan settlement boundary and designate the land for future low density residential development (larger lots).</li> <li>Include the following principles as a requirement in future ODPs for new residential subdivision in Winchelsea. <ul style="list-style-type: none"> <li>Future neighbourhoods will need to be well connected to the existing township and contribute in a positive way to Winchelsea’s rural character.</li> <li>Design elements in new subdivisions should contribute to the country feel of Winchelsea (e.g. some wide streets, open spaces, space for gardens).</li> </ul> </li> <li>Encourage developers to select street names from the approved list once finalised.</li> </ul>
<b>Commercial land</b>	<ul style="list-style-type: none"> <li>Upgrade the public realm of the Main Street shopping strip via beautification works that introduce themed street furniture, lighting and landscaping.</li> <li>Continue to work with landholders, leasees and interested stakeholders to prepare a Precinct Structure Plan for land bounded by Main Street, Hesse Street and the Barwon River in the town centre. Rezone all land within this precinct to Commercial 1.</li> <li>Rezone 3 parcels of land at 1-5 Willis Street (Princes Highway) to Commercial 1 to enable expansion of “antique &amp; café shopping strip”.</li> </ul>
<b>Industrial land</b>	<ul style="list-style-type: none"> <li>Continue to implement the Winchelsea Industrial Estate Master Plan, with a particular focus on improving road access and enhancing the visual amenity of the estate to encourage further investment.</li> </ul>
<b>Community infrastructure</b>	<ul style="list-style-type: none"> <li>Design and install a pedestrian suspension bridge over the Barwon River at Hesse Street.</li> <li>Support implementation of the Winchelsea Health &amp; Wellbeing Action Plan and continue to undertake regular reviews of the Profile to identify gaps/needs as they arise.</li> <li>Support an investigation into the feasibility of providing a long day child care facility in Winchelsea as part of the Health &amp; Wellbeing Action Plan.</li> <li>Maintain the designation of the Health and Education Precinct and continue to support the provision of health, education and other community facilities in this precinct alongside residential housing compatible with the community focus of the area.</li> <li>Identify land to the south east of Winchelsea as a “possible schools precinct”.</li> <li>Design and construct a Barwon River Loop Walk, including the staged development of a regional adventure playground in the north east quadrant (building on the existing playground facility). Explore external funding opportunities to allow this Walk to be</li> </ul>

	<p>developed in the short term.</p> <ul style="list-style-type: none"> <li>• Support the continued implementation of the Surf Coast Shire Playground Strategy 2011 and its planning for four new local playgrounds.</li> <li>• Support the Winchelsea Common site remediation and open space enhancement project and investigate the feasibility of providing a bike park facility where the former Go Kart track used to be located.</li> <li>• Continue with the Winchelsea Gateway project, which has secured part funding from Vic Roads, and involves installing artwork on the Princes Highway at the entrances to Winchelsea.</li> <li>• Purchase land at 135 Austin Street affected by the Public Acquisition Overlay for the extension of Eastern Reserve (short term).</li> <li>• Develop land at Eastern Reserve with a second oval in accordance with the Master Plan (medium term).</li> <li>• Continue the Master Planning process for the Hesse Street Reserve and support continued investigations into a joint scout/tennis club facility.</li> <li>• Upgrade and restore the Globe Theatre.</li> <li>• Continue to advocate for 5 daily passenger train services.</li> <li>• As part of a future review of the Pathways Strategy, investigate the option to extend a town loop walk that provides pedestrian and cycle access to Barwon Park Mansion.</li> <li>• In consultation with the relevant authorities, review the likely need for a future “Emergency Services Hub” and locational requirements.</li> </ul>
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# Growing Winchelsea Beyond 10 Years Plan



## Growing Winchelsea Beyond 10 Years Plan – Snapshot of Recommendations

	20 Years-30 Years+	
Population	3,850 (20y) – up to 5.8% annual growth	10,000 (35y) – up to 7.1% annual growth
Residential land	980 new lots	3,650 new lots
	<ul style="list-style-type: none"> <li>Identify land to the south east of Winchelsea as the highest priority for longer term future residential development (Stage 1).</li> <li>Identify land to the east of Winchelsea, south of the railway line as a lower priority option for longer term future residential development (Stage 2).</li> <li>Identify land north east of Winchelsea as a lower priority option for longer term future residential development (Stage 3).</li> <li>Consider increased density at the Collins Street Low Density Residential Estate only if initiated by landowners and with majority landowner support.</li> </ul>	
Commercial land	<ul style="list-style-type: none"> <li>Investigate the need and feasibility of expanding the town centre along Hesse Street (west side).</li> <li>Identify land on Austin Street as a “possible commercial activity centre” (neighbourhood activity centre approx. 5,000-8,000sqm).</li> <li>Prior to rezoning additional land for commercial development, prepare a commercial trade analysis to determine longer term floorspace requirements.</li> </ul>	
Industrial land	<ul style="list-style-type: none"> <li>Investigate the possibility of developing a new employment precinct north of the railway line, in the Cressy Road area. Identify this land on the Beyond 10 Years Plan.</li> </ul>	
Community infrastructure	<ul style="list-style-type: none"> <li>Consider expanding health and aged care facilities across Gosney Street in the longer term if the primary school relocates at some time in the future.</li> <li>Subject to community interest, support investigations into the redevelopment of the train station and its possible use as an art space.</li> <li>Investigate the need for new and /or upgraded facilities for the Historical Society, Community House, Senior Citizens and a permanent library – which could be located in a Community Service Hub.</li> </ul>	
Physical infrastructure	<ul style="list-style-type: none"> <li>In consultation with Vic Roads, investigate the feasibility of a heavy vehicle bypass (ring road).</li> </ul>	

## Part 5: Growing Winchelsea – Demonstration & Other Projects

*‘Demonstration Project’: A key community project, small or large, which demonstrates the desired future for Winchelsea. These projects are intended as short to medium term interventions which will start to build the momentum in realising Winchelsea’s shared vision.*

Growing Winchelsea aims to function as more than a structure plan style document that guides future growth and development of the town. It is intended to facilitate population and investment growth and contain strategies to improve the overall productivity, functionality and liveability of the town. In this regard, the project sought input from the community and other stakeholders as to the types of projects that will enrich the Winchelsea experience, improve amenity and provide incentives for people to come and live, work or visit Winchelsea.

The following projects represent a series of town improvement ideas which have been put forward by the community throughout the community engagement events of the Growing Winchelsea project. The concepts have been prepared by David Lock Associates. They include:

1. Barwon River Loop Walk, including Adventure Playground
2. Town High Street
3. Stepped Grass Amphitheatre

They were discussed with the community at a workshop in October 2014, initially as four separate project ideas. The River Walk and Adventure Playground have since been combined as they both came through as the highest priority projects and are considered to be so interlinked that they should be designed together.

Main observations from participant feedback about the demonstration projects is described below.

### *Barwon River Loop Walk*

(Highest Priority)

- A great way to connect the four quadrants of the town together.
- An opportunity exists to combine the river walk with local heritage and information signposting.
- Paths and bridges must accommodate inundation, protect local flora and fauna and connect across all quadrants.
- The river walk could be extended further north and south.

### *Adventure Playground*

(High Priority)

- The playground could accommodate more picnic spaces.
- The playground would work well with the river walk and be a part of the path as a destination.
- An underpass should be explored to provide safe access to the southern side of the Barwon River for children.

## *Town High Street*

(Medium Priority)

- We could have an official ‘Welcome to Winchelsea’ sign and supporting signage.
- Passers-by need both incentive to stop and a place to park.
- The issue of long vehicle parking will need to be resolved rather than just removed.
- The strip could be beautified by upgrading building facades and integrating landscaping of roads.
- Access to the picnic area should still accommodate vehicles.

## *Stepped Grass Amphitheatre*

(Low Priority)

- The pub could be expanded down toward the river to support the amphitheatre.
- Its proximity to the Highway may disrupt the use of the space for live music.
- The multi-purpose arrangement would be beneficial as it allows for year round functionality.

## Priority Recommendations

It is recommended that as a high priority, Council start preparing designs for the Barwon River Loop Walk and adventure playground. This recommendation would mean significant upgrade and enhancement of the current playground on the banks of the Barwon River. This will have

significant budgetary implications, however this particular demonstration project is considered to be one of the fundamental place making components of the Growing Winchelsea Strategy. It is one thing to plan for growth and another to actually “make it happen”. Winchelsea will need to distinguish itself from other small country towns and offer reasons for potential residents and investors to choose this town and not somewhere else. Winchelsea has plenty of affordable residential and commercial land available, yet growth remains slow. Amenity improvements and desirable attractions are needed. It is believed that the Barwon River Loop Walk and adventure playground would provide a good step in this direction.

It is recommended that funding opportunities be investigated to enable faster realisation of this project within the 10 year planning horizon.

Creation of a “Town High Street” type experience was the next most popular demonstration project idea. Given the recent lengthy road works as a result of the highway duplication however, redevelopment of the car park is not recommended in the short term but rather it is suggested that Council undertake a beautification of the public realm within the Main Street shopping precinct through themed landscaping, street furniture and lighting.

Building on the Town High Street demonstration project, Town Matters P/L has prepared a ‘Public Realm Materials Palette’ for the Town Centre based on historic and rustic elements in order to provide a contemporary interpretation of the historical and country themes espoused in the Growing Winchelsea Vision. The recommended palette is provided following the Town High Street concept below.

At this stage, the need for the Stepped Grass Amphitheatre concept is limited. It is suggested that more work be undertaken in regards to event development for the town prior to working further on this design.



## Project 1: Barwon River Loop Walk, including an Adventure Playground

1. Observation and fishing deck with seating
2. Waterside activity area with educational signage
3. Timber boardwalk may provide above-flood access for all abilities
4. Gravel pathway as informal waterside route
5. DDA compliant ramp to waterside
6. River lookout with information post about local area
7. Native planting to enhance waterside
8. Existing vegetation maintained to allow views to Barwon River
9. New roadside footpath to allow views to river
10. Upgraded parkland reserve providing outlook over river corridor
11. New pedestrian bridge over Barwon River
12. Enhanced pedestrian connection to local street
13. Proposed ANZAC Centenary Monument and "Walk of Honour"
14. Pedestrian connection over river as part of Princes Highway works
15. Opportunity for adventure playground adjacent to existing play space and new toilets



**BARWON RIVER WALK**



**BARWON RIVER WALK**



## Project 2: Town High Street

1. Decorative 'Welcome to Winchelsea High Street' sign to grab motorists' attention
2. Mounded planting bed with ornamental flowering plants to reinforce the country character of the 'high street'
3. Footpath widened from 2m to 4m to enable additional decorative planting, footpath trading opportunities, and street furniture
4. Opportunity to reconfigure the car park to enable additional planting areas, footpath widening, and an increase in car parking spaces. This footpath widening would require the long vehicle parking to be relocated to another location. Do you feel this would work for Winchelsea? Where should the long vehicle parking go if it is moved?
5. Cobble stones inset into road way to slow traffic, reinforce pedestrian spine and enhance country village character
6. Possible additional formalised car parking spaces for visitors to minimise conflict with local shoppers
7. Possible reconfiguration of Barwon Hotel car park space if the Hotel is redeveloped. This would improve the setting of the hotel and increase pedestrian amenity and access.
8. Existing 'island park' space reconfigured to increase appeal for

family BBQs and picnics. Existing toilet block retained and enhanced.

9. Boulevard tree and groundcover planting within new central medians to enhance town character on approach
10. Information signage to direct pedestrians to local destinations (including walk times and accessibility)
11. Existing rotunda retained
12. Additional tree planting and country themed street furniture to reinforce the country feel of the centre



**TOWN HIGH STREET**



**TOWN HIGH STREET**



### 3.2 Public Realm Materials Palette

The following is an initial materials palette for use in the public realm within the Town Centre and Barwon River environs. It can be expanded as plans for the Town Centre progress to include consideration of private building materials and colours which reflect the preferred character of the Centre. This should blend the historic and rustic elements with contemporary interpretations of a country theme.

#### Bluestone

Blue stone is a key existing material in and around the Town Centre. It can be used in the public realm as a paving treatment or for gabion retaining walls to manage grade changes.



#### Weathered and Recycled Timber

Weathered or recycled timber can enhance the sense of rustic and rural character in the Town Centre through use in bollards, posts, decking for boardwalks, and low open fencing to help define spaces.



#### Corrugated Iron / Corten Steel

Metals such as corrugated iron or corten steel can balance the colour and texture of the other materials with rich earthy tones. They can be incorporated into verandas, buildings, fencing and public art.



#### Indigenous vegetation for Barwon River environs

The Barwon River is an environmentally sensitive environment and planting should protect its values by using indigenous species.



#### Vegetation for Town Centre

The rural country theme of the Town Centre can be enhanced by incorporating a consistent street tree planting program such as utilising *Quercus Robur* (English Oak) as a street tree and cottage garden plantings in both public and private spaces. Cottage garden plantings can be used in soft retaining walls, or in planter boxes to bring colour and seasonal flavours to the Centre.





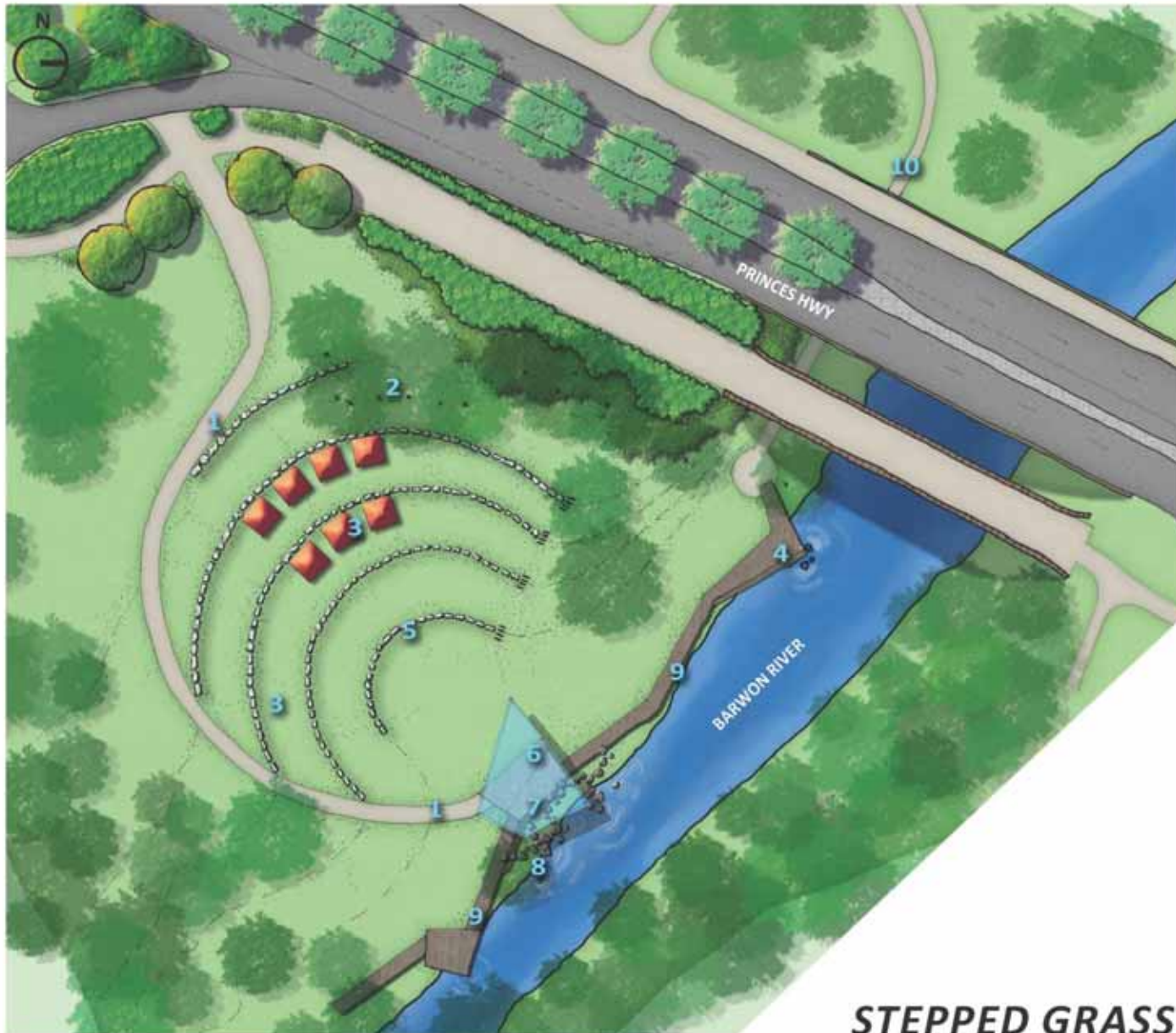


## Project 3: Riverside Amphitheatre

1. DDA compliant ramp providing pedestrian access from the road level to the Barwon River
2. Native tree planting reinforces green setting, while enabling glimpsed views from the bridge into the amphitheatre space
3. Stepped grass amphitheatre with flat steps suitable for market stalls, picnics, and other uses
4. Fishing deck and lookout (part of River Walk concept)
5. Stone retaining structures suitable for sitting on (max 1m high)
6. Enlarged, covered deck space doubles as a stage for amphitheatre
7. Shelter structure visible from pedestrian bridge to catch attention of passing vehicles
8. Waterside activity area with educational signage, stepping stones and native vegetation
9. Timber boardwalk connecting to the River Walk loop to the east
10. Concrete path connecting to the River Walk loop



**STEPPED GRASS AMPHITHEATRE**



**STEPPED GRASS AMPHITHEATRE**



## Part 6: Implementation Plan

For Winchelsea to achieve the significant growth in both population and economic investment envisaged by this strategy both State and local government will need to invest in much more than a “business as usual” approach in the town. Growing Winchelsea outlines a range of ways to facilitate this growth and this section contains an Implementation Program designed to ensure recommendations are prioritised to occur in a timely and realistic manner.

1 <sup>st</sup> YEAR PRIORITIES 2015/16			
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT	BUDGET IMPLICATIONS
<b>PLANNING &amp; DESIGN ITEMS</b>			
<ul style="list-style-type: none"> <li>Adopt the Growing Winchelsea strategy, including the Vision and 18 principles for growth.</li> </ul>	<ul style="list-style-type: none"> <li>Council meeting to adopt following public exhibition.</li> </ul>	Surf Coast Shire Council (SCSC)	N/A
<ul style="list-style-type: none"> <li>Produce the Growing Winchelsea Prospectus to attract new residents and investors to town.</li> </ul>	<ul style="list-style-type: none"> <li>Engage consultants to prepare prospectus.</li> </ul>	Strategic Planning & Economic Development (SCSC)	\$20 000 Cost is already included in the Growing Winchelsea project budget.
<ul style="list-style-type: none"> <li>Gateway project</li> </ul>	<ul style="list-style-type: none"> <li>Design competition</li> </ul>	Community Relations Dept and Strategic Planning (SCSC)	\$3000 Cost is already included in the Growing Winchelsea project budget
<ul style="list-style-type: none"> <li>Prepare a planning scheme amendment to incorporate the Growing Winchelsea 10 Year Plan and other recommendations of the strategy as applicable (including commercial rezoning).</li> </ul>	<ul style="list-style-type: none"> <li>Planning scheme amendment</li> </ul>	Strategic Planning (SCSC)	\$15,000 for Planning Panels Victoria hearing.
<ul style="list-style-type: none"> <li>Review previous work on Development Contributions Plan for Winchelsea and</li> </ul>		Strategic Planning (SCSC)	Officer time

1 <sup>st</sup> YEAR PRIORITIES 2015/16			
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT	BUDGET IMPLICATIONS
investigate feasibility of implementing a Development Contributions Plan In Winchelsea			
<ul style="list-style-type: none"> <li>Form a Growing Winchelsea Implementation Reference Group.</li> </ul>	<ul style="list-style-type: none"> <li>Form a multi-departmental Council reference group to oversee the project's implementation including Planning, Infrastructure, Recreation and Open Space and Economic Development.</li> <li>Invite a representative from Growing Winchelsea Inc. to be part of the Reference Group.</li> <li>Meet on a six monthly basis to review priorities and actions for implementation of the Growing Winchelsea recommendations.</li> </ul>	Strategic Planning (SCSC)	Officer time.
<ul style="list-style-type: none"> <li>Undertake a review of signage at, and directions signage to, the Visitor Information Centre with a view to improving the prominence and identification of the Centre.</li> </ul>	<ul style="list-style-type: none"> <li>Review signage and implement outcomes of review.</li> </ul>	Visitor Centre Coordinator (SCSC), with input from Strategic Planning and Infrastructure Units.	Officer time.
<ul style="list-style-type: none"> <li>Continue to work with landowners, leasees and interested parties to prepare a Precinct Structure Plan for land bounded by Main Street, Hesse Street and the Barwon River in the Town Centre.</li> </ul>	<ul style="list-style-type: none"> <li>Preparation of Precinct Structure Plan, consultation with stakeholders.</li> </ul>	Strategic Planning (SCSC)	\$20,000

1 <sup>st</sup> YEAR PRIORITIES 2015/16			
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT	BUDGET IMPLICATIONS
<ul style="list-style-type: none"> <li>Complete the Master Planning Process for Eastern Reserve.</li> </ul>	<ul style="list-style-type: none"> <li>Master Planning.</li> </ul>	Recreation and Open Space (SCSC)	Officer time.
<ul style="list-style-type: none"> <li>Complete the Master Planning Process for Hesse Street Reserve and continued investigations into a joint scout/tennis club facility.</li> </ul>	<ul style="list-style-type: none"> <li>Master Planning.</li> </ul>	Recreation and Open Space (SCSC)	Officer time.
<ul style="list-style-type: none"> <li>Support an investigation into the feasibility of establishing long day child care as part of the Winchelsea Health and Wellbeing Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Review feasibility study into long day child care.</li> </ul>	Aged & Family Services (SCSC)	Officer time.
DELIVERY & CAPITAL WORKS ITEMS			
<ul style="list-style-type: none"> <li>Carry out access improvement works at the Visitor Information Centre.</li> </ul>	<ul style="list-style-type: none"> <li>Capital works project.</li> </ul>	Infrastructure (SCSC)	\$25,000 has been allocated in the 2014-15 financial year to complete these works.
<ul style="list-style-type: none"> <li>Upgrade the public realm of the Main Street shopping strip via beautification works that introduce themed furniture, lighting and landscaping.</li> </ul>	<ul style="list-style-type: none"> <li>Capital works project.</li> </ul>	Infrastructure (SCSC) & Strategic Planning (SCSC).	\$30,000
<ul style="list-style-type: none"> <li>Purchase land at 135 Austin Street for the extension of Eastern Reserve (Eastern Reserve Master Plan).</li> </ul>	<ul style="list-style-type: none"> <li>Land purchase.</li> </ul>	Infrastructure (SCSC)	\$465,000 (project budget is net zero dollars including land sale).
<ul style="list-style-type: none"> <li>Winchelsea Reserve place naming.</li> </ul>	<ul style="list-style-type: none"> <li>Formally seeking names for each of the Reserves along the Barwon River.</li> </ul>	Infrastructure (SCSC)	Officer time and new signs.

1 <sup>st</sup> YEAR PRIORITIES 2015/16			
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT	BUDGET IMPLICATIONS
<ul style="list-style-type: none"> <li>Advocate for 5 daily passenger train services to stop at Winchelsea.</li> </ul>	<ul style="list-style-type: none"> <li>G21 Public Transport Strategy 2014 – Action 1 under “Well connected region” – lobby for funding</li> </ul>	State Government/PTV	State Government/PTV funding required.



GROWING WINCHELSEA ADVOCACY PROGRAM (to be developed in conjunction with other projects planned for Winchelsea to provide matching funding for securing government grants)			
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT	TIMING & BUDGET IMPLICATIONS
<ul style="list-style-type: none"> <li>Design and construction of the Hesse Street Bridge</li> </ul>	<ul style="list-style-type: none"> <li>Capital works as detailed through design plans.</li> </ul>	Infrastructure (SCSC)	Short term priority. Design \$50 000 Budget determined through detailed design work – broad estimate of \$275,000.
<ul style="list-style-type: none"> <li>Continue with the Winchelsea Gateway project, which involves installing artwork at the entrances to Winchelsea.</li> </ul>	<ul style="list-style-type: none"> <li>Finalise brief for the Winchelsea Gateway project.</li> <li>Commence competition.</li> </ul>	Vic Roads and SCSC	\$50,000 funding through Vic Roads (confirmed) \$50,000 matching funding to be provided in 16/17
<ul style="list-style-type: none"> <li>Design and construction of the Barwon River Loop Walk.</li> </ul>	<ul style="list-style-type: none"> <li>Capital works as detailed through design plans. It is intended that the development of the walk be undertaken as a staged project across a number of years.</li> </ul>	Strategic Planning & Economic Development (SCSC)	Short to medium term priority. Design work \$50 000 Budget determined through detailed design work – broad estimate of \$585,000.
<ul style="list-style-type: none"> <li>Design and construction of the Adventure Playground.</li> </ul>	<ul style="list-style-type: none"> <li>Capital works as detailed through design plans. It is intended that the development of the playground be undertaken as a staged project across a number of years.</li> </ul>	Strategic Planning & Economic Development (SCSC)	Short to medium term priority. Design work \$50 000 Budget determined through detailed design work – broad estimate of \$500,000.
			Total value: 1.56million (SCSC)

SHORT –MEDIUM TERM PRIORITIES (TO 2025)			
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT	TIMING & BUDGET IMPLICATIONS
<b>PLANNING &amp; DESIGN ITEMS</b>			
<ul style="list-style-type: none"> <li>Support implementation of the Health &amp; Wellbeing Action Plan and continue to undertake regular reviews of the Profile to identify gaps/needs as they arise.</li> </ul>	<ul style="list-style-type: none"> <li>Review the Health &amp; Wellbeing Profile each time it's updated to identify gaps/needs.</li> </ul>	Strategic Planning (SCSC)	Medium term priority. Officer time.
<ul style="list-style-type: none"> <li>As part of a future review of the Pathways Strategy, investigate the option to extend a town loop walk that provides pedestrian and cycle access to Barwon Park Mansion.</li> </ul>	<ul style="list-style-type: none"> <li>Review of Pathways Strategy.</li> </ul>	Pathways Strategy Implementation Team (SCSC).	Short to medium term priority. Officer time.
<ul style="list-style-type: none"> <li>Investigate the feasibility of providing a bike park facility at the Winchelsea Common.</li> </ul>	<ul style="list-style-type: none"> <li>Undertake the investigation as part of the Winchelsea Common Site Remediation and Open Space Enhancement project.</li> </ul>	Environment (SCSC), Recreation (SCSC)	Medium term priority. Officer time.
<ul style="list-style-type: none"> <li>Review the likely need for a future "Emergency Services Hub" and locational requirements.</li> </ul>	<ul style="list-style-type: none"> <li>Consult with the relevant authorities as appropriate.</li> </ul>	Strategic Planning (SCSC)	Medium term priority. Officer time.
<ul style="list-style-type: none"> <li>Review commercial and industrial land future needs in order to plan for additional land if required.</li> </ul>	<ul style="list-style-type: none"> <li>Supply, demand and locational analysis.</li> </ul>	Strategic Planning (SCSC)	Medium term priority. Officer time.
<ul style="list-style-type: none"> <li>Undertake a review of the Visitor Information Service and analyse the type and style of visitor services required and whether services could be</li> </ul>	<ul style="list-style-type: none"> <li>Review and feasibility assessment.</li> </ul>	Visitor Centre Coordinator (SCSC), with input from Strategic Planning and	Officer time.

SHORT –MEDIUM TERM PRIORITIES (TO 2025)			
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT	TIMING & BUDGET IMPLICATIONS
provided on the south side of the Princes Highway.		Infrastructure Units.	
<ul style="list-style-type: none"> <li>Monitor the viability of the Wifi project being undertaken in other parts of the Surf Coast Shire and if successful, investigate the potential to bring free Wifi to the Main Street shopping precinct</li> </ul>	<ul style="list-style-type: none"> <li>Monitor and review.</li> </ul>	Economic Development (SCSC)	Officer time.
DELIVERY & CAPITAL WORKS ITEMS			
<ul style="list-style-type: none"> <li>Facilitate and implement the recommendations in the Winchelsea Industrial Estate Master Plan, with particular priority given to road upgrades and improving the appearance of the Estate from the Princes Highway.</li> </ul>	<ul style="list-style-type: none"> <li>Capital works programming.</li> <li>Continue to liaise with Vic Roads on access arrangements as part of the Princes Highway duplication.</li> </ul>	Infrastructure (SCSC)	As per the Master Plan document.
<ul style="list-style-type: none"> <li>Support implementation of the Eastern Reserve Master Plan.</li> </ul>	<ul style="list-style-type: none"> <li>Capital works programming.</li> </ul>	Recreation & Infrastructure (SCSC)	As per the Master Plan document.
<ul style="list-style-type: none"> <li>Upgrade the Globe Theatre as required.</li> </ul>	<ul style="list-style-type: none"> <li>Capital works programming.</li> </ul>	Recreation (SCSC)	Ongoing.

LONG TERM PRIORITIES (BEYOND 2025)		
RECOMMENDATION	ACTION REQUIRED	RESPONSIBLE AUTHORITY / LEAD DEPARTMENT
<ul style="list-style-type: none"> <li>Review the recommendations in the Growing Winchelsea Beyond 10 Years Plan and implement as appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>Review and update of the Growing Winchelsea Strategy.</li> </ul>	Strategic Planning (SCSC)





ADOPTED BY SURF COAST SHIRE COUNCIL ON 26 MAY 2015



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