

RETAIL AND EMPLOYMENT LAND STRATEGY DRAFT



SNAPSHOT

TORQUAY / JAN JUC
2021



BACKGROUND

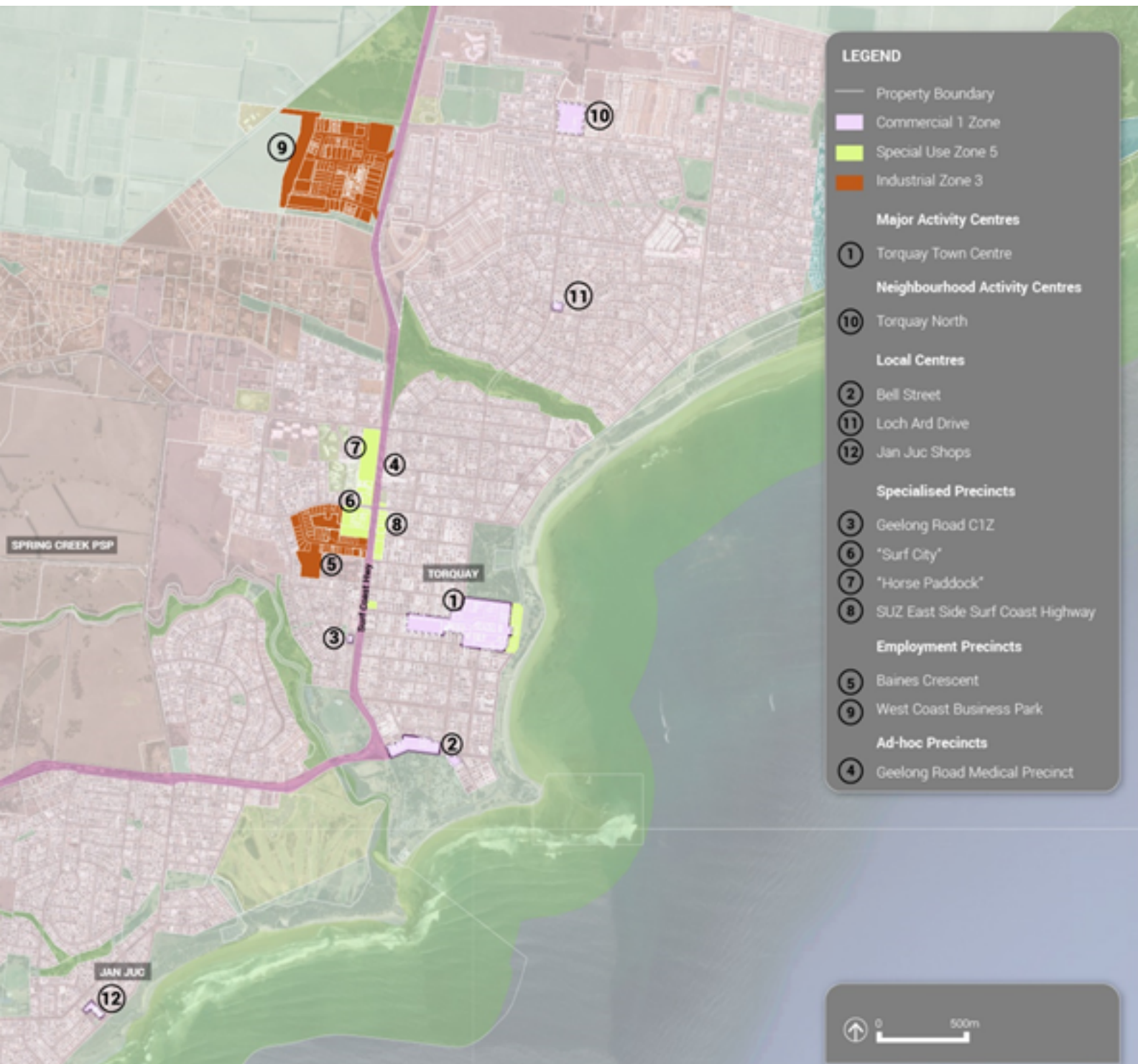
Council adopted the Torquay-Jan Juc Retail Strategy in 2011 and its purpose was to guide how the towns' retail areas should develop to service the local community.

While this 2011 retail strategy remains relevant, it needs to be updated to account for recent changes in Torquay-Jan Juc, and to consider all commercial land, including the industrial estates. The new and updated strategy is called the **Torquay-Jan Juc Retail & Employment Land Strategy (the Strategy)**.

PUBLIC EXHIBITION

Urban Enterprise, on behalf of Surf Coast Shire, has prepared the draft Strategy which is underpinned by a Background Report that was developed in 2020; the Background Report provides the detailed context and technical analysis. These documents, along with general information about making a submission are available on council's website at surfcoast.vic.gov.au.

RETAIL AND EMPLOYMENT LAND MAP



Vision

1 Sustainable neighbourhoods

A diverse range of jobs, goods and services within 20 min neighbourhoods

2 Responsive to market

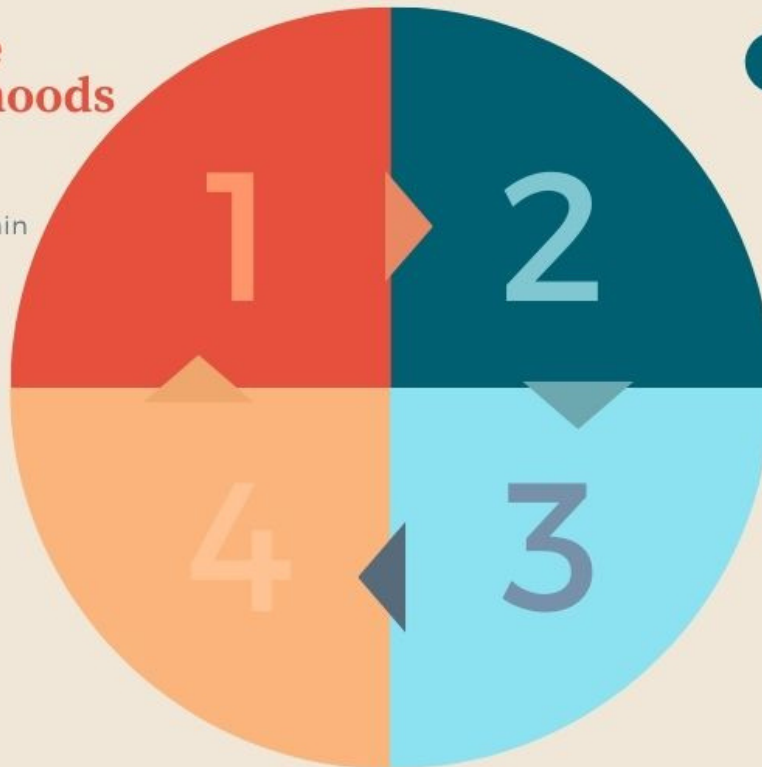
Thriving and evolving retail centers to meet the communities changing needs

4 Year round visitation

A thriving destination year round for visitors

3 Innovation

A hub for innovation, entrepreneurs and creative business



The draft Strategy has a 15 year horizon and sets the direction for all key employment land precincts (retail, commercial, special use and industrial) in Torquay-Jan Juc. The Strategy seeks to make the most of the existing and planned employment land, considering how the precincts complement each other and avoiding the need for significant expansion.

The draft Strategy also acknowledges that Armstrong Creek to the north of the municipality, will accommodate a range of core and restricted retail uses which will be accessible to Torquay residents, and that while it is a current direction in the Surf Coast Planning Scheme, pursuit of a discount department store in Torquay is no longer a priority.

RECOMMENDATIONS

The most significant recommendations in the strategy are:

- Maintain and strengthen the primacy of the Torquay town centre,
- Increase the scale of the Torquay North Neighbourhood Activity Centre from 4,800sqm to a capped 8,000sqm to achieve a 20 minute neighbourhood (see page 15 of the Strategy for more information on 20-minute neighbourhoods),
- Ensure that the role of each employment precinct is clear,
- Investigate rezoning land 2-4 Geelong Road & 48-50 Bell Street, addressing ownership and zoning issues,
- Reposition the Baines Crescent and Surf City commercial area as an “Enterprise Precinct.”

ENTERPRISE PRECINCTS

Research indicates that there are common success factors associated with Enterprise Precincts and these are shown in the diagram below. The success factors and drivers of enterprise precincts are most relevant to the Surf City area of Torquay where the precinct has the potential to offer affordable business premises, access to labour, collaboration across different industries and a quality place environment.

SUCCESS FACTORS FOR ENTERPRISE PRECINCTS



SOURCE: DELWP, UNLOCKING ENTERPRISE IN A CHANGING-ECONOMY

VISION MAP



OBJECTIVES

OVERARCHING OBJECTIVES

Objective 1: Update the Retail and Employment Strategy for the towns.

Objective 2: Regularly monitor and review key elements of the Strategy and progress on key indicators.

Objective 3: Support business resilience and position the local economy for prosperity in the context of retail sector changes and the impacts of the COVID-19 pandemic

Objective 4: Facilitate the development of '20 Minute Neighbourhoods' in Torquay-Jan Juc.

ACTIVITY CENTRES

Objective 5: Provide clearer direction on the existing and growth role of each Activity Centre

Objective 6: Facilitate a prosperous Major Activity Centre in the Torquay Town Centre which successfully meets the needs of residents and visitors and responds to structural changes in the retail sector.

Objective 7: Provide land and opportunities for additional retailers and services in proximity to projected residential growth areas

EMPLOYMENT PRECINCTS

Objective 8: More clearly differentiate between the role of employment precincts in the towns.

Objective 9: Reposition the Surf City Precinct as a location for employment, innovation and population services.

Objective 10: Utilise all land types to accommodate employment growth across the town to ensure jobs growth and new opportunities keep pace with residential growth

Objective 11: Provide land to meet industrial requirements over the Strategy period

HAVE YOUR SAY

The Surf Coast Shire invites written submissions about the Strategy from interested parties. The Strategy and related information, and information about making a submission can be found on council's website at: www.surfcoast.vic.gov.au.

