

Positioning Simpson and Timboon for the future



CORANGAMITE
SHIRE

Draft Issues and Opportunities Paper February 2020

What is it?

Corangamite Shire is closely looking at how Simpson and Timboon can act as future key service centres to the Great Ocean Road and coastal hinterland for housing, tourism, accommodation, commercial and industrial opportunities.

The project is called 'Simpson and Timboon Strategic Placement' and 'Simpson Structure Plan' and includes a draft 'Issues and Opportunities Paper' available for public comment.

Why do a plan for Simpson and Timboon?

Visitation to the region is forecast to grow by an average of 4% annually to reach 8.6 million visitors by 2026-27. This includes 5.6 million day trip visitors and 3 million overnight visitors.

The coastline around Port Campbell has limited capability to accommodate new development. Positioned approximately 15 km from the coast with direct road access, Simpson and Timboon are ideally located to fulfil a supporting role.

This plan looks at seizing on opportunities presented by the growing number of visitors, as well as:

- Improving residential and rural residential land supply, housing and accommodation for workers, and the long term rental market
- Supporting more investment in visitor product, experiences and infrastructure
- Looking at issues such as roads, cultural heritage, urban design, neighbourhood character, car parking, community/sporting facilities and development infrastructure

What will it achieve?

It's a long term strategic planning project that will guide Council actions and decision-making into the future. This may include rezoning land for rural or residential living, developing housing or accommodation for workers, identifying and supporting initiatives that improve the liveability and prosperity of each township.

How will it impact me?

This project impacts Simpson and Timboon residents, businesses, landholders or anyone with an interest in the townships.

How can I have my say?

Community input is vital to the relevance and success of this project. We invite you to read the Issues and Opportunities Paper and provide feedback by:

Chatting in person at one of our drop-in sessions:

Simpson - Thursday 5 March, 2:30 pm-7:30 pm,
Simpson Bowls Club

Timboon - Friday 6 March, 2:30 pm to 7:30 pm,
Timboon Senior Citizens Centre

Completing an online survey:

Visit www.corangamite.vic.gov.au/Simpson-and-Timboon to complete short survey and have your say.

Writing to us:

Put your thoughts on paper and send to:
Corangamite Shire, PO Box 84, Camperdown, 3260.

Emailing us:

planning@corangamite.vic.gov.au

Commenting on our Facebook page:

www.facebook.com/corangamiteshire

Opportunities for Simpson

Simpson is positioned to incrementally capitalise on the growing regional visitor economy through its position close the coast on the inland route from Twelve Apostles to Melbourne, and on the Twelve Apostles Food Artisans Trail.

Key opportunities include:

- Address potential land supply constraints
- Designating Simpson as the strategic regional location for key worker and affordable housing options
- The proposed repurposing and reuse of the former milk factory
- Small scale short stay accommodation, including caravan and camping sites, farm stay and budget self-contained accommodation
- Unique large-scale public art installation
- New tourism development including recreation (cycling, adventure), agri-tourism, gourmet food trail and events
- Public realm improvements - signage, long vehicle parking, connections between town centre
- New or expanded tourism hospitality businesses, targeting visitors travelling from the coast.

What is the Simpson Structure Plan?

The 'Positioning Simpson and Timboon for the Future' project includes the Simpson Structure Plan.

Most Corangamite Shire townships have a Structure Plan, which provides a long-term planning framework and direction for Simpson township and identifies land use planning recommendations to support future growth and development.

Opportunities for Timboon

Timboon is well positioned to capitalise on its role as a lifestyle residential destination and hinterland visitor hub. This includes potential for encouraging a mix of housing opportunities to cater for residential living, lifestyle properties and affordable housing options.

Key opportunities include:

- Development of the 12 Apostles Trail Stage 1 (Timboon to Port Campbell) and grow nature-based visitor opportunities
- New mountain bike trails in nearby bush reserves such as Cowleys Creek
- Development of new food related tourism businesses
- New events along rail precinct
- Short stay commercial accommodation including eco-accommodation cabins, quality self-contained units and boutique commercial accommodation
- Provision of worker accommodation and affordable housing at the Council-owned site on Curdies River Road
- Aged care and retirement living
- Continued attraction of the lifestyle residential market
- Public realm improvements - pathways, creek crossings and landscaping in the Powers Creek Reserve, new pedestrian connection between Distillery and Ice Creamery, long vehicle parking
- Continued investment in shopfronts

