

Urban Futures Strategy

April 2025



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Traditional Owner Acknowledgement

Surf Coast Shire Council Acknowledges the Wadawurrung People and Eastern Maar People as the Traditional Owners of the lands our shire spans. We pay our respects to their Ancestors and to their Elders past, present and emerging.

We recognise and respect their beliefs, customs and values, which continue to sustain their intrinsic connection with Country that has endured for more than 60,000 years.

We value the contribution their Caring for Country makes to the lands, ocean, waterways, plants, wildlife and people of Surf Coast Shire, and Acknowledge we have much to learn from the Traditional Owners, especially in changing how we think, work and act in relation to climate change.

We therefore commit to walking alongside the Traditional Owners, allowing them to guide us so that together we can have a more positive impact on our environment and communities in the Surf Coast Shire.

We embrace the spirit of Reconciliation, working towards self-determination, equity of outcomes and an equal voice for Australia's First Nations People.

Wadawurrung

As Wadawurrung Traditional Owners we live by Bundjil's lore to care for Country and all things living as our Ancestors have always done. Our Dja (Country) is more than a place. Our coastal cliffs, wetlands, grassy and volcanic plains, and people were all formed by Bundjil and our Ancestor spirits who continue to live in the land, water and sky. Kareet Bareet (Black Hill near Gordon) is where Bundjil created Wadawurrung people. Lal Lal Falls near Ballarat is where Bundjil created the waterways and where he returned to before heading to his resting place in the stars, continuing to watch over us.

Our Dja is interwoven with relationships no matter whether the shape of that relation is human, granite hills, Waa (Crow) or Larrap (Manna gum). Country is filled with relations speaking language, sharing stories and following lore. These spirits link us back through time in a continuing connection with our past, our cultural practices and our stories. These spirits connect us to our Country and each other, which gives us ongoing respect for our obligation to care for our Country.

Paleert Tjaara Dja – Let's Make Country Good Together
Wadawurrung Healthy Country Plan 2020-2030

Wadawurrung Traditional Owners Aboriginal Corporation

Eastern Maar

The contemporary Eastern Maar Nation traces an unbroken line of descent back to our Ancestors over many thousands of years.

We have survived as our Country's First People and, despite the well-documented colonial history, continue to maintain economic, traditional, cultural, familial and spiritual ties to our homeland.

Through the leadership and authority of our Elders, we are practicing our laws and customs, strengthening our system of governance and nurturing our connection to Country.

We continue to pass on our traditional knowledge from generation to generation, inducting our young people into Maar society as a cultural practice initiated by our Ancestors. It is a process that keeps customs and stories alive and ensures we are able to maintain Maar culture, language and society.

Drawing strength from our identity and past, we are able to live our culture as a set of attitudes, customs and beliefs, helping us to be resilient and adaptable in changing circumstances.

Meerreengeeye Ngakeepoorryeeyt

Eastern Maar Country Plan 2015

Eastern Maar Aboriginal Corporation

Executive Summary



In the past two decades Victoria has experienced strong population growth fuelled by overseas migration, with Greater Melbourne accommodating the majority of new residents. The outward expansion of Melbourne has also had a ripple effect on growth further afield, with Surf Coast Shire experiencing one of the fastest rates of population growth in regional Victoria. The popularity of the shire can be attributed to a range of factors, including its proximity to Melbourne and Greater Geelong, and the attractiveness to 'sea changers' of Surf Coast's environment and coastal township lifestyle.

It is predicted that the shire will continue to grow strongly by 1.6 % annually between 2021 and 2036, adding an additional 10,000 people to the population.

The change in state planning policy direction through the approval of the Distinctive Areas and Landscape Statement of Planning Policy (SPP) has limited the outward growth of Torquay; the town cannot continue to accommodate the majority of the shire's growth.

The shire also experiences a high dwelling vacancy rate in the coastal towns due to the prevalence of holiday homes and high demand for short-term tourist accommodation, reducing housing supply to the market.

As well as a growing population, there is a need to plan for a greater diversity of housing and more affordable housing options (particularly in the coastal towns) in a period of constrained land and housing supply, whilst maintaining what people love about living in this region.

The Strategy responds to the State Planning Policy Framework requirement to plan to accommodate projected population growth over a 15-year period and considers the State Government's housing target of 8,000 additional dwellings to be provided in Surf Coast Shire by 2051. It also presents a framework to guide land use planning within Surf Coast Shire to the year 2051 and beyond.

The Strategy does the following:

- Understands landscape level opportunities and constraints to determine where forecast growth can and should occur.
- Establishes a clear policy framework defining the future role of towns within the Surf Coast Shire to guide future land use planning at the township and precinct level.
- Considers forecast population growth to determine future housing and employment needs.

Key Findings:

Based on the Victoria In Future (VIF) population forecasts 2023, the remaining residential land supply is estimated to be sufficient to meet 12.7 years demand across the municipality, with zoned land providing 5.7 years supply. There is a need to facilitate an increase in the supply of land zoned for urban residential use and a need to identify suitable land to meet anticipated medium to longer term housing needs. It is anticipated that there will be a shift in the location of future growth within the shire over the next 10-15 years.

Torquay and Winchelsea are affirmed as the two principal locations to cater for long term growth in Surf Coast Shire, due to the constraints of the other coastal and rural townships. The Strategy highlights that the attractiveness of Winchelsea is also likely to see demand increase due to growth pressures coming from Greater Geelong and Melbourne.

Alternative population projections have been undertaken to inform the strategy which recognise the uncertainty involved in medium to longer term forecasting. The alternative growth projections predict strong dwelling and population growth for Winchelsea, particularly after 2036.

There is a need to facilitate the rezoning of land in Winchelsea to increase available residential land supply in the short term. Additional urban residential land needs to be identified to provide for longer term growth.

A place planning process should be undertaken for Winchelsea that determines the capacity for sustainable growth beyond 10,000 people.

New urban development in Torquay must be consistent with the SPP and opportunities to increase housing are limited to the existing identified greenfield land and infill opportunities identified in the strategy.

Surf Coast Shire Council would like to thank everyone who has provided valuable input through the various engagement forums that have informed the preparation of the Urban Futures Strategy. We also acknowledge the involvement and guidance of the Project Control Group including the Victorian Planning Authority and Department of Transport and Planning.

The Urban Futures Strategy has been prepared by Surf Coast Shire working in close collaboration with Spatial Economics Consultants.



The following is a consolidated list of the principles set out in the strategy:

General Principles

1. Recognise landscape level bushfire risk when planning for urban growth.
2. In planning for growth protect significant landscapes, environments, and biodiversity assets, places of heritage significance, and productive agricultural land.
3. Encourage housing diversity in new urban areas and in existing communities.
4. Ensure that new and existing urban areas are well planned to deliver sustainable communities.
5. Provide clear strategic direction on the spatial distribution of urban growth in Surf Coast Shire.
6. Plan for growth on the basis of a range of realistic future housing demand scenarios and housing targets set by the State Government.

Township Principles

Winchelsea

7. Plan for Winchelsea to grow beyond 10,000 people as a principal location for urban growth in the shire.

Torquay-Jan Juc

8. Maintain the unique township character and surrounding landscape character of Torquay-Jan Juc.
9. Plan for the housing, infrastructure and employment needs of the growing population.
10. Manage the development of the remaining greenfield land in Torquay-Jan Juc to ensure sustainable outcomes.

Coastal Towns - Anglesea to Lorne

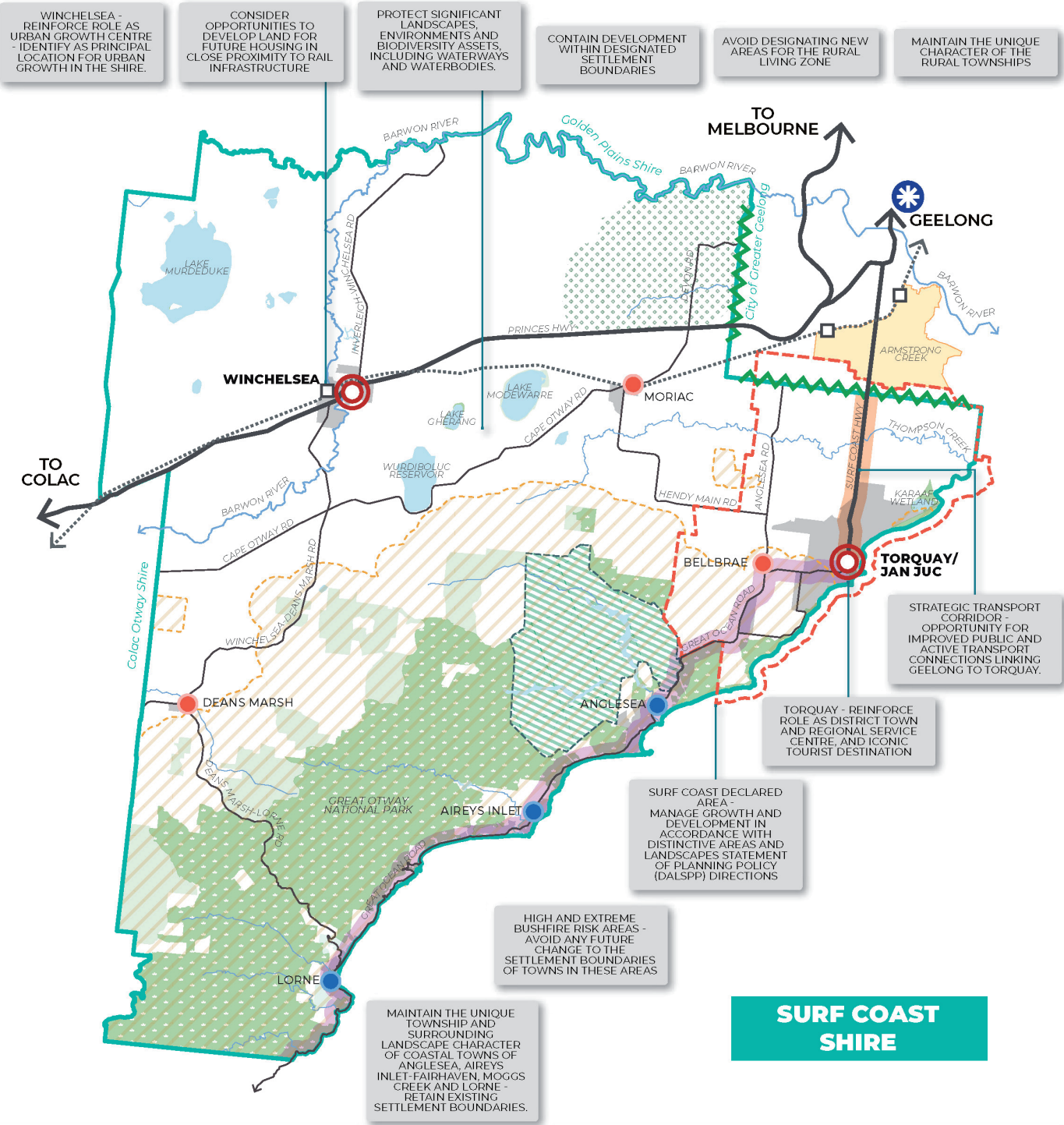
11. Maintain the unique township and surrounding landscape character of the shire's coastal towns from Anglesea to Lorne.
12. Provide for limited future housing growth and employment within the existing settlement boundaries that is consistent with township character.

Rural Towns

13. Maintain the unique character of the shire's rural hinterland towns.



Strategic Framework Plan



DRAWING KEY

SURF COAST SHIRE BOUNDARY

SETTLEMENT HIERARCHY

- REGIONAL CITY
- URBAN GROWTH CENTRE
- RURAL TOWNSHIP
- COASTAL TOWNSHIP
- SURF COAST DECLARED AREA
- EXISTING SETTLEMENT AREA
- URBAN GROWTH AREA

MOVEMENT NETWORK

- HIGHWAYS
- MAJOR ROADS
- SCENIC ROADS
- STRATEGIC TRANSPORT CORRIDOR
- RAIL LINE
- RAILWAY STATION

NATURAL ASSETS

- WATERWAY
- WATER BODY
- STATE & NATIONAL PARKS
- FOREST & RESERVES
- FORMER ANGLESEA MINE SITE
- BARRABOOL HILLS

PLANNING CONSIDERATIONS

- HIGH AND EXTREME BUSHFIRE RISK AREA
- NON-URBAN BREAK

0

5

10km

- 7 - SURF COAST SHIRE COUNCIL

Part one:

Introduction





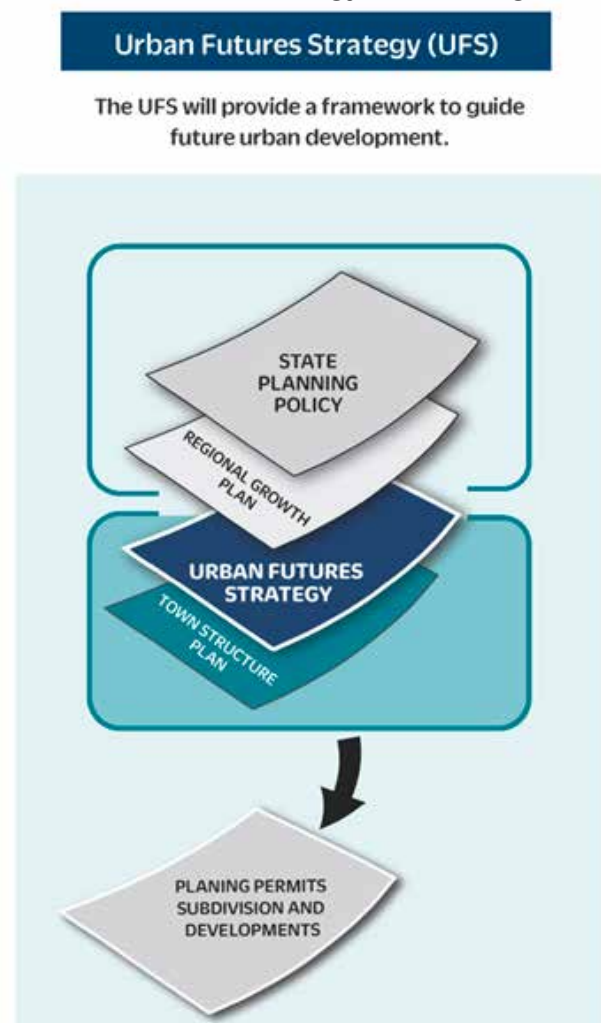
Purpose and Scope

The purpose of the Strategy is to:

- Understand landscape level opportunities and constraints to determine where forecast growth can and should occur;
- Establish a clear policy framework defining the future role of towns within the Surf Coast Shire to guide future land use planning at the township and precinct level;
- Consider forecast population growth to determine future housing and employment needs.

The Strategy considers population and housing growth to a planning horizon of 2051. The Strategy responds to the State Planning Policy Framework requirement to plan for projected population growth over a 15-year period. Residential land supply must be considered on a municipal basis, rather than a town-by-town basis. The strategy also considers the housing target set by the State Government of 8,000 additional dwellings in Surf Coast Shire by 2051. The Strategy is informed by existing state and regional policy.

Figure 1 : Urban Futures Strategy Context Diagram

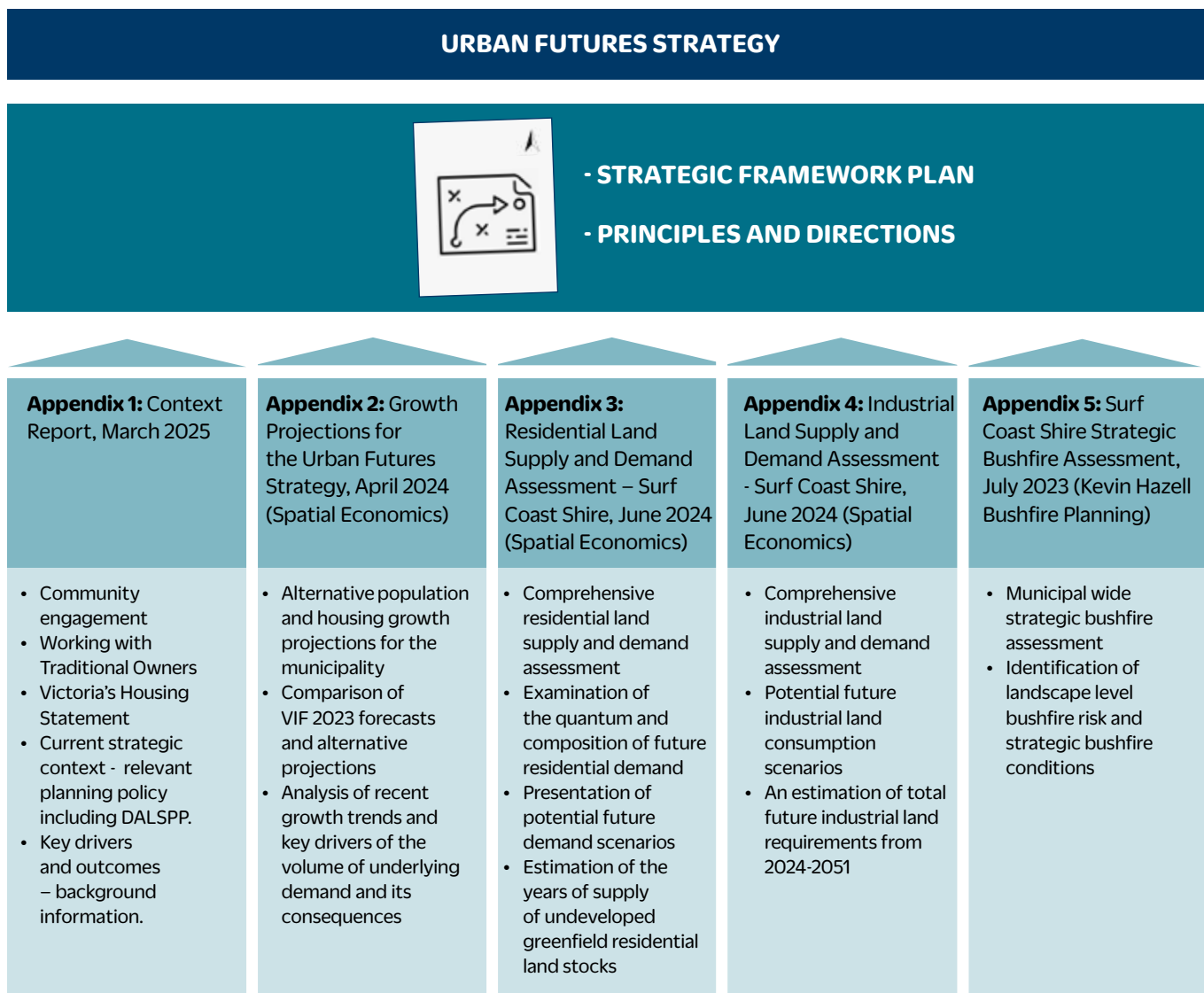


Source: Surf Coast Shire Council

Report Structure

The Strategy consists of this document and a series of supporting appendices which provide detailed policy context, residential and industrial land supply data, growth forecasting and strategic bushfire assessment. Whilst the Strategy and its directions can be read as a standalone document, it is supported by detailed analysis contained in the technical reports that have informed the principles and directions.

Figure 2: Urban Futures Strategy Structure Diagram



Source: Surf Coast Shire Council

Engagement

Traditional Owner Engagement

The Eastern Maar Aboriginal Corporation and Wadawurrung Traditional Owners Aboriginal Corporation (the Registered Aboriginal Parties (RAPs) in the Surf Coast Shire) have been actively engaged with throughout the preparation of the Urban Futures Strategy.

Further growth planning work will involve collaboration with the RAP's and consideration of Traditional Owner perspectives, culture, and knowledge to inform spatial locations for growth

Council is committed to a journey towards reconciliation through a commitment to genuine truth-telling, education and support of cultural heritage learning.

We seek to broaden our understanding of Traditional Owners' perspectives and to use this knowledge to make better decisions.

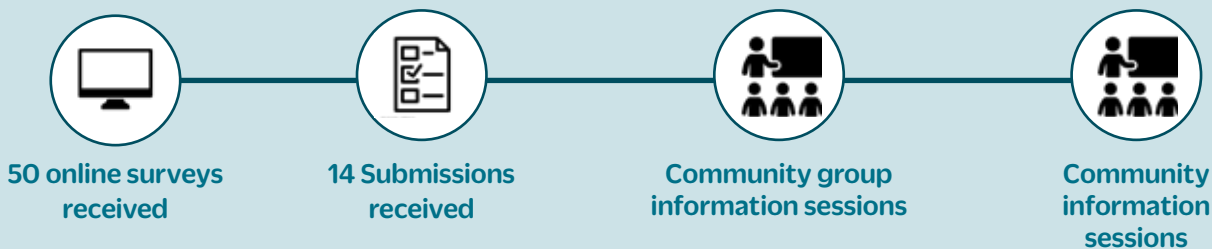
Our commitment to Reconciliation is an underpinning principle in all of the work that we do.

Community Engagement

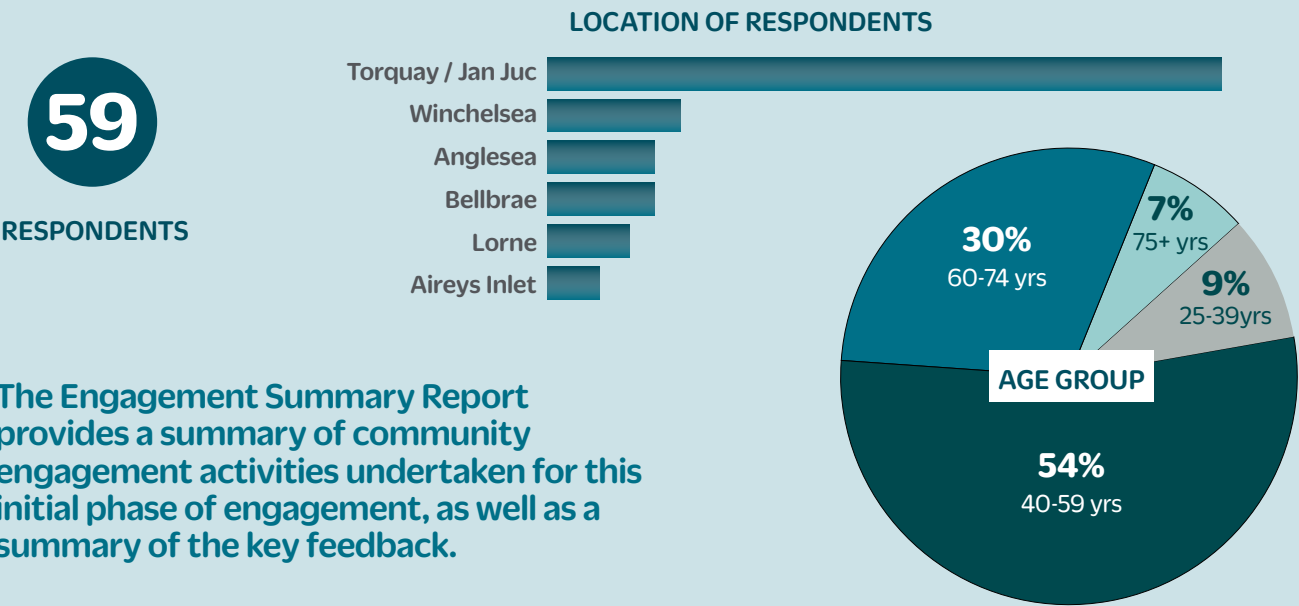
The preparation of the Strategy was guided by a comprehensive engagement plan incorporating multiple opportunities for direct input from shire residents, ratepayers and other key stakeholders.

Figure 3 - Community Engagement

Phase 1 Community Engagement



Profile of Survey Respondents



Source: Surf Coast Shire Council

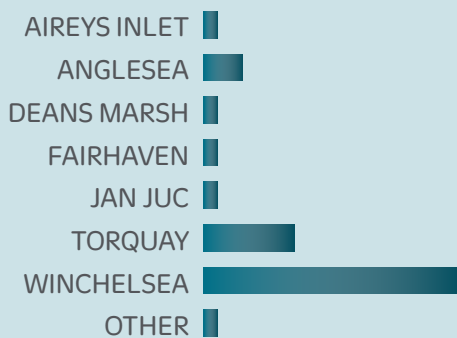
Figure 3 - Community Engagement (cont)

Phase 2 Community Engagement

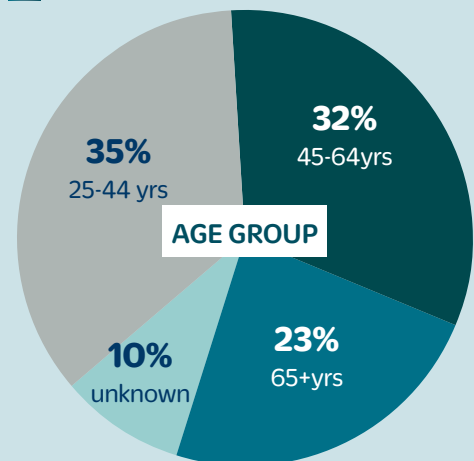
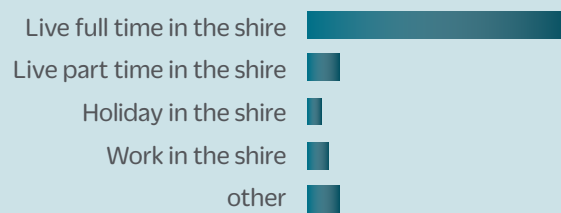


Profile of Individual Submitters

Location of Respondents



Connection to the Surf Coast Shire



Part two

Key drivers and outcomes



Population Growth Context



Over the past 30 years, Surf Coast Shire has experienced one of the fastest rates of growth in Victoria; with most of this growth and demand coming from Melbourne and Greater Geelong.

Between 2001 and 2022 the population grew by 18,000 people. Around 85% of this growth, has been accommodated in Torquay-Jan Juc, through the development of new housing in 'greenfield' subdivisions. There has been an annual average growth in dwellings of 388 in Torquay from 2016-2021.

Residential lot construction on urban greenfield land has been and continues to be the dominant form of supply. Dispersed infill (development creating less than 10 dwellings within existing urban areas) has also been a significant lot supply source, accounting for 16% of lot construction activity since 2013.

Surf Coast's population and housing growth has been driven by a combination of factors including:

- the attractiveness to 'sea changers' of Surf Coast's environment and coastal township lifestyle.
- a growing demand for holiday homes and short-term tourist accommodation.
- the previous relative affordability of housing in Surf Coast townships.

Victoria In Future (VIF 2023) population projections predict that the shire will continue to grow strongly by 1.6 % annually between 2021 and 2036, increasing the population by nearly 10,400 people to over 48,000 by 2036. Dwelling growth is projected at an annual rate of 1.5% or 346 additional dwellings a year.

The Strategy has expanded upon VIF 2023 forecasts with a ‘bottom up’ approach to understanding the dynamics of future population growth (Appendix 2 - Projections for the Urban Futures Strategy, Spatial Economics).

Two alternative projections (moderate and stronger long-term growth) have been undertaken to inform this Strategy. The two different projections recognise the uncertainty involved in medium to longer term forecasting. Both projections predict a slightly higher increase in population than VIF to 2036 growing to above 49,000 people and an annual growth rate of 1.8 %. Beyond this, to 2051, there is a significant difference in growth rates, with between 7,691 and 15,953 additional people forecast. The higher growth assumes greater rates of growth over the 15 years from 2036 in Winchelsea.

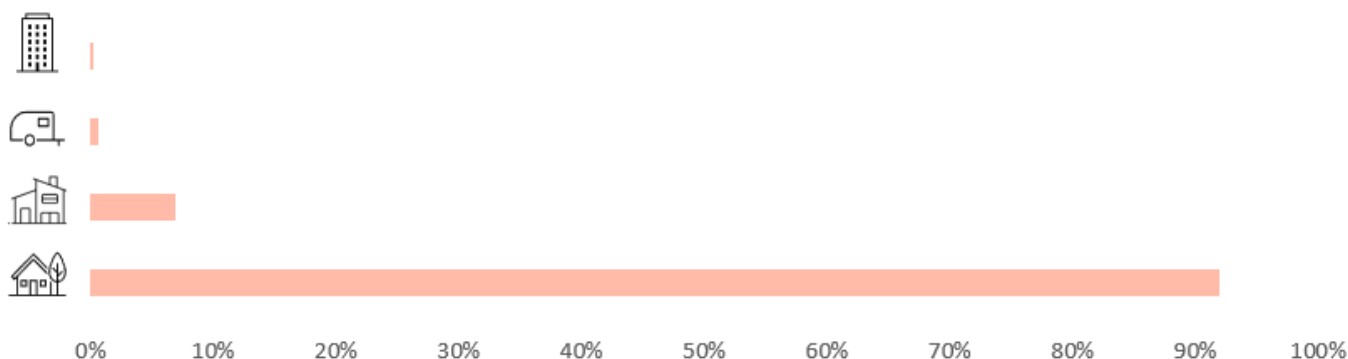
The key driver of demand for additional housing in the Surf Coast will continue to be the strong population growth occurring in the cities of Melbourne and Geelong.

Due to the recent change in the state planning policy direction through the approval of the Distinctive Areas and Landscapes Statement of Planning Policy (SPP), Torquay’s percentage share of forecast future growth will reduce in the medium to longer term.

There will be a need to plan for proportionally more households without children, as well as more older households (occupied by residents over 65 years in age). One and two person households are forecast to represent 68% of the household growth in Surf Coast to 2036. The coastal townships will see an increase in older residents (retirees).

The diversity of housing types and sizes is currently limited (predominantly detached larger houses) and does not meet the future needs of these smaller households, or provide opportunities for existing households to change dwelling types as household characteristics change.

Figure 4: Dwelling Structure in the Surf Coast Shire



Source: Surf Coast Shire Council

Lack of affordable and available housing (including long-term rental accommodation) and rising house prices are well documented. In recent years, Surf Coast Shire, along with most growing local government areas in Australia, has seen substantial real increases in housing costs (both purchase and rental) and declines in housing affordability. The coastal towns have house and rental prices well above the Victorian and Melbourne averages. Winchelsea is more affordable with prices below these averages.

Surf Coast is a popular tourist destination with the official start of the Great Ocean Road, its proximity to Melbourne, outdoor recreational opportunities, major events, and the natural environment making it a major drawcard for visitors. 2.58 million visitors experienced the Surf Coast in the year to June 2024. Tourism is important to the economy as the money that visitors spend helps local businesses, is good for local employment and means that there is a greater variety of shops and experiences available locally.

A key issue in the coastal towns is the resultant difficulty in attracting and retaining essential and key workers and those working in the tourism sector. This poses a potential threat to both local service delivery and the economy.

The challenge of retaining essential workers is compounded by the high vacancy dwelling rates in the coastal towns due to use as holiday homes and high demand for short-term tourist accommodation, which reduces housing supply to the market for local residents. Surf Coast's dwelling vacancy rate is three to four times the State average and is highest in the coastal towns (Anglesea to Lorne) which had approximately 61% of their dwellings vacant in 2021. At 69%, Lorne has the highest vacancy rate in the shire.

The coastal towns also experience vast fluctuations in population in peak tourism periods which can place strain on some local services and social infrastructure.

There is a need to ensure that we plan for the needs of a growing and changing population in a period of constrained land and housing supply. The Plan for Victoria has set a statewide housing target of 2.24 million new homes by 2051 and provides a guide for where future homes should be built to create more housing choice in areas with existing and planned public transport, jobs and services. The target for Surf Coast Shire is 8,000 additional dwellings by 2051.

As our population grows, land for local employment opportunities and choices must also be available in appropriate locations.



Managing Bushfire Risks



To reduce the vulnerability of communities to bushfire, the Victoria Planning Provisions give priority to the protection of human life over all other planning considerations, requiring bushfire risk to be addressed in decision making at all stages of the planning process.

Growth locations and opportunities for the expansion of existing settlements will be heavily influenced by bushfire risk and must avoid areas of high and extreme risk.

A Strategic Bushfire Assessment prepared by consultant Kevin Hazell (provided at Appendix 5) has classified land within the shire into one of four landscape types which are attributed to different levels of bushfire risk.

State policy unequivocally requires that new residential development or new urban growth must be directed to low-risk locations; either Landscape Type 1 or 2.

Landscape Types 3 and 4 are deemed high and extreme bushfire risk locations and are considered unsuitable for urban growth. The heavily vegetated coastal and Otway Ranges portions of Surf Coast Shire are subject to extreme bushfire risk with the potential for catastrophic threats to both lives and property.

The increasing impact of climate change is anticipated to exacerbate this risk. Urban growth must be avoided in higher risk locations.

In summary the coastal townships of Anglesea, Airey's Inlet-Fairhaven, Moggs Creek and Lorne, together with Bellbrae, Deans Marsh and the south-western end of Torquay-Jan Juc, are all located in areas where bushfire risk must be a key consideration in planning for future urban development. In light of the extreme bushfire risk, expansion of the existing settlement boundaries in coastal towns south of Jan Juc (including from Anglesea to Lorne) is not supported.

The Anglesea Futures Land Use Framework (and Anglesea Northern Hinterland Plan in the Planning Scheme) is the current planning policy for the former Alcoa land in Anglesea and was prepared by the State Government. It provides a land use framework to inform the transition of the former coal mine and power station to alternative uses. This land is located

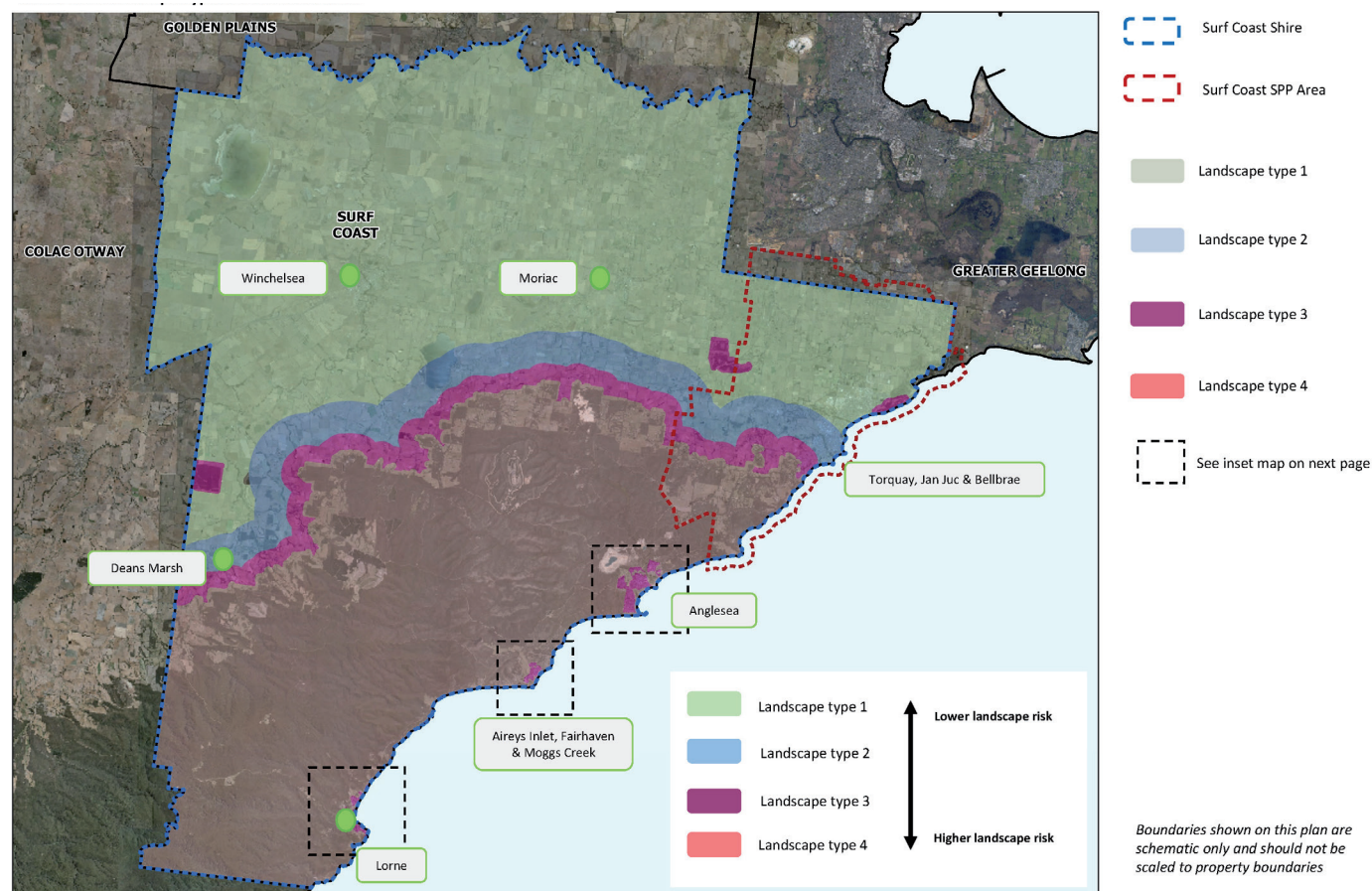
outside the settlement boundary and the framework specifies rural living land in an area adjacent to the existing boundary.

It is acknowledged that the use of this land is still being resolved. Any process to reconsider the current framework, or any rezoning or change to land use would require detailed planning assessment

considering a range of matters including bushfire risk and would be led by the State Government.

Future planning at the township and neighbourhood level will consider bushfire policy and implications, including ensuring effective interfaces with bushfire hazards such as perimeter roads.

Figure 5: Landscape Types in Surf Coast Shire



Source: Kevin Hazell. Surf Coast Shire Strategic Bushfire Assessment, July 2023

PRINCIPLE

- 1) Recognise landscape level bushfire risk when planning for urban growth.

DIRECTIONS

- a) Avoid any future change to the settlement boundaries of towns in areas of high and extreme bushfire risk (areas classed as landscape types 3 or 4).

Protecting Surf Coast's Unique and Valued Natural Environment, Landscapes, Biodiversity and Built Heritage



The Surf Coast Shire's natural environments and landscapes are recognised and valued not only by the local community but also at a State and national level. These include the iconic landscapes along the Great Ocean Road, the Great Otway National Park and Anglesea Heath, Point Addis Marine National Park and a variety of other coastal and marine reserves.

In the hinterland, the Barrabool Hills form a distinctive upland ridge in the north of the shire and are significant at a regional and local level, as is the ecologically and culturally significant Barwon River. There are numerous heritage buildings such as rural homesteads and properties in Winchelsea that are significant at both state and local levels.

The shire protects and enhances many important biodiversity features including creek corridors, heathlands, native grasslands, grassy woodlands and scattered mature native eucalyptus trees, as well as

vegetation of local and state conservation significance, including a range of threatened flora and fauna.

There are numerous significant waterways and waterbodies located throughout the shire, including the Barwon River, nationally listed wetlands like the Karaaf in Torquay, and inland lakes and creeks. These support important ecological, cultural, environmental and biodiversity attributes.

Some of these significant landscapes, environments and biodiversity assets are identified and recognised by relevant overlays in the Surf Coast Planning Scheme or by other state and commonwealth legislation. Other environmental investigations and assessments will be required to inform future growth planning related work.

The physical landscapes and environmental assets of the shire contribute significantly to the amenity of the Surf Coast, enhancing the lifestyle of residents and adding value to the tourism economy.

There is strong support within the Surf Coast community for the protection of significant landscapes and environments to be a priority in determining suitable locations for future growth.

The protection of environmental and landscape assets including ecological communities and cultural values across the shire will continue to be a priority in determining growth and the suitability of township expansion for urban development. Intrinsic to this will be seeking to avoid negative impacts of urban development (including stormwater runoff) on waterways and other receiving waters.

Surf Coast Distinctive Areas and Landscapes (DAL)

The State Government has recognised the importance of protecting Surf Coast's highly valued natural environment and landscapes, through the declaration of the Surf Coast Distinctive Areas and Landscapes.

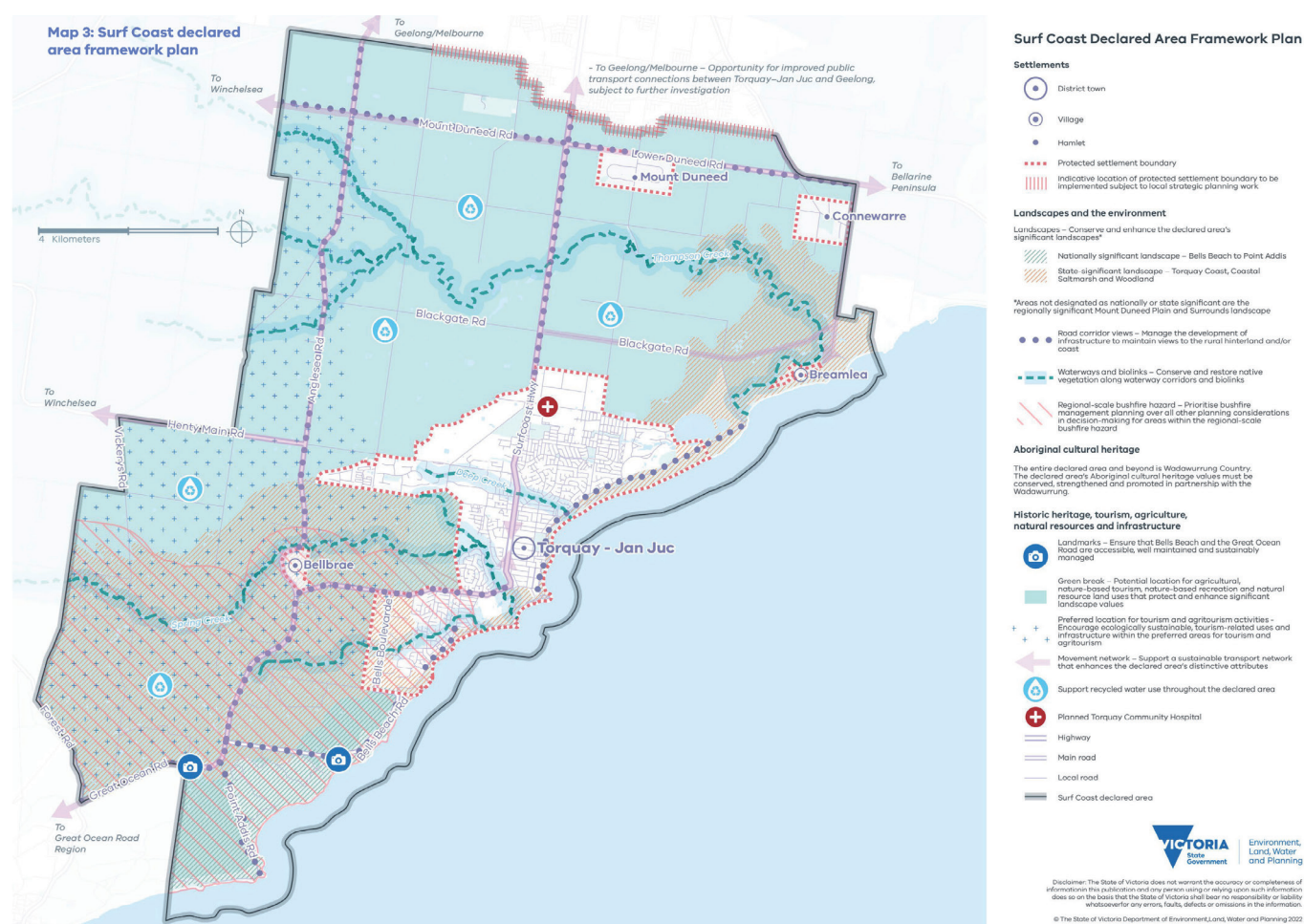
The declared area encompasses much of the coast and immediate hinterland in the north-east of the shire and includes Torquay - Jan Juc and surrounding areas including Bellbrae, Mt Duneed and Connewarre.

The Statement of Planning Policy (SPP) creates a framework to guide the future use and development of land within the declared area to ensure the protection and conservation of its distinctive attributes.

The SPP introduced protected settlement boundaries for all townships in the declared area and does not allow urban expansion beyond these boundaries.

Growth and future development in the declared area will be in accordance with the strategies and directions of the SPP and this will be a key influence on the way the shire continues to grow.

Figure 6: Surf Coast Declared Area Framework Plan



Source: Department of Environment, Land, Water and Planning Surf Coast Statement of Planning Policy, September 2022, State of Victoria, Melbourne

Protection of Agricultural Land

The rural hinterland contributes an estimated 38% share of the local billion-dollar economy and 35% of overall jobs in the municipality.

Mixed farming and grazing are the dominant agricultural land uses, accounting for 77% of the hinterland area.

Urban growth will consider the importance of agricultural production in the hinterland and protect productive agricultural land and areas designated as soil quality hot spots from urban development and township expansion.



PRINCIPLE

- 2) In planning for growth protect significant landscapes, environments, and biodiversity assets, places of heritage significance, and productive agricultural land.

DIRECTIONS

- a) Recognise that growth and urban development must be in accordance with the SPP and support the continued application of protected settlement boundaries for Torquay-Jan Juc, Bellbrae, Mount Duneed and Connewarre.
- b) Maintain non-urban breaks between Bellbrae and the coastal township of Anglesea and between each of the coastal towns from Anglesea to Lorne.
- c) Seek to avoid negative impacts of urban development and stormwater run-off on waterway systems and other receiving waters.
- d) Consider all relevant environmental investigations and assessments in preparing place plans, structure plans and precinct plans.

Providing for Diverse and Changing Housing Needs



Density done well

'Density done well' is a term used to describe well designed unit or multi-dwelling developments that incorporate elements such as quality building materials and room for landscaping. A density done well approach also seeks to optimise access to parks and open space, public transport and walking cycling connections.

The population of Surf Coast is not just growing but also changing. There are increasing numbers of smaller and older households, more people who may want or can only afford a smaller home, more need for specialised accommodation for the aged and for affordable housing for essential service and other key workers (particularly in the coastal towns).

A typical lot created on urban greenfield land has been around 450 square metre in size and diversity within greenfield estates is narrowing. With 93% of the total housing stock in Surf Coast comprising larger detached houses, and an identified need for smaller housing types, increasing the availability of more diverse types of housing - such as units, town houses and apartments – will be important in helping to meet future housing needs. Housing diversity is also about offering household choice to allow households to change dwelling types through different life stages.

Offering housing choice and providing more diverse housing and accommodation options may also assist in delivering more affordable housing options, as well as increasing the viability and liveability of towns.

Housing Density and Diversity Done Well

Given the current imbalance between detached dwellings and other forms of accommodation, increasing diversity through a mix of housing types and a variety of dwelling sizes will also require an increase in housing density in selected locations. There is a need to encourage a variety of lot sizes and mechanisms to promote different dwelling types in new residential areas, as well as a need to identify and utilise opportunities within existing urban areas where more intense urban development could be provided.

The Strategy supports the need to encourage higher density housing development on sites that are well located in relation to jobs and services such as in and around activity centres, and public transport nodes. Opportunities in appropriate locations will need to be identified.

With increased urban densities and diversity comes a need to ensure a balance between protecting the unique character of each township, and meeting housing need. In order for increased densities to be

supported by the community, it needs to be done well. The provision of public open space, parks and vegetation, access to public transport, walking and cycling connections, good quality design including Environmentally Sustainable Development (ESD) principles, and adequate space around buildings have all been identified by our community as important factors in planning for growth and increased density.

Future growth planning work will provide opportunities for the community to further determine what density done well looks like. Higher density housing will need to be appropriate for a neighbourhood, protect the amenity and character of the area and provide a high level of amenity for future residents.

Social and Affordable Housing

In addition to increased diversity and provision of more affordable options for purchase on the open market, there is a need for more affordable and social rental housing for those on lower incomes, and for key essential and seasonal workers, particularly in the coastal towns. Council recognises the role that well designed and located affordable rental housing

plays in making healthy, prosperous and sustainable communities.

Targeted housing projects and developments can make a valuable contribution to providing affordable housing options for those in need and will be encouraged on suitable sites.

Given the constraints in the coastal towns to providing additional housing, identification of sites for targeted housing projects will be a key contributor to responding to housing needs in the future.

Council will continue to work with the State and Federal Government, community housing providers, the development industry, and the community to encourage and facilitate social and affordable housing (in both targeted housing developments and other housing development proposals) in appropriate locations with access to jobs, services and community facilities.

Council recognises other policy initiatives which aim to increase long term housing availability and housing affordability such as the Victorian Governments Short Stay Levy bill and will monitor the impacts of these on local housing supply.

PRINCIPLE

3) Encourage housing diversity in new urban areas and in existing communities.

DIRECTIONS

- a) In preparing structure plans and precinct plans, facilitate an increase in a diversity of housing options (including different forms of housing type, size and configuration, and affordability models) that are consistent with the character of townships.
- b) Designate locations where more intense urban development will be encouraged, specifically close to Activity Centres and public transport nodes.
- c) Work with the State Government, community housing providers and the private sector to facilitate and assist the delivery of more affordable and social housing options (including housing for key and essential workers) on suitable sites in each township as appropriate.

Key and Essential workers

There is currently no universally agreed or legally prescribed definition of a 'key worker'. In 2019, an alliance of Great South Coast Councils (of which Surf Coast Shire is a member) defined a 'key worker' as 'an employee who provides a vital service, especially in the essential services, health, or education sectors.'

The Great South Coast Councils definition of key workers also includes a range of occupations that provide services to visitors/tourists including hospitality and retail, as well as agriculture and renewable energy, forestry and construction.

Developing Sustainable Communities



Sustainable Growth

The future growth of the shire will be managed in a sustainable manner and not at the expense of environmental values or the unique heritage, character and liveability of townships. Where growth is planned the uniqueness of towns and neighbourhoods will be strengthened, and growth will be informed by the valued attributes and character of the existing townships.

Future growth will facilitate thriving, connected and healthy communities that have convenient access to a sustainable network of facilities and services (social infrastructure) and open spaces that meet the specific needs of local populations, and adequate local job opportunities which keep pace with population growth.

Future growth planning will encourage an environment where people can move around without a heavy reliance on private motor vehicles by providing for alternative forms of transport including public

transport and active transport options in new and existing urban areas. Future housing will be located close to employment, facilities and services, and existing urban land will be used efficiently with opportunities for consolidation, redevelopment and intensification identified to reduce reliance on greenfield land.

There are also significant financial costs associated with the necessary provision of social, transport and service infrastructure in greenfield development. Funding this infrastructure will be an important consideration in determining the timing and sequencing of planned growth so that growth is sustainably managed. These costs will not be fully understood until the subsequent place focused strategic work, including infrastructure planning, has been carried out. Appropriate funding mechanism's to secure infrastructure will also be determined.

Further, growth and precinct planning will consider the employment needs of the future population and will ensure that employment opportunities are commensurate with planned population growth.

Enabling Communities

Future place planning will adopt a placemaking approach, with community participation and partnership at its core.

An effective placemaking process capitalises on a local community's assets, inspiration, and potential, and results in the creation of a community-led growth outcome that contributes to people's health, happiness, and wellbeing.

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Placemaking is a collaborative process that strengthens the connection between people and the places they share. Council will collaborate with the local community to ensure that growth reflects expectations and aspirations. Community members will be actively engaged in the place planning process.

Infrastructure

Transport

Public transport provision is limited in the municipality, with Torquay-Jan Juc having the highest level of service provision. Buses are the only mode of public transport connecting Geelong to the coastal towns and there are limited train services providing access to Winchelsea from Melbourne, Geelong and Warrnambool. State Government improvements to the existing public transport system are supported and Council will continue to advocate for improved services to support planned growth. Well-designed infrastructure that encourages active transport modes (walking and safe cycling trails) will be provided in new urban areas and subdivisions, particularly where connections to activity centres, services and public transport are enabled or enhanced. The provision of sustainable infrastructure (such as electric vehicles recharging stations and bicycle parking) will be encouraged.

Social and Community Infrastructure

There is a need to ensure that all communities have adequate access to social infrastructure to support planned growth, with appropriate mechanisms for providing this infrastructure in place.

Social infrastructure and open spaces are important to the fabric of our community; they are places and spaces that bring community together and have a key role in promoting social cohesion.

The provision of social infrastructure and services including community spaces, open space, sport, leisure and recreation facilities, arts and cultural facilities, and early years facilities including kindergartens will be commensurate with planned growth, to ensure the needs of the growing population are met across all life stages. Social infrastructure should be provided in a timely manner in sequence with new development to meet the needs of communities and local businesses.

There will also be a need to ensure that there is adequate provision of other community infrastructure including education facilities (both primary and secondary schools) and health and emergency services. Service planning and provision for these facilities are generally determined by the State Government.

It is recognised that the large number of tourists and visitors result in vast population fluctuations, particularly at peak tourism periods in the coastal towns. This can place strain on some local services and facilities. Social infrastructure planning will consider the impact of population fluctuations where appropriate and plan accordingly.

In planning for growth, Council will work with local service providers and the State Government to determine and enable adequate provision.

Service Infrastructure

Infrastructure planning and investment to service future growth will be determined in conjunction with service providers.

The need for secure, high quality affordable water to service the future population will be a key consideration in future growth planning. Water and sewerage services will be delivered in an efficient, cost effective and environmentally responsible manner.

Environmentally Sustainable Development and Climate Resilience

Planning for urban growth will seek to minimise the impacts of natural hazards and be resilient to climate change. Using the most up to date and best available data to avoid areas at risk of flooding, coastal inundation/storm surge, coastal erosion and bushfire risk will be a key consideration.

Sustainable development and design protects our environment, secures today's living standards and future proofs our communities against the impacts of climate change. Future growth planning will consider and incorporate Environmentally Sustainable Development (ESD) principles and features including Integrated Water Management principles to support current and future needs.

Planning for future communities and urban growth will recognise the need to mitigate the impacts of climate change, minimise emissions and be resilient to cope with change in future conditions. This will include the

incorporation of ESD principles in the design and layout of new urban areas; including those relating to public realm, emissions reductions, energy efficiency, ecology and Biodiversity Sensitive Urban design (BSUD), Integrated Water Management (IWM) including best practice Water Sensitive Urban Design (WSUD), urban heat (greening and cooling) and circular economy.

For example, opportunities to restore and enhance biodiversity in new urban areas, including the creation of connections to existing areas of value, and the retention and planting of canopy trees will be a key consideration.

PRINCIPLE

4) Ensure that new and existing urban areas are well planned to deliver sustainable communities.

DIRECTIONS

- a) Adopt a placemaking approach for future place planning work.
- b) Ensure efficient use of existing urban land and existing infrastructure in appropriate locations, to reduce the reliance on greenfield land.
- c) Embed Environmentally Sustainable Development (ESD) principles including IWM, Integrated Stormwater Management measures, best practice WSUD, BSUD and circular economy into the design of new urban areas.
- d) In conjunction with service providers undertake infrastructure planning and investment to support planned growth and to meet the needs of growing communities.
- e) Facilitate the use of active and sustainable transport modes (such as walking and cycling) in planning for growth, and encourage and support strategic improvements to active transport connections to ensure communities are well connected.
- f) Support and advocate for improvements to public transport services to support planned growth.
- g) Protect heritage and identified township character.
- h) Manage the timing of new urban growth opportunities to enable the timely and efficient provision of services and facilities commensurate with growth.
- i) Provide appropriate employment land to support a sustainable local economy and population growth, ensuring that existing and identified employment land is not developed for other uses.
- j) Consider the most up to date and best available data in respect of natural hazards including flooding, coastal inundation/storm surge, coastal erosion and bushfire risk to inform future growth planning.

Environmentally Sustainable Development (ESD)

ESD principles seek to minimise resource consumption in the construction and use of new buildings and other infrastructure. ESD principles have great potential to help communities better manage increasing pressures on our natural resources related to population growth, and the effects of climate change.

Sustainable development

Sustainable Development is an approach to growth and development that aims to meet the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development protects our environment, secures today's living standards and future proofs our communities against the impacts of climate change.

Current State of Residential Land Supply

There is a current capacity in the municipality for approximately 1,700 lots to be provided on zoned urban residential greenfield land and major infill sites, and 1600 lots on unzoned land that is strategically identified for future residential use. Existing land supply is primarily concentrated in Torquay – Jan Juc, with Winchelsea providing a smaller supply comparatively.

Additionally there are 112 hectares of vacant Low Density Residential zoned (LDRZ) land and 62 hectares of land that is strategically identified for future Low Density Residential zoning which has an estimated yield of 110 lots.

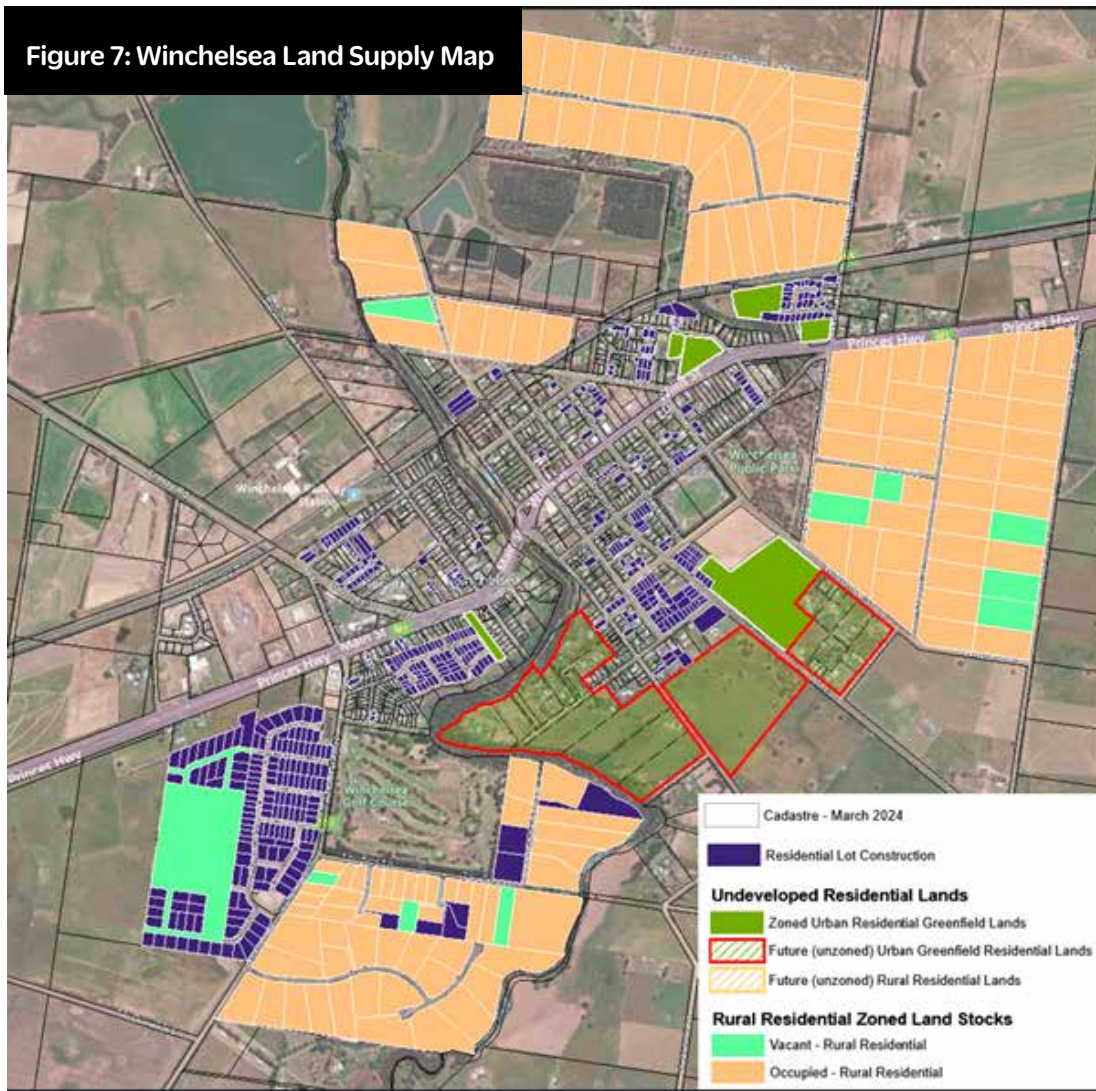
Table 1: Estimated Urban Greenfield/Major Infill Lot Capacity, 2024 (March)

Locality/LGA	Zoned supply	Potential residential (unzoned but strategically identified).	Total lots
Torquay/Jan juc	1473	1166	2639
Winchelsea	181	435	616
Deans Marsh	26	0	26
Lorne	13	0	13
Bellbrae	12	0	12
Aireys Inlet	8	0	8
Surf Coast	1713	1601	3314

Source: Surf Coast Shire Council



Figure 7: Winchelsea Land Supply Map



Source: Residential Land Supply and Demand Assessment, Spatial Economics, June 2024

Table 2: Estimated Years of Urban Greenfield/Major Infill Residential Land Supply - Surf Coast 2024 (March)

	Zoned	Total (zoned & strategically identified unzoned)
Scenario 1 (VF2023)	5.7	12.7
Scenario 2: Moderate Long-Term Growth	5.2	10.8
Scenario 3: Stronger Long-Term Growth	6.0	11.2

Source: Surf Coast Shire Council

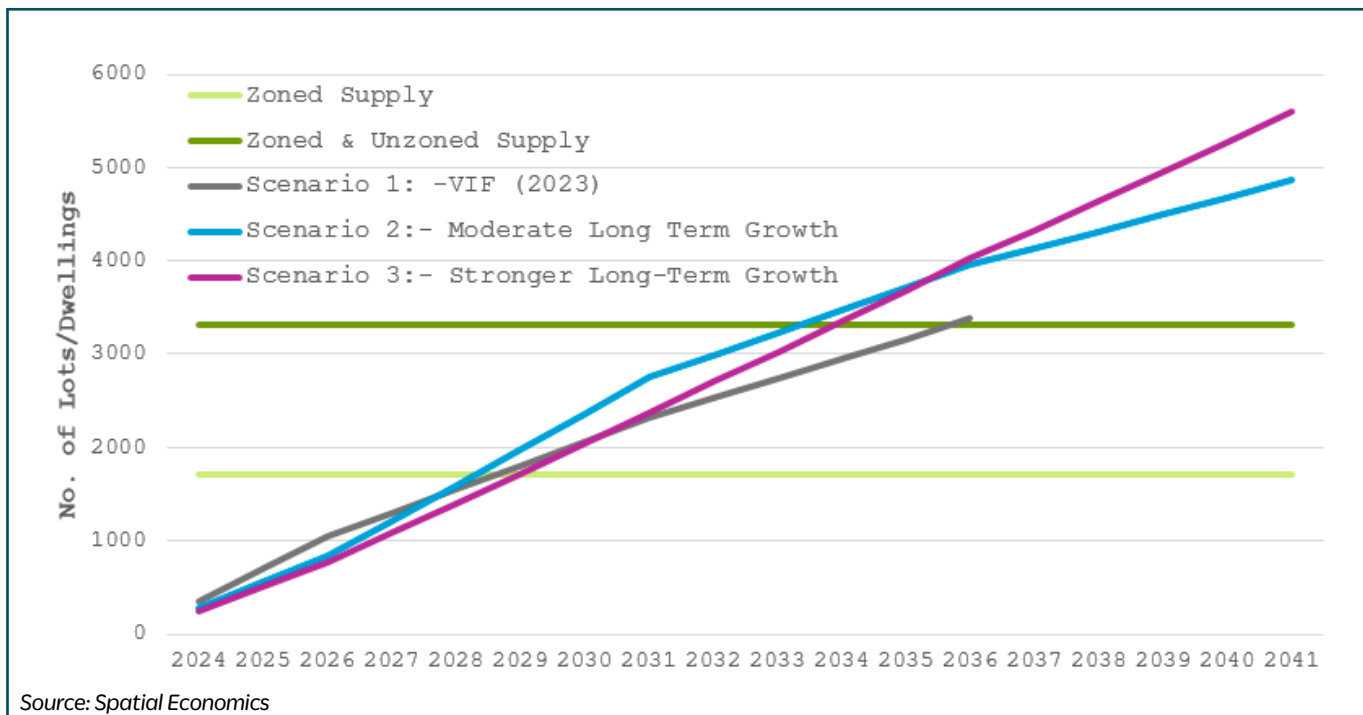
Based on the VIF population forecasts, the remaining residential land supply is estimated to be sufficient to meet 12.7 years demand across the municipality, with zoned land providing 5.7 years supply.

Based on the alternative population projections, land supply decreases to meet a forecast demand of around 11 years, reflecting the increased population growth predicted. Figure 9 depicts the exhaustion of land supply for each projection.

There is a limited stock of zoned urban residential land in both Torquay and Winchelsea which will result in short term impacts to the volume of land delivered and pressure on pricing. This issue is compounded in Torquay where 37% of this land is subject to constraints to its development, such as multiple land owners.

There is a need to facilitate an increase in the supply of land zoned for urban residential use. Further land will also need to be identified to meet anticipated medium to longer term housing needs.

Figure 8: Projected Demand and Supply of Urban Residential Greenfield Lots – Surf Coast



Dispersed infill development is not included as part of land supply calculations, but is currently a valuable supply source; the importance of which will increase over time. Since 2014 dispersed infill lot construction has resulted in a diverse range of lot sizes; 59% of lots were less than 500 square metres and a significant proportion (16%) were over 800 square metres. A significant volume of dispersed infill has been sourced

from moderate sized lots from 500 to 800 square metres. Infill development will be a major source of housing supply in the future, particularly in Torquay. Infill projects have typically resulted in a small yield of three or less additional lots. There is considerable scope to increase densities and yields from established urban areas.

Figure 9: Dispersed Infill Example



Dispersed infill

Dispersed Infill is residential development occurring within the established urban area (not on greenfield or major infill sites) that yield less than 10 dwellings per individual construction project. Typically, it entails 'backyard' style re-subdivision projects.

Source: Land Supply and Demand Assessment, June 2024, Spatial Economics

Changing Locations of Future Growth



Over the next 10 to 15 years, it is anticipated that there will be a shift in the location of future growth within the shire.

Due to the introduction of a protected settlement boundary, the outward growth of Torquay is constrained and the existing supply of greenfield land is fixed.

Opportunities to increase housing supply are limited to the existing identified greenfield land (primarily located within the Future Settlement Area on Messmate Road) and to infill opportunities in areas identified in the SPP. While infill opportunities for medium to higher density development should be explored, it is recognised that this capacity will not be sufficient to maintain the lot supply contribution that Torquay has provided over the last decade.

The *Strategic Bushfire Assessment* (Appendix 5) demonstrates that the coastal townships from Anglesea to Lorne are constrained by bushfire risk and environmental constraints which will continue to restrict any urban expansion of these townships beyond the existing settlement boundaries.

Opportunities to increase land supply will be largely provided from within the existing settlement boundaries and these opportunities will be limited.

Growth capacity of Deans Marsh is limited due to bushfire risk and other constraints, including a lack of reticulated sewerage, services and public transport in a relatively remote location.

The hinterland towns of Winchelsea and Moriac are identified as the lowest bushfire risk locations and at a township scale would meet the BAL12.5 benchmark required.

Whilst Moriac is identified as a location of lower bushfire risk, the lack of a reticulated sewerage currently limits the potential for population and housing growth, and development density. High level investigations into the feasibility of reticulated sewer infrastructure reveal that the number of additional homes required to justify investment represents a scale of development that

is currently inconsistent with community sentiments regarding future growth. Recent strategic planning has supported the provision of a limited amount of additional LDRZ land.

The declining capacity of Torquay, and the constraints of the other townships affirms Winchelsea as the focus for longer term growth in Surf Coast Shire. Winchelsea currently provides services to rural communities and other towns, as well as its own residents, and its designation as an Urban Growth Centre will be reinforced.

Winchelsea has few identified substantial constraints, an established service and infrastructure base, local employment opportunities, and road and rail connections to Geelong.

The town also has established reticulated services, although detailed investigations will be required to understand the implications of projected growth for water and sewerage infrastructure. It is, however, anticipated that a significant investment in trunk infrastructure will be required if the higher growth scenario is to be realised.

The opportunities in Winchelsea have previously been recognised in its designation as an Urban Growth Centre and through the existing *Growing Winchelsea - Shaping Future Growth 2015 Strategy* which identifies the town as having capacity for 10,000 people by 2050. Winchelsea's recent growth has been underpinned by overspill from Geelong and its offering of potentially more affordable land than Geelong's southern growth areas.

Over the coming years the location of future growth for the Surf Coast Shire will shift away from Torquay-Jan Juc as the primary source of growth to Winchelsea.

There is currently very limited supply of land zoned for urban residential use in the township. Similarly strategically identified unzoned residential land is also limited, having the potential to provide approximately 435 lots. There is a need to facilitate the rezoning of land to increase the supply of land available for urban residential development. Additional residential land needs to be identified to provide for longer term growth.

As the remaining supply of undeveloped residential land in Torquay-Jan Juc decreases, an increasing source of supply will need to come from Winchelsea where a commensurate investment in open space, physical and social infrastructure and services will be required.

Maintaining non-urban breaks between townships to protect agricultural production, rural landscapes and the natural environment, and significant biodiversity assets from urban intrusion, will continue to be key principles.

Urban development will only occur within designated township settlement boundaries. Any alterations to existing settlement boundaries must be strategically identified through future growth planning work. New settlements and urban development outside of the township settlement boundaries will not be supported. New settlements are contrary to current State policy which directs future urban growth and development to established townships to take advantage of existing investment in transport, utility, social, community and commercial infrastructure and services. Designation of new areas for the Rural Living Zone will be avoided.

PRINCIPLE

5) Provide clear strategic direction on the spatial distribution of urban growth in Surf Coast Shire.

DIRECTIONS

- a) Recognise the limiting effect of landscape level bushfire risk and the significance of the Great Ocean Road landscape and retain the existing settlement boundaries of the coastal towns of Anglesea, Aireys Inlet, Fairhaven, Moggs Creek and Lorne.
- b) Plan for the delivery of the remaining identified Growth Areas and strategically identify locations for infill development within the protected settlement boundary of Torquay-Jan Juc.
- c) Plan for longer-term urban growth to be accommodated in Winchelsea and determine a future settlement boundary through future growth planning work.
- d) Ensure urban development occurs within designated settlement boundaries and strongly discourage proposals outside of the locations identified in this strategy including new settlements.
- e) Avoid designating new areas for the Rural Living Zone (RLZ).

Planning for the Possibility of Changes in Future Growth Rates



The gradual exhaustion of remaining greenfield land supplies in Torquay-Jan Juc and the progressive shift in the focus of new housing development to Winchelsea will likely be accompanied by a change in the sources of population growth and housing demand.

The historical demand for property in Torquay- Jan Juc, largely from inner Melbourne based 'sea changers' attracted to the town's coastal lifestyle, is likely to be partially replaced by demand from the local region, including Geelong.

Offering potentially more affordable land than Geelong's southern growth areas and an affordable country town lifestyle, Winchelsea's recent growth has been underpinned by overspill from Geelong. With the growth pressures coming from Greater Geelong and Melbourne, due to price increases across the Barwon Region, the relative attractiveness of Winchelsea is likely to see demand increase and be higher than in the past.

There is also likely to be some diversion of locally based housing demand from the coastal townships to the more affordable hinterland towns, especially Winchelsea.

As the remaining stocks of greenfield residential land in Torquay-Jan Juc continue to decline, it is possible

that the rate of development of this land will change significantly. There may be an increase in demand from purchasers seeking to secure their place in Torquay -Jan Juc 'before the land runs out' or housing becomes too expensive. It is also possible that broad hectare landowners and/or developers will seek to maximise land values by releasing remaining greenfield land stocks more slowly.

It is difficult to accurately predict the net effect of such changes in both the sources of demand and the availability and cost of supply of housing in townships across the municipality. Planning for the future therefore needs to recognise this uncertainty and be well prepared to cope with unexpected changes in growth rates and housing preferences.

Two alternative projections to VIF (moderate and stronger long term growth) for the municipality acknowledge that future growth in population and housing demand is uncertain and good planning practice assumes that a range of futures is possible.

Past experience suggests that underestimating and being unprepared for higher-than-expected growth rates, is likely to have more serious consequences than overestimating growth rates; it could result in an inadequate housing supply and declining housing affordability, infrastructure, and service shortfalls.

The projections for growth to 2036 are both slightly higher than VIF, seeing growth to slightly above 49,000 people. Beyond this to 2051 there is a significant difference in growth rates; this could vary from an annual increase of 1% or 1.9%, or a difference of 8,000 people. The higher growth rate assumes greater rates of population growth over the 15 years from 2036 in Winchelsea.

Table 3: Surf Coast Shire Population and Dwelling Projections

	Population			Dwellings		
	2021	2036	2051	2021	2036	2051
VIF 2023	37,648	48,010	N/A	20,678	25,867	N/A
Moderate Growth	37,648	49,028	56,719	20,678	26,434	30,224
Stronger Growth	37,648	49,203	65,156	20,678	26,461	33,429

Source: Surf Coast Shire Council

For the coastal towns, a lower level of dwelling and population growth to VIF is forecast which acknowledges the limited opportunity for growth. A slight decline in population is predicted to 2036 and then a minor increase of 171 people by 2051.

In the hinterland (which includes the towns of Deans Marsh and Moriac and rural land) low continued growth is predicted where the small amount of land already identified for residential development is consumed slowly and demand will be at fairly low rates; acknowledging the existing constraints and limited opportunity for growth. An additional 1697 people are projected by 2051

Population and housing growth rates in Torquay-Jan Juc will decrease over time. Under the different forecasts produced, the rate of this decrease varies, reflecting the uncertainty of the development of the existing identified greenfield land.

The alternative growth projections introduce two population and dwelling scenarios; one scenario with a faster take up of zoned residential land and one with a slower but sustained pace of development that reflects the current low level of activity. The latter scenario is likely to see significant pressure for small-scale infill housing. Dwelling and population projections fall significantly after 2036 with a maximum of 1,475 dwellings being added to 2051 and a maximum of 2,500 additional people.

Table 4: Torquay Population and Dwelling Projections

	Population			Dwellings		
	2021	2036	2051	2021	2036	2051
VIF 2023	24,636	32,275	N/A	11,096	14,146	N/A
Trend Land Release	24,636	32,474	33,773	11,096	14,823	15,723
Slowed Land Release	24,636	31,675	34,224	11,096	14,458	15,933

Source: Surf Coast Shire Council

Winchelsea has the potential to grow strongly. The alternative growth projections predict strong dwelling and population growth particularly after 2036. The higher forecast indicate the potential for a total of 7,500 dwellings and a population of over 18,500

by 2051. This is well beyond the town's current aspirational planned growth to 10,000 and would see Winchelsea take on a role as a second District Town within the municipality.

Table 5: Winchelsea Population & Dwelling Projections

	Population			Dwellings		
	2021	2036	2051	2021	2036	2051
VIF	N/A	N/A	N/A	952	1818	N/A
Low	2,024	5,180	10,771	952	2,275	4,535
High	2,024	6,155	18,757	952	2,667	7,531

Source: Surf Coast Shire Council

Population predictions beyond 10,000 people depend on the capacity of Winchelsea to accommodate this growth, taking into account appropriate land supply opportunities and constraints, as well as community aspirations and opinions. Appropriate planning will need to be undertaken to consider whether Winchelsea can cater for this potential growth in a sustainable manner.

The implications of not planning for a bigger population and much higher levels of demand may include the following:

- Impacts on service infrastructure
- Loss of economic investment to adjoining towns
- Decreased affordability

Actual growth trends will be carefully monitored in future years and adjust growth assumptions in the light of experience.

Both the moderate and stronger dwelling demand projections for the shire are in excess of the target set by the State Government of 8,000 additional dwellings to be provided by 2051. Future strategic planning work will assist in ensuring there is adequate housing capacity to deliver the housing targets.

PRINCIPLE

6) Plan for growth on the basis of a range of realistic future housing demand scenarios and housing targets set by the State Government.

DIRECTIONS

- Regularly assess the adequacy of land supply on a Local Government Area (LGA) wide basis.
- Plan for future growth based upon a range of realistic growth projections.
- Work with service providers and other agencies to determine infrastructure needs based on planned population growth and ensure service delivery in a timely and efficient manner commensurate with growth.
- Periodically review and update growth projections.

Planning for Future Employment Needs (Industrial Land Demand and Supply)

The *Surf Coast Shire Economic Development Strategy 2021-2031* identifies the importance of ensuring adequately zoned land to cater for local business scale up, job creation requirements in our townships and the evolving needs of our emerging industries and businesses to achieve jobs for current and future generations.

Between 2024 to 2036, it is estimated there will be an average annual demand for between 1.4 to 2.4 hectares of industrial land in the municipality. Over the longer term from 2036 to 2051, demand is expected to increase to an average of between 1.7 to 2.8 hectares per annum. This increased demand equates to a total of between 43.5 and 73.6 net developable hectares of industrial land that will be required to 2051.

There is currently limited supply of zoned vacant (available) industrial land across the municipality which is impacting the potential growth of industrial uses. Out of a total 60 hectares of zoned industrial land across the shire, only 13 hectares are available (supply) for industrial development; this being 26 vacant industrial lots and a further 21 lots that are currently being constructed. The existing vacant lots are located:

- Anglesea – 2 lots
- Lorne – 5 lots
- Winchelsea – 6 lots
- Torquay - 33 lots (of which 21 are currently under construction/subdivision).

The majority of these lots are located in Torquay, including those under construction in the West Coast Business Park.

In addition, there is also 3.1 hectares of vacant industrial zoned land in Winchelsea that was rezoned in June 2024.

The current stock of zoned industrial land is estimated to be sufficient to meet between 6 to 9 years of demand.

Since 2010, there has been limited construction of mid-sized industrial allotments between 1,000 to 5,000 square metres. The majority of subdivisions (78%) resulted in industrial allotments sized less than 1,000 square metres. Consultation with existing and

potential land users in Torquay undertaken to inform the Industrial Land Demand and Supply Assessment highlighted the lack of supply of mid-sized lots and premises as an issue that is impacting the ability of businesses to expand, and has resulted in businesses choosing to locate outside of the municipality.

Potential future industrial land (unzoned for this purpose) is estimated to be 33.6 net developable hectares located in Torquay. This includes the land shown as future employment land in the Messmate Road Future Urban Area and land identified for the expansion of the West Coast Business Park.

This supply is sufficient to support between an additional 15 to 24 years of future demand across the municipality. This assessment is dependent on the assumption that all identified supply will be made available for development and delivered to the market.

Increasing the supply of land zoned for industrial and other employment uses in Torquay and Winchelsea is key to providing appropriate local employment opportunities and ensuring sustainable communities. Given the finite nature of developable land in Torquay, there is a need to carefully plan the Messmate Road Future Urban Area, particularly in terms of protecting the opportunity to provide for local employment and sustainable economic growth..

Consideration will be given to the need to provide a diversity of lot sizes to support a range of future industrial user needs in future growth planning and rezoning applications.

There is also limited land identified in Winchelsea for future industrial use to meet medium to longer term requirements. Additional industrial land will need to be identified and provided in the township to provide local job opportunities to the growing population. The quantity and location of industrial and/or employment land will be determined through future strategic planning work. Consideration will be given to the type of industrial and employment land to be provided, as well as the need to provide a diversity of lot sizes.

Our Places



Winchelsea

Winchelsea will continue to play a key role as a principal location for growth within the municipality.



Winchelsea is the largest inland town in the shire and is the major service centre for the surrounding farming community. It is rich in heritage and well serviced by a railway station, hospital, community and recreation facilities, and reticulated services. Winchelsea's existing designation as an Urban Growth Centre in current planning policy recognises these existing opportunities.

In recent years Winchelsea has seen steady growth with significant residential subdivision and housing construction activity. Between 2016 and 2021 the population increased by 28% to 2,032 people.

Growth and development in Winchelsea has been guided by the *Growing Winchelsea Strategy* (2015), which anticipates a population of 10,000 people by 2050.

The document contains principles for growth based around the key themes of a shared vision, including the existing authentic country character and rich cultural heritage of the township. The Barwon River and its scenic open spaces are considered a key feature that should be celebrated as a natural asset and community focal point.

The *Winchelsea Community Action Plan* (2023-2026) provides a community vision for the township. Connecting the community, actively building resilience and linking community organisations and networks are identified as important outcomes.

Place Planning for Winchelsea

A community led process will be facilitated by Council to prepare a Place Plan which will be designed in partnership with the Winchelsea community, relevant agencies and stakeholders. This will determine the capacity of Winchelsea to accommodate future projected growth beyond 10,000 people in a sustainable manner.

Place planning will support and guide growth and facilitate a sustainable, green, and resilient Winchelsea, where people live and work and find connection through public life.

A key component of the place planning process will be the preparation of a Structure Plan which will align with the Place Plan and will identify a future settlement boundary for the township. This will focus on land use planning outcomes informed by technical investigations, as well as community engagement.

The *Growing Winchelsea Strategy* identified a number of potential growth areas for residential development on the fringe of the existing township to accommodate a population up to 10,000 people. This Strategy identified land in the south-east as a potential medium term residential growth corridor (preferred area from a servicing perspective) and land to the north-east as a lower priority.

Beyond the current bounds of the strategically identified short term growth area in the south-east, additional greenfield land for future urban expansion will need to be identified. Further land investigations will be informed by bushfire implications and other considerations including the location of significant landscapes and environmental and biodiversity assets, location of productive agricultural land, cultural heritage values, and the ability to service new growth areas.

In recent years growth has been enabled in different locations in the township on both sides of the river due to the existence of sewerage infrastructure. There is potential for the town to expand in more than one location. Multiple locations for future growth in the township will be explored.

A key consideration will be the protection of the ecological, environmental, cultural heritage and biodiversity attributes of the Barwon River Corridor. Place planning will ensure stormwater is managed to minimise adverse impacts on receiving waters including the Barwon River.

Other matters to be considered in the place planning process include:

- Opportunities within the township for well-designed intensification of urban development and increased housing density.
- Facilitation of a diverse range of housing choice and a diversity of lot sizes in new residential areas, to provide a range of more affordable housing options.
- Seeking to ensure ESD principles, including Integrated Water Management, Water Sensitive Urban Design and Biodiversity Sensitive Urban Design are entrenched in the future planning for new residential areas and development.

The community will be invited to identify important outcomes for growth particularly around density and diversity done well, and preferred character outcomes. The development of visionary elements will be explored in collaboration with the Winchelsea community. Preserving and enhancing the character of the township as it grows will be a key priority.

Commercial and Industrial Land/ Employment

Place planning will determine the commercial land requirements to meet the needs of the population. The longer term plans for the town centre to consolidate its role and function will be considered, as part of a commercial and retail needs assessment. The viability and primacy of the existing town centre will be an important consideration.

The provision of local employment opportunities for the growing population is a key concern for the Winchelsea community and the requirement for additional industrial land in the short and longer term has been identified. Place planning will determine the employment needs of the projected population, and the provision and location of future industrial and other employment land.

Winchelsea has a strong arts culture and opportunities to support this will be explored with the community.

Infrastructure

Place planning will determine the social infrastructure needs of the projected population such as community spaces, sporting reserves and facilities, open space, leisure and recreation facilities, early years and kindergartens, health and wellbeing, and arts and cultural facilities. Facilities will be planned to support the community across all life stages.

Council will consult with the State Government on the future provision of schools and emergency services related infrastructure.

In consultation with infrastructure servicing authorities the existing capacity of physical assets and their ability to accommodate future growth will be determined, as well as identification of preferred locations for growth from a servicing perspective. Any upgrades that will be required to stormwater drainage, sewerage, water supply, electricity and telecommunications infrastructure will also be identified.

To reduce reliance on private vehicle use, and the relative attractiveness and convenience that the dual carriageway (Princes Highway) offers for residents to access employment and recreation opportunities in Geelong, council will advocate for increased and appropriately timed public transport services, including train services that stop at Winchelsea Station. Improved transport services will open up additional employment and education opportunities outside of the township and make alternative transport modes a feasible and preferable choice for more residents.

Active transport connections including bicycle lanes, footpaths and linking pathways, and associated infrastructure (such as bicycle parking) will be a key priority ensuring that new urban areas are well connected to services and infrastructure, and the existing township. This will build on the previous infrastructure improvements that have already been undertaken including the Barwon River Loop walk and pedestrian footbridges over the river. Linking development in the four quadrants of town will be an important outcome.

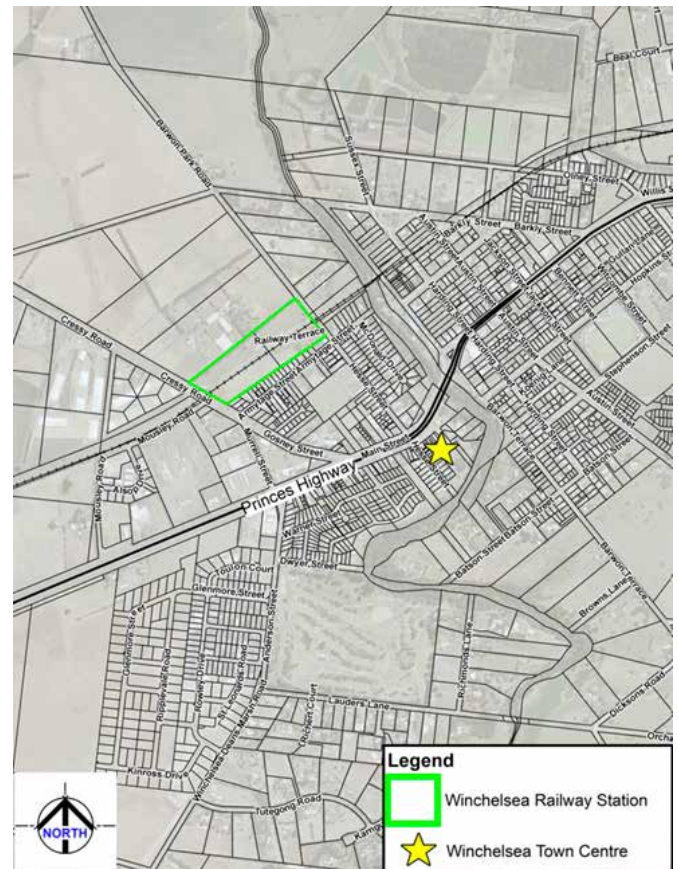
Upgrades to road infrastructure, including junction improvements will also be identified.

Infrastructure will be provided commensurate to planned growth to ensure that new communities are appropriately serviced and supported in a timely and efficient manner and appropriate funding mechanism's to secure infrastructure will be determined.

Winchelsea Railway Precinct

The Winchelsea Railway Precinct refers to land currently owned by Vic Track immediately to the north and south of the railway line in the vicinity of Winchelsea Railway Station. The opportunities for use and development of this land, including housing, will be explored as part of the place planning process.

Figure 10 - Railway Precinct Map



Source: Surf Coast Shire Council

Given the existing constrained residential land opportunities within the township there is a need to increase lot supply.

Part of the growth area, land between Austin Street and Barwon Terrace (83 Barwon Terrace) was identified as a 'Possible School Precinct' in the Growing Winchelsea Strategy. The appropriateness of the site

A rezoning application will need to consider a range of matters to guide the development and use of the area including:

- Cultural Heritage.
- Areas suitable for higher density housing.
- Housing diversity and a range of lot sizes.
- Pedestrian and cycling connections.
- Open space provision.
- Preferred neighbourhood character outcomes.
- Integrated stormwater Management.
- ESD principles including Integrated Water Management, Water Sensitive Urban Design and Biodiversity Sensitive Urban Design.
- Protection of the significant landscape, environmental, ecological and biodiversity assets of the Barwon River, and across the site.
- Developer contributions towards infrastructure upgrades.

A detailed map of the Short Term Residential Growth Area in the City of Port Phillip. The map shows various streets including Main Street, Howe Street, Main Street, Barton Terrace, Harding Street, Stephenson Street, Wilcombe Street, Austin Street, Barton Street, and Brown Lane. A large area is outlined in black, representing the Short Term Residential Growth Area. Within this area, there are several overlays: a pink hatched area for Significant Landscape Overlay - Schedule S & 8, a blue hatched area for Flood Overlay, a green hatched area for Environmental Significance Overlay - Schedule 1, and a red solid area for Heritage Overlay (HO134). A legend in the bottom right corner explains these symbols. A scale bar indicates distances up to 200 metres, and a north arrow points towards the top right.

- 40 - SURF COAST SHIRE COUNCIL



Assessment of Cultural Values

There are significant areas of the township located in close proximity to the Barwon River that are identified as being of high cultural sensitivity. In collaboration with the Registered Aboriginal Parties, appropriate land will be identified for assessment of cultural values to inform future growth related decisions.

Principles & Directions - Winchelsea

PRINCIPLE

- 7) Plan for Winchelsea to grow beyond 10,000 people as the principal location for urban growth in the shire.

DIRECTIONS

- a) Future growth will be informed by an assessment of cultural values.
- b) In collaboration with the community, landowners and all key stakeholders facilitate the development of a Place Plan that determines the capacity for growth beyond 10,000 people.
- c) Facilitate a planning scheme amendment process to rezone land in the identified short term residential growth area in the south-east as a priority and determine use of the land identified as a 'possible school precinct'.
- d) Support and advocate for improved public transport including rail services.

Torquay and Jan Juc

Torquay-Jan Juc is the gateway to the Great Ocean Road, and with a population of 22,998 in 2021, it is the shire's only district town and has been the primary focus for urban growth.



A district town is a large town providing a diversity of housing, services and employment to support local and regional communities and the visitor economy, which provides service functions to surrounding settlements and the hinterland. (As defined in the SPP).

Plan for Victoria identifies Torquay as a regional service centre which is defined as a pivotal town in Victoria's regional development, fostering economic activity and providing a key network of service hubs.

Torquay has long been recognised as a desirable seaside destination, and the late 19th century village characteristics of low scale buildings, and mature vegetation scattered between and around buildings are still valued elements of the town's neighbourhood character today. A popular destination for surfers, tourists, young families, and retirees, Torquay-Jan Juc has become increasingly popular for permanent settlement by those seeking a coastal lifestyle.

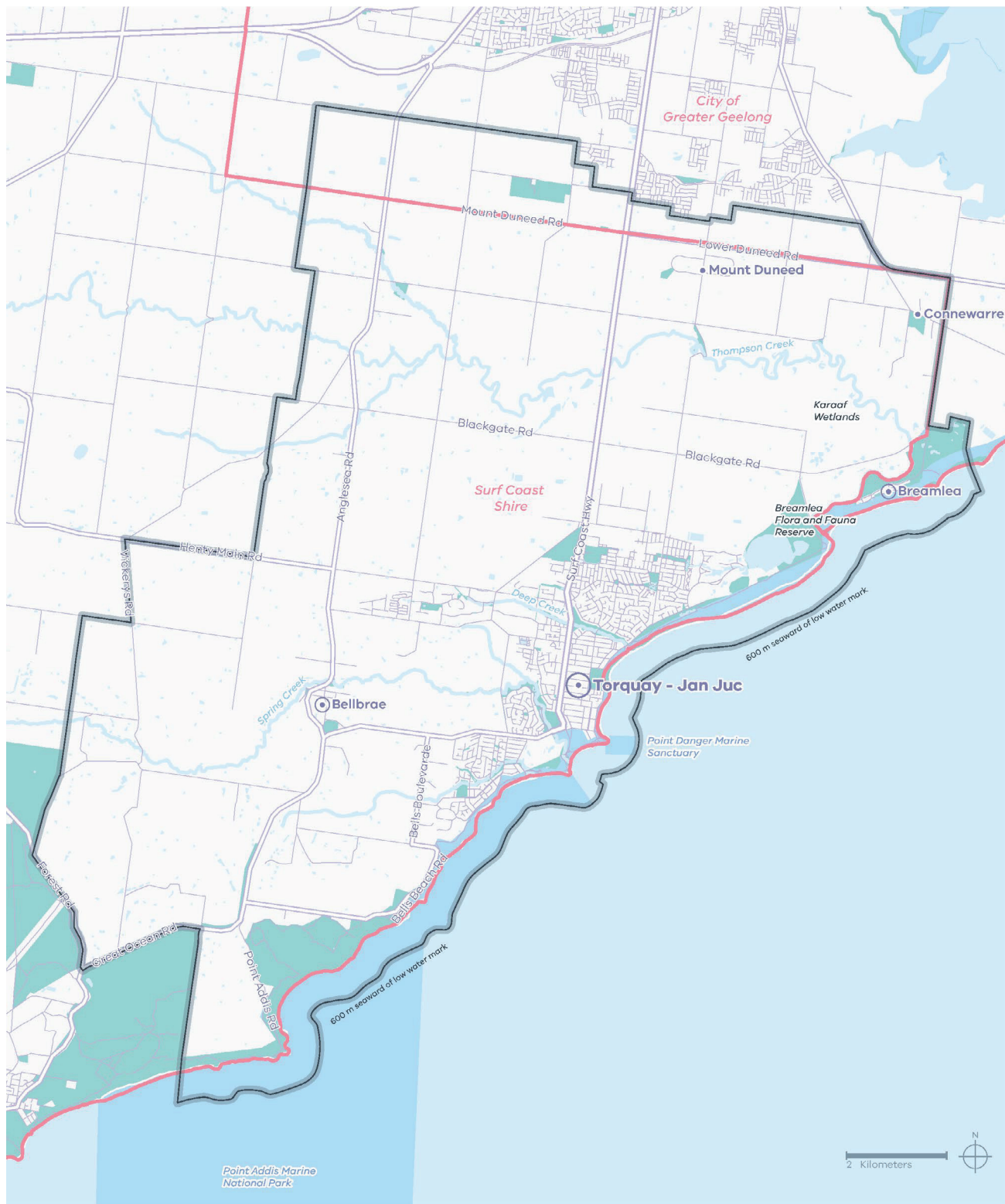
The town has grown quickly and in the last two decades 5,500 new homes have been constructed, increasing the population by almost 15,000 residents. This rapid growth has not been without its challenges and in 2019,

acknowledging the development pressure on the town and the risk this posed to the distinctive attributes of the area, the State government declared the shire's north-east a Distinctive area and landscape (DAL).

A Statement of Planning Policy (SPP) was subsequently prepared and approved, thereby creating a framework for the future use and development of land. The SPP has a 50-year horizon and applies to all land in the declared area, including the town of Torquay-Jan Juc.

A significant outcome of the DAL process has been the application of protected settlement boundaries around each of declared area towns, effectively preventing further outward expansion. With the

Figure 12: Surf Coast Declared Area



Surf Coast Declared Area

- | | | |
|--------------------------------|---------------|---------------------|
| Surf Coast declared area | District town | Marine park/reserve |
| Parks/reserve | Village | Water body |
| Local government area boundary | Hamlet | River |
| | Highway | |
| | Main road | |
| | Local road | |



Disclaimer: "The State of Victoria" does not warrant the accuracy or completeness of information in this publication and any person using or relying upon such information on does so on the basis that the State of Victoria shall bear no responsibility or liability whatsoever for any errors, omissions, defects or omissions in the information.

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Source: Department of Environment, Land, Water and Planning Surf Coast Statement of Planning Policy, September 2022, State of Victoria, Melbourne

Spring Creek Urban Growth Zone now sitting outside of the boundary, the anticipated delivery of almost 1,800 housing lots in that area will not be realised.

As growth opportunities in the town become increasingly constrained, alternative solutions must be sought. A balance must be found between the need to accommodate a growing population with the need to grow the economy, promote innovation and enterprise, and to ensure the ongoing sustainability and liveability of the town.

The future prosperity of Torquay-Jan Juc will reflect how well we manage change; protect employment land, provide for an emerging economy and transition the urban environment it operates within.

In Torquay-Jan Juc, most new development will be directed to activity centres, tourism precincts and designated future urban areas and substantial change areas where growth is considered appropriate.

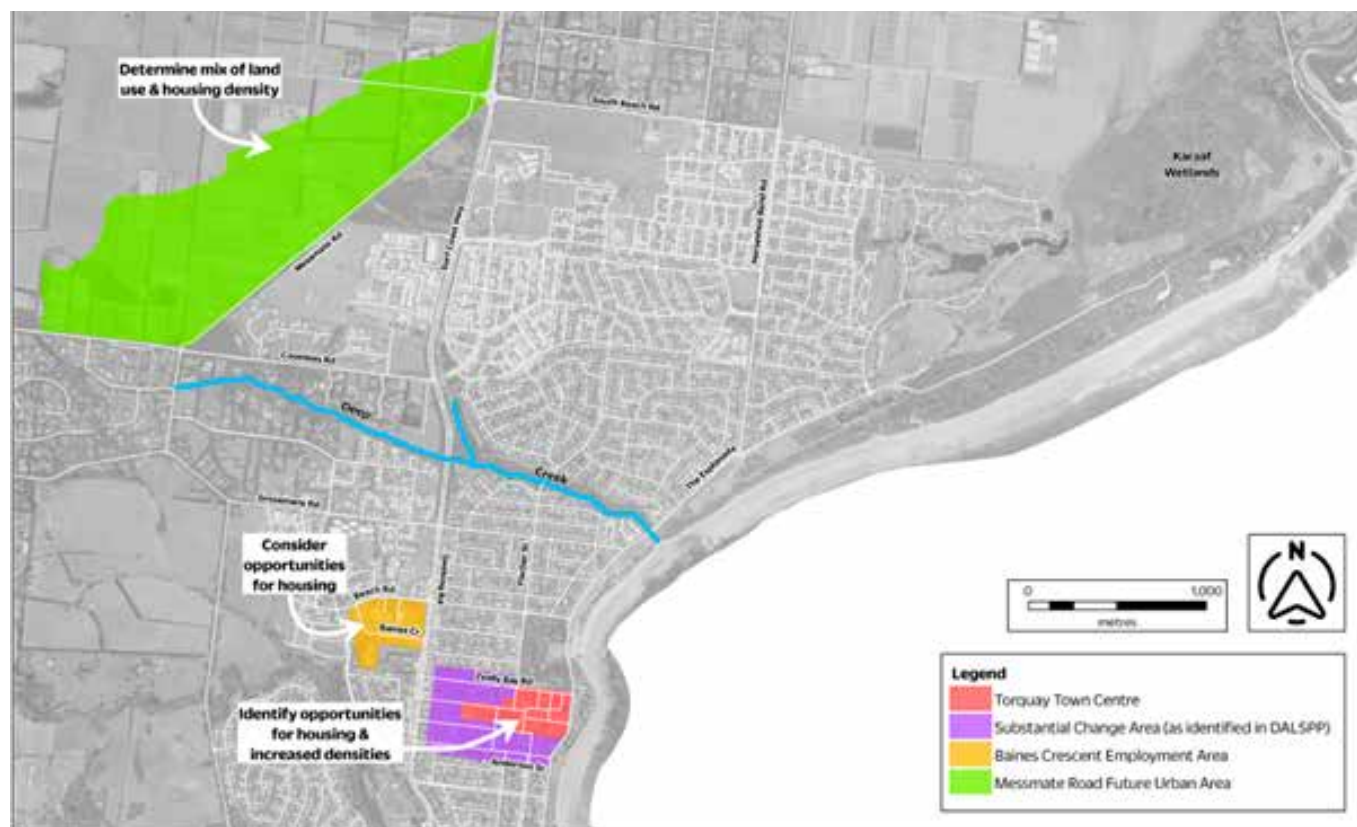
Torquay-Jan Juc supports one substantial change area, and a number of activity centres, including some that are also tourism precincts.

The SPP identifies one Future Urban Area on Messmate Road as being suitable for greenfield development. Comprehensive planning and an assessment of infrastructure will be undertaken prior to any rezoning

or development in this area. Future assessments will also determine the appropriate mix of land uses, considering both housing density and diversity to ensure sustainable communities. Integrating and connecting with the existing urban area will be an important outcome, including provision of active transport infrastructure. Future planning will also consider opportunities to restore and enhance biodiversity in the precinct including connections to existing areas of value such as Grass Tree Park. The *Strategic Bushfire Assessment* also indicates that the north-western boundary is a priority for creating optimised interfaces with bushfire hazards.

Torquay-Jan Juc has one identified substantial change area located in central Torquay around the Town Centre. This is considered the preferred location for urban consolidation and this area will provide for a diversity of housing types. While a lesser degree of change can be expected in other areas of Torquay Jan Juc, the designation of a substantial change area means that new and higher density development is encouraged and can be expected to result in a substantially different scale and intensity of housing compared to other areas in Torquay-Jan Juc. The SPP expects that this change will, however, occur in a way that has regard to the older style beach houses and the neighbourhood character of Old Torquay.

Figure 13: Opportunities for Housing & Increased Density



Source: Surf Coast Shire Council

Opportunities for infill are likely to be dispersed. There is a need to identify further opportunities for infill development.

Activity centres (AC) are an essential part of a sustainable and vibrant community and can include diverse offerings, including retail, residential, office and community uses, the mix of which varies depending on the role and function of the centre. When balanced with the other functions, housing is an important component of ACs, contributing to housing diversity and choice in locations that are convenient to shopping, transport connections and other facilities.

Existing local policy encourages shop-top housing in activity centres and this strategic direction is reinforced by the SPP. Mechanisms to promote opportunities for this form of housing where it complements the operation of the AC, particularly in the Torquay town centre, will be investigated. A review of the adopted *Torquay Town Centre Urban Design Framework* (UDF) and review of building heights in the Town Centre will assist in identifying opportunities for housing and potential for increased densities. The UDF must align with the height guidance in the SPP.

Planning for growth will respond to the Torquay–Jan Juc coastal character statement in the SPP.

The SPP recognises the Surf City and Surf Coast Gateway Precincts as preferred locations for tourism related uses and encourages the transformation of the Baines Crescent employment area into an Enterprise Precinct.

The need to accommodate land use change in this area is also recognised. There is an opportunity to investigate the potential to include some forms of housing in this area where the overarching function of these precincts will not be compromised. Baines Crescent is considered a potential opportunity due to its central location which will be explored through future precinct planning.

It will be important to protect the opportunity for employment land in the Messmate Road Future Urban Area, as identified in the planning scheme, until such time as further work is undertaken to determine the type and quantity of employment land that is required to support sustainable economic growth, as well as population growth. This is particularly important given the potential for investigating housing opportunities in Baines Crescent.

Torquay-Jan Juc will continue to fulfill an important role as a regional service centre and iconic tourist destination, and creative solutions will need to be found in order to meet the town's housing needs in a way that is consistent with the SPP, and to ensure the sustainability of Torquay-Jan Juc and its communities into the future. The SPP recognises that the town needs adequate service and community infrastructure to continue to be so. This will include ensuring that social infrastructure meets the needs of the projected population, as well as visitors and tourists particularly in peak tourism periods.

Affordable and social housing will be provided close to services and community facilities. The SPP directs that structure planning and urban renewal projects should provide opportunities for well-designed active transport infrastructure to fit in with the landscape character and connect to the existing transport network. The declared area Framework Map identifies the opportunity for improved public transport connections between Torquay and Geelong, and that this is subject to further investigations.

The SPP also identifies the south-western end of Torquay – Jan Juc as at risk from a regional-scale bushfire. Bushfire risk must be considered when determining the location of development or changes in land use, and in the design and siting of development.

Principles and Directions – Torquay-Jan Juc

PRINCIPLE

8) Maintain the unique township character and surrounding landscape character of Torquay-Jan Juc.

DIRECTIONS

- a) Manage new urban development in a manner consistent with the Distinctive Areas and Landscapes Statement of Planning Policy (SPP).
- b) Contain urban development within the protected settlement boundary.
- c) Revisit the Torquay Town Centre Urban Design Framework (2017) and review building heights in the Town Centre to align with the SPP.
- d) Support appropriate infill development in locations consistent with the SPP
- e) Maintain non-urban breaks between Torquay-Jan Juc and Bellbrae and between Torquay and Mt Duneed Road.

PRINCIPLE

9) Plan for the housing, infrastructure, and employment needs of the growing population.

DIRECTIONS

- a) Designate locations where well-designed intensification of urban development will be encouraged and facilitate a diverse range of housing types, including provision of affordable and social housing close to services and community facilities.
- b) Plan for diverse employment and mixed-use development, including housing within the town centre and mixed-use precincts.
- c) Undertake a precinct plan for the Baines Crescent area and consider opportunities for housing in the precinct.
- d) Revisit the Torquay-Jan Juc Retail and Employment Land Strategy 2021.
- e) Identify and plan for the social infrastructure needs of the projected population.
- f) Provide opportunities for active transport infrastructure in precinct planning and urban renewal projects and encourage strategic improvements to active transport connections.
- g) Support and advocate for improved public transport services and supporting infrastructure between Torquay and Geelong.

PRINCIPLE

10) Manage the development of the remaining greenfield land in Torquay-Jan Juc to ensure sustainable outcomes.

DIRECTIONS

- a) Facilitate the preparation of a comprehensive strategic plan for the whole of the Messmate Road Future Urban Area which will:
 - Ensure that stormwater is managed to prevent discharge to the Karaaf wetlands, and to minimise adverse impacts on receiving waters and other areas.
 - Incorporate ESD principles, including Integrated Water Management, Water Sensitive Urban Design, Circular Economy and Biodiversity Sensitive Urban Design.
 - Determine the appropriate level and type of employment land to support population growth and the local economy.
 - Identify the infrastructure needs and funding mechanisms to ensure that new communities are appropriately serviced and supported in a timely and efficient manner commensurate to growth.
 - Determine the mix of land uses, and housing density and diversity to ensure sustainable communities.
 - Consider appropriate settlement interfaces with bushfire hazards on the north-west boundary.
 - Provide active transport connections and associated infrastructure to facilitate the use of active transport modes, and ensure integration and connectivity with the existing urban area.

Coastal Towns (Anglesea to Lorne)



After leaving Torquay-Jan Juc, the nationally significant Great Ocean Road follows the shire's coastline to the south-west passing through rich environmental, cultural, and scenic landscapes with significant heathlands, grassy woodlands, and bushland areas. While the Great Otway National Park (the Park) covers a significant portion of land inland of the Great Ocean Road, the towns of Anglesea, Aireys Inlet, Fairhaven, Moggs Creek, and Lorne have established as popular tourist towns. All of these towns have been assessed as being subject to very high or extreme bushfire risk.

Anglesea has a population of 3,191 in 2021 and is bordered by environmentally significant Crown land on three sides, and by the coastline to the south. The town is a popular holiday destination with tourism making a significant contribution to the local economy but like other small coastal towns in the municipality, a significant proportion (57%) of housing is not permanently occupied. Anglesea is serviced by local convenience and tourism-related retail and is supported by a primary school and a dedicated community precinct.

Aireys Inlet, Fairhaven, Moggs Creek, and Eastern View are situated along the Great Ocean Road and in 2021,

had a collective population of 1,541. The area is popular as a holiday and retirement destination and abutting the Great Otway National Park, the towns are contained by dense bushland and a spectacular coastline.

Lorne, with a population in 2021 of 1,248, is the shire's southernmost town. Located on the Great Ocean Road and nestled in a beautiful, heavily treed, amphitheatre encircling Louttit Bay, the spectacular natural beauty of Lorne and its environs make it a popular and attractive place to visit and live. Lorne is serviced by various social services and infrastructure, and its commercial and tourist accommodation precincts support businesses that provide a range of services to local residents and visitors. During peak holiday periods the population can increase to as many as 12,000 people within the township. Vast population fluctuations are experienced by all the coastal townships and can place strain on some existing infrastructure and services.

Each of these towns along the Great Ocean Road sit within sensitive and significant landscapes that are substantially held by the Crown. This, and the extreme bushfire risk, which is expected to escalate with the changing climate, restricts the opportunity for urban growth through both outward expansion

and significant infill. Bushfire risk will continue to be considered in the design and siting of new development, and sensitive land uses will be avoided in or adjacent to areas at very high or extreme risk of bushfire.

Housing diversity and housing affordability and availability are also particular challenges in the coastal towns, and this could be exacerbated by declining new housing opportunities.

Just over a third of the population in the coastal towns are aged over 65, well above the Victorian average of 17% and above the towns of Winchelsea and Torquay. With an expected increase in older residents and a dominance of large, detached houses, the existing housing stock does not meet the future needs of the anticipated smaller households. Compounding this is the lack of affordable housing, which has social and economic consequences. Affordability can be a barrier to those who wish to live in the towns but are unable to afford housing to rent or buy, including workers in key sectors serving the community such as health, education, administration, retail, and hospitality. Opportunities to facilitate appropriate and affordable housing, including social housing will be investigated.

In light of the considerable constraints, the existing settlement boundaries will be retained, and further housing development will be restricted to the conversion of sites from other uses or from small-scale increases in density in suitable locations. Opportunities

to increase land supply will be from within the existing settlement boundaries and these opportunities will be limited.

The Anglesea Futures Land Use Framework (and Anglesea Northern Hinterland Plan in the Planning Scheme) is the current planning policy for the former Alcoa land in Anglesea and was prepared by the State Government. It provides a land use framework to inform the transition of the former coal mine and power station to alternative uses. This land is located outside the settlement boundary and the framework specifies rural living land in an area adjacent to the existing boundary. It is acknowledged that the use of this land is still being resolved. Any process to reconsider the current framework, or any rezoning or change to land use would require detailed planning assessment considering a range of matters including bushfire risk as part of any planning scheme amendment or permit process, and would be led by the State Government.

The focus for these towns going forward will continue to be on ways to make the best use of existing land to meet housing and other needs within the context of the identified township character, and to ensure sustainable, connected and resilient communities into the future. Social infrastructure planning will consider the needs of future coastal communities, including the resident population and population fluctuations from visitation. Identified improvements to active transport connections will be encouraged.

Principles & Directions - Coastal Townships

PRINCIPLE

11) Maintain the unique township and surrounding landscape character of the shire's coastal towns from Anglesea to Lorne.

DIRECTIONS

- a) Maintain existing settlement boundaries and contain urban development within those boundaries.
- b) Recognise the extreme bushfire risk in towns close to the Great Otway National Park (the Park) and the limiting effect that this and the significance of the Great Ocean Road landscape has on any outward expansion.

PRINCIPLE

12) Provide for limited future housing growth and employment within the existing settlement boundaries that is consistent with township character.

DIRECTIONS

- a) Support opportunities for housing growth that make efficient use of existing land.
- b) Encourage proposals for housing development to include a diversity of housing, and prioritise smaller dwelling types.
- c) Support and facilitate social and affordable housing opportunities, and identify suitable sites to respond to local housing needs including housing for key workers.
- d) Identify and plan for the social infrastructure needs of the townships.
- e) Encourage improvements to active transport connections.

Rural Townships



Deans Marsh is a small hinterland town with a population of 744 in 2021. The town is located midway between Lorne and Winchelsea in the northern foothills of the Otway Ranges and is situated within a picturesque open rural landscape. Once a thriving rural service centre for the surrounding agricultural area, the town now provides limited services to a much smaller community. Its historical heritage is reflected in numerous buildings and sites within the town and surrounds, adding to its attraction as a tourist stop. It is envisaged that the township of Deans Marsh will continue to facilitate limited growth and has an opportunity to develop further tourism related activities.

Moriac, with a population of 691 in 2021, is a small rural town located within a large farming district approximately 20 kilometres southwest of Geelong. With a majority of residents who commute to Geelong and beyond for employment opportunities, the town's role has been as a dormitory settlement. Those who choose to live in Moriac value the town for its rural atmosphere and rural residential lifestyle.

Given its proximity to the Great Otway National Park, Deans Marsh does carry a higher bushfire risk than Moriac but strategically, both towns are in lower bushfire risk areas than the coastal towns. However, each of the towns is subject to other significant constraints, including a lack of reticulated sewerage and environmental considerations that limit the potential for urban growth.

With a location for limited urban expansion in Moriac already identified through the recent Moriac Structure Plan Review and Deans Marsh subject to significant environmental constraints, there will be no further outward expansion of these towns in the short to medium term. Future urban growth opportunities will be limited to the creation or development of lots within the settlement boundary that are large enough to manage wastewater dispersal.



These towns will not have a significant role in meeting future land supply needs for the municipality and instead, the ongoing sustainability of towns will continue to be the focus. Social infrastructure planning will consider the needs of future communities and identified improvements to active transport connections will be encouraged.

Bellbrae is located within the Surf Coast declared area and is subject to a protected settlement boundary. The SPP does not identify the township as a location for increased housing or urban expansion and residential development will be limited to within the protected settlement boundary. The SPP identifies that the township is at risk from a regional scale bushfire. Bushfire risk must be considered when determining the location of development or changes in land use, and in the design and siting of development.

Principles & Directions - Rural Townships

PRINCIPLE

13. Maintain the unique character of the shire's rural hinterland towns

DIRECTIONS

- a) Support limited LDRZ growth in Moriac (in line with the directions contained within the Adopted Moriac Structure Plan 2023) and implement a Planning Scheme Amendment to define a settlement boundary.
- b) Consider infill development opportunities that address infrastructure constraints in Deans Marsh.
- c) Identify and plan for the social infrastructure needs of the townships.
- d) Encourage improvements to active transport connections .

Implementation

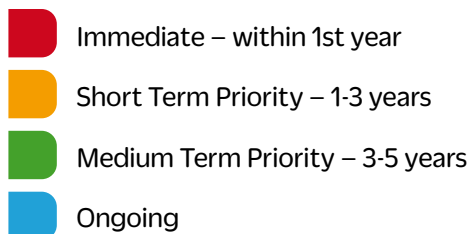
The principles and directions identified within the Urban Futures Strategy will be achieved through the following implementation program:

- Amending the Surf Coast Planning Scheme.
- The initiation of further strategic work projects.
- Advocacy.
- Actions by other agencies and organisations, and landowners.





The Strategic Framework Plan is to be inserted into the Surf Coast Planning Scheme and the Urban Futures Strategy is to be included as a background document.

A detailed implementation plan is provided below.

Figure 14 - Implementation Plan.







Direction	Action	Lead Agency	Timing
GENERAL DIRECTIONS			
Implement the Urban Futures Strategy principles and directions and Strategic Framework Plan into the Surf Coast Planning Scheme.	Undertake a Planning Scheme Amendment.	Surf Coast Shire Council - Strategic Planning	■
3b) Designate locations where more intense urban development will be encouraged, specifically close to Activity Centres and public transport nodes.	Determine as part of future strategic work including Winchelsea Place Plan, Messmate Road Strategic Plan, review of the Torquay Town Centre UDF and Baines Crescent Precinct Plan.	Surf Coast Shire Council - Strategic Planning	See individual project timing.
3c) Work with the State Government, community housing providers and the private sector to facilitate and assist the delivery of more affordable and social housing options (including housing for key and essential workers) on suitable sites in each township as appropriate.	Continue partnership development.	Surf Coast Shire Council – Integrated Planning	■
	Continue housing concierge service.	Statutory Planning	
	Scope and commence affordable housing initiatives.	Integrated Planning	■

Direction	Action	Lead Agency	Timing
4d) In conjunction with service providers undertake infrastructure planning and investment to support planned growth and to meet the needs of growing communities.	Determine as part of future work including Winchelsea Place Plan, Messmate Road strategic plan, and rezoning of Winchelsea short term growth area.	Surf Coast Shire Council – Strategic Planning	 To reflect individual project timelines.
4f) Support and advocate for improvements to public transport services to support planned growth.	Advocate to State Government/PTV	Surf Coast Shire Council – Strategic Advocacy	 
6a) Regularly assess the adequacy of land supply on a Local Government Area (LGA) wide basis.	Monitor and review.	Surf Coast Shire Council – Strategic Planning	Every 4 years
6b) Work with service providers and other agencies to determine infrastructure needs based on planned population growth and ensure service delivery in a timely and efficient manner commensurate with growth.	Deliver Social Infrastructure Framework. Determine as part of future work including Winchelsea Place Plan, Messmate Road strategic plan, and rezoning of Winchelsea short term growth area.	Surf Coast Shire Council – Integrated Planning Strategic Planning	 To reflect individual project timelines.
6d) Periodically review and update growth projections.	Monitor and review	Surf Coast Shire Council – Strategic Planning	Every 4 years







TOWNSHIP DIRECTIONS


WINCHELSEA

7b) In collaboration with the community, landowners and all key stakeholders facilitate the development of a Place Plan that determines the capacity for growth beyond 10,000 people.	Undertake project scoping for the Place Plan and commence project.	Surf Coast Shire – Strategic Planning	
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Direction	Action	Lead Agency	Timing
7c) Facilitate a planning scheme amendment process to rezone land in the identified short term residential growth area in the south-east as a priority and determine use of the land identified as a 'possible school precinct'.	Guide & facilitate a Planning Scheme Amendment process.	Surf Coast Shire – Strategic Planning	
7d) Support and advocate for improved public transport including rail services.	Advocate to State Government/ PTV.	Surf Coast Shire Council – Strategic Advocacy	 

TORQUAY



8c) Revisit the Torquay Town Centre Urban Design Framework (2017) and review building heights in the Town Centre to align with the SPP.	Commence and complete review of UDF.	Surf Coast Shire Council – Strategic planning	 (delivery will be influenced by the implementation of the SPP)
9a) Designate locations where well-designed intensification of urban development will be encouraged and facilitate a diverse range of housing types including provision of affordable and social housing close to services and community facilities.	As part of future project work identified in the UFS.	Surf Coast Shire Council – Strategic planning	To reflect individual project timing.
9c) Undertake a precinct plan for the Baines Crescent area and consider opportunities for housing in the precinct.	Commence and complete project.	Surf Coast Shire Council – Strategic planning.	
9d) Revisit the Torquay-Jan Juc Retail and Employment Land Strategy 2021.	Commence and complete project.	Surf Coast Shire Council – Strategic planning.	
9e) Identify and plan for the social infrastructure needs of the projected population.	Deliver Social Infrastructure Framework.	Surf Coast Shire Council – Integrated Planning	
9g) Support and advocate for improved public transport and supporting infrastructure between Torquay and Geelong.	Advocate to State Government and PTV.	Surf Coast Shire Council – Strategic Advocacy	 

Direction	Action	Lead Agency	Timing
10a) Facilitate the preparation of a comprehensive strategic plan for the whole of the Messmate Road Future Urban Area.	Determine a project delivery model for preparation of a precinct plan.	Surf Coast Shire Council – Strategic Planning	

COASTAL TOWNS

12c) Support and facilitate social and affordable housing opportunities and identify suitable sites to respond to local housing needs including housing for key workers.	Scope and commence delivery on a Lorne Affordable Housing Initiative.	Surf Coast Shire Council – Integrated Planning	
	Progress the Anglesea Community and Health Hub Project.		
	Facilitate the development of social and affordable housing at 2 Fraser Drive, Aireys Inlet.		
	Continue partnership development.	Surf Coast Shire Council – Integrated Planning	
	Continue affordable housing concierge service.	Statutory Planning	
12d) Identify and plan for the social infrastructure needs of the townships.	Deliver Social Infrastructure Framework.	Surf Coast Shire Council – Integrated Planning	

RURAL TOWNS

13a) Support limited LDRZ growth in Moriac (in line with the directions contained within the Adopted Moriac Structure Plan 2023) and implement a Planning Scheme Amendment to define a settlement boundary.	Undertake a Planning Scheme Amendment to implement the adopted Moriac Structure Plan.	Surf Coast Shire Council – Strategic Planning	
13c) Identify and plan for the social infrastructure needs of the townships.	Deliver Social Infrastructure Framework.	Surf Coast Shire Council – Integrated Planning	

Appendices

Appendix 1: Context Report, March 2025

Appendix 2: Growth Projections for the Urban Futures Strategy, April 2024 (Spatial Economics)

Appendix 3: Residential Land Supply and Demand Assessment – Surf Coast Shire, June 2024 (Spatial Economics)

Appendix 4: Industrial Land Supply and Demand Assessment, June 2024 (Spatial Economics)

Appendix 5: Surf Coast Shire Strategic Bushfire Assessment, July 2023 (Kevin Hazell Bushfire Planning)