

21.09 WINCHELSEA STRATEGY12/02/2015
C102**21.09-1 Overview**11/11/2010
C49

Winchelsea is situated on the Princes Highway, 35 kilometres west of Geelong. It is an historic country town that services the rural hinterland. Winchelsea offers a desirable rural lifestyle in close proximity to a major regional centre and opportunities to nurture a tourist industry based with access from the Princes Highway. The town is capable of supporting substantial residential growth and is the principle agricultural centre of the Shire and has an important role to play in servicing its rural hinterland.

The *Great Ocean Road Region Strategy* (DSE, 2004) directs urban growth to Winchelsea, as one of the region's townships capable of accepting growth.

Winchelsea residents have good access to physical and community infrastructure including; mains water and sewer, public transport connection to Melbourne, Geelong and Warrnambool via the Warrnambool-Geelong railway line, a hospital, primary school, aged care accommodation and wide range of recreational facilities and reserves.

Key Issues and Influences

- Winchelsea has a substantial land area that can accommodate future growth without detracting from the township character or potential rural production.
- Opportunity to provide additional low density residential development, with access to urban infrastructure and facilities.
- The need for a diversity of housing, in particular smaller dwellings to accommodate smaller households.
- Predominately older couples and lone person household types, though an increase in young families is predicted to migrate into the area.
- Lower and more affordable housing and rental prices compared to Geelong and coastal settlements in Surf Coast Shire.
- A strong historical and rural character.
- The importance of the Barwon River in providing a substantial corridor of open space in the centre of the town, shaded by majestic River Red Gums.
- The potential for development of properties adjoining the Barwon River reserve to adversely impact on the scenic landscape values and amenity of the river environs.
- The importance of the Winchelsea Common, the Collins Street Low Density Residential Estate and the Barwon River corridor as the few remaining areas within the town retaining remnant vegetation.
- Lack of coordination and integration between various management plans and agencies/groups working to enhance the Barwon River environs.
- The need to diversify the economy and provide employment opportunities.
- Capacity to accommodate industrial development.
- The visual appearance of the Winchelsea Industrial Park, at the town's western entry.
- Unplanned commercial development along the Princess Highway.
- Opportunities for significant tourist trade with access from Princes Highway and the promotion of Winchelsea Deans Marsh Road as providing an alternate route to Lorne and the Great Ocean Road.
- Limited capacity to expand the existing Water Reclamation Plant (sewerage treatment) to accommodate further growth of the township.

- The conflict of the operation and any future expansion of the Water Reclamation Plant with existing residential development that flanks it on three sides.
- The strategic importance of the Princes Highway to support urban growth.
- Winchelsea Deans Marsh Road as an alternate route to Lorne and the Great Ocean Road.
- Limited public transport facilities and options.
- Opportunity to expand the Eastern Reserve to the south-east to provide for long term active recreation needs of the town.
- Lack of a neighbourhood park in the north east part of the town.
- Areas north and south of the town are identified as being affected by salinity.

21.09-2 Settlement, Built Environment and Heritage

02/06/2011
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Objective 1

To maximise the efficient use of readily developable residential land.

Strategies

- Ensure that any new development is generally consistent with Map 1 to Clause 21.09 – Winchelsea Framework Map.
- Encourage developers to provide a range of smaller homes and lot sizes as part of any future residential subdivision in Winchelsea.
- Encourage dwelling diversity, particularly the provision of 1 and 2 bedroom dwellings, in close proximity to the commercial centre.
- Encourage aged care facilities (e.g. special accommodation and nursing homes) and older persons housing (e.g. retirement villages) in areas that are fully reticulated, close to services and facilities and served by public transport.
- Investigate additional rural residential development as identified in Map 1 to Clause 21.09 – Winchelsea Framework Plan:
 - *Land east of Worland Street.* The area between the Princes Highway and the railway line comprises many smaller lots and has limited agricultural value. The desire to prevent ribbon development along the highway and service provision limitations (drainage and sewerage) makes it unsuitable for conventional residential development. The site may be suitable for low density residential development to match the Collins Street Estate south of the highway. Any rezoning should consider all of the land comprising this area.
- Discourage further subdivision in the *Quambatook Estate, Trebeck Court and Barkly Street Estates* and the *Collins Street Estate* as they have been assessed as not having capacity to cope with increased density for reasons including capacity of land to treat waste water and stormwater flows, flooding potential and significant environmental assets.

Objective 2

To preserve the future opportunity to extend the Eastern Reserve to provide for the long term active recreation requirements of the community.

Strategy

- Ensure that further development of land to the south of Eastern Reserve does not prejudice the long term potential to develop a second sporting oval.

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C102**Environment****Objective 1**

To protect and enhance the significant environmental assets, landscape values and scenic vistas of the Winchelsea district.

Strategies

- Encourage the retention of native vegetation along the Barwon River and minimise visual intrusion of buildings and works.
- Encourage the landscaping of the Winchelsea Industrial precinct to enhance the visual amenity of the western town entry.
- Encourage the protection of Red Gums in the new residential growth areas.
- Protect existing rural vistas and ridgelines from further development, particularly where visible from the Princes Highway.
- Require the preparation of an Environmental Management Plan as part of any rezoning request in the Winchelsea Residential Growth Corridors. An Environmental Management Plan must include:
 - A description and map of all environmental assets located on and adjacent to the subject land, including vegetation, rivers, creeks and drainage lines.
 - A list of fauna present and a description of the various habitat opportunities (or limitations) including vegetation type, structure or other habitat niches.
 - An analysis of the direct and indirect impacts of the proposed use and development on local flora and fauna.
 - Measures required for the protection and on-going management of environmental assets, including opportunities for enhancement of assets, and an assessment of how the proposal will meet the objectives of the *Permitted clearing of native vegetation – Biodiversity assessment guidelines* (Department of Environment and Primary Industries, September 2013).
 - Provision of one or more biolinks through the land, to provide for native flora and fauna links.
 - A street tree planting program, including a list of species, number of plants and locations of proposed planting.
 - A prohibition of the planting of environmental weeds on any part of the land.
 - An investigation of the possibility of reusing surplus soil resulting from subdivision construction works for landscaping within new estates.
 - Water sensitive urban design features and best practice stormwater management initiatives.

21.09-411/11/2010
C49**Economic Activity****Objective 1**

To maximise local economic growth and employment opportunities.

Strategies

- Encourage new tourism development.

- Facilitate the short term extension of commercial development on the northern side of Main Street, between Hesse and Gosney Streets.
- Encourage the long term consolidation and growth of new commercial retail activities into a defined activity centre in accordance with Map 1 to Clause 21.09 – Winchelsea Framework Map.

Objective 2

To ensure commercial development respects the low scale, historic rural character of Winchelsea.

Strategies

- Encourage the restoration of historic buildings and old shops and support the establishment of associated or ancillary tourism based commercial development.
- Ensure commercial signage complements the historic theme and does not result in an uncoordinated clutter of signs.
- Encourage commercial development that is consistent with the architectural guidelines of the *Winchelsea Townscape Study*.

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Infrastructure

Objective 1

To facilitate the planned and orderly provision of infrastructure services to Winchelsea.

Strategies

- Maintain the existing density of low density residential development surrounding the Winchelsea Water Reclamation Plant.
- Limit development north west of the Winchelsea Water Reclamation Plant that would prejudice the expansion of the plant.

Objective 2

To plan for opportunities to increase the availability and choice of public transport.

Strategies

- Ensure that any development of land surrounding the railway station maintains and enhances pedestrian links to the station.
- Ensure all new subdivision is planned to accommodate future public transport options.

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Implementation

These strategies will be implemented by:

Using policy and the exercise of discretion

- Requiring the preparation of an Outline Development Plan for any future residential rezoning request in order to maximise the efficient supply of infrastructure and an appropriate staging plan for development.
- Requiring developments for multi-dwellings to include provision for smaller dwellings, particularly when in close proximity to an activity centre.

- Requiring new commercial development to be designed and oriented to have active frontages to both public streets and the Barwon River reserve. Uses that can utilise outdoor spaces (such as restaurants with outdoor dining areas) will be encouraged to locate along the river frontage.
- Requiring commercial development to be designed to give pedestrians priority over vehicular transport through the provision of clear pedestrian connections throughout the activity centre and to surrounding residential areas.
- Encouraging landscaping works and car parking to serve future commercial development in the Palmer Street area within flood fringe areas (subject to the approval of the floodplain manager).
- Ensure that the development of land on the northern side of Main Street between Hesse Street and Gosney Street does not prejudice the rezoning of this land to Commercial 1 Zone in the short term.
- Apply the 'Architectural Guidelines' from the Winchelsea Townscape Study 1995 to development and display of advertising signs within the Commercial 1 Zone.
- Encouraging appropriate non-residential uses within the Health and Education Precinct.

Applying zones and overlays

- Applying an Environmental Significance Overlay or Vegetation Protection Overlay to environmental assets.
- Applying the Significant Landscape Overlay to the Barwon River and environs within the township to retain and enhance the landscape amenity of the river corridor.
- Applying the Design and Development Overlay to the two industrial estates to enhance their visual amenity, particularly when viewed from the Princes Highway.
- Applying the Development Plan Overlay to land as it is rezoned for residential development to facilitate its integrated development.
- Applying a two hectare minimum lot size to Trebeck Court Estate and Barkley Street Estate through a schedule to the Low Density Residential Zone.
- Applying the Farming Zone to land north west of the Winchelsea Water Reclamation Plant.

Undertaking further strategic work

- Investigating the rezoning of land on the northern side of Main Street between Hesse Street and Gosney Street for commercial purposes. Investigations to include the most appropriate means of providing vehicular access to the rear of lots; and the use of land to the rear of the Main Street frontage.
- Investigating in partnership with Barwon Water the potential to expand the Winchelsea Water Reclamation Plant, including rezoning of the land as appropriate.
- Reviewing the urban design guidelines of the commercial centres.
- Investigating the preparation of a Development Contributions Plan for the provision of new community facilities and infrastructure.
- Developing landscape and thematic tree planting programs to improve the character of streetscapes, particularly the major town gateways, and encouraging property owners to undertake similar programs on private property.
- Rehabilitating the former avenue of exotic theme trees along Willis/Main Street to promote the heritage qualities of the townscape.
- Preparing a Master Plan for the Barwon River Reserve within the Winchelsea town boundary in conjunction with the Barwon Rivercare Group and the CCMA.

- Preparing a Master Plan and reviewing the Design and Development provisions for the Winchelsea Industrial Estate which addresses, in particular, road access and visual amenity.
- Investigating the development of a second sporting oval on land to the south of Eastern Reserve.

21.09-7 Reference Documents

17/07/2014
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Winchelsea Structure Plan 2021 (Surf Coast Shire, 2006)

Surf Coast Housing Policy Project (Planisphere, 2006)

Surf Coast Open Space Strategy (Surf Coast Shire, 2004)

Winchelsea Townscape Study (Mark McWha, 1995)

Map 1 to Clause 21.09: Winchelsea Framework Map

