

# Simpson & Timboon Strategic Placement and Simpson Structure Plan

Issues and Opportunity Paper

January 2020 DRAFT

PROJECT NUMBER:	2494
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VERSION:	200129 v3.2

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# 1 Introduction

Corangamite Shire Council has engaged Echelon Planning and Urban Enterprise to prepare the Simpson and Timboon Strategic Placement and Simpson Structure Plan.

## Context

The Great Ocean Road Region is one of Australia's premiere iconic tourism destinations. The *Visitor and Accommodation Forecast Great Ocean Road* prepared in 2018 for DELWP estimates the total visitation to the Region is forecast to grow by an average of 4.0% per annum to reach 8.6 million travellers by 2026-27. This includes 5.6 million day trip visitors and 3 million overnight visitors.

One of the key destinations in the Region- The Twelve Apostles- is located in Corangamite Shire near to the coastal town of Port Campbell. The Twelve Apostles currently attracts two million visitors per year.

## Strategic Placement Strategy

Tourism is a major contributor to Corangamite Shire's economic prosperity. The forecast growth in tourism will require new development and building of infrastructure to service tourism operations.

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

This project seeks to research and analyse the capacity of these hinterland towns to act as key service centres with facilities to cater for the growing tourism in the Region. This project will review their role and capability to service the increasing tourism facilities along the Great Ocean Road, whilst seeking to capitalise on the market and the growing visitor economy within the towns themselves.

In addition to the increasing tourism role, the broader region is experiencing substantial growth and investment in the agricultural and energy sectors. A key element of Corangamite's strong economic competitiveness is underpinned by affordable land supply that must be maintained. Pressure on housing supply, including key worker housing, requires consideration for planning for future residential and rural residential land supply and opportunities. The 'Housing for Workers Project' will determine the role Simpson may play in supply of land for delivery of worker housing in Corangamite and its key directions will guide this Strategy.

By understanding the strategic opportunities of the towns, the Shire can continue to capitalise and leverage from tourism.

## Structure Plan for Simpson

The project will also result in the preparation of a Simpson Structure Plan to provide a long-term land use and development planning framework and direction for the township. The project must consider how to revitalise the township and create a viable town centre, which provides for future business opportunities and

captures tourism spending. The project must also consider how to provide designated affordable housing and key worker accommodation locally.

## Approach

The Project will be prepared in the following five stages:

- Stage 1: Inception and Research (complete)
- Stage 2: Issues and Opportunities Analysis (current)
- Stage 3: Draft Structure Plan
- Stage 4: Final Structure Plan
- Stage 5: Implementation

## Community & Stakeholder Consultation

Community stakeholder engagement is a critical component in the development of this Project. This *Issues and Opportunities Paper* provides one of three key opportunities for the community to have their say in the development of the Plan.

Following this, public consultation will occur at Stage 3 on the draft Plan and at Stage 5 during its implementation.

## This Report

This Issues and Opportunities Report presents the background research and analysis undertaken to provide the context for justification for future Council actions in economic development and strategic planning areas to appropriately position these towns as service centres for tourism, accommodation, commercial and industrial opportunities associated with the Great Ocean Road and principally the Twelve Apostles precinct, including Port Campbell.

## 1.1 Corangamite Context

Simpson and Timboon are located in the coastal hinterland of Corangamite Shire, approximately 2.5 hours drive south-west of Melbourne. The name 'Corangamite' is said to be derived from the local aboriginal word for 'bitter' or 'salt water'.

Part of the Great Ocean Road Region, the Shire shares municipal boundaries with Moyne to the west, Pyrenees Shire, Golden Plains Shire and Ararat Rural City to the north, and Colac Otway to the east. To the south is the Bass Strait coastline.

The region is a highly popular tourist destination, with the coastal area known as the 'Shipwreck Coast' and renowned for the Great Ocean Road that runs along the cliff-tops and the waterfront, linking towns such as Port Campbell and Princetown, with spectacular natural features including the Twelve Apostles and Loch Ard Gorge amongst others. The Otway Ranges and undulating agricultural land frame the hinterland of the coast.

The Hamilton Highway and Princes Highway provide east-west connectivity through the Shire linking to Melbourne and Geelong to the east, and Warrnambool and Adelaide to the west. Secondary connector roads run north-south linking the main town of Camperdown and the highways to the coast, and volcanic plains, craters and lakes in the north of the Shire.



Figure 1. Regional Context Plan

## 1.2 Timboon

Timboon is located approximately 217 kilometres south-west of Melbourne and is situated in a scenic landscape, amongst rolling hills and bushland. Linear urban development follows Powers Creek and the main road network that links the town to Cobden and the Princes Highway in the north, and Port Campbell to the south.

Timboon's post-European settlement history started in the 1870s within the Powers Creek valley. Low scale buildings set into the valley are secondary to canopy vegetation which is a feature of the town's character making it an attractive lifestyle residential destination.

The town centre includes a number of boutique tourism and hospitality related businesses including the Timboon Ice Creamery, Timboon Railway Shed Distillery, cafes, lollyshop and pub. The Timboon-Camperdown Rail Trail runs through the town centre, and along with recent streetscape upgrades and pedestrianisation of the town centre- centred around a natural vegetated amphitheatre - presents a very attractive townscape and visitor destination.

The town serves as a secondary health, education and employment centre to Cobden and Port Campbell, and includes outside of the town centre:

- P-12 School (primary and secondary)
- Hospital (Timboon and District Healthcare Service)
- Golf Course
- Indoor Sports Centre (including basketball/netball courts, gym)

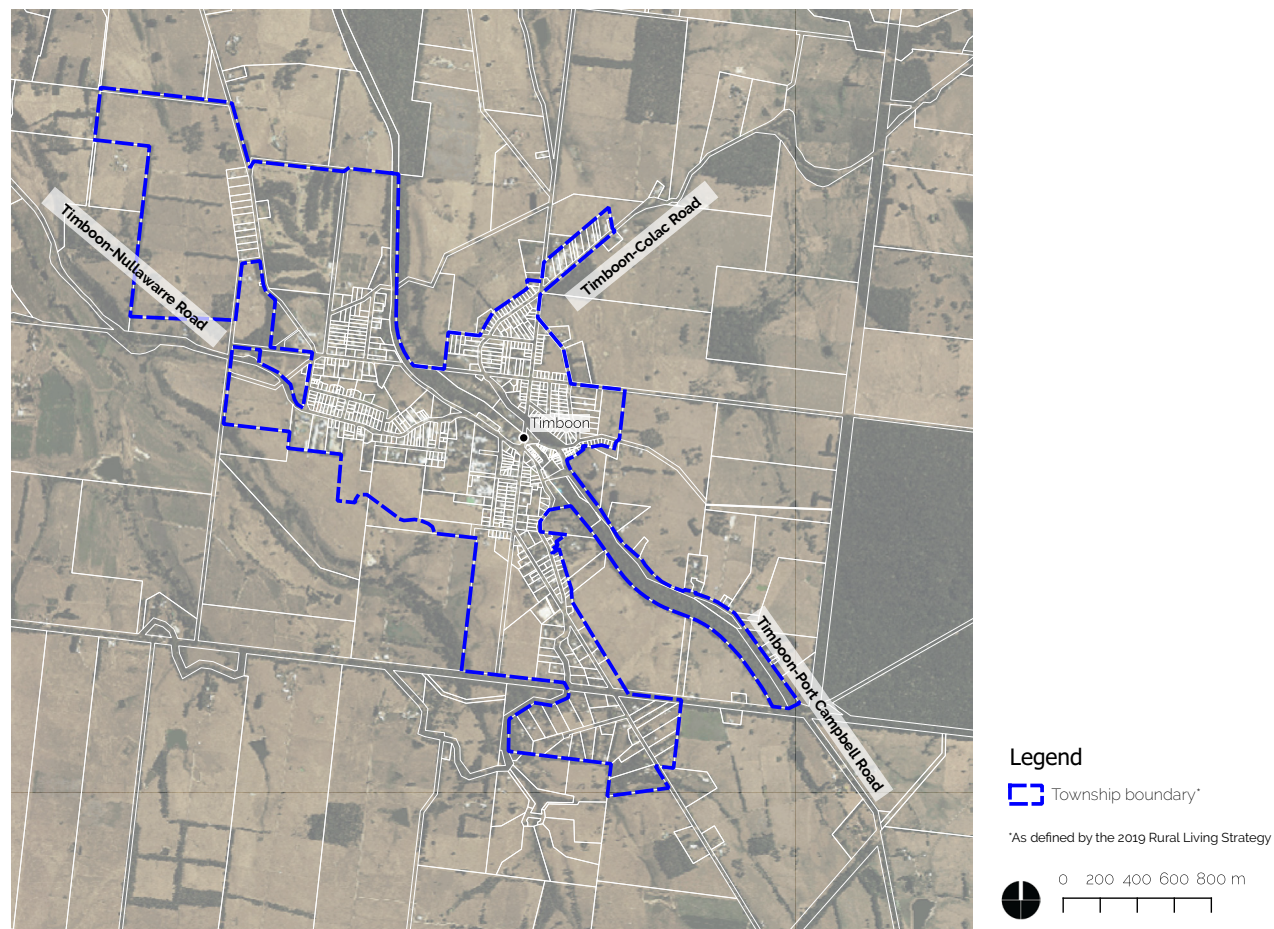


Figure 2. Timboon existing settlement

### 1.3 Simpson

Simpson, established as part of the Second World War Heytesbury Settlement Scheme, is approximately 198 kilometres from Melbourne. It is a small town with a strong rural character and is surrounded by open agricultural land. Simpson sits at the junction of Lavers Hill-Cobden Road and Princetown Road. It is strategically located on a key inland route to Port Campbell and the Twelve Apostles.

Local activity and employment are based upon the surrounding dairy industry and other farming sectors including the Heytesbury Stockfeeds. It is noted that Simpson plays an important ongoing service role for these industries in the surrounding region. A small industrial estate is located on the northern outskirts of the township. While recent times have seen low growth patterns, Simpson is well placed to build on economic growth in the surrounding region.

A residential area sits behind and to the west of the town centre with low scale detached dwellings. There is a row of dwellings adjoining the industrial land to the west of town.

Key features of Simpson include:

- A primary school and child care centre
- Simpson Historic Park and Lake
- Jaycees Park which includes a public toilet, skate park and playground
- A small convenience supermarket
- A Takeaway Shop;
- Ball and Chain Hotel and Motel
- Recreation Reserve
- Bowls Club

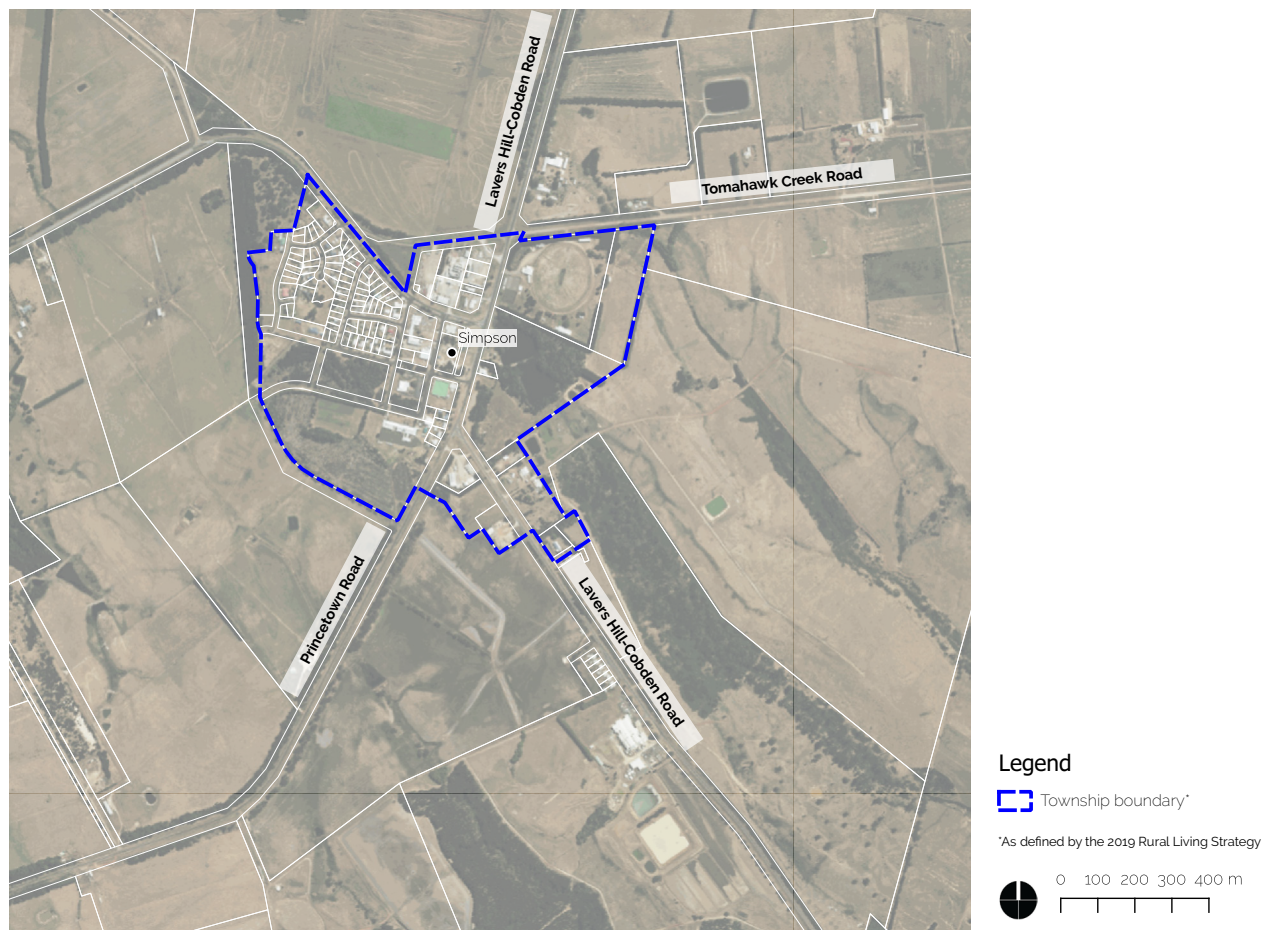


Figure 3. Simpson existing settlement

## 2 Policy context

*A range of State, regional and local policies and other data sources are relevant to Timboon and Simpson Strategic Placement and Simpson Structure Plan.*

*Their directions, objectives and strategies establish the planning framework for which the Plan must build. A summary is provided below.*

*Many of the documents are given effect in the State and local policy framework sections in the Corangamite Planning Scheme.*



## 2.1 State

### VICTORIAN VISITOR ECONOMY STRATEGY, 2016

The Victorian visitor economy has been growing strongly in comparison to New South Wales and Queensland since 2010. The strategy highlights that the key to this success is the diversity of product offer with a need to continually strengthen this diversity.

The Strategy provides an ambitious goal to grow tourism expenditure across the State by 2024/2025 to \$36.5 billion and a strong focus to achieve this is by increasing visitor nights and encouraging international guests to explore regional Victoria.

Relevant areas to this project for which the Strategy aims to support growth includes:

- Facilitating investment in tourism product and services;
- A focus on regional Victoria across all activities;
- Investing in key public infrastructure and roads.

### VICTORIA'S ABORIGINAL TOURISM DEVELOPMENT STRATEGY, 2013-2023

The Strategy provides a framework for Aboriginal tourism recognising there is opportunity to leverage current attractions and develop new experiences in regional Victoria. The relevant key directions of the Strategy include:

- Develop and promote regional Victorian Aboriginal tourism offerings:
  - Rich history and culture
  - Potential cluster of products and experiences in south-west Victoria
  - Align with existing regional tourism industry.
- Develop and grow the industry capabilities of Aboriginal tourism businesses.
- Market and distribute Aboriginal product and experiences to a global audience.

The Strategy recognises the Great Ocean Road Region has significant opportunity in promoting Aboriginal Tourism, building on the Great Ocean Road region, World Heritage listing of the Budj Biim heritage landscape, Geriwerd National Park and the strength of the Gunditjmara and Eastern Marr Traditional Owners amongst others in promoting culture.

## 2.2 Regional

### GREAT SOUTH COAST REGIONAL GROWTH PLAN, 2014

The *Regional Growth Plan* provides broad direction for land use and development and more detailed planning frameworks for key regional cities and centres in the South West Coast Region of Victoria, including Corangamite Shire.

This includes a settlement hierarchy for all towns in the region and direction for managing growth based on town role and type and the anticipated capacity of the town to support growth. This includes allowing for an appropriate supply of residential, commercial and industrial land at a local, municipal and regional level, balanced with consideration of the features of rural land and natural resources around each settlement that should be preserved and protected.

Policy directions relevant to Simpson and Timboon include:

- District Towns with capacity for growth include: Allansford, Camperdown, Cobden, Port Campbell, Terang, Timboon and Torquay / Jan Juc.
- Support development and investment in small towns that are facing economic and population challenges.
- Provide for settlement breaks between towns to maintain their unique identities.

### SHIPWRECK COAST MASTERPLAN

The *Shipwreck Coast Masterplan*, adopted in 2015, aims to guide investment in facilities and infrastructure over the next 20 years to enhance the liveability of local communities, develop international quality visitor opportunities, and conserve and restore the region's environment and landscape character.

The document identifies that currently there is a lack of 'man-made' attractions and products along the Shipwreck Coast, as well as low visitor expenditure and length of stay. Part of the purpose of the master plan is to get people to stay longer and spend more.

The Master Plan's principle area of focus is the coast, however some recommendations also relate to or influence opportunities for the hinterland including for Timboon and Simpson.

Key concepts of the Master Plan include:

- Access and circulation – Including the coastal hinterland touring route and 'parkway' concept supported by park and ride hubs, connected to the 12 Apostles Trail, the Great Ocean Walk, towns and visitor precincts.
- A new structure for visitor experiences - Supporting each township's role as a visitor hub in a decentralised and dispersed approach to information and interpretation services that provide choice and draw people along the coast, rather than concentrating all visitors into one area.
- Links, loops and journeys - provides locals and

visitors with a variety of ways to experience the area by mixing and matching options of walking, cycling or catching a shuttle bus service.

- Environmental Framework - the plan proposes net biodiversity gains through removal of redundant park infrastructure and a regional-scale approach to Landcare re-vegetation on adjacent private and public land to strengthen habitat and augment the parks.

Key identified projects, relevant to this project include:

- Coastal Hinterland Touring Route - The plan proposes a new "Coastal Hinterland Touring Route" to provide access to the diverse gourmet and landscape experiences lying in the hills just behind the coast. Combined with lowered speed limits on the Great Ocean Road, the new touring route will take pressure off the iconic Great Ocean Road, making it safer and a more enjoyable visitor experience in itself and may include opportunities to walk and ride along the road corridor.
- 12 Apostles Trail - The 12 Apostles Trail (cycling and walking) and the Great Ocean Walk will meet at Princetown. Local trails link to these two regional trails at key precincts and towns to create a network of loops and experiences.

The Master Plan also recommends a range of potential visitor infrastructure for coastal towns.

## GREAT OCEAN ROAD STRATEGIC MASTERPLAN 2015-2025

The *Great Ocean Road Strategic Masterplan* focuses on increasing tourism yield by enhancing the visitor experience. The plan aims to achieve this through improving existing experiences, developing new products and services, and improving infrastructure. The Masterplan identifies that the visitor economy could be the major economic driver for the region.

Key issues and opportunities outlined include:

- High visitation and low yield per visitor.
- Limited seasonal dispersal.
- Limited geographic dispersal.
- Poor maintenance and development of publicly managed visitor assets at many locations.
- Need for further product development and investment to match visitor demand.
- A variable quality of customer service in the region.
- Congestion in peak periods and at popular locations.

Relevant objectives include:

- To increase visitor yield;
- To increase visitor dispersal throughout the region;
- To increase visitor satisfaction;
- To increase public and private investment in development and maintenance of infrastructure, product (accommodation and experiences) and visitor services;
- To increase business and community participation, engagement and support; and
- To manage the impact of large visitor numbers.

## 12 APOSTLES COAST & HINTERLAND DRAFT DESTINATION ACTION PLAN 2020- 2023 [DRAFT]

*The Destination Action Plan for 12 Apostles Coast & Hinterland* identifies priority strategies and actions for the area including the towns of Simpson and Timboon.

The relevant key priorities and actions in the document include:

- Investment in infrastructure:
  - Enabling infrastructure-maintenance and resilience.
  - Technology and communication.
  - Public transport and roads- maintenance and improvement.
  - Trails and lookouts – support projects to improve and enhance existing (trails and lookouts beyond Port Campbell National Park and Bay of Islands Coastal Park, 12 Apostles Precinct and 12 Apostles Trail and upgrade/ maintenance of Camperdown to Timboon Rail Trail).
  - Accommodation for staff – affordable housing or purpose-built worker accommodation initiatives (invest/build/rent/buy).
  - Wayfinding and information signage.
- Product development:
  - New nature-based experiences (Active adventure, accommodation, wildlife encounters, geothermal- hot springs).
  - Increased range, quantity and quality of accommodation.

- Enhance dining, retail, market/arts product offering.
- Hinterland product offering (growth in artisan produce and farm gates, 12 Apostles Trail supporting product, grow product in Cobden and Simpson consider Dairy Interpretation Centre).
- Grow events.
- Create new product by collaboration and packaging.
- Workforce development
  - Worker housing development in Simpson – explore opportunities to create purpose-built worker accommodation.
- Communicate the vision “to be a world class sustainable destination”.
- Environmental, social, cultural (cultural interpretation – indigenous stories) and economic sustainability (promote seasonal dispersal).
- Visitor experience enhancement.
  - Encourage and promote better story-telling and interpretive information.
  - Create and grow visitor touring resources (promote hinterland touring experiences).
  - Promote the value of the visitor economy.

## GREAT OCEAN ROAD ACTION PLAN 2018

The *Great Ocean Road Action Plan* prepared in December 2018 outlines a range of reforms that are designed to protect the future of coastal land and waters of the Great Ocean Road.

The Actions are structured around the following 5 major reforms:

1. *Legislation to protect the Great Ocean Road, its land and seascapes as the one integrated and living entity.*
2. *A new, dedicated, marine and coastal parks authority with the primary purpose of managing and protecting the land and seascapes of the Great Ocean Road, to manage visitation and to coordinate delivery of associated government investment projects.*
3. *A new overarching planning framework for the region that legislates community involvement in the development of shared objectives and a framework to provide future direction to the region.*
4. *A better planning approval process with an independent expert advisory committee that streamlines planning approvals for appropriate development projects and stops inappropriate proposals in their early stages.*
5. *These major reforms will be delivered through 18 specific actions with further work required to establish the finer details and funding for implementation.*

## 2.3 Local

### CORANGAMITE ECONOMIC DEVELOPMENT STRATEGY (2017)

The *Economic Development Strategy 2017-2021* sets a five-year vision for the Corangamite Shire, providing economic development guidance for both Council and stakeholders.

The strategy is guided by five key themes, these and the most relevant actions to this project are outlined below.

- Theme 1: Maintain leadership in economic development
- Theme 2: Promote population retention and growth
  - Investigate targeted migration programs to address skilled labour shortages.
  - Facilitate and support job creation opportunities attracting investment and encouraging the expansion of current businesses.
- Theme 3: Grow the visitor economy
  - Support and facilitate the development of contemporary tourism product which appeals to target markets, including the 12 Apostles Trail.
  - Facilitate the development of high quality (4 star +) commercial accommodation in identified strategic locations.
  - Facilitate increased supply of short stay accommodation in the hinterland and northern regions, particularly boutique farm stay and cottage accommodation.
  - Support the implementation of a

- contemporary visitor servicing strategy.
- Support training and up-skilling in tourism and hospitality through Glenormiston College and other providers.
- Theme 4: Expand food and fibre
  - Support existing agricultural industry and businesses by encouraging innovation and entrepreneurialism.
  - Increase value add, by encouraging investment in farms, supply chain and enabling infrastructure.
  - Explore other food opportunities to promote greater diversity in the agricultural sector and agri-tourism.
- Theme 5: Develop emerging industries.
  - Support and investigate renewable energy projects.
  - Support the roll-out of NBN in strategic locations in Corangamite Shire, including Camperdown, Cobden, Terang and Timboon.

### CORANGAMITE SHIRE RURAL LIVING STRATEGY (2019)

The *Rural Living Strategy* provides a land use framework to guide the current and future management of rural residential land throughout the Shire, including identifying preferred locations for rural residential development.

The Strategy aims to achieve a balanced approach between making recommendations to:

- Support residential development within existing settlements;
- Optimise existing requirements for rural residential development with local market preferences; and
- Add rural residential land to current supply where it is strategically justified.

In Timboon, the Strategy recommends that additional land bounded by Curdies River Road and Timboon-Nullawarre Road be rezoned to Low Density Residential Zone (LDRZ), specifying a 0.4ha minimum lot size for subdivision.

Simpson contains no land specifically zoned for rural residential development and contains 20 hectares of General Residential Zone (GRZ) land. Parcels range from 0.5ha to 1.7ha, however, some areas are constrained due to a lack of sewer infrastructure. 11ha of land are vacant and are available for development, which represents approximately 45% of Simpson's GRZ land, however, much of the land is constrained by bushfire risk and is dominated by native vegetation.

The Strategy specifically comments on Simpson and Timboon providing the following recommendations:

- **Simpson** Undertake a ‘Structure Plan’ for the Simpson Township, including an investigation of potential future growth areas and the potential to service vacant general residential development in the town.
- **Timboon** Rezone land bound by the Curdies River Road and Timboon-Nullawarre Road from the Farming Zone to the Low Density Residential Zone, specifying a 0.4ha minimum lot size for subdivision. Assessment of impact from the Timboon Waste Transfer Station is to be undertaken (note these recommendations should be read in conjunction with additional elements of the Rural Living Strategy).

### **CORANGAMITE SHIRE ANNUAL ACTION PLAN 2019-2020**

The *Annual Action Plan* sets out the Council Plan’s objectives along with the associated key actions. Relevant actions within the plan include:

- Identify and implement road upgrade opportunities to support local business and tourism within the Shire.
- Support local events and festivals through the Events and Festivals Grant Program.
- Participate in the Glenample Precinct Plan development and undertake advocacy for improved infrastructure and visitor experience.
- Investigate the provision of long vehicle bay parking and relevant options in each of Council’s townships.
- Trial a new Business Support Grants program to stimulate business growth.
- Undertake the Simpson and Timboon Strategic Placement Project (this project).
- Construct new public toilets at Port Campbell.
- Complete design and commence procurement for Port Campbell Town Centre Urban Design Project.

### **A PLAN FOR SIMPSON (2012)**

*A Plan for Simpson* is an outline of actions devised by the community to contribute to the liveability and future prosperity of Simpson. The plan included 26 priority objectives that were broken down into five categories that are as follows:

- Category 1 projects which can be included within the Building Stronger Corangamite Communities initiative.
- Category 2 initiatives which will need to be implemented through a Community/ Council partnership.
- Category 3 works associated with the formal responsibilities of Corangamite Shire council.
- Category 4 projects relating to State and Commonwealth government responsibilities.
- Category 5 projects that depend upon the business decisions of private commercial interests or possibly through some social enterprise initiative.

The subsequent 2017 review of the Plan for Simpson outlined that 9 of the original 26 priorities had been completed, including 7 of the top 12 project priorities.

Key projects include:

- Better town entry signage (recently delivered);
- Indoor sporting complex/ including gym and pool;
- Improved walking/cycling tracks;
- Repurpose former Kraft factory;
- Promote gourmet food loop from Simpson/ promote and advertise local foods;
- Connect to natural gas;
- Accommodation / Motel/ B& B/ Cabins/ Camping facilities/ Create caravan sites at the Football ground;
- Expand park toilet facilities to accommodate increased tourist traffic;
- Arrange for Timboon bus to come to Simpson on a loop service.

## **BLUEPRINT FOR TIMBOON 2012-2022 / REVIEW 2015**

*Blueprint for Timboon* provides a set of priority projects formulated by the community which aim to support liveability and future prosperity of Timboon. It outlines several environmental, social and economic initiatives to be taken up over the next ten years.

Prepared under the same model as the Plan for Simpson, the Blueprint for Timboon includes 21 township priorities grouped into 10 broad themes covering economic and business development, road safety, natural environment, education and health services, recreation, culture and entertainment and tourism development.

The 2015 review of the Blueprint for Timboon reported that of the 49 actions identified in the original plan, 16 have been completed and a further 13 are underway.

Actions to be prioritised over the next period included:

- Increase shops and/or occupy retail shops
- Improve availability of arts, music and creative opportunities, including through the creation of festivals, films, plays, community social events and cultural activities
- Upgrade and improve availability of car parking
- Clean up and rejuvenate Power Creek with walking and recreational areas
- Develop and extend and promote Craters to Coast Rail Trail
- Develop overnight tourism accommodation, including caravan park and camp sites;

- Develop bigger, better, cleaner supermarket;
- Develop and promote tourism attractions, including local produce trail;
- Upgrade shopping centre- shopfronts, circulation and access;
- Construct new toilets in key locations;
- Construct new footpaths and repair existing paths;
- Natural gas connection to Timboon.
- Construct mountain bike trail
- Story of Timboon – Township history and culture
- Publication on local features and events, with map of town and walking tracks
- Design and erect new Town Entry Signage
- Review and consolidate all signage
- Install RV/Caravan dump point

## 2.4 Other

### WORKFORCE FOR THE GREAT OCEAN ROAD REGION VISITOR ECONOMY [DRAFT]

Dench McClean Carlson completed a draft report (2019) for Great Ocean Road Regional Tourism which investigated the workforce for the Great Ocean Road Region Visitor Economy.

Key findings relevant to this project include:

- There is a need to develop visitor product that will drive an increase in overnight visitation to the GOR and generate a significant economic benefit to the region. The corollary of such development will be the need to grow/develop a workforce that can support such product.
- There are a number of proposed commercial investments that have the potential to drive a lift in overnight visitation in particular and will generate a demand for increased employment in the GOR visitor economy.
- The overall growth in employment across the GOR flags growing competition for workers across a range of industry sectors including those employed by businesses in the visitor economy.
- Potential need for in region training and upskilling for the workforce.
- The cohort of workers travelling out of the GOR could be targeted to fill roles in the new tourism facilities being proposed in the GOR and/or support the growth in the overall visitor economy.
- The high percentage of workforce aged people already engaged in the workforce, particularly in the Colac Otway and Corangamite Shires, impacts

the availability of workers to service growth in the respective local economies including the visitor economy.

- The Accommodation & Food Services sector, like all other sectors, needs access to “working age” people in the population and, more than most other sectors, younger workers.
- The relative lower level of wages and salaries for Accommodation & Food Services sector workers suggest that access to affordable accommodation is needed to support growth in the visitor economy workforce.
- The limited availability and/or affordability of accommodation is a barrier to the operation and growth of the visitor economy. The relative absence of available housing, particularly nearby a number of the proposed investments, suggests that alternative forms of accommodation for workers will be necessary to support growth in the visitor economy workforce.
- The relative absence of accredited training and education within the GOR suggests that an intervention to improve access to training for both workers and businesses is required.

### THE FUTURE OF VISITOR SERVICING: GREAT OCEAN ROAD REGION

Stafford Strategy completed a review of visitor servicing in the Great Ocean Road region in 2019 for Great Ocean Road Regional Tourism. The strategy recommends moving toward a centralised multi-channel system of information provision, including a reduction in traditional bricks and mortar Visitor Information Centres (VICs), increase in digital presence, mobile VICs and roving ambassadors. The strategy also recommends the long term move away from all bricks and mortar VICs.

### ICONIC PRODUCT DEVELOPMENT STRATEGY FOR THE SHIPWRECK COAST

Simon McCarthur and Associates completed a study which examined potential iconic experiences to the existing visitor offer. Proposed experiences include:

- Holographic presentation of evolution of the Shipwreck Coast landscape at the Glenample Visitor Experience Centre;
- Virtual reality experiences at the Glenample Visitor Experience Centre;
- Coastal boat trips;
- Guided walking tours to view penguins;
- Geothermal spa/wellness products.

### SPPF AND LPPF SUMMARY

An overview of relevant State and Local Policy provisions of the Corangamite Planning Scheme relevant to Timboon and Simpson is located at Appendix 1.



## 2.5 Key Issues and Opportunities for the Project

The following provides a summary of the key findings of the strategic policy review:

- Regional Growth policy supports growth of Timboon as a District Town, and supports development and investment in Simpson as a small town facing economic and population challenges including closure of the former Milk Processing Factory impacting employment.
- A need to spatially translate the community planning for Simpson and Timboon that identified opportunities and actions to improve liveability and economic development within the towns. Community Plans have been prepared and partially implemented.
- A need to capitalise on the growing number of visitors to the region through promoting increased length of stay and yield.
- Support for increased visitor dispersal through the region and promoting year-round visitation.
- Support for increased investment in visitor product, experiences and infrastructure along the coast and the coastal hinterland, including further developing the coastal hinterland experience.
- Support for increased commercial accommodation in the region, ranging from caravan parks and camp sites to 4-5-star quality accommodation.
- The GORR is subject to workforce capacity constraints to service the growing tourism sector.
- A number of 'iconic' tourism developments have been proposed for the Shipwreck Coast, which, if delivered have the ability to increase visitation and yield.
- Support for increasing worker accommodation.
- Support for economic development initiatives, including population retention and growth, growth of the visitor economy, food and fibre sector and energy projects.
- A range of major investments are proposed along the Shipwreck Coast, including trails (Timboon to Port Campbell rail trail), touring routes, visitor services and infrastructure.
- Identified projects relevant to Simpson include support for purpose-built worker accommodation, public realm improvements, camping/caravan sites at the local football ground; repurposing of former Kraft factory, leveraging gourmet food trail.
- There is no land specifically designated for rural living in Simpson.
- An additional 20 hectares of land for rural living has been recommended for Timboon.
- Timboon can increase its role as a visitor hub, including through developing the Timboon to Port Campbell rail trail, further leveraging the gourmet food trail, accommodation development, festivals/art and cultural events, public realm improvements and visitor infrastructure.
- Ensure the Plans are consistent with direction of State policy that seeks to undertake structure plans for towns as the effective planning and management tool. This includes consideration for staging of development and infrastructure to ensure adequate service and infrastructure delivery can be achieved.
- Support local policy requirements for land use and development, including that the direction of settlement growth, is only permitted where the risks to life, property and community infrastructure from bushfire is low.
- Identify land for township growth that has access to adequate servicing and transport options.
- Build on the current local policy for Simpson:
  - *To promote and support a compact urban form.*
  - *To improve the vegetated landscape elements of Simpson.*
- Build on the current local policy for Timboon:
  - *To protect Timboon's landscape setting.*
  - *To retain Timboon's historic character, particularly in its community and commercial centre.*
  - *To reinforce the central focus of the town.*
  - *To provide for a growing tourism industry.*
  - *To increase the type of accommodation available to residents and visitors.*

### 3 Demographics, Housing & Economic Profile

*In order to plan for the potential of Timboon and Simpson it is important to understand the current and potential future demographic, housing and economic profile.*

*This section provides an overview of key population, demographic and economic indicators drawing on secondary data sources. The profiling includes:*

- *Demographic profile (population, age profile, income and labour force);*
- *Housing profile (dwelling types and size, occupation and tenure); and*
- *Employment profile (employment profile by industry).*

### 3.1 Demographic profile

#### POPULATION

Table 1 provides a summary of the historical population trends in Simpson, Timboon, Port Campbell and Corangamite South between 2011 and 2016. Timboon experienced the strongest population growth of the two towns at 1.4% per annum, reaching 796 people in 2016, while Simpson had a population of 161 persons, adding 7 people over the 5-year period.

Port Campbell had a residential population of 266 in 2016, having grown at an average annual rate of 0.5% since 2011.

The growth in population in township areas is in contrast to overall population decline in the Corangamite South region and Corangamite Shire. This is likely a result of decreasing population in rural areas, which may be a result of farming lot consolidations and falling household sizes, which is a general trend across rural Victoria.

**Table 1.** POPULATION SUMMARY

	2011	2016	Change	AAG (%)
Simpson (MB)	154	161	+7	0.89%
Timboon (UCL)	742	796	+54	1.41%
Port Campbell (UCL)	259	266	+7	0.53%
Corangamite South (SA2)	7,474	7,160	-314	-0.85%
Corangamite Shire (LGA)	16,376	16,051	-325	-0.40%

Source: ABS, 2011 and 2016

#### PUBLISHED POPULATION FORECASTS

Id. and VIF population forecasts are shown in Tables 2 and 3. According to id forecasts, the Timboon township and district is projected to grow at a rate of 0.35% p.a. to reach a population of 2,134 by 2036, whilst the Rural South is forecast to experience population

decline to 2036 at a rate of -0.02% p.a.

VIF projects that the Corangamite South population will decline to 2036, at an average rate of -0.5% p.a. Population forecasts for Corangamite Shire differ between id and VIF. Id projects the population to grow at a marginal rate of 0.13% p.a, whilst VIF projects the population to decline at a rate of -0.58% p.a.

**Table 2.** ID POPULATION FORECAST

	2019	2036	Change	AAG
Timboon and District	2,011	2,134	123	0.35%
Rural South	2,115	2,108		
Corangamite Shire	16,215	16,574	359	0.13%

Source: Population forecasts, id, 2019

**Table 3.** VIF POPULATION FORECAST

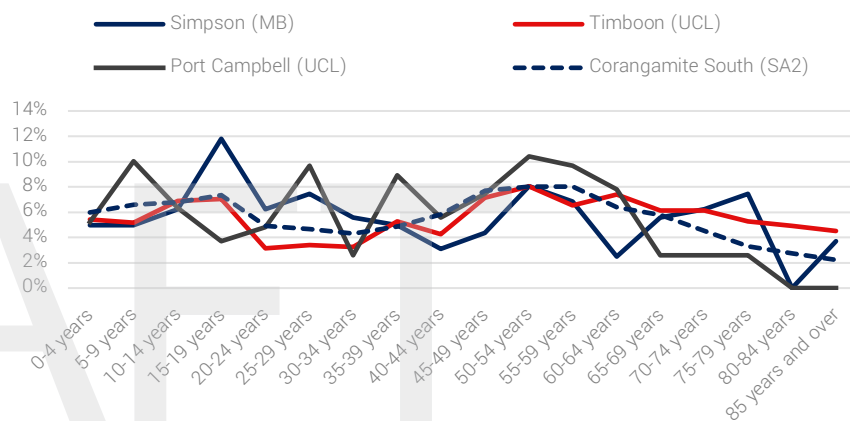
	2016	2021	2026	2031	2036	AAG
Corangamite South	7,274	7,013	6,883	6,796	6,723	-0.52%
Corangamite Shire	16,243	15,808	15,439	15,166	14,892	-0.58%

Source: Victoria in Future, 2019

### AGE PROFILE

Simpson has a higher proportion of residents aged between 15 and 39 years than Timboon (note that the population sample for Simpson is limited meaning increased chance of population fluctuations in the age profile). Refer to Figure 4.

Figure 4. AGE PROFILE



Source: ABS, Table Builder, 2016

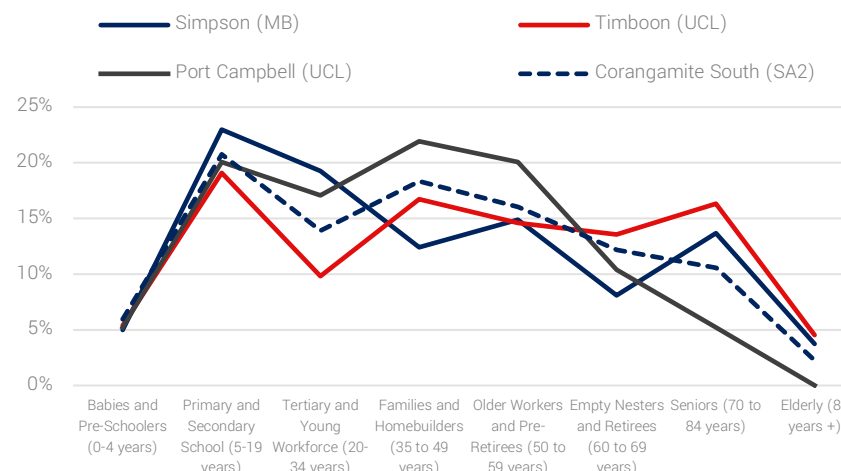
Utilising the 5-year census population profile data, population has been broadly sorted into market categories to show the different types of demographic segments of the population, this is shown in Figure 8.

Timboon has a generally consistent age profile, with a higher proportion of families and home builders and older segments of the population and a smaller proportion of residents aged between 20-34 years (tertiary and young workers). This may reflect Timboon's attractiveness as a lifestyle destination both for families and empty nesters/semi-retirees.

Simpson's age profile is similar to that of Timboon, however, with a higher proportion of residents aged between 20-34 years.

Port Campbell has a comparatively smaller proportion of the population aged over 70 years compared to Simpson and Timboon.

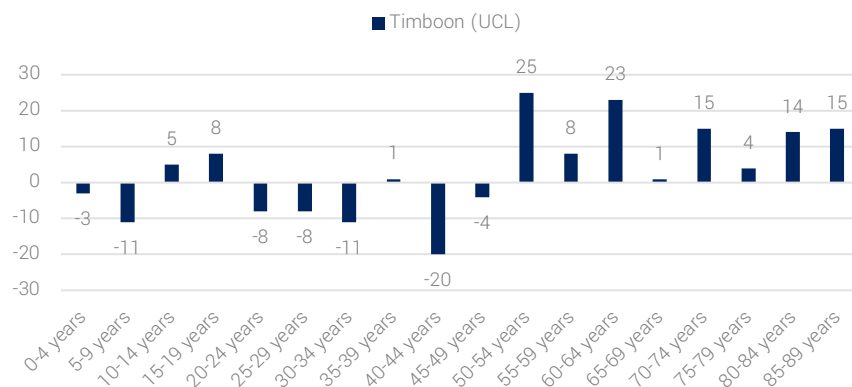
Figure 5. AGE PROFILE – MARKET GROUPS



Source: ABS, Table Builder, 2016

Figure 5 shows the change in population in Timboon between 2011 and 2016. The data shows that the segments of the population that showed the greatest population increase included those aged 50 years and above, reflecting an ageing population. There was also generally a decline in the population aged between 20-34 years, who are typically aged in the younger workforce and or undertaking tertiary education.

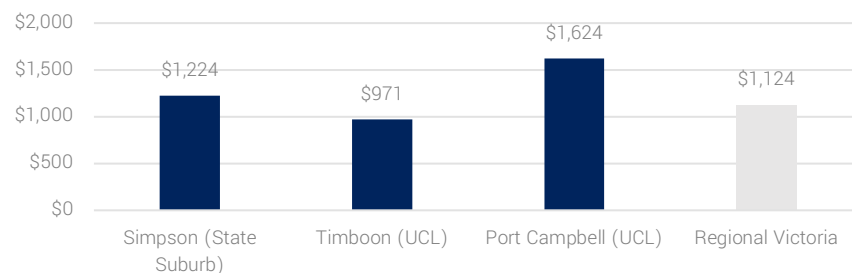
**Figure 6. TIMBOON – POPULATION CHANGE BY 5 YEAR AGE GROUPS**



**INCOME**

Figure 7 shows the median weekly household income for key locations in 2016. Port Campbell had the highest median household income, followed by the Simpson State suburb. Timboon had the lowest median household income, which was also below the median of regional Victoria.

**Figure 7. WEEKLY MEDIAN HOUSEHOLD INCOME**



Source: ABS, Table Builder, 2016

**LABOUR FORCE**

Across the Corangamite South region, approximately 50% of residents reported being in the labour force in 2016, however, the size of the labour force decreased by 180 people between 2011 and 2016. In Simpson, the labour force grew by 5 people between 2011 and 2016, whilst in Timboon, the labour force only increased by 1 resident. Generally, there are very low levels of unemployment across Simpson, Timboon and Port Campbell.

A reduction in the size of the labour force, coupled with low levels of unemployment can increase access restrictions on skilled labour.

**Table 4. LABOUR FORCE**

	Simpson (State Suburb)	Timboon (UCL)	Port Campbell (UCL)	Corangamite South (SA2)
<b>2016</b>				
<b>Total in Labour Force</b>	308	340	140	3,589
<b>% of Population</b>	<b>54%</b>	<b>43%</b>	<b>52%</b>	<b>50%</b>
<b>Worked Full Time</b>	199	167	72	2,119
<b>Worked Part Time</b>	82	134	50	1,091
<b>Away from Work</b>	18	29	18	250
<b>Unemployed</b>	9	10	0	129
<b>Change 2011-2016</b>				
<b>Total in Labour Force</b>	+5	+1	-5	-180
<b>Worked Full Time</b>	-3	-20	-6	-173
<b>Worked Part Time</b>	+7	+5	-6	-30
<b>Away from Work</b>	-3	+15	11	-5
<b>Unemployed</b>	+4	+1	-4	28

Source: ABS, Table Builder 2011 and 2016

### RESIDENT EMPLOYMENT SECTOR

Figure 8 shows the industry sector of employment of residents of Port Campbell and Timboon.

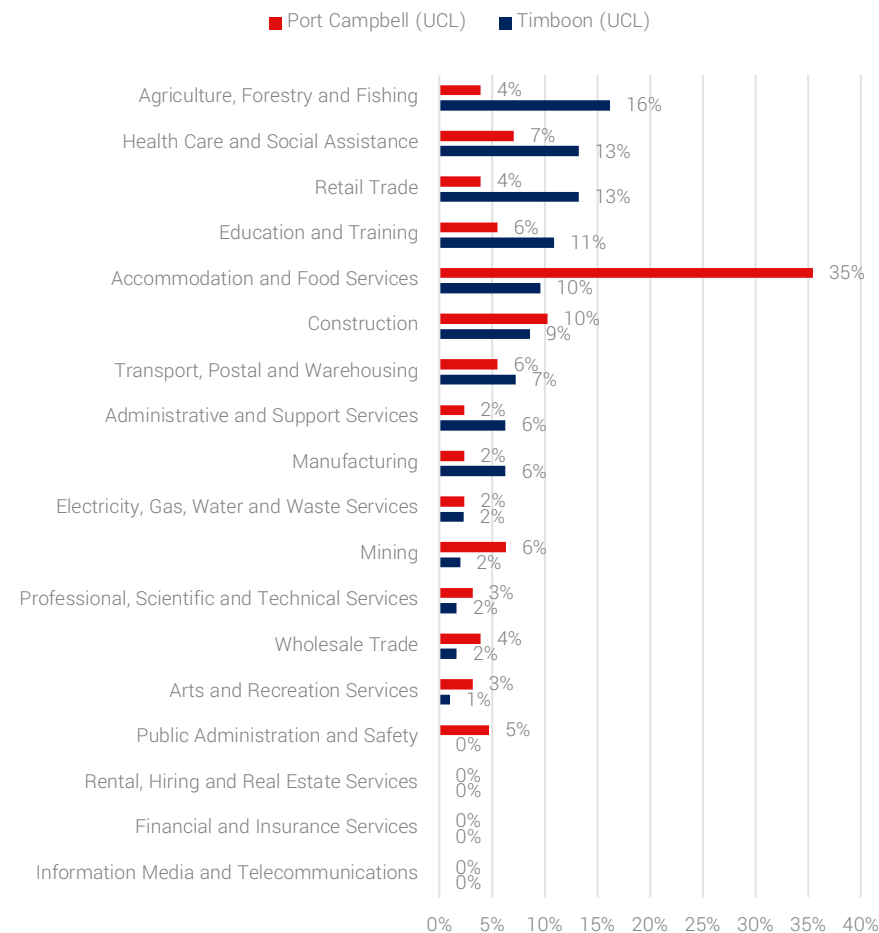
The key sectors in which Timboon residents were employed include Agriculture, Forestry and Fishing (16%), Health Care and Social Assistance (13%), Retail Trade (13%), Education and Training (11%) and Accommodation and Food Services (10%).

35% of residents of Port Campbell were employed in the Accommodation and Food Services sector.

Between 2011 and 2016, the employment profile of residents of Timboon increased in Administrative and Support Services (+15 residents), Agriculture (+14 residents) and Health Care and Social Assistance (+11 residents) and decline in Manufacturing (-16 residents) and retail trade (-11 residents).

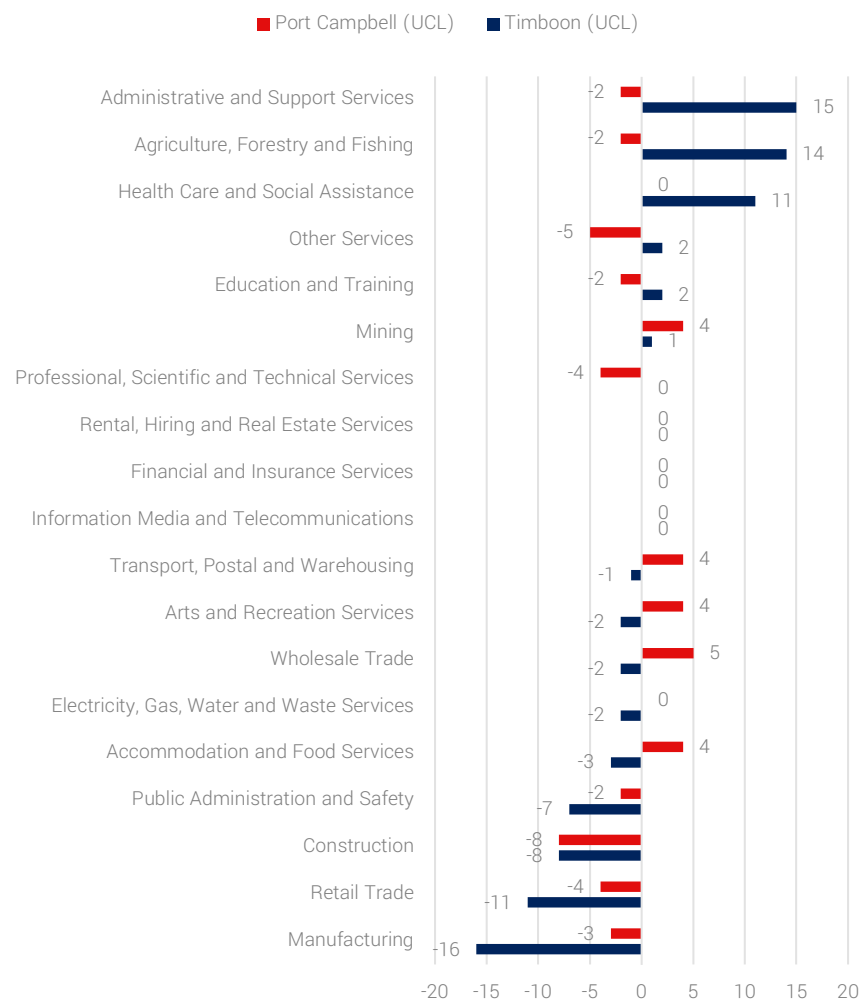
The number of residents employed in the Accommodation and Food Services, Arts and Recreation, Transport and Warehousing and Mining increased in Port Campbell between 2011 and 2016.

**Figure 8. RESIDENTIAL INDUSTRY OF EMPLOYMENT**



Source: ABS, Table Builder 2011 and 2016

**Figure 9. CHANGE IN RESIDENT INDUSTRY OF EMPLOYMENT**



Source: ABS, Table Builder 2011 and 2016

### 3.2 Housing profile

The following provides a profile of housing in Simpson, Timboon and for comparison Port Campbell.

#### DWELLING SUMMARY

There were an estimated 398 dwellings in Timboon in 2016, of which 87% were occupied. In Simpson, there were an estimated 81 dwellings. Data at the MB level was not available for occupied vs non-occupied dwellings in Simpson.

The occupancy rate of Port Campbell was much lower, at 57%, indicating the high proportion of holiday rentals in this location.

Between 2011 and 2016, there were an additional 51 private dwellings in Timboon (equating to approximately 10 dwellings per annum). There were 3 additional occupied dwellings in Port Campbell between 2011 and 2016.

**Table 5.** DWELLING SUMMARY

	Simpson (MB)	Timboon (UCL)	Port Campbell (UCL)
Total Private Dwellings	81	398	237
Occupied Dwellings	-	346	134
Non-Occupied Dwellings	-	52	92
Non-Private Dwellings	-	0	11
Occupancy Rate	-	87%	57%

Source: ABS, Table Builder, 2016

**Table 6.** TRENDS 2011-2016

	Simpson (MB)	Timboon (UCL)	Port Campbell (UCL)
Additional Private Dwellings	na	+51	+1
Occupied Dwellings	na	+58	+3
Unoccupied Dwellings	na	-7	-4

Source: ABS, Table Builder, 2016

#### DWELLING TYPES

Table 7 provides analysis of the different dwelling types in Simpson, Timboon and Port Campbell. Nearly all dwellings in Simpson and Timboon are separate detached houses, while 81% are separate detached houses in Port Campbell.

Flats and apartments make up 3% of the dwelling stock in Port Campbell, with 'other' dwelling types comprising 16%. These dwellings generally include caravan park and cabin accommodation.

**Table 7.** DWELLING TYPES

	Simpson (MB)	Timboon (UCL)	Port Campbell (UCL)
Separate House	100%	98%	81%
Semi-detached, row or terrace house, townhouse etc.	0%	0%	0%
Flat or apartment	0%	0%	3%
	0%	2%	16%

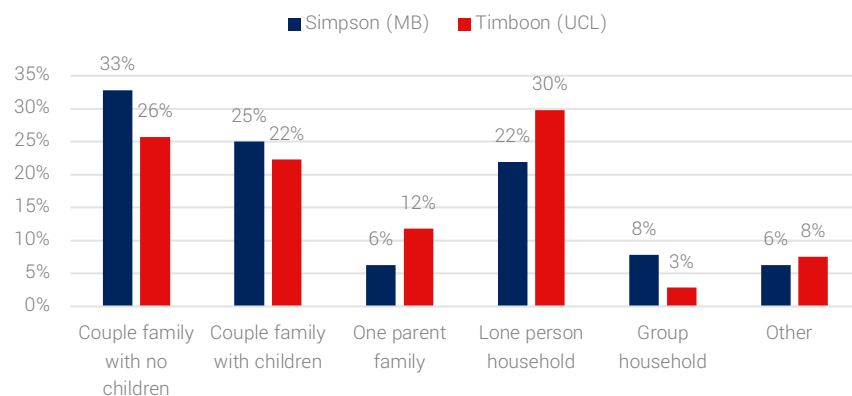
Source: ABS Table Builder, 2016



## HOUSEHOLD COMPOSITION

Figure 10 shows family household composition for Simpson and Timboon in 2016. Simpson has a larger share of couple families with and without children than Timboon, while Timboon has a higher proportion of lone person households. Timboon also has a larger share of one parent families compared to Simpson.

**Figure 10.** FAMILY HOUSEHOLD COMPOSITION



Source: ABS, Table Builder, 2016

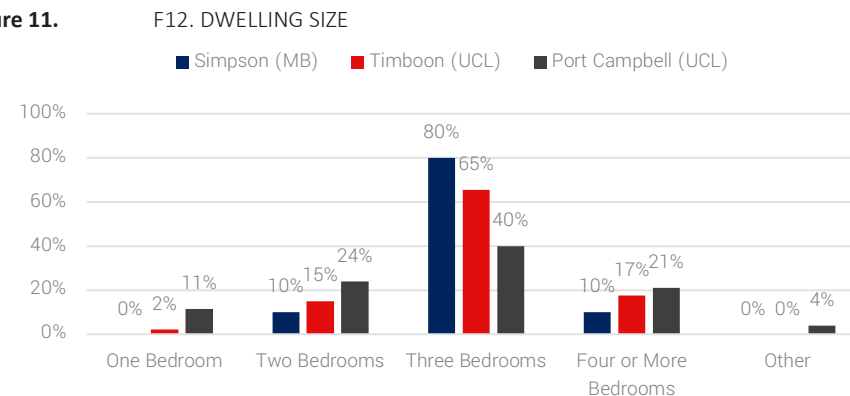
## DWELLING SIZE (BEDROOMS)

Figure 11 shows the proportion of dwellings by size. The majority of dwellings in all locations had 3 bedrooms.

Timboon and Port Campbell had a higher proportion of dwellings with four or more bedrooms compared to Simpson.

There may be a lack of smaller dwellings in Timboon and Simpson to suit household types. 30% of households in Timboon were lone person households, whilst only 17% of dwellings had one or two bedrooms. The same situation is present for Simpson, in which 22% of households were lone person households, but only 10% of dwellings had 2 bedrooms or less.

**Figure 11.**

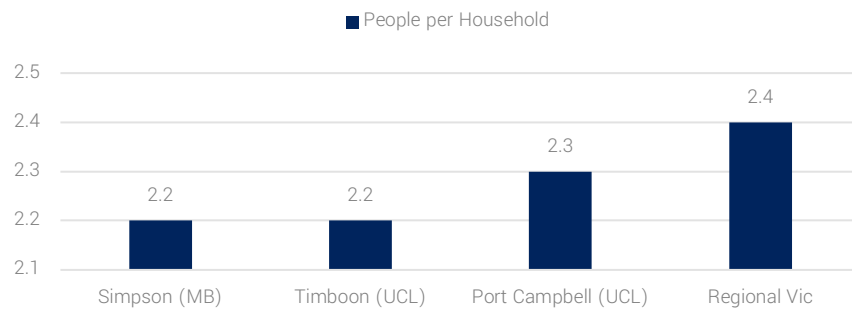


Source: ABS, Table Builder, 2016

## PEOPLE PER DWELLING

The average number of people per household was generally consistent between towns, at just over 2 residents per household on average.

**Figure 12.** PEOPLE PER DWELLING



Source: ABS, Table Builder, 2016

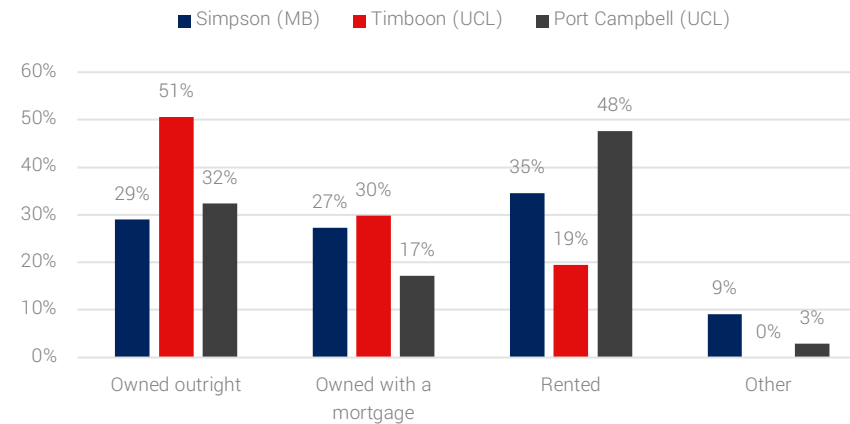
## TENURE

Figure 14 shows housing tenure for key towns in 2016. The majority of dwellings in Simpson were owned outright (51%), followed by owned with a mortgage (30%) and rented (19%).

There was a relatively even split in Timboon, where 29% of dwellings were owned outright and 30% owned with a mortgage. 19% were rented.

48% of dwellings in Port Campbell were rented in 2016, likely a result of the high proportion of short term rentals in Port Campbell.

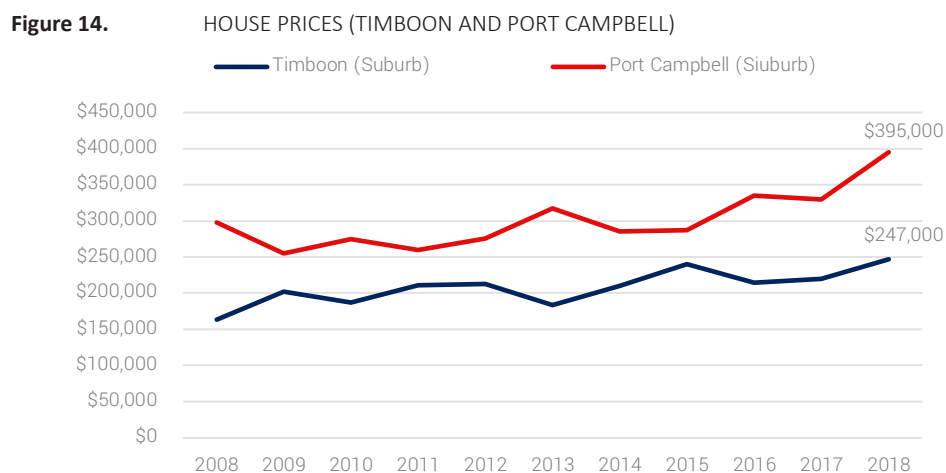
**Figure 13.** TENURE



Source: ABS, Table Builder 2016

## HOUSE PRICES

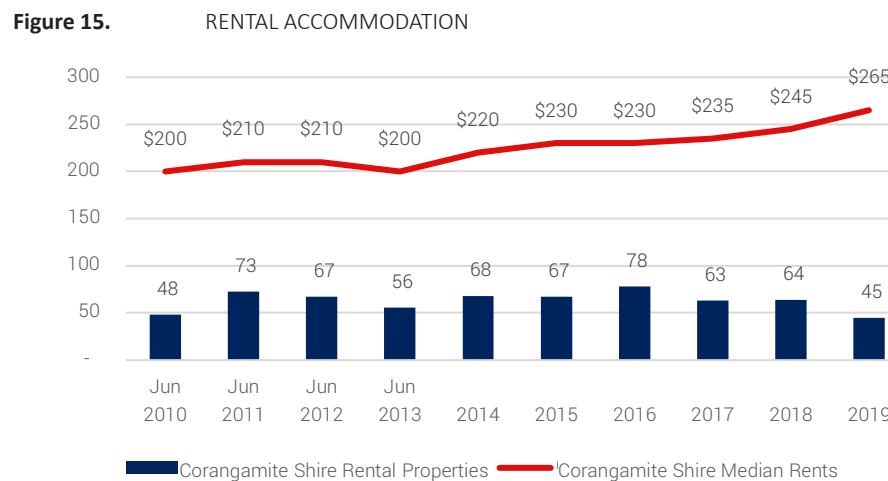
The following chart shows the changes in house prices in Timboon and Port Campbell between 2008 and 2018. Please note, data was not available for Simpson. House prices have been trending upward and have followed a similar trajectory for both Timboon and Port Campbell. Between 2008 and 2018 house prices in Timboon grew at an average annual rate of 4.2%, whilst house prices in Port Campbell grew at rate of 2.9% p.a.



Source: DELWP, 2019

## RENTAL ACCOMMODATION

Figure 15 shows the number of rental properties in Corangamite Shire and the median rents over the previous ten years. The chart shows the number of rental properties across the Shire was at its lowest in June 2019 and median rents were also at their highest at \$265 per week.



Source: Department of Health and Human Services, 2019

There is generally limited published official data available in regard to the pricing, availability and trends of rental accommodation in smaller towns. In the absence of data, a desktop search was completed for rental accommodation on realestate.com.au and domain. As of November 2019, there was one 2-bedroom property listed for rent in Timboon at \$350 per week. There were no properties listed for rent in either Simpson or Port Campbell.

Outside of these towns, there were two properties listed for rent in Peterborough, including a new 3 bedroom house for \$1,200 per week, as well as an older 3 bedroom house listed at \$400 per week.

### 3.3 Employment profile

This section provides an economic profile for the Corangamite South region based on employment data.

#### **EMPLOYMENT BY INDUSTRY**

Figures 16 and 17 show a breakdown of employment by industry for the Corangamite South SA2 for 2011 and 2016.

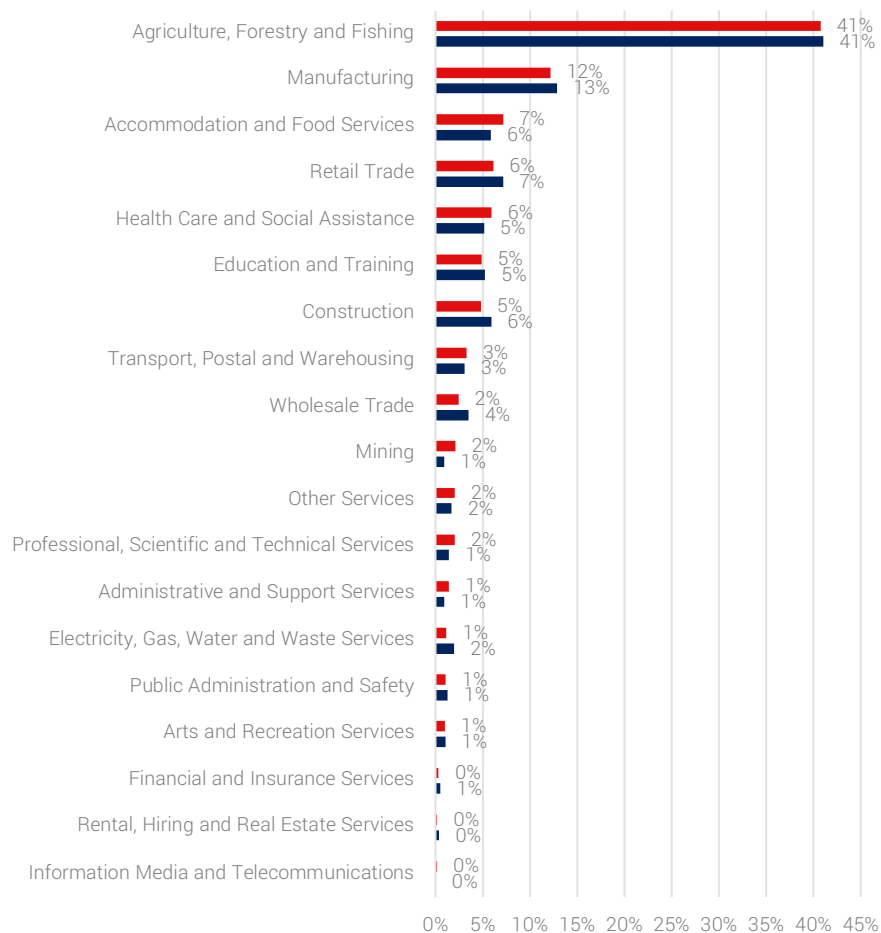
Agriculture, Forestry and Fishing make up the largest share of employment in the region at 41%.

There was significant growth in employment the Accommodation and Food Services sector between 2011 and 2016, with an additional 43 jobs. This can be attributed to increased tourism in the region due to the rising levels of visitation.

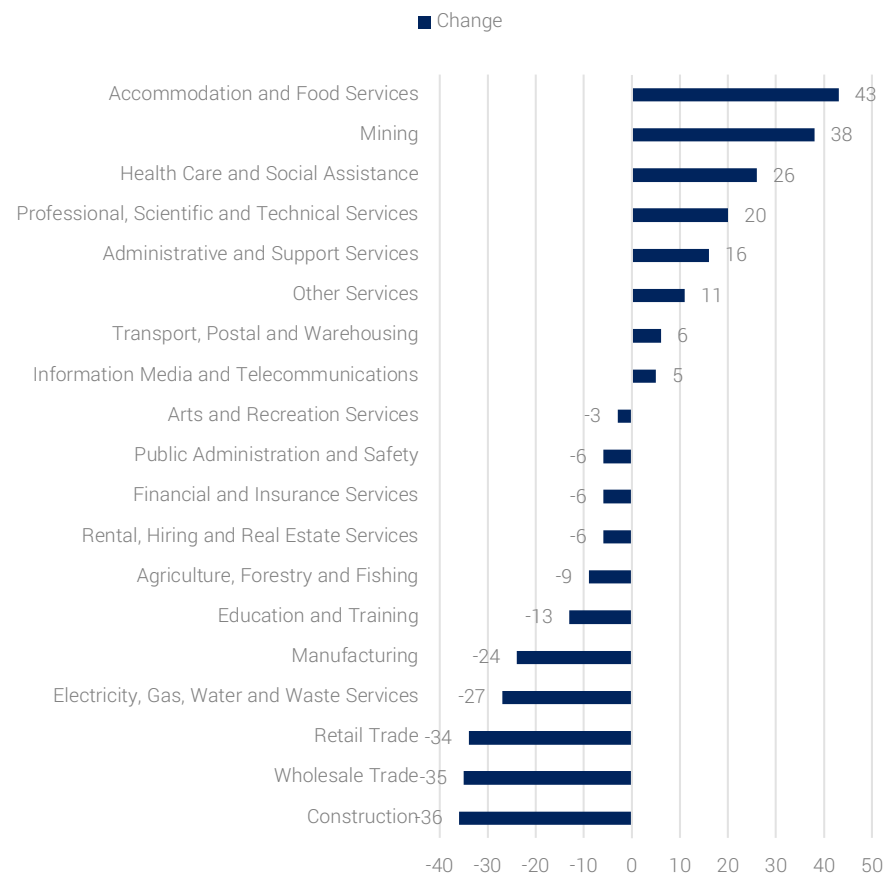
Other industries which experienced employment growth included Mining (+38 jobs), Health Care and Social Assistance (+26 jobs), Professional, Scientific and Technical Services (+20 jobs), Administrative and Support Services (+16 jobs).

Retail trade suffered a decline in employment of 34 jobs, while the industrial industries of construction (-36) and wholesale trade (-35) also experienced a reduction in employment.

**Figure 16.** EMPLOYMENT BY INDUSTRY (CORANGAMITE SOUTH SA2)



**Figure 17.** EMPLOYMENT CHANGE 2011-2016 (CORANGAMITE SOUTH SA2)



### 3.4 Feedback from consultation

Preliminary consultation was undertaken with local stakeholders including real estate agents and local business owners in November 2019. The following provides a summary of key points raised relevant to population, housing and economy within the regional and local economy:

#### Timboon

- Timboon attracts a lifestyle and tree-changer residential market, aligning to the natural beauty of the township. Buyers include people downsizing from farms, semi-retirees, retirees and families. These buyers are typically seeking larger lots (ie. 2-5 acre lots).
- Timboon is also attracting buyers who are returning to Timboon, that is residents who grew up in Timboon, left for some time and have returned.
- Demand for standard residential lots in Timboon is low, particularly smaller lots.
- There is a need for more employment opportunities in the region that enable people to live in Timboon, this includes providing opportunities for the professional service sector and/or enabling remote working opportunities.
- There is a lack of rental accommodation available in Timboon, with majority of leased properties being made available to the short-term holiday rental market. This is affecting the ability of the working population to find appropriate housing.
- The provision of services in Timboon make it

attractive to buyers (ie. hospital, school) as well as its proximity to larger towns such as Warrnambool for access to higher order goods and services.

- There is a shortage of accommodation for workers in the region. Workers generally like to be located in areas that are close to services and in accommodation that allows family to visit, often this includes dwellings with multiple bedrooms.
- The increased demand for accommodation in the coastal hinterland is shifting residential demand toward the hinterland, including places like Timboon.

#### Simpson

- Anecdotally, the property market in Simpson has been through a small down turn recently and there has been limited stock come up for sale on the market.
- Its distance from services (secondary schools, hospitals, employment) and from major centres (e.g. Warrnambool) means it is generally not a preferred residential destination for families. The distance from services may also be an issue in providing worker accommodation in Simpson.
- There are some infrastructure constraints in Simpson in which limit the ability to provides services to new residential development.

### 3.5 Key Issues and Opportunities for the Project

The following provides a summary of key findings and implications:

- Simpson and Timboon showed population growth between 2011 and 2016. This is in contrast to regional population decline in the Corangamite South region. Supporting growth in key towns is therefore highly important to the population and local economy.
- The lifestyle residential market is a key buyer for Timboon, which anecdotally is driving new population growth to the region. Adequate land supply opportunities should be made available to support the growth of this market, however, standard residential development also needs to be encouraged to ensure a diversity of housing types and residents to support the economy.
- Although ABS data suggests there is a strong supply of rental accommodation in both Port Campbell and Timboon, anecdotally a very low proportion of this rental accommodation is available to the long-term rental market. This is a result of the rise in the number of Airbnb properties and growing demand for tourist accommodation, which is increasing property yields in favour of short-term rentals for landlords. A lack of a housing available to the long term rental market can limit affordable housing options for residents, workers and transient labour populations (particularly those required to support the local tourism industry and major energy projects).
- Generally, there was a decline in the size of the labour force across the southern region of Corangamite Shire. This has implications on the ability for businesses to attract skilled labour and support growth in their business and the local economy.
- Timboon experienced a decline in residents aged between 20—34 years, who typically comprise a younger work force. A loss of residents in this age segment can further exacerbate constraints to finding appropriate skilled labour to work in key service industries including tourism. It is important that the region supports local job opportunities and education and training. This includes leveraging larger towns such as Warrnambool to provide for higher order employment and education opportunities.
- The regional economy is comprised of a high proportion of workers in agriculture, forestry and fishing. However, key employment growth sectors include accommodation and food services, mining and health care. Tourism is a major ongoing growth sector of the local economy, however, it needs to be supported by skilled labour, housing and appropriate infrastructure in order to ensure sustainable growth.
- Current and potential future major energy projects, the accommodation and food services sector and agriculture can all have differing requirements for ongoing and temporary labour populations to support business operations. It is therefore essential that there is an adequate supply of appropriate housing to meet the needs of these key sectors of the economy.
- There is a lack of smaller dwellings (approx. 2 bedrooms in both Timboon and Simpson). There is an opportunity for an increase in dwellings of this size, which can cater to a number of different markets, including worker accommodation, single person households as well as providing in town options for downsizing.

## 4 Tourism Profile

*This section of the report provides a profile of visitation to the region, drawing on existing published research and an overview of tourism product, and accommodation supply and performance.*



## 4.1 Visitation

### GREAT OCEAN ROAD REGION VISITATION

Tables 9 and 10 provide a summary of visitation and visitor nights to the Great Ocean Road region (GORR). It was estimated that the GORR attracted 5.8 million visitor trips in 2016-17, of which 3.5 million were day trip visitors and 2.3 million were overnight visitors.

Visitation is expected to grow strongly by 2026-27, with an additional 2.8 million trips taking total visitation to 8.6 million. Visitor nights in the region are also expected to increase by 2.3 million to 9.3 million by 2026-27.

**Table 9.** GORR VISITATION SUMMARY

Trip Type	Trips (2016-17)	Forecast (2026-27)	Change
Day Trips Visitors	3,543,400	5,581,100	+2,037,700
Overnight Trip Visitors	2,280,300	3,033,000	+752,700
<b>Total Trips</b>	<b>5,823,700</b>	<b>8,614,100</b>	<b>+2,790,400</b>

Source: Deloitte Access Economics, Visitor and Accommodation Forecast – Great Ocean Road

**Table 10.** GORR VISITOR NIGHTS

	2016-17	2026-27	Change
Visitor Nights	7 million	9.3 million	+2.3 million

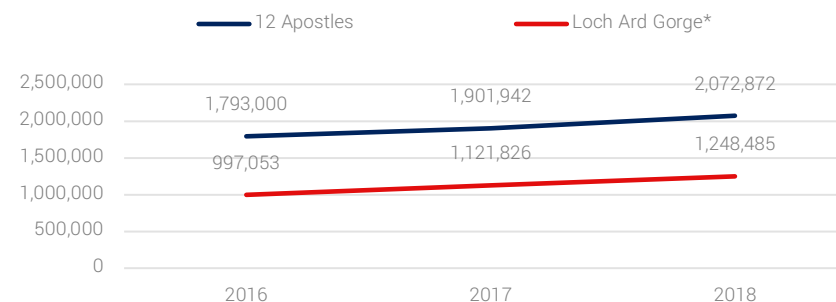
Source: Deloitte Access Economics, Visitor and Accommodation Forecast – Great Ocean Road

### TWELVE APOSTLES AND LOCH ARD GORGE VISITATION

Figure 18 shows visitation for the 12 Apostles and Loch Ard Gorge, sourced from Parks Victoria. Visitation at the 12 Apostles grew from 1.8 million to 2.1 million between 2016 and 2018. There was also a rise in visitors to the Loch Ard Gorge, increasing from approximately 1 million to 1.2 million.

Visitors to the 12 Apostles account for over 35% of visitor trips to the Great Ocean Road region.

**Figure 18.** 12 APOSTLES AND LOCH ARD GORGE VISITATION



Source: Parks Victoria

\*2016 Data is based on an estimate (using 9 months worth of visitor counts)

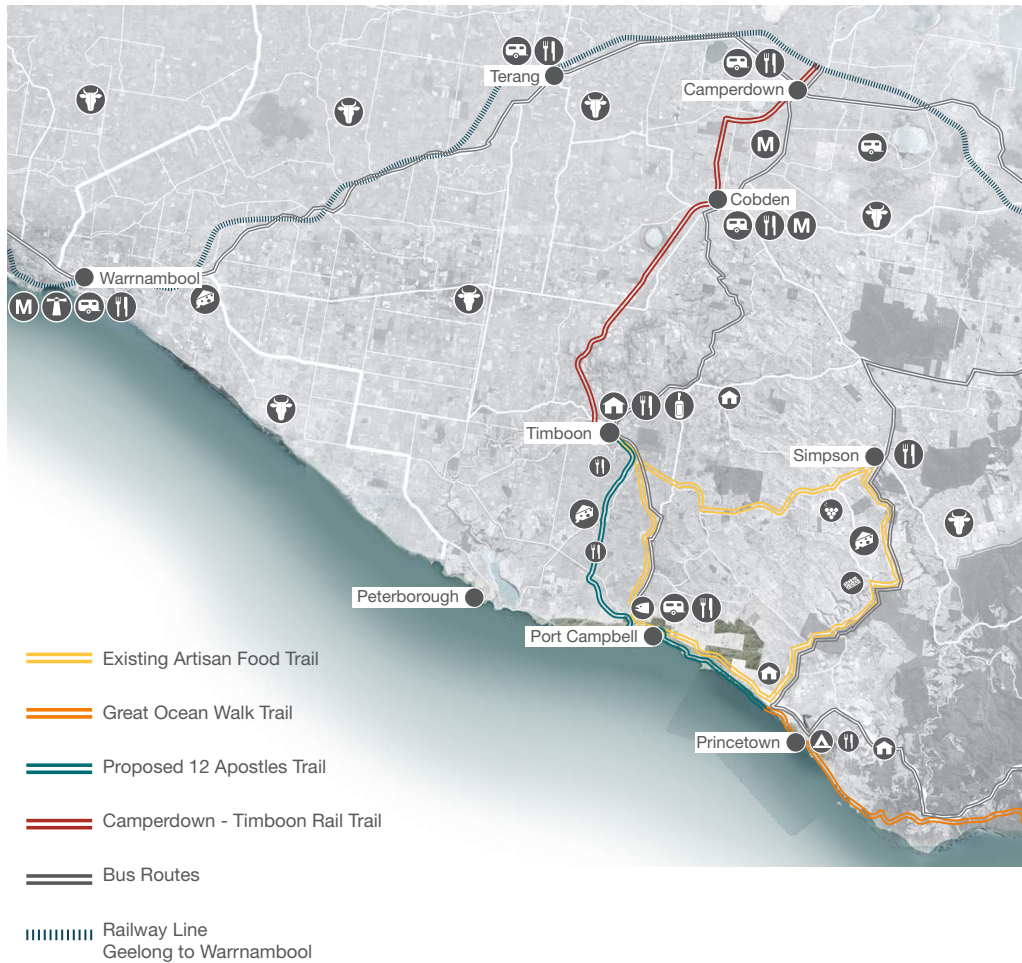


Figure 25. Existing regional offerings. Source: Shipwreck Coast Master Plan, 2015



Figure 26. 12 Apostles Food Artisans Trail

## 4.2 Visitor profile

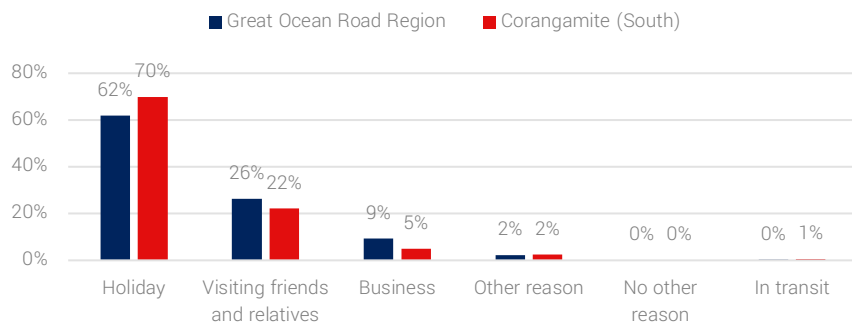
The following provides an analysis of National Visitor Survey (NVS) and International Visitor Survey (IVS) data published by Tourism Research Australia (TRA) in regard to the visitor market to the Great Ocean Road region and Corangamite South region.

### PURPOSE OF VISIT

The majority of visitors to Corangamite South are visiting for a holiday, including 70% of domestic overnight visitors, 97% of international visitors and 78% of daytrip visitors.

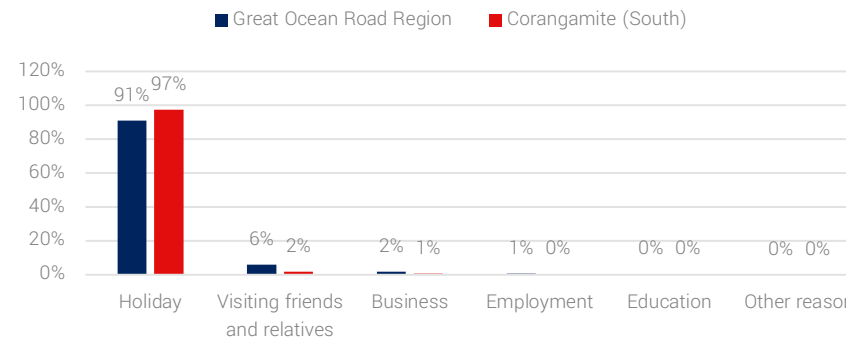
Holiday visitors typically require commercial accommodation, as opposed to private accommodation. It is therefore critical that there is an adequate supply of appropriate accommodation to cater to the needs of this market.

**Figure 19.** PURPOSE OF VISIT [DOMESTIC OVERNIGHT]



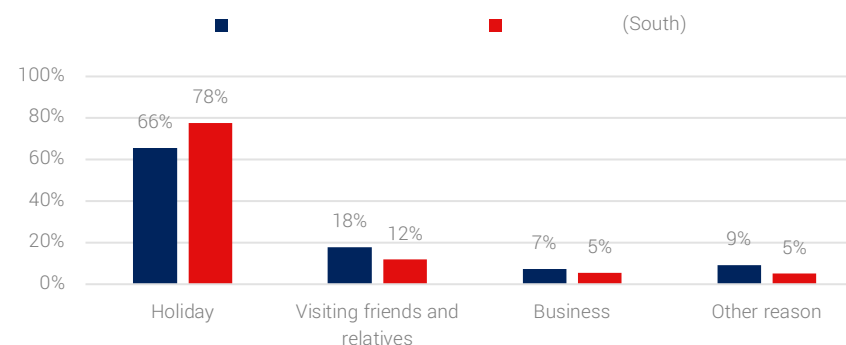
Source: Tourism Research Australia, NVS, 5 year average 2014-2018

**Figure 20.** PURPOSE OF VISIT [INTERNATIONAL OVERNIGHT]



Source: Tourism Research Australia, IVS, 5 year average 2014-2018

**Figure 21.** PURPOSE OF VISIT [DOMESTIC DAYTRIP]

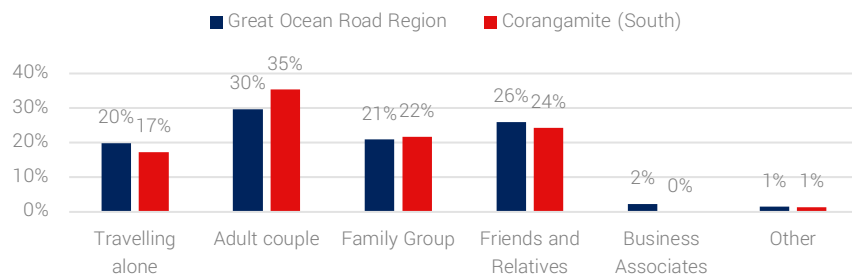


Source: Tourism Research Australia, IVS, 5 year average 2014-2018

## TRAVEL PARTY

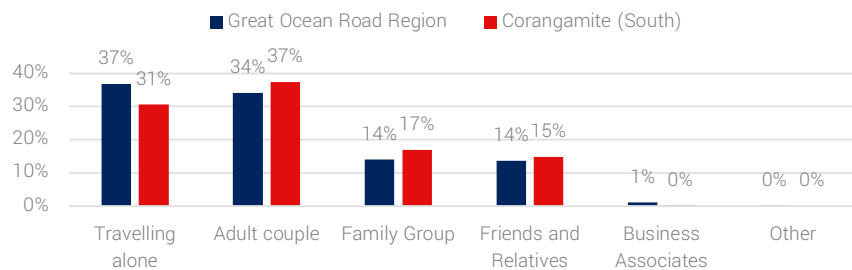
Figure 22 and 23 show the visitor travel party type to the region. The profile of domestic overnight visitors to Corangamite South generally aligns to that of the GORR. The profile is diverse, with visitors consisting of adult couples, family groups, friends and relatives and lone travellers. These visitor types have different accommodation requirements. The international market is characterised primarily by adult couples and lone travellers.

**Figure 22.** TRAVEL PARTY [DOMESTIC OVERNIGHT]



Source: Tourism Research Australia, NVS, 5 year average 2014-2018

**Figure 23.** TRAVEL PARTY [INTERNATIONAL OVERNIGHT]

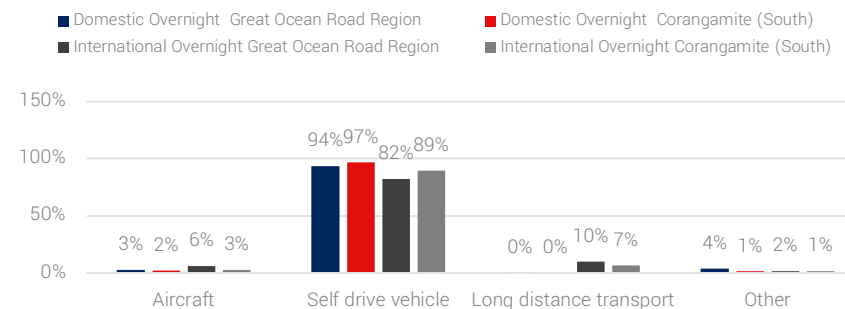


Source: Tourism Research Australia, IVS, 5 year average 2014-2018

## TRANSPORT

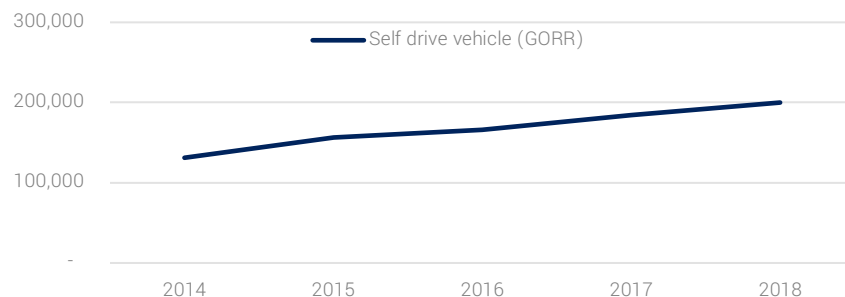
Figures 24 and 25 show the transport used by domestic and international overnight visitors. The overwhelming majority of overnight visitors are self-drive visitors. There is a greater potential to attract self-drive visitors to extend their stay and increase their exploration of the hinterland region. There has also been strong growth in the number of self-drive international visitors to the GORR over the past 5 years (Figure 23), providing increased opportunity for the hinterland to capture these visitors and drive growth in the local tourism economy.

**Figure 24.** TRANSPORT [DOMESTIC AND INTERNATIONAL OVERNIGHT]



Source: Tourism Research Australia, NVS and IVS, 5 year average 2014-2018

**Figure 27.** SELF DRIVE VISITORS [INTERNATIONAL OVERNIGHT]



Source: Tourism Research Australia, IVS, 5 year average 2014-2018

## 4.3 Tourist accommodation

### Simpson

Simpson currently has few formal tourist accommodations. Caravan and camping facilities are found at the Simpson Recreation Reserve for a gold coin donation while the Ball and Chain Hotel/Motel includes 5 accommodation units that have been recently refurbished by the new owners.

As of December 2019 there are 4 rental properties/rooms listed on AirBnB within the Simpson Township and surrounds.

### Timboon

Timboon has limited existing tourist accommodation including holiday homes. Of the accommodation currently offered, these are generally located within General Residential Zone or Commercial Zone land.

The local pub includes seven budget accommodation rooms at the rear of the pub at \$90 per night. The Timboon Recreation Reserve provides a free caravan parking and camping site and asks for a gold coin donation.

## AIRBNB ACCOMMODATION

Table 11 shows the number of active short stay rental properties listed on Airbnb across Corangamite Shire, Port Campbell, Timboon and Simpson.

Across the Shire there are approximately 204 active rentals, the majority of which are entire homes. For comparison, over 45% of active rentals in Corangamite Shire are located in Port Campbell. There are also approximately 21 active Airbnb rentals in and around Timboon and 4 in Simpson.

Short stay accommodation therefore provides the majority of accommodation supply to the visitor market in Timboon. 72% of rentals are available full time in Port Campbell and 63% are available full time in Timboon.

**Table 11.** ACTIVE RENTALS

	Port Campbell	Timboon	Simpson	Corangamite Shire
Entire Home	70	20	3	144
Private Room	23	1	1	60
<b>Total</b>	<b>93</b>	<b>21</b>	<b>4</b>	<b>204</b>

Source: Air DNA, 2019

**Table 12.** AVAILABILITY

	Port Campbell	Timboon
Availability	72% available full time	63% available full time

Source: Air DNA, 2019

## ACCOMMODATION PERFORMANCE

Table 13 provides an overview of historical room nights sold across the Great Ocean Road Region, prepared by Deloitte Access Economics.

Historically, hotels attracted a room rate of \$175 per night and occupancy of 64%, whilst holiday parks attracted 47% occupancy at \$130 per night.

AirDNA data suggests Airbnb occupancy in Corangamite Shire is at 53%, with an average annual cost per room night of \$206. This is likely to be higher toward the coast. Deloitte also prepared a forecast of room demand, which estimates that between an additional 3,394 to 4,458 commercial accommodation rooms are required to be delivered across the Great Ocean Road region by 2026-27.

**Table 13.** GORR HISTORICAL ROOM NIGHTS SOLD (2016-17)

	Hotels	Holiday Parks
CAGR	2.9% (five year)	0.9% (two year)
Occupancy Rate	64%	57%
Room Rate	\$175	\$130
Guest Per Room	1.8	N.A.

Source: Deloitte Access Economics, Visitor and Accommodation Forecast – Great Ocean Road

## 4.4 Feedback received

The following information was provided through consultation in regard to tourism markets, product and accommodation in the region:

- The visitor market to Timboon includes a high proportion of international visitors and free and independent travellers.
- Tour bus visitors don't generally stop in Timboon, apart from smaller self-drive mini-buses.
- There has been a noticeable increase in the number of visitors to the region.
- Due to the significant attraction of international visitors, seasonality is not a major an issue in Timboon as can be the case in other destinations.
- Timboon is poised to appeal to the increasing self-drive visitors.
- Simpson receives a modest number of visitors stopping on their way back to Melbourne on the inland route from the 12 Apostles.
- The 12 Apostles Gourmet Food Trail has led to growth in overnight stays and visitor yield.
- The Timboon-Camperdown Rail Trail is a popular attraction, with visitors cycling and walking the trail.
- The proposed Port Campbell to Timboon rail trail is a priority project for further development of Timboon and the hinterland visitor experience.
- Accommodation opportunities in Timboon include eco-style accommodation units or self-contained apartments.
- There is generally a lack of night time dining options in Timboon.
- Accommodation is required to create a driver for businesses to open for dinner service, otherwise there is limited demand.
- Demand for accommodation at the Simpson hotel has been strong since rooms were refurbished, key markets include contractors and domestic tourists. There are a limited number of overnight international visitors staying at the hotel.
- Demand for accommodation is highest Thursday to Sunday.
- There is a lack of long vehicle parking in Timboon.

## ISSUES AND OPPORTUNITIES FOR PROJECT

- The Hinterland region provides impetus for visitors to stay longer in the region. Further development of the tourism offer, visitor infrastructure and accommodation are required to further realise this market opportunity.
- The coastal region is undersupplied in quality commercial accommodation, which in part, has led to an increase in Airbnb rentals. Although the supply of Airbnb rentals tends to fluctuate, the significant increase in short term rentals has likely come at the expense of long-term rentals being available to the residential market, reducing the availability of rental housing in the region.
- If the Airbnb market remains unregulated and there is an ongoing lack of available commercial accommodation to meet market demand, then there is the risk of loss of more long term residential rental properties to short term accommodation. This may further reduce the ability to service the growing tourism sector with appropriate labour force.

### Simpson

- Simpson is strategically located near the 12 Apostles and a major inland road route. However, with little supporting infrastructure for tourism, especially for overnight stays, a future role for Simpson to facilitate a growth in tourist accommodation is limited.
- Increasing the visibility of the caravan and camping

facility at the Recreation Reserve and highlighting the presence of the Ball and Chain Hotel-Motel should be encouraged.

- There is potential for Simpson to further strengthen its role within the hinterland tourism offering, including through increased capture of incidental visitors, provision of affordable accommodation for touring visitors and further leveraging the gourmet food trail.

### Timboon

- Timboon's current product strengths include food (whiskey distillery, ice creamery and berry farm), quaint town setting and rail trail/nature-based attractions.
- Timboon has a strong foundation of tourism product which can be further enhanced and developed to improve the regions drawcard as a multi-night stay. Timboon has the potential to be developed as both a hub for overnight visitors as well as service and attract touring visitors staying on the coast.
- Currently Timboon has few, if any larger scale accommodation options to host tour groups or similar in the hinterlands of the Great Ocean Road.
- A lack of appropriately zoned land in suitable locations may be restricting the development of accommodation, which in turn, may be hindering the supply of appropriate accommodation tailored to the visitor market and limiting visitation growth to Timboon.
- Primary opportunities for encouraging increased

commercial accommodation supply exist along the alignment of the Powers Creek valley to capitalise on the increased amenity of this area.

- It is important to balance tourist accommodation with general residential housing supply.
- The town is lacking in nighttime dining options and commercial accommodation. Further product development which focuses on attracting various market segments is required including families, adult couples and friends and relatives travelling together. Critical to this is creating a critical mass of tourism product and ensuring appropriate provision of accommodation and services.
- Key areas of focus include cycling tourism (development of the Port-Campbell to Timboon Rail Trail, exploration of mountain biking development), events, further development of the gourmet food trail and nature-based adventure tourism.



## 5 Planned and proposed projects

*This section provides an overview of planned or proposed projects within the region and within Simpson and Timboon that will impact on strategic growth and development opportunities for the region.*

## 5.1 Regional projects

### ENERGY PROJECTS

The following provides an overview of current or potential large-scale energy projects in the region that may have implications for demand for services in the region.

**Table 14.** Energy projects

Name	Overview	Location	Status
Gas production and processing	The Otway Gas Plant and Iona Gas Plant located 6.5km north-east of Port Campbell is a significant gas processing facility that has ongoing demands for accommodation for workers, particularly during service shutdowns.	North of Port Campbell	Operating
Future gas projects	Beach Energy are currently consulting on the Otway Offshore project to develop additional natural gas reserves within existing Commonwealth offshore exploration permits and production licences, approximately 32 to 80km from Port Campbell.	North of Port Campbell	In consultation
Enterprise gas project	Beach Energy are progressing the Enterprise Project to develop additional offshore natural gas reservoirs in the Victorian Otway Basin.	N/A	In consultation

Name	Overview	Location	Status
Victorian Gas Program	The Victorian Gas Program is a program of scientific research and related activities that assesses the potential for further discoveries of onshore conventional gas and offshore gas in Victoria. A review is currently being undertaken in regard to onshore conventional gas. There is some underground gas storage around Port Campbell in the onshore Otway Basin. Investigations are underway to assess opportunities to expand underground storage in that area. This may have implication on the future potential of onshore gas projects in the region.	NA	Current
Ferguson Wind Farm	The Ferguson Wind Farm is an approved project consisting of 3 turbines, with a nominal capacity of up to 4 megawatts. Project construction is expected to commence soon.	12.5km south of Simpson	In Planning

### Accommodation and tourism infrastructure proposals

The following provides an overview of known accommodation and tourism infrastructure proposals within the region. There are a number of accommodation proposals in the pipeline, however all proposals are planned and awaiting investment or to commence construction. All accommodation proposals are located along the coast.

**Table 15.** Accommodation and tourism infrastructure projects

Name	Overview	Location	Status
Port Campbell West Resort Accommodation Site	Potential development of an integrated resort on a strategic site to the west of Port Campbell. Features may include hotel, restaurant and eco-accommodation.	Port Campbell	Site zoned and awaiting investment.
Moonlight Head Rural Education and Retreat Centre	Development of a rural education and retreat centre at Wattle Hill Farm near Moonlight Head. Key features including a chapel, educational hub, student accommodation, retreat, staff accommodation, eco-tourism accommodation.	Moonlight Head	Master Plan complete
Eco Tourism Resort	Integrated eco-tourism facility (hotel, group accommodation, restaurant and pleasure boat facility).	Princetown	Permit Approved
12 Apostles Hot Springs and Resort	The 12 Apostles Hot Springs and Resort is a proposal which includes a natural geothermal spa facility, diner, restaurant, cafe, public amphitheatre and 150 eco-accommodation pods.	Port Campbell	Awaiting Investment
Peterborough Airfeild upgrades	Upgrades to the Peterborough Airfeild are underway to widen and seal the existing runway.	Peterborough	Under Development

## 5.2 Town specific projects

The following provides an outline of proposed projects relevant to Simpson and Timboon.

**Table 16.** Simpson proposed/potential projects

Name	Overview	Status
Re-purposing and Development of former Kraft Factory (2492 Lavers Hill-Cobden Road)	A proponent is currently seeking to use and develop the site for various agricultural, research and development and tourism purposes.	Proposal
Simpson Motel	The Simpson Hotel and Motel “the Ball and Chain” will undergo facade upgrades through Council’s Retail Area Facade Improvement Program.	Planning
Take Away Store	Council have advised that there has been some interest expressed by the owner of the take away store in developing accommodation units at the rear of the shop.	Proposal
Vet Group	The Vet Group currently lease a property on the corner of Williams Road and Barramul Street. They have expressed interest in a new site to develop an office for their business.	NA

**Table 17.** Timboon proposed/potential projects

Name	Overview	Status
Port Campbell to Timboon Rail Trail	Plans to extend the Camperdown-Timboon Rail Trail from Timboon to Port Campbell. The trail would follow the Wannan Water easement from Timboon to Port Campbell. Council is in the process of preparing a masterplan for the trail. The trail requires state and federal government funding.	In Planning/ Funding Required
Distillery and Ice Creamery Link	There is currently private sector interest in establishing a linking footbridge across Powers Creek between the Ice Creamery and Whiskey Distillery.	Proposal
Public Realm Works	There is an existing proposal for public realm works to increase car parking areas and access.	Funding being sought
Council Owned Land	Council has recently purchased a site adjoining the Transfer Station, providing opportunity for Council to facilitate strategic redevelopment of the site.	Awaiting Proposal
Rural Living Land Rezoning	The Rural Living Strategy recommended the rezoning of land bound by Curdies River Road and Timboon Nullawarre Road from the FZ to LDRZ, with a minimum lot size of 0.4ha and subject to an assessment of environmental impact from the Timboon Waste Transfer Station.	Planning
Green Valley Estate	A recently approved 16 lot subdiviion of LDRZ and GRZ1 land. 6 lots are within the GRZ1 zone and 10, 5 acre lots, within the LDRZ.	Approved and for sale. Development yet to commence.

Name	Overview	Status
Berry Farm	Berry Farm recently received a liquor license to brew strawberry cider in partnership with Sow and Piglets Microbrewery.	Progressing
Aged Residential Accommodation	An aged care/retirement living development is in the final stages of development on Baxter Street.	Developing

### 5.3 Discussion

There are a number of projects either currently in planning or proposed that will have implications on the future development and growth opportunities for the region including Simpson and Timboon.

There are a number of major gas projects, either currently operating or proposed for further development. These large-scale projects create demand for extended stay accommodation for workers. Simpson is well positioned when considering locational proximity to large-scale projects and as a value proposition to facilitate the delivery of worker housing.

There are a series of significant accommodation development proposals along the Shipwreck Coast, which would assist in filling the gap in commercial accommodation in the region. These large-scale commercial accommodation developments are likely suited to strategic locations along the coast, with the hinterland servicing as a secondary location for accommodation development. The timing of development of major accommodation projects is uncertain. This uncertainty increases the risk of a widening gap in commercial accommodation provision, which may lead to an increase in private housing being moved to the short-term rental market, further reducing the availability of affordable residential accommodation and exacerbating issues related to housing for workers.

The Port Campbell to Timboon Rail Trail project has the potential to provide a game changing development for the hinterland region and especially Timboon. This would assist in linking the coast to the hinterland, providing additional impetus for overnight stays, additional business development opportunities along the rail trail and opportunity for in town investment in accommodation, food and beverage and other visitor services and attractions.

Council's recent purchase of a site in Timboon provides a significant potential opportunity to address some of the issues in the region related to worker accommodation, rental housing and commercial accommodation.

The proposal to repurpose the former Kraft factory is in its infancy, however provides a major opportunity for catalyst reinvestment in Simpson, which could assist in providing new employment opportunities, act as a driver for population growth and provide other business development opportunities.

## 6 Land Supply & Demand

*The demographic profile identifies that the populations of Simpson and Timboon are expected to grow into the future.*

*Planning is to anticipate and respond to the needs of existing and future communities through provision of zoned and serviced land for housing, employment, recreation and open space, commercial and community facilities and infrastructure.*

*The following provides a high-level review of land supply in Simpson and Timboon. This is to inform the preparation of the Simpson Structure Plan but also assist in informing the Strategic Placement Plans.*

*This assessment is preliminary and general in nature. The supply assessment is based primarily on review of aerial photography supplied by Council of land generally within the township boundary as well as observations from site visits. No analysis has been completed of Council's rates database to inform the supply assessment.*

## 6.1 Existing Land Supply

The following is an analysis of the existing supply of residential, commercial and industrial land in Simpson and Timboon to provide context to the existing land use conditions and potential of each town.

The analysis includes:

For Simpson Placement Strategy and Structure Plan:

- Description of the existing conditions
- Land supply review
- Constraints assessment

For Timboon Placement Strategy:

- Description of the existing conditions
- Land supply review

***An overview of planned or proposed projects within the region and within Simpson and Timboon that will impact on strategic growth and development opportunities for the region is included at Appendix 2.***

## 6.2 Simpson

### EXISTING LAND USE DESCRIPTION

The following observations have been made in regard to the Simpson township:

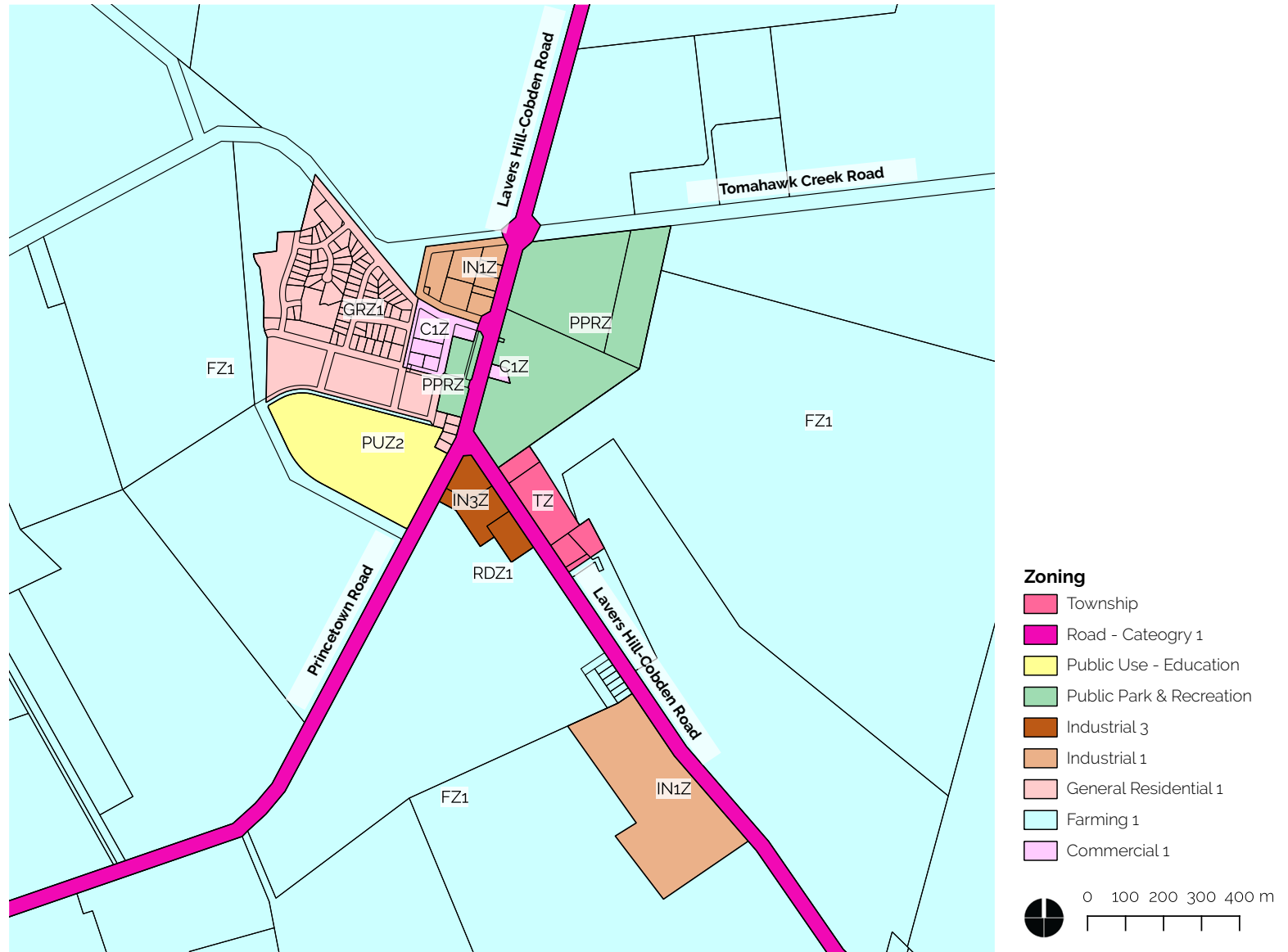
- The town centre is small in scale. Key businesses in the commercial centre include a takeaway shop, convenience supermarket, pub, vet (servicing the agricultural sector) and hardware store zoned in the Commercial 1 Zone (C1Z).
- The well-presented Jaycees Park sits at the centre of the town centre, although providing a pleasant setting, this can also create a disconnect between the highway and commercial centre to the west.
- To the east of Lavers Hill-Cobden Road, is the picturesque Simpson Historical Park and wetlands, as well as historic artefacts relating to the days of settlement.

- The majority of residential settlement is located to the east of the town centre and zoned General Residential Zone (GRZ). This area is generally characteristic of housing from the 1950s and 1960s. Newer examples of housing typically occupy larger lots, where multiple lots have been consolidated into larger lots.
- Substantial areas of land zoned General Residential Zone (GRZ) that are currently vacant is highly constrained due to existing vegetation and interrelated bushfire risk.
- There is some evidence of recent investment, including current construction (Nov 2019) of a new dwelling, refurbishment of the Ball and Chain Hotel Motel bistro/bar area and rooms. The Ball and Chain Hotel and Motel was purchased in early 2019 and is now successfully operating under new management.
- Community services include a primary school, skate park, bowls club which are zoned in the Public Use Zone 2 (PUZ2) precinct to the south of the town, and the recreation reserve with clubrooms and community pavilion in the Public Park and Recreation Zone in the north- east of the town(PPRZ).
- The town has primarily an agricultural business base, including Heytesbury Stockfeeds located in the Industrial 1 Zone (IN1Z) on the northern entry. Other industrial businesses operate in the IN1Z including for car sales.
- The former Kraft factory located on Lavers Hill Cobden Road was a major employer for the town until its closure in 2014 and is also zoned IN1Z. The site is currently being proposed for repurpose and use.

**Simpson**

Figure 28 is a current zone plan for Simpson. The Rural Living Strategy identifies a series of definitive edges that provide a preliminary settlement boundary, including:

- The edge of the GRZ1, IN1Z and PPRZ along Tomahawk Creek Road to the north.
- The interface between the PPRZ and Township Zone to the east
- The extensive vegetation and interface between the FZ and GRZ1 and PUZ2 to the west and south.



**Figure 28.** Existing zoning of Simpson



## LAND SUPPLY REVIEW

The following provides an overview of land supply in Simpson, including consideration of land in the General Residential Zone (GRZ1), Commercial 1 Zone (C1Z), Industrial Zones (1N1Z & 1N3Z) and Township Zone.

**Table 8.** Simpson land supply

	GRZ1	C1Z	1N1Z*	1N3Z	TZ
<b>Land Supply</b>					
Occupied (ha)	9.2	1.67	2.93	1.62	3.44
Vacant (ha)	5.35	0.13	-	1.31	-
<b>Total</b>	<b>14.55</b>	<b>1.8</b>	<b>2.93</b>	<b>2.93</b>	<b>3.44</b>
<b>Average Lot Size</b>					
Occupied (ha)	0.13	0.28	0.73	0.81	0.86
Vacant (ha)	0.67	0.13	-	1.31	-
<b>Vacant Supply Categorisation</b>					
Potential Strategic Development Sites	4.7	-	-	-	-
Potential Infill Supply	0.72	0.13	-	1.31	-

Source: Urban Enterprise, 2019

### Residential

Approximately 14.5ha of Simpson's residential land supply is within the GRZ1, of which 9.2ha is considered occupied and 5.35ha is potentially vacant and/or provides opportunity for subdivision.

Most of the potential residential supply is comprised of 'potential strategic development sites', comprising 4.7ha. These sites are located to the west and south of the existing residential subdivision. There is also potentially an additional 0.72ha of infill supply.

A significant portion of vacant GRZ1 land is constrained due to substantial vegetation cover and the application of a Bushfire Management Overlay. These constraints are discussed

further in Sections 8 and 9 of this report.

The average occupied lot size in the GRZ1 is 0.13ha, however, majority of lots generally range between 600-800sqm.

### Commercial

There is an estimated 1.8ha of commercial zoned land supply in the C1Z in Simpson, of which 1.67ha is considered occupied and 0.13ha is considered vacant.

### Industrial

The industrial area to the south was rezoned from the Township Zone (TZ) to Industrial 3 Zone (IN3Z) in 2014 as part of the Corangamite Shire Industrial Land Strategy and subsequent Amendment C38 to the Corangamite Planning Scheme.

Industrial land supply within the township boundary comprises approximately 2.93ha of 1N1Z land (occupied) and 2.93ha of 1N3Z land (1.62ha occupied and 1.31ha considered vacant).

The former Kraft factory located south of the township at 2492 Lavers Hill-Cobden Road provides an additional 11ha of industrial zoned land. The site was most recently occupied by Lion Dairy and Drinks and previously had also been operated by National Foods and Kraft. The site ceased production in 2014 and until recently has remained vacant. A new proponent is currently investigating options for the site including a mix of agricultural production, pharmaceutical products, cosmetics, green power generation, aquaculture and accommodation.

In order to more accurately assess land supply and available development opportunities, a high-level assessment has been completed in regard to potential land constraints, as shown in Appendix 3.

## 6.3 Timboon

### EXISTING LAND USE DESCRIPTION

The following observations have been made in regard to Timboon township:

- The township is located in a natural undulating setting, which generally follows the alignment of Powers Creek and the rail trail.
- The town centre is well occupied and well presented. There is evidence of recent investment in commercial properties through reuse, refurbishment/development. There have also been recent public realm works including new footpaths, plantings, seating and landscaping.
- There appears to be limited availability of commercially zoned sites within the town centre either for business occupation or redevelopment
- Key businesses in the town centre include a small supermarket (IGA), multiple cafes, a pub, real estate businesses, hardware store, pharmacy and lolly shop.
- The whiskey distillery and ice creamery is located within an open space setting to the west of the town centre, providing a hub of tourist activity. This area likely presents further scope for tourism related activities.
- Timboon Toybox apartments provides a contemporary example of quality self-contained accommodation in the town centre, providing two recently refurbished self-contained units that overlook Powers Creek.
- There appears to be a lack of night time dining options in town, apart from the pub.
- The town is well serviced by community facilities and services including a P-12 school, hospital and golf course.
- The business precinct located on Bailey Street within the Mixed-Use Zone appears to be well occupied and includes population service businesses including mechanics, car dealerships, petrol station and car wash.
- As part of Council’s upcoming strategic investigation of [site near landfill], the LDRZ will be reviewed following a buffer distance assessment associated with the Council operated Waste Transfer Station.

### LAND SUPPLY REVIEW

The following provides a general overview of land supply in Timboon to assist in informing the preparation of the strategic placement plan and to determine potential gaps in land supply to cater to strategic growth opportunities.

This assessment is not intended to inform the preparation of a structure plan. Table 18 and Figure 7 provide an overview of land supply in Timboon, including consideration of residential, commercial and industrial property.

**Table 18.** Timboon land supply

	GRZ1	RLZ	LDRZ1	LDRZ2	C1Z	MUZ	IN1Z	RAZ
<b>Land Supply</b>								
<b>Occupied (ha)</b>	63.5	-	45.3	-	2.1	3.8	10.2	20.3
<b>Vacant (ha)</b>	43.4	62.6	14.2	20.2	-	0.2	10.7	-
<b>Total</b>	106.9	62.6	59.5	20.2	2.1	4	21.0	20.3
<b>Vacant Supply Categorisation</b>								
<b>Potential Strategic Development Sites</b>	34.9	62.6	3.5	20.2			10.7	
<b>Potential Infill Supply</b>	8.6		10.7			0.2		
<b>Proposed Land for Rezoning</b>			18.4					

Source: Urban Enterprise, 2019

**TIMBOON**

Figure 29 is a zoning map of Timboon.

The boundary for Timboon is generally structured around the existing urban zoned.

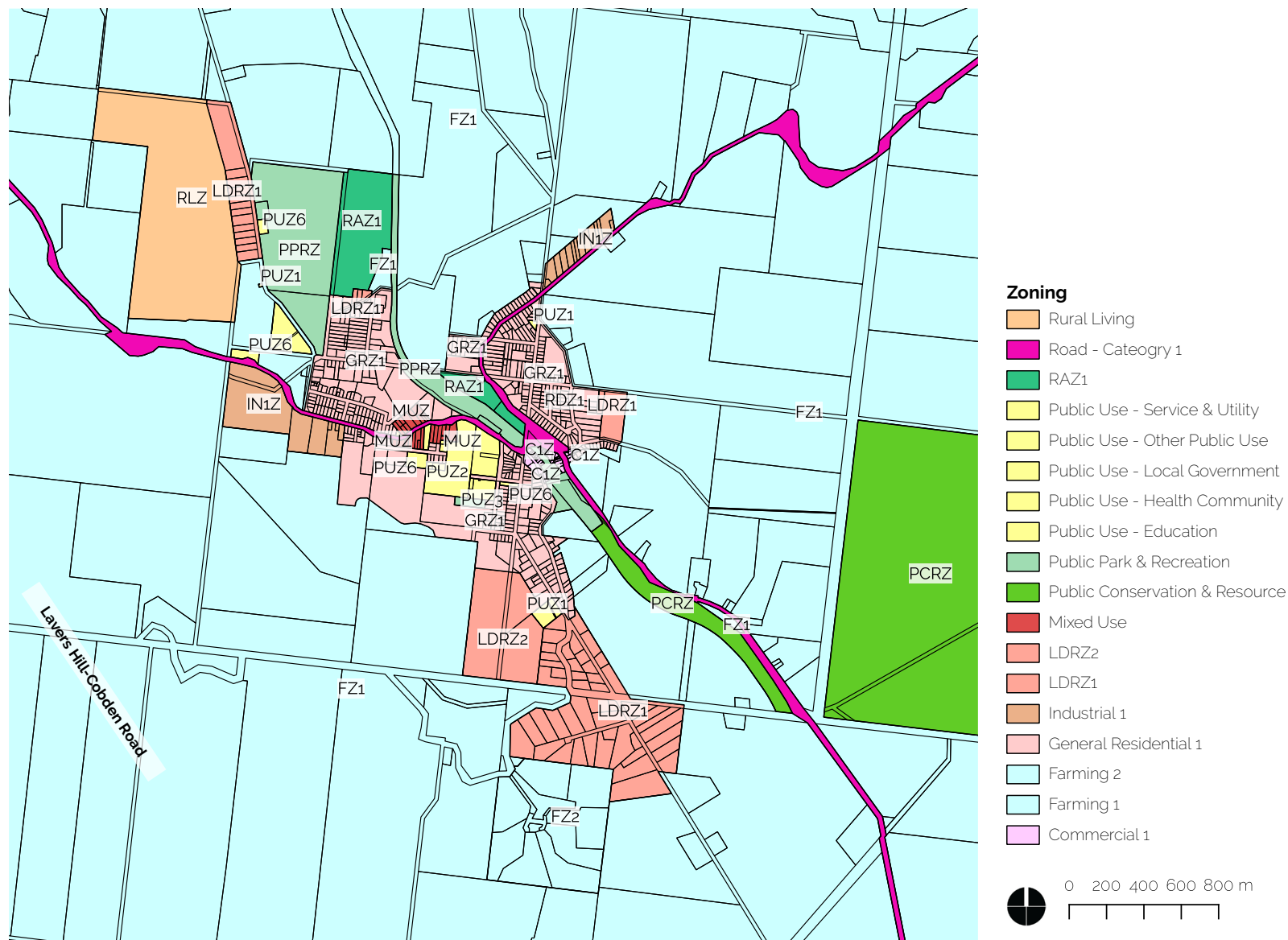


Figure 29. Existing zoning of Timboon

## Residential

There is an estimated 106.9ha of General Residential Zoned land in Timboon, of which 43.4ha is potentially vacant. The majority of vacant residential supply is located south-west of the town centre. However, a large GRZ1 area located west of the town centre of approximately 6ha is largely constrained due to steep topography.

There is generally a strong supply of land available for rural living, including 62.6ha of land located north west of town near the golf course. There is also a recent 10 lot LDRZ subdivision located south of the town centre, with lots currently available for sale.

As a recommended outcome of the Rural Living Strategy, there is also an additional 18.4ha (approx.) of land identified for rezoned potential to LDRZ, however it is understood that further investigations are occurring and a rezoning will not occur in the short-term. This includes land between Timboon-Nullawarre Road and Curdies-River Road. Council own a strategic site within this area of approximately 4.5ha.

A structure plan is not required to be prepared for Timboon, however, there generally appears to be an adequate supply of residential land use types to cater to demand in the short to medium term, however, this should be monitored over time including take up rates of recent residential subdivisions. It is critical that adequate residential land supply is available to cater to demand.

## Commercial

The town centre of Timboon is centred around Commercial 1 Zone (C1Z) land and extends along both sides of the Powers Creek. The majority of the land within this area is subdivided into small shop allotments, with some irregular allotments on the edges of the zone area.

The town centre provides for a broad range of services including food, groceries and convenience items, as well as being a business hub for the local region with real estate agencies, banks and minor hardware supplies.

Located directly to the west of the Commercial 1 Zone (C1Z) area is the Timboon Railway Shed Distillery and the Timboon Fine Ice Creamery that form part of an increasing tourism

drawcard to the town.

A Mixed Use Zone (MUZ) area along Bailey Street, located 400m west of the Commercial 1 Zone (C1Z) land includes an agribusiness centre along with an automotive dealer. The town centre is well occupied, and there are at present limited vacant commercial sites for development. New tourism related businesses seeking to locate in the town centre may be restricted by current land supply or constraints placed on existing commercial premises through ownership.

## Industrial

Timboon has two industrial areas, both zoned Industrial 1 Zone (IN1Z) located on the eastern and western edges of the township. The industrial area to the east includes a range of small scale industries that support surrounding agricultural industries, while the industrial area to the west is only partially developed but includes a service station and some larger scale industries that support surrounding agricultural industries.

The industrial area to the east was rezoned from the Township Zone (TZ) to Industrial 1 Zone (IN1Z) and the area to the west was expanded in 2014 as part of the Corangamite Shire Industrial Land Strategy and subsequent Amendment C38 to the Corangamite Planning Scheme.

Land zoned for Rural Activity (RAZ) currently provides an important basis for tourism related developments, this includes the facilitation of the Timboon Ice Creamery and Berry World. Generally, it appears that all RAZ land is occupied, however, there are potentially development and redevelopment opportunities available on RAZ land west of the Timboon Ice Creamery on Powers Creek and further development north of Berry World on the Berry World site.

The mixed-use precinct (MUZ) in Timboon is generally well occupied and includes uses such as car mechanics and dealerships, plumbing supplies, petrol station and agricultural service businesses. There is approximately 0.2ha of land that is potentially vacant within this precinct.

## ISSUES AND OPPORTUNITIES FOR PROJECT

### SIMPSON

#### Residential

- Although there appears to be a number of vacant sites available for residential development in Simpson, current development opportunities are likely more limited.
- Potential infill sites have generally been consolidated into larger properties, where they are being utilised as gardens, storage areas or for other purposes. These sites are unlikely to present market ready infill development opportunities, which means potential infill supply of GRZ1 land could effectively be zero.
- Larger strategic sites located to the south of the existing residential settlement are highly constrained. These sites are highly vegetated and subject to the Bushfire Management Overlay (BMO).
- The larger strategic site located to the west of the existing residential settlement on Polonia Road appears to provide the most practical option for new residential subdivision, providing potential for up to 14 lots at 800sqm, however, development of this site is subject to its availability to market. The site is currently occupied by a single dwelling. If this site is constrained for development by ownership and/or services infrastructure, market ready supply of GRZ1 could effectively be zero.
- There is no land designated for rural living in Simpson. No rural living land was recommended for Simpson in the Rural Living Strategy (2019).
- Future growth and development opportunities for Simpson to be investigated as part of this project, with the opportunity to place Simpson as an affordable housing and key worker destination, supporting future coastal commercial development and major projects.

### SIMPSON

#### Commercial and Industrial

- Commercial property is generally well occupied in Simpson. There is only one site in the C1Z that appears vacant, however, it is potentially being utilised by an adjoining business for storage. If this site is not available, there may be very limited opportunities for commercial business development.
- Consultation suggests that there is a current business in town, which is leasing a space, seeking a commercial zoned site in town to develop, however, due to a lack of available commercial sites has been unable to purchase a site.
- There are currently limited vacant industrial sites available in Simpson. The former Kraft factory, located south of the township has been vacant since 2014. However, repurposing and use of this site has recently been proposed.
- Anecdotally, commercial land owners are unwilling to lease or sell land in large holdings within the town, impacting the ability of business growth to continue to operate in the town.
- As is the case with residential land, current land ownership patterns could also present a potential constraint to commercial and industrial land supply.
- Based on preliminary assessment, current constraints on land supply may be in part restricting the opportunities for new residential development and/or business establishment or expansion, particularly in regard to the availability of strategic sites for residential development. Further detailed assessment is required to confirm the extent of these constraints.

## 7 Affordable Housing

*The provision of affordable housing is an issue both for the municipality and the wider region, with lower income households and key workers being particularly affected. The Shire of Corangamite is currently participating in a project with the Moyne, Surf Coast, Colac Otway, Southern Grampians and Glenelg Councils to prepare a 'Homes for Key Workers Action Plan' which will address housing availability and affordability for key workers.*

*In Corangamite, the influx of renewable energy construction workers and staff for new tourism developments and the loss of long-term rental properties to Airbnb is impacting on the supply and demand for housing. The shortage of rental housing is making it very difficult for low income households, with reports of some living in cars and significant increases in social housing waiting lists .*

The Victorian Government's report "Homes for Victorians" provides a definition of affordable housing as:

*"housing that is appropriate for the needs of a range of very low to moderate income households, and priced (whether mortgage repayments or rent) so these households are able to meet their other essential basic living costs".*

The government has also set a definition in the Planning and Environment Act that refers to specific income ranges for these households.

Affordable housing includes the following:

- Market-priced housing that is affordable to very low to moderate income households
- Assisted home ownership models (e.g. shared equity, discount purchase, low deposit)
- Other below market rental (e.g. discounted and/or income related rent)
- Public, community and indigenous housing
- Crisis housing

There are many types of households that may need to access affordable housing including:

- First-time home buyers, who can no longer afford to buy due to casual work arrangements or the cost of housing. As a consequence, the rental market has young people entering who, in previous generations, would have been purchasers of homes.
- The older poor, in particular older women. As they leave the workforce, they can no longer afford the private rental market and sometimes are forced to relocate.
- Singles and young people who are staying at home longer, partly because of the lack of affordable housing.
- Lone parents, the plight of whom was highlighted by the Victorian Parliamentary Enquiry into Domestic Violence.
- Key workers including people directly employed within the tourism, health and education industries, who are often forced to travel great distances between work and housing that is affordable.
- Low-income workers.
- Welfare recipients.

With State government becoming less involved with providing social housing, local Councils are taking on a greater role in facilitating the construction of affordable homes. The most common way of doing this is by facilitating the construction of dwellings that are then handed over to and run by housing associations or affordable housing Providers who manage the properties and the tenants.

There are a variety of affordable housing delivery models available to meet the housing need of different income groups. The level of government subsidy associated with each model is proportional to the income band and therefore the capacity of the household to pay market rent or mortgages.

Further, housing affordability exists on a continuum where the level of subsidy is directly related to the typology and ownership structure. The broad options are outlined below.

### **Affordable by design**

Affordable by design dwellings are developed using a standard development process to create small lots and compact dwelling designs that can be delivered at lower price points. Given that there are many fixed costs in the development process and that the quality of dwellings also needs to be maintained, there are limitations as to how far the price can be lowered. Design costs, construction costs, finance costs and statutory authority charges are relatively fixed, and the most variable cost factor is the price paid for the land.

### **Tiny/Relocatable/secondary Houses**

Tiny houses are small and usually relocatable dwellings ('tiny houses on wheels' or THOWs) that may be entirely off-grid or connected to only some reticulated services. Tiny houses can provide temporary or longer term affordable housing options, and can be suitable for location in urban areas (in backyards or on separate titles), on rural properties, and on vacant land prior to its development for other purposes. There is also a growing interest in creating tiny house communities where several dwellings are clustered together in rural or urban settings.

### **Restricted Purchase**

Price-controlled dwellings that are sold and can only be resold at a limited cost can be made available to purchasers on defined incomes. The key principles are that the:

- Dwelling must be offered for sale at or below the appropriate price
- Dwelling must be offered for sale to eligible buyers (e.g. on certain incomes)
- Discount for affordable housing for the first purchaser is preserved for future purchasers, either in perpetuity or for a fixed period of time (this restriction can be registered as a covenant on the certificate for title)

### **Shared Equity**

The essential feature of all shared equity models is that the buyer shares the capital cost of purchasing a home with an equity partner, thereby permitting households to buy a home with lower income levels than would otherwise be required. This term covers government-backed and private sector-led schemes.

Government-backed shared equity arrangements already operate in Western Australia, South Australia, Tasmania and the ACT, and the Victorian government has recently initiated its own scheme.

### **Rent to Buy**

In this model the homes are offered for rent for several years with the ability to then purchase the home. The model being adapted in Australia (e.g. the MAKE/Assemble model in Melbourne) is that, after five years of renting, the tenant has first option to purchase the dwelling at price agreed at the commencement of the five years. If the tenants do not want to buy, the landlord can retain the property as rented housing or sell it on the open market.



### **Build to Rent**

With this model, developers and their financiers build dwellings and retain them to let to tenant households. Rents may be set at market rent or, for affordable and social housing, at an appropriate discount. The National Rental Affordability Scheme (NRAS) was a build to rent model.

Build to rent projects tend to target apartments, small households and people on lower incomes. The degree of difference between build to rent and the broader housing system varies between household incomes and locations.

### **Community Land Trust**

A Community Land Trust (CLT) is a form of shared ownership of a property, where the land component of a residential property is owned by community based, not-for-profit legal entity and the actual building is owned (or leased long-term) by an individual household.

### **Social Housing**

Social housing is owned by a state government or a community housing organisation. All states, excluding Victoria, have endorsed and agreed to the National Housing Regulator which manages the compliance and financial readiness of the Registered Housing Entities. The Regulator has the Housing Associations divided into Tier 1, Tier 2 and Tier 3. The division is based upon capacity to grow, financial resources and management of tenancies.

Community housing organisations are not-for-profit corporations that own and/or manage community housing and are registered by Federal and/or State Housing Regulators. Housing Associations and Providers are independent companies that are overseen by a skills-based Board.

### **Key Worker Housing**

Key workers is a term that broadly includes workers that are necessary for the efficient functioning of a town and region.

The Homes for Key Workers Action Plan is a joint project being undertaken by the Shires of Corangamite, Colac Otway, Glenelg, Moyne, Southern Grampians and Surf Coast. The project will identify short and long term actions for the Councils to take to increase the supply of dwellings available for permanent and seasonal workers in the region.

Each Council has a slightly different focus, with Shire of Corangamite being interested in addressing housing issues for workers in the health, education, tourism, renewable energy, agriculture and professional sectors.

## 8 Environmental and Landscape Values

*Planning should help to protect the health of ecological systems and the biodiversity they support (including ecosystems, habitats, species and genetic diversity) and conserve areas with identified environmental and landscape values. Further, it should protect sites and features of nature conservation, biodiversity, geological or landscape value.*

## 8.1 Biodiversity

### Simpson

Simpson currently has no overlays that identify areas of high value biodiversity nor are there any overlays that identify areas for the protection of native vegetation. Being located on the plains the existing vegetation is valued for its ability to provide wind protection.

The Heytesbury Settlement Historic Park includes significant areas of vegetation and two significant waterbodies. However the habitat and biodiversity value of the park is not known.

The extensive areas of vegetation in the southern area adjoining the residential land, and land located to the west of the town, are densely vegetated species that offer wind protection.

Any expansion and development of Simpson should avoid the removal of existing vegetation that can be assumed to offer potential biodiversity and weather protection.

### Timboon

With the central town located on the valley floor of the Powers Creek, Timboon is extensively vegetated and provides a lush environment and setting for the township.

A Vegetation Protection Overlay Schedule1 (VPO1) is applied to the Powers Creek corridor for its significant and remnant vegetation. The VPO2 applies to the Timboon Curdie-Vale Road and relates specifically to the contiguous roadside vegetation.

Areas mapped are considered significant because one or more of the following apply:

- The vegetation comprises important biodiversity links and corridors between larger public land blocks of forest.
- The vegetation forms a link between a major block of vegetation and smaller remnant areas.
- The areas consolidate remnant corridors along streams.
- Areas are considered to be of high conservation significance containing diverse flora and fauna and/or threatened species or communities.
- Areas are representative of a depleted vegetation type in the region or State.

Additional areas surrounding Timboon including the Timboon I1 Bushland Reserve and the creek corridor to the south of Timboon are also affected by the Vegetation Protection Overlay Schedule 1 (VPO1).

## 8.2 Environmental and landscape significance

Given the linear nature of the Powers Creek corridor and the connected, surrounding areas that provide strong biodiversity links, development and incompatible land uses must be avoided or managed in these sensitive locations to ensure ongoing protection of the provided habitats.

### Simpson

Simpson currently has no overlays that identify areas of high environmental or landscape significance nor are there any overlays that identify areas for protection. It is noted that more broadly Simpson is typical of a settlement on the plains. Surrounding the town the gently undulating terrain is only interrupted by planted windrows, low scale farming structures and single storey dwellings.

### Timboon

As with Simpson, there are no current overlays that identify areas of high environmental or landscape significance nor any overlays that identify areas for protection. However this is not to discount Timboon's valley and rural landscape setting and the input this provides to the significant character of the town.

Due to the topography, views from the town centre and railway area include vegetation within and outside areas covered by the Vegetation Protection Overlay. Existing areas of vegetation, typically remnant forest, should be protected from development to ensure the township maintains its desirability.

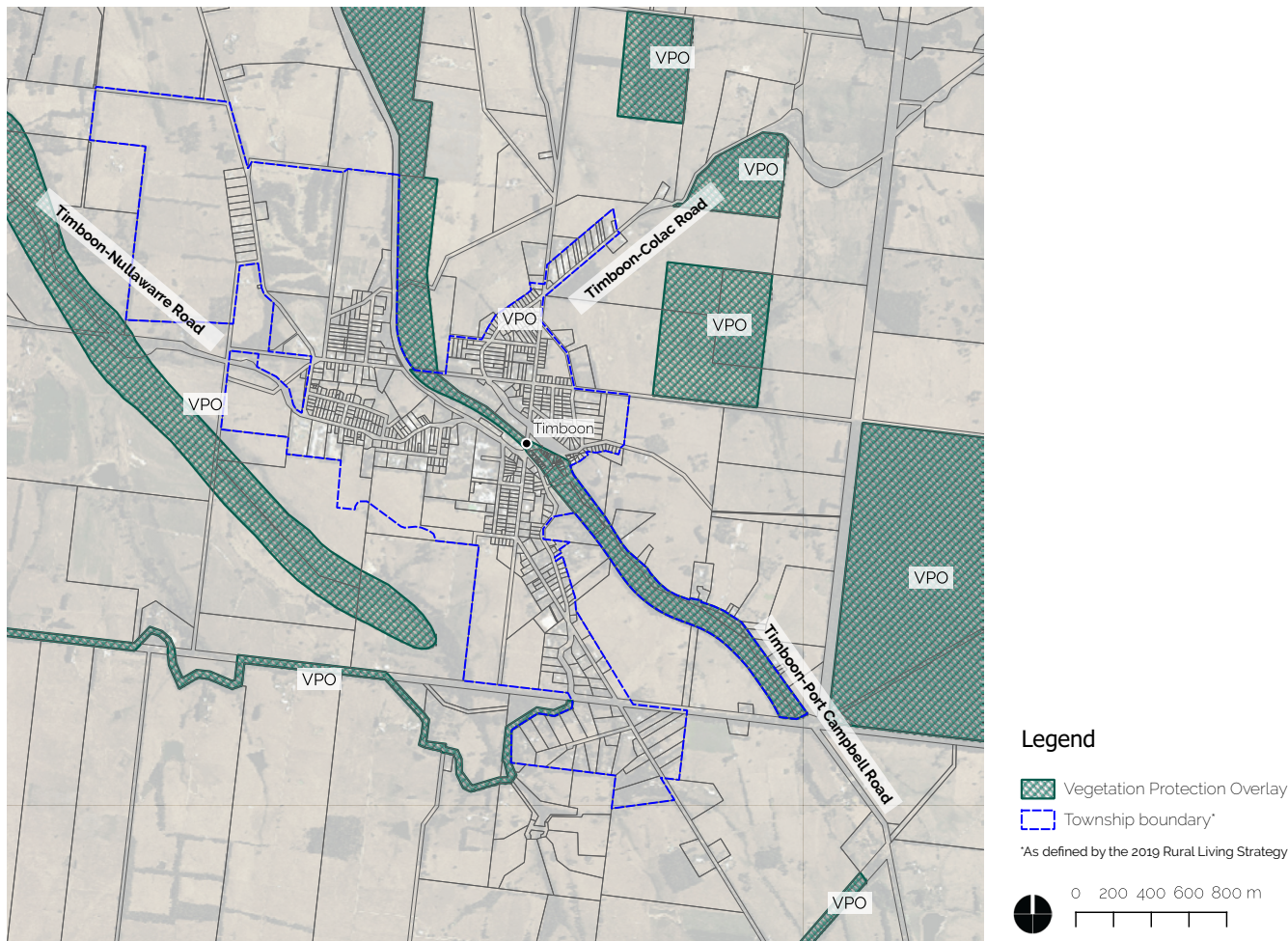


Figure 30. VPO map of Timboon

### 8.3 Key issues and opportunities

Assets need to be protected through the various planning scheme zones and overlay controls to ensure that development does not encroach on sensitive and significant environments. Both towns are fortunate that the pressures of development are yet to be fully felt and by putting a strategy in place to direct growth to appropriate areas, their respective landscape values can be maintained.

A key to this objective will be defining a settlement boundary that limits where residential development can occur and utilising existing property boundaries and permanent parks as the preferred form of settlement boundaries.

#### Simpson

- Development should be low scale to reflect the open plains landscape nature of the township.
- Retain windrows and vegetation that provides protection from the weather.
- New development should avoid VPO areas.

#### Timboon

- Development should be directed away from areas of substantial vegetation associated with remnant forest.
- Development must be recessive in areas proximate to the Powers Creek valley to maintain the forest setting.

## 9 Environmental risk

*Planning should adopt a best practice environmental management and risk management approach which aims to avoid or minimise environmental degradation and hazards.*

*Planning should identify and manage the potential for the environment, and environmental changes, to impact upon the economic, environmental or social well-being of society.*

## 9.1 Bushfire

Current State Planning Policy in relation to bushfire risk specifies that the protection of human life is to be prioritised over all other policy considerations. Bushfire threat is identified via two spatial references within the Planning Scheme- the Bushfire Management Overlay and designated Bushfire Prone Areas.

Bushfire Prone Areas (BPA) are outside metropolitan Melbourne and defined regional centres and are defined as areas that are subject to or likely to be subject to bushfires.

The Bushfire Management Overlay (BMO) is applied to areas that may be significantly affected by extreme bushfires. Compounding factors for the application of a BMO include vegetation, slope and access.

### Simpson

Parts of the Simpson township are affected by a BMO relating to the vegetation located on the south western boundary of the town. The proximity of the BMO and dense vegetation will limit development to the south-west of the township.

Discussions have been held with the Country Fire Authority who have expressed interest in reviewing any draft documents into the future.

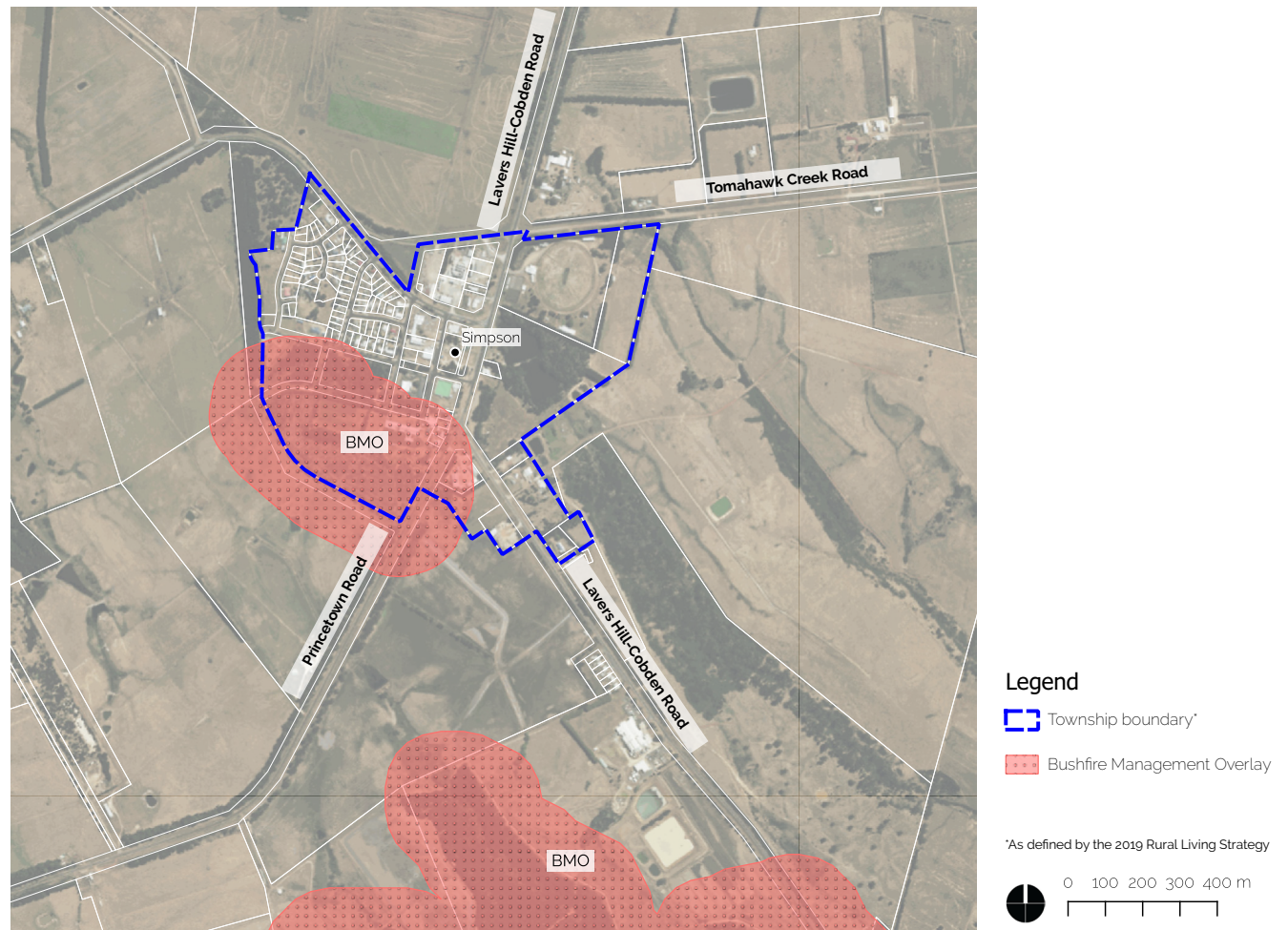


Figure 31. Simpson BMO mapping

### Timboon

Areas of existing dense vegetation in Timboon are affected by the Bushfire Management Overlay. These include the Powers Creek Valley outside of the town centre, the Timboon I1 Bushland Reserve, areas in proximity to Timboon-Curdievale Road and numerous outlying areas of dense vegetation.

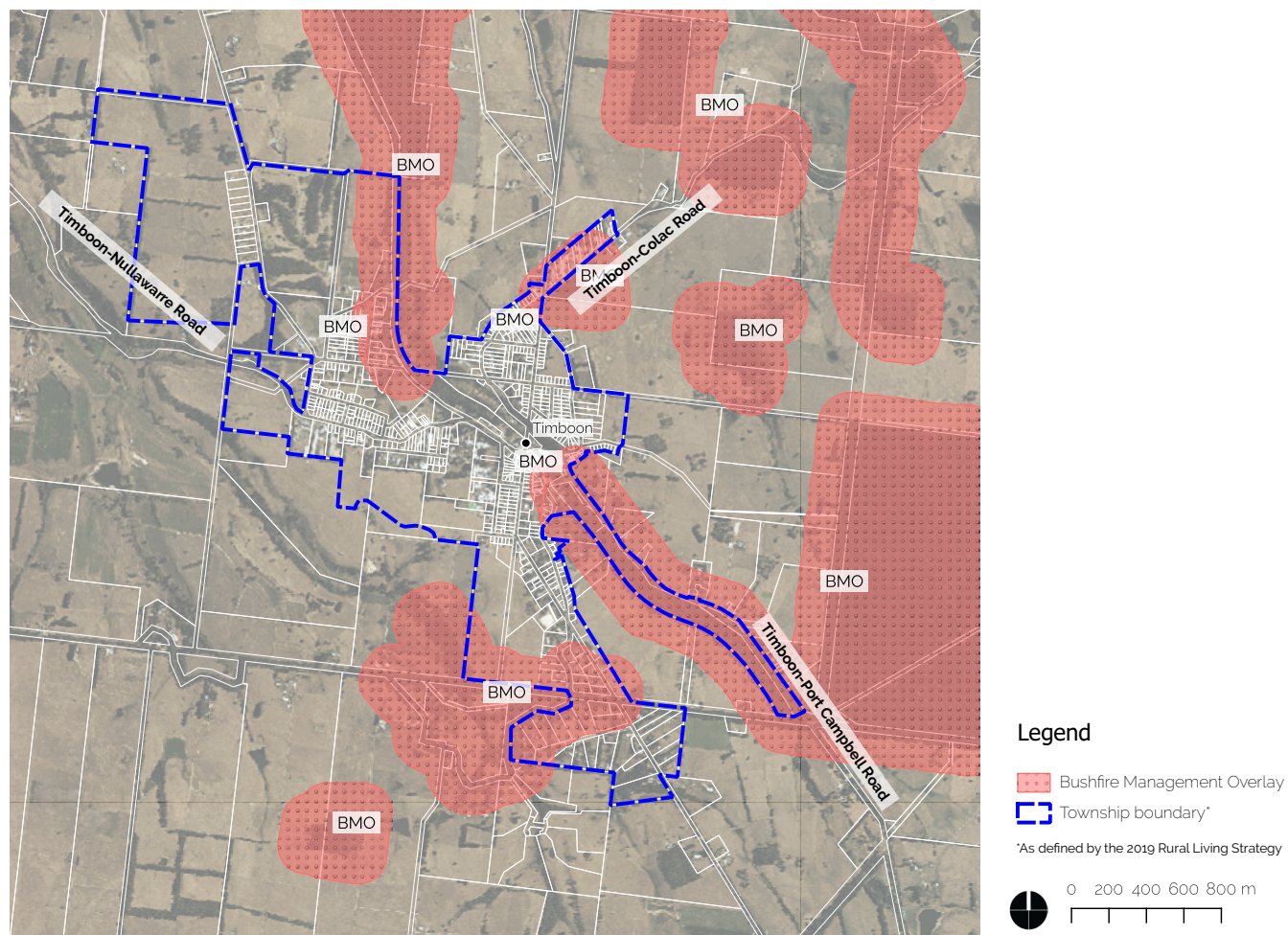


Figure 32. Timboon BMO mapping

## 9.2 Climate change

With a changing climate there are a number of actions and strategies that can be implemented to ensure Simpson and Timboon are resilient and responsive to a changing environment. It is important to ensure appropriate strategies and initiatives are in place for Council to support best practice responses to climate challenges. These include reduction in the towns' carbon footprint, alongside strategies to bolster the resilience of the local environment and ensure the on-going amenity and improved performance of the towns' built environment in the coming years.

The continued support to protect biodiversity, increase tree canopy coverage- where it avoids increasing bushfire hazard risk, reduce car dependency within the towns, and promote sustainable energy production will also help to ensure Simpson and Timboon can make a positive contribution to the environment and can plan for challenging climate events.

Within both towns, there are opportunities for Water Sensitive Urban Design (WSUD) practices. This is an approach to planning and designing urban areas to make use of this valuable resource and reduce harm it causes to rivers, creeks and further afield to coastal areas. WSUD can be used by Council in streetscape works in public spaces.

## 9.3 Amenity impacts

### Simpson

The location of industrially zoned land within Simpson is generally positioned on the edges of the township to reduce amenity impacts upon nearby residential properties or sensitive commercial uses.

More broadly the existing Transfer Station site and Sewer Treatment Plant on the western edge of town include amenity buffers that currently affect land zoned for farming and agricultural purposes.

While not currently operational, a future use of the former Dairy Factory site located to the south of the township should be anticipated to require an amenity buffer that would affect surrounding areas.

### Timboon

Timboon's industrially zoned land is typically located on the outer edges of the town with appropriate interfaces to residential zoned land.

Land along Timboon-Nullawarre Road is currently zoned Public Use Zone Schedule 6 and is used for the purposes of a waste transfer station. Under current regulation a 250m buffer is required around the transfer station to avoid amenity impacts to surrounding uses.

As part of the Corangamite Rural Living Strategy 2019, a recommendation was made to rezone the land bounded by Timboon-Nullawarre Road and Curdies Road for residential purposes in consultation with the EPA and relevant authorities.

## 9.4 Key issues and opportunities

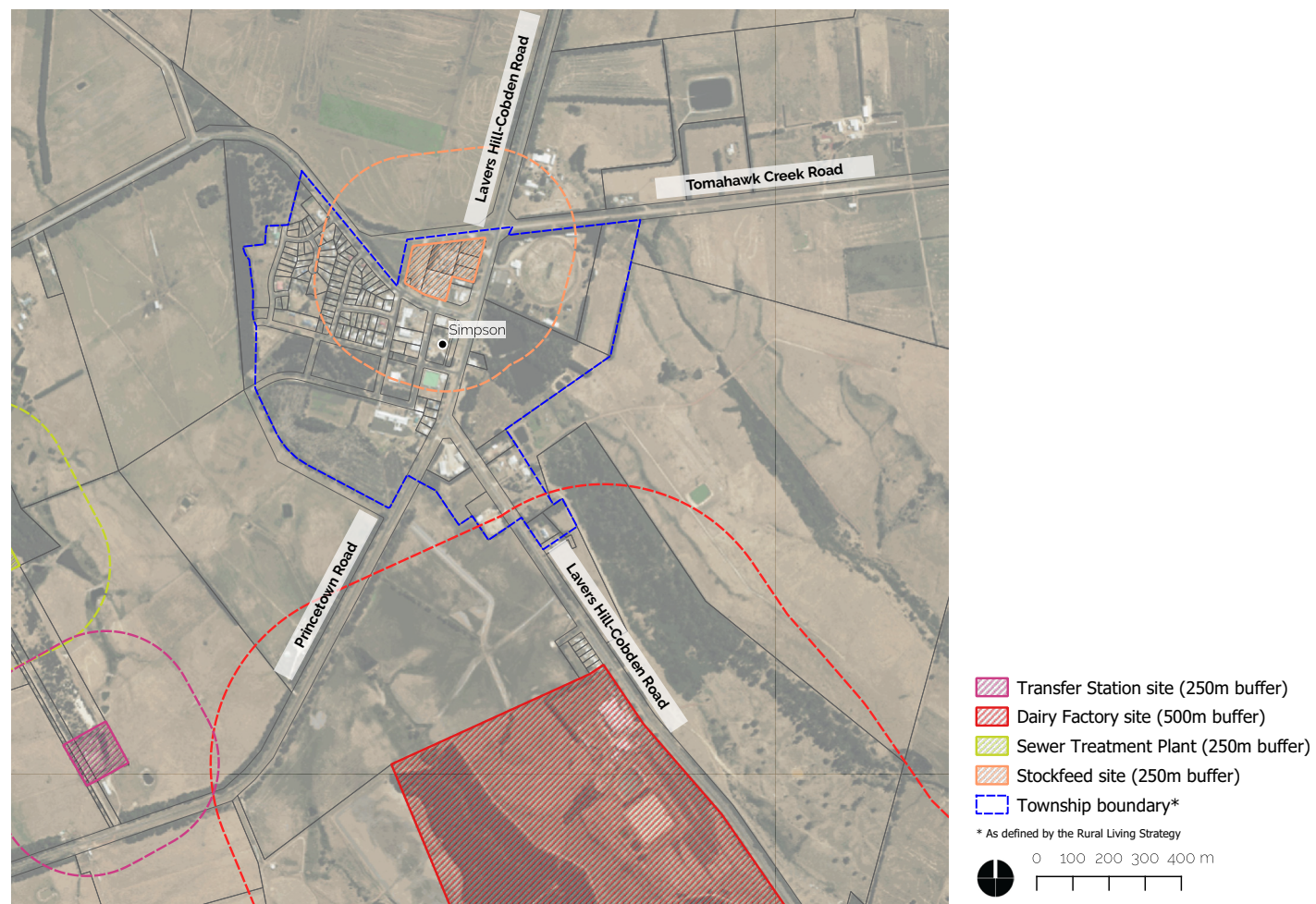
### Simpson

- Development of Simpson should avoid areas affected by the Bushfire Management Overlay to enable the safe location of dwellings, and to maintain existing vegetation.

### Timboon

- Development of Timboon should avoid areas affected by the Bushfire Management Overlay to enable the safe location of dwellings, and to maintain existing vegetation.
- The potential rezoning of the land bounded by Timboon-Nullawarre Road and Curdies Road for residential purposes must ensure that the amenity of the land is not impacted upon by the existing waste transfer station to the west.





**Figure 33.** Simpson indicative amenity buffers

## 10 Built environment and Cultural heritage

*Simpson and Timboon have a rich and diverse cultural heritage and character, which demonstrates the history of the area from the occupation of land by aboriginal clans through to post-contact era.*

*In accordance with Clause 15 of the Corangamite Planning Scheme:*

*Planning should ensure all land use and development appropriately responds to its surrounding landscape and character, valued built form and cultural context.*

*Planning should protect places and sites with significant heritage, architectural, aesthetic, scientific and cultural value.*

*Land use and development planning must support the development and maintenance of communities with adequate and safe physical and social environments for their residents, through the appropriate location of uses and development and quality of urban design.*

## 10.1 Cultural heritage

### ABORIGINAL CULTURAL HERITAGE

#### Simpson

[awaiting information from AAV]

#### Timboon

[awaiting information from AAV]

### POST-SETTLEMENT HERITAGE

#### Simpson

Simpson, established as part of the Port Second World War Heytesbury Settlement Scheme, has a rural, agricultural character that formed part of the settlement scheme. Commencing in 1956, approximately 43,000 hectares of vegetation from the Heytesbury Forest was cleared creating 378 individual properties for returned soldiers and later offered to civilians. The name of Simpson was not selected for the township until 1962. The clearing of vegetation continued until 1971, with the final property allocated in 1976 .

Most of the properties were between 73 – 81 hectares and were embellished with a small dwelling along with a dairy and machinery shed . Over the decades since the Settlement Scheme’s establishment many of the individual properties have been agglomerated into larger landholdings seen today.

Processing of milk from the surrounding dairy farming was undertaken within Simpson until 2014 when the Simpson Cheese Factory closed. This site along with the Church on Lavers Hill-Cobden Road and the Simpson Historic Park are covered by a Heritage Overlay.

There are no heritage buildings registered on the National Trust Heritage Register within Simpson.

#### Timboon

With settlement informally occurring in the 1870’s, the Timboon township was formally surveyed, and individual parcels of land sold in 1889. Forming part of the Port Fairy railway line, a branch from Camperdown to Timboon opened in 1892 and was closed in 1986. Today the railway reservation forms part of the cycling Camperdown-Timboon Rail Trail.

Quarrying and the clearing of land east of Timboon assisted the development of the dairy industry and timber within the region and lead to the growth of the township and the provision of schools, community facilities and religious organisations. Timboon continues to provide a range of services to the surrounding region.

Over the following decades the region was established as one of the most successful dairying areas in Australia. As such numerous dairy processing factories were established in the broader area.

Despite the closure of dairy processing factories in the region, modern Timboon is building upon the links to the existing dairying activities and is transforming into a gourmet food destination which forms part of the 12 apostles Food Artisans trail.

Timboon includes three areas covered by a Heritage Overlay. These include the Timboon High School at 13 Bailey Street, the Timboon Hall at 10 George Street and a Cordyline australis (Cabbage Tree) located within the railway reserve.

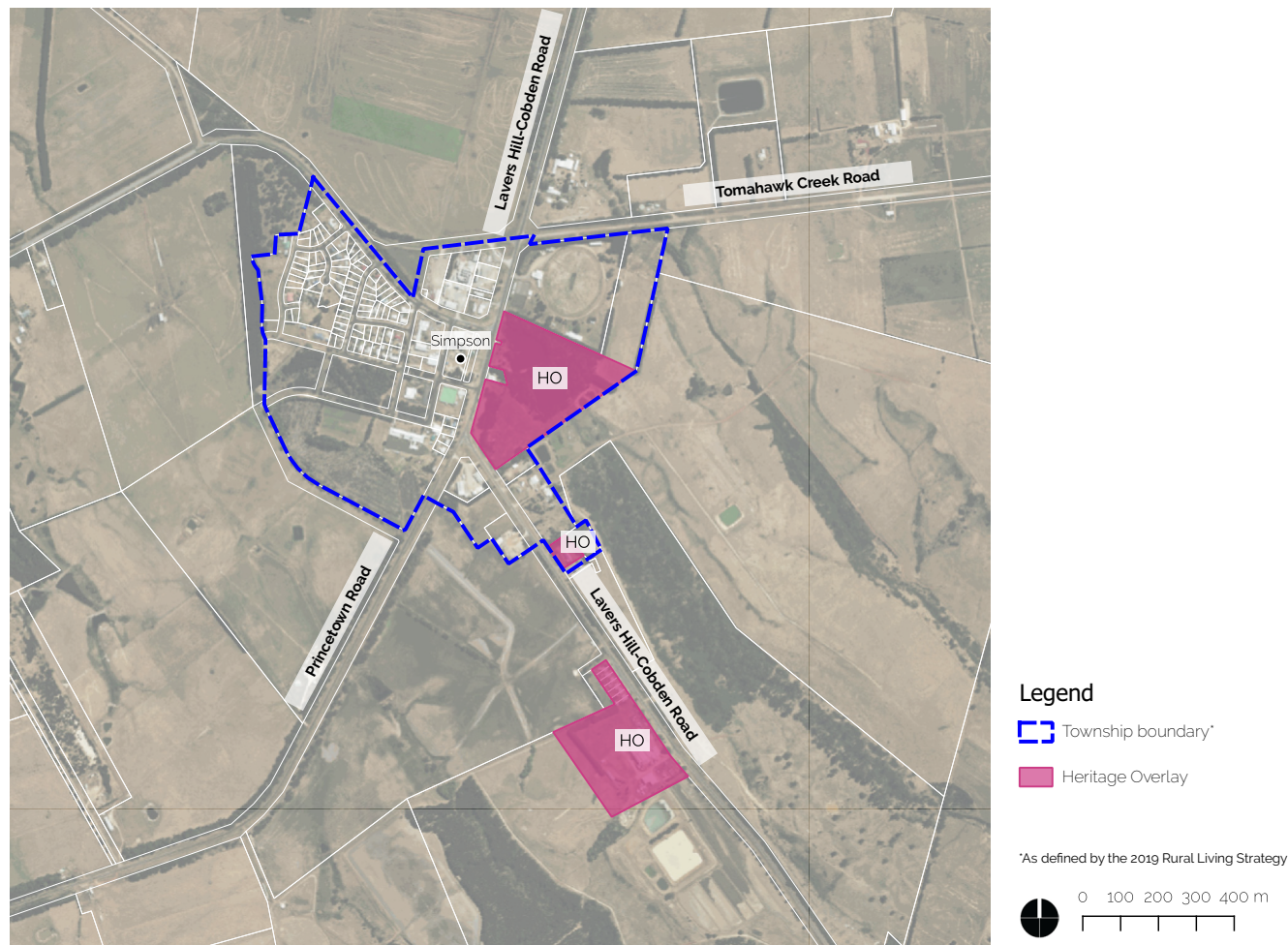
**ISSUES AND OPPORTUNITIES FOR CULTURAL HERITAGE**

**Simpson**

The Simpson Historic Park has opportunities for improved activated interfaces from the adjoining General Store and road frontage to open views through to the park to highlight the heritage assets in the park such as the Ball-and-Chain, and lake. From a tourism perspective, the lake walking circuit trail is set within the picturesque landscaped and treed setting.

**Timboon**

Timboon’s historic character, and the recent reuse of older buildings in the town centre such as by the Distillery, add to its charm.



**Figure 34.** HO map and Cultural Heritage sites in Simpson.

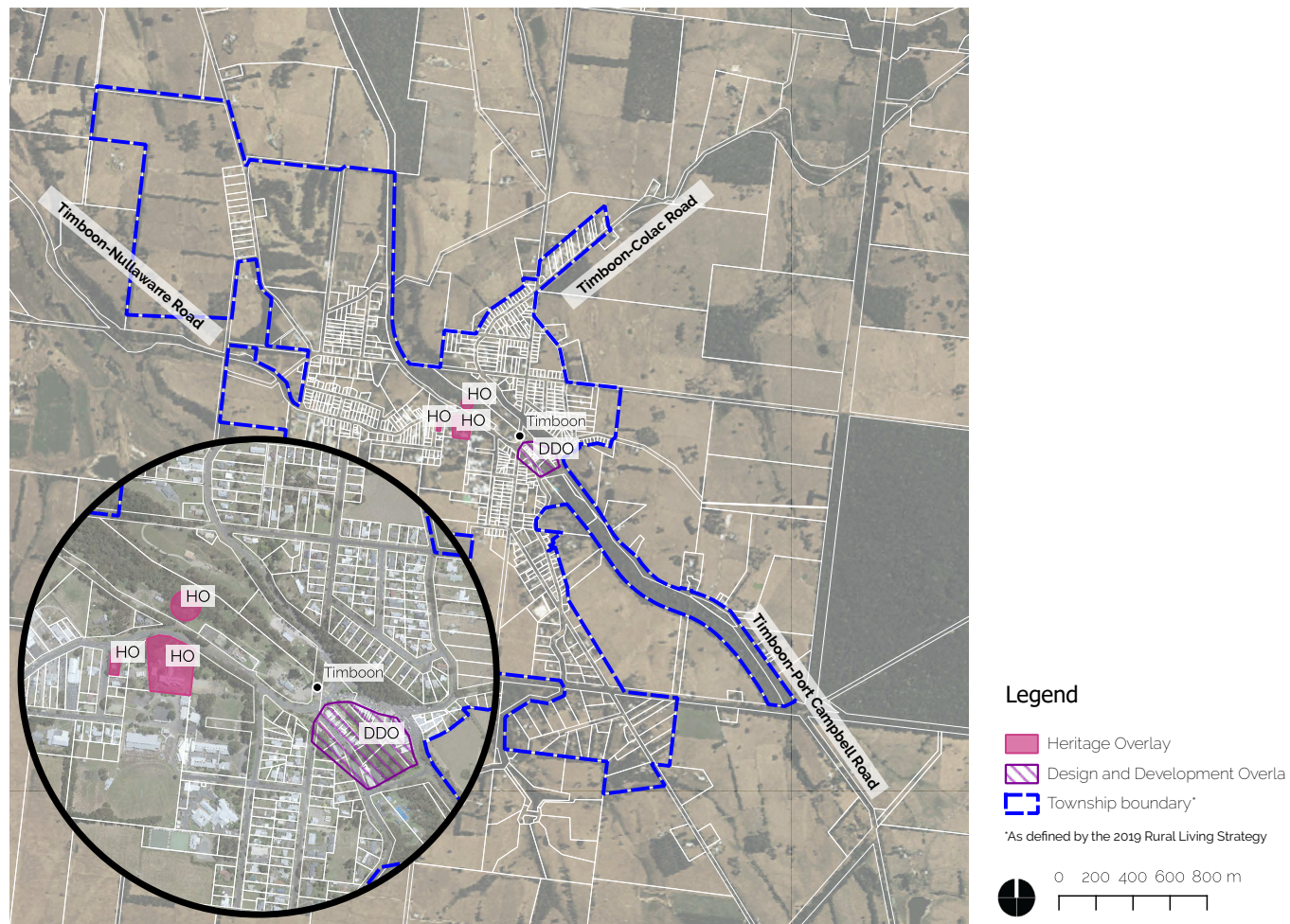


Figure 35. HO map and Cultural Heritage sites in Timboon

## 10.2 Urban Design

### Simpson

Located on the plains, the town of Simpson sits on relatively flat open landscape. The design of urban spaces and built form is of low scale, with tree canopy the dominant form. Public areas around the main town centre are manicured and well maintained.

New signage at the gateways to the town effectively provide a visual cue to town approach. Within the town multiple signs are located along the road reserve creating visual clutter and require consolidation and rationalisation. This is exacerbated by large signage in the private realm associated with industrial businesses.

The activity of the town centre is split between the Simpson Take Way on Lavers Hill-Cobden Road and the businesses on Barramul Street. Unfortunately this splits the commercial activity and movements in what is an already small town. Recent works have been undertaken to improve pedestrian connectivity on the eastern side of Lavers Hill-Cobden Road between to the Historic Park and the Simpson Recreation Reserve with footpaths upgraded.

The activity node dislocation and street width contribute to a sense of expansiveness. There is the opportunity to create a more intimate and inviting space to stop in the key town centre zone- consolidated area on Lavers Hill- Cobden Road- between the Recreation Reserve and Bowls Club. This may include visual cues and improvements to the urban design including such things as:

- Narrowing the roadway by extending verges that could provide outdoor dining opportunity and

landscaping;

- Introducing an avenue of street trees or low shrubbery in the extended verge;
- Reducing the speed limit to create a more pedestrian friendly environment;
- Provide a pedestrian crossing point between Jaycees Park and Simpson Historical Park to improve safety and access between car parking, public toilets and take away premises.

**Overleaf is a plan prepared by Patch Design and Plan outlining the potential design issues and opportunities associated with the Lavers Hill-Cobden Road-Jaycees interface.**

Along Barramul Street the commercial buildings have traditional parapets along with verandas providing generous shelter to public areas and enable the businesses to ‘trade out’.

The Ball and Chain motel has modernist features such as a flat roof, breezeblock work and unaccentuated building openings. However its streetscape presentation with a large car park and dilapidated appearance adds to a sense of tiredness to the town. There is opportunity to improve the interface between the private and public realms.

Landscaping in the town is a mix of native species with some exotic species in the mix, especially at the shrub and ground cover level. The strategically positioned vegetation acts as windrows to provide protection from winds.



Image 1. Barramul Street looking north



Image 2. Lavers Hill- Cobden Road looking south from Jaycees Park

## DESIGN COMMENTS

- 1 EXPLORE OPPORTUNITY TO REDUCE 70KM/H SPEED LIMIT THROUGH TOWNSHIP TO IMPROVE PEDESTRIAN SAFETY
- 2 INTRODUCE AN AVENUE OF STREET TREES TO DEFINE TOWNSHIP ENTRANCE + PROVIDE SHADE FOR PEDESTRIANS. STREET TREES WILL ALSO FRAME + ENCLOSE STREETScape TO ENCOURAGE A PEDESTRIAN SCALED ENVIRONMENT;
- 3 MINIMISE UNDERSTOREY PLANTING TO IMPROVE SITELINES + ACCESS FROM MURROCK STREET;
- 4 FORMALISE VERGE TO ALLOW FOR STREET TREE PLANTING (SUBJECT TO COMPATIBILITY WITH OVERHEAD POWER LINES);
- 5 EXTEND VERGE INTO STREETScape TO PROVIDE A SAFER + DEFINED PEDESTRIAN CROSSING POINT CONNECTING TO JAYCEES PARK;
- 6 FORMALISE 45° ON-STREET PARKING;
- 7 RETAIN EXISTING DRIVEWAY ACCESS;
- 8 PROVIDE FORMAL LARGE-VEHICLE PARKING OFF LAVERS HILL-COBEN ROAD;
- 9 PLANT STREET TREES ALONG MURROCK STREET TO PROVIDE SHADE FOR FOOTPATH + PARKING WHILST SOFTENING FENCE TREATMENT OF BOWLS CLUB;
- 10 FORMALISE PARALLEL PARKING + ALLOW FOR STREET TREES TO BE PLANTED IN KERB OUTSTANDS;
- 11 EXTEND FOOTPATH NETWORK TO PROVIDE A CIRCUIT CONNECTING KEY DESTINATIONS THROUGHOUT TOWNSHIP;

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ISSUES + OPPORTUNITIES  
SIMPSON STRUCTURE PLAN  
CORANGAMITE SHIRE

**PATCH.**  
DESIGN+PLAN



### Timboon

The town centre of Timboon benefits from the natural valley setting along with extensive vegetation to provide a lush environment. Such an environment contrasts with the surrounding plains of southern Corangamite.

**The town centre along Main Road includes many detached shop fronts creating a ‘high street’ feel. Recent works by Council in this area ensures there is a generous pedestrian space outside shops providing opportunities for kerb-side dining. The change in level from the east to west combined with the gentle curve along Main Road creates further interest in this area.**

On the other side of the Powers Creek, the commercial buildings are compact in scale and along with a small street cross section of Timboon-Curdievale Road create a human scale [quaint] environment. Combined with the age of some buildings, there is substantial aesthetic value to this area.

As outlined in the Design and Development Overlay (Schedule 1) the buildings within the town centre on both sides of Powers Creek do not substantially address the creek frontage. It is understood that for many of the buildings this is ‘back of house’, however the Powers Creek environs is of high quality and is a significant asset to the town centre. Recent works to the town centre undertaken by Council have substantially improved the presentation and pedestrian connectivity within the town centre and across to the railway precinct.



Image 3. Main Street looking east



Image 4. Timboon-Curdievale Road looking north west



Image 5. Interface with Powers Creek valley (back of buildings facing Main Street).



## ISSUES AND OPPORTUNITIES FOR URBAN DESIGN IMPROVEMENTS

### Simpson

- The public spaces within Simpson are very well kept and improving accessibility/visibility of these spaces (especially the lake and deck of the Historical Park) can increase visitation by passing vehicles.
- An array of signage throughout the town presents as visual clutter. There is opportunity to reduce and consolidate signage at key town gateways, road junctions and for wayfinding within the town centre.
- The Simpson Take Away is a popular location for tourists and locals to stop. The provision of an outdoor eating area has the potential to increase the visibility of the business and contribute to improving the amenity of the general area (and interface with the Historic Park). Any redevelopment of the Take Away building should include an active frontage to the park and street.
- Given the structure of the road layout within the town, there is a lack of visibility for shops/businesses located on Barramul Street to capture passing trade along Lavers Hill-Cobden Road.
- While improvements have been made on both the east and western side of Lavers Hill-Cobden Road, there is a lack of a formalised pedestrian crossing from Simpson Historical Park/Simpson Take Away across to Jaycees Park and the public toilets.

### Timboon

- While existing work has been undertaken to improve pedestrian connectivity and wayfinding within the town centre, there is an opportunity to provide stronger connections from the town centre over to the railway precinct.
- Facilitate stronger connections between the two sides of Powers Creek in the railway precinct.
- Ensure the development of the town centre provides an interface to Powers Creek, while not reducing the activity on Main Street and Timboon-Curdievale Road.

### 10.3 Neighbourhood character

Both Simpson and Timboon have no existing Design Guidelines or Neighbourhood Character policies. Due to the age and scale of Timboon there is a diversity of housing styles and characters within the township. While in Simpson there are three main clusters of housing. These characters and styles are discussed below.

#### Simpson

Residential dwellings are almost entirely detached and have generous front setbacks and typical setbacks from side boundaries ensuring there is a spaciousness to individual dwellings. However, compared to the openness of the surrounding areas the residential streets can feel compact. The first character area includes late 60's through to mid 1980's designs located behind the commercial areas of the town along Jayarra and Kardella Streets. These houses are constructed of lightweight materials and typically have pitched rooves with minimal eaves. The overall architectural style is consistent with Department of Housing developments undertaken in the 1960's through to the 1980's.

The second character area is generally found in proximity to Wardoo Street and Polonia Road that in many instances have larger lot sizing and setback than the precinct closer to the town centre. The architectural detailing of these homes includes hipped rooves with in many instances verandahs around the perimeter of the dwelling.

The third character area is a small section of six dwellings located along Lavers Hill-Cobden Road that were developed as worker accommodation as part of the former Kraft factory. These dwellings are variations of a similar design incorporating brick walls, painted corrugated iron roofing and low height chain-link fencing.



Image 6. Housing along Kardella Street



Image 7. Housing along Polonia Road



Image 8. Former Kraft factory dwellings

### Timboon

The architectural styles within Timboon is highly varied. This variation has been created through the development and subsequent redevelopment of individual sites over a long period of time.

Timboon-Colac Road (Barrett Street), Timboon-Curdievale Road and Timboon-Nullawarre Road provide connections to surrounding townships. As such the development of Timboon has followed these access roads.

Typically lot sizing is smallest where closest to the town centre and increases when heading towards the township boundaries. While there is a visible increase in lot sizing, even smaller lots include vegetation that contributes to the lush character of Timboon.

Recent lifestyle residential developments are occurring to the north east of the township, while new residential subdivisions with lots of various scales are currently for sale to the south of the town centre.



Image 9. Typical housing in Timboon (Curdies Road)



Image 10. 'Lifestyle' Low density residential

### ISSUES AND OPPORTUNITIES FOR NEIGHBOURHOOD CHARACTER

#### Simpson

- Future residential development should aim to continue the setbacks of existing dwellings, while providing opportunities for a greater diversity of dwelling sizes.
- Given the existing mix of materiality and roof forms, future built form should prioritise practical detailing and local construction techniques.
- Built form should be less concerned with conforming to an architectural style and place greater emphasis on providing climatically appropriate features (generous eaves, shading devices, ability to capture water for on-site reuse, lighter colours to reflect heat etc).

#### Timboon

- A range of larger residential lots are currently being developed or are currently listed for sale. However, there is a lack of smaller scale lots that will increase the diversity of housing in the town centre. Such smaller scale lots in more accessible areas should ensure the retention of existing vegetation and areas for additional vegetation to be grown.
- The development of lifestyle properties close to the existing township boundary should ensure built form does not dominant long range views to the township.

## 11 Transport

*The Simpson Structure Plan and the Timboon Placement Strategy should ensure an integrated, equitable and sustainable transport system is provided in the respective towns.*

## 11.1 Roads

### Simpson

The primary road access to Simpson includes the Lavers Hill-Cobden Road and Princetown Road. Both roads are classified as Road Zone Category 1 – RDZ1 and are under the management of VicRoads.

Lavers Hill-Cobden Road heading north provides connections for Simpson to Cobden and on to Camperdown and the Princes Highway. To the south, Princetown Road provides direct links to the Twelve Apostles Marine National Park and the Great Ocean Road. Tomahawk Creek Road and Williams Road provide minor connections to the surrounding areas to the east and west respectively. Jaycees Park and the Simpson Take Away along Lavers Hill-Cobden Road is a popular stop for passing tourists as a place to eat and use the well-kept public toilets. However this section of Lavers Hill-Cobden Road is very wide with numerous informal parking and pedestrian crossing points creating areas of potential conflict.

Within the town, the older town centre features a grid street layout in contrast to residential area to the west,



**Image 11.** Lavers Hill-Cobden Road adjacent to Jaycees Park

where road layout has followed subdivision and an ad hoc road network created. Generally streets provide through connections with the notable exception of Murrock Street that does not connect through to Gondain Street.

### Timboon

Primary road access to Timboon is via three main routes being the Timboon-Colac Road to the north east, the Timboon-Port Campbell Road to the south east and the Timboon-Nullawarre Road to the west. Given the road names provided, the locations that these roads connect Timboon to are clear.

Internally, Timboon has numerous local roads that feed off the three main routes. Substantial works have been undertaken in recent years in the town centre along Main Street and Barrett Street to formalise vehicle and pedestrian movement.

The layout and connectivity of the local roads are highly dictated by the terrain and historical landownership patterns.

## ISSUES AND OPPORTUNITIES FOR ROADS

### Simpson

- Investigate the formalization of parking and access arrangements on Lavers Hill-Cobden Road adjacent to Jaycees Park to improve vehicle movement.
- Investigate reopening of Murrock Street to improve access to residential areas. The design should consider a safe crossing point for children.
- Advocate with VicRoads to reduce the speed limit in the town centre.

### Timboon

- As all the primary access roads in the region pass through the town centre of Timboon, with increasing vehicle movements in the region, there may be a future need to review higher level vehicle movements through the township.
- Future residential areas located on the edges of the township need to ensure that direct and efficient access is provided to the main road network and the town centre.
- As outlined in section 4.5 there are few if any large group accommodation options. If such proposals are to eventuate, consideration will need to be given to the movement of larger vehicles off the main access road network within the township.

## 11.2 Walking and cycling

### Simpson

The generally flat topography of Simpson and existing footpaths pathways throughout the town facilitates walking as a mode of transport. No cycling paths were observed in Simpson.

In areas where footpaths are not provided, often pedestrian and bicycle access is via informal street spaces or on grassy verges with no footpaths resulting in a shared roadway for vehicles, cyclists and pedestrians. This is especially true of the residential areas to the west of the town centre.

### Timboon

Main and local roads in proximity to the town centre typically provide foot paths on at least one side of the road. Residential areas further away from the town centre and not on main roads in some instances do not include the provision of footpaths. However it is noted that in many instances there are large grassed verges within the road reserve that people use as a safe walking area.

The railway precinct of Timboon is the end point for the Camperdown to Timboon Rail Trail, with the trail terminating west of Bailey Street. No further shared path connections are provided from the end point of the trail to the main town centre east of Bailey Street. Beyond the end point of the Camperdown-Timboon Rail Trail, no further cycling paths were observed in the township.

### ISSUES AND OPPORTUNITIES FOR WALKING AND CYCLING

#### Simpson

- Improve pedestrianisation of the town centre including safe access across Lavers Hill-Cobden Road adjacent to Jaycees Park.
- Any new residential development should ensure the provision of pedestrian access through connected foot paths.
- Given the compact size and relatively flat topography of Simpson, on road cycling on local residential streets should be encouraged, especially for school access.

#### Timboon

- The high amenity provided by the Powers Creek valley to the west of Bailey Street should be better utilised, extending the shared path through to Glerums Road (with the potential to connect into the proposed mountain bike trails in the bushland adjoining Cowley's Creek).
- Any future residential areas will require new pedestrian and cycle links (where large traffic volumes exist) from outer residential areas to the town centre and community facilities.
- There is limited cycling infrastructure within the town centre, especially considering end of trip facilities i.e. bike racks for secure parking. There is potential to install more bicycle parking facilities in and around the town centre, community facilities and to increase the accessibility for Rail Trail users.
- The extension of the Camperdown Timboon Rail Trail through to Camperdown as an off-road path should be investigated as wayfinding and existing conditions are a potential barrier to path users.
- Opportunities to support 'Rail Trail' cycling tourism with supporting infrastructure at key destinations in the town centre including bicycle parking racks, water fountains and bicycle hire scheme.

## 11.3 Public Transport

### Simpson

No public transport is provided to Simpson. The 2012 Plan for Simpson identifies as an action to arrange for Timboon bus to come to Simpson on a loop service.

### Timboon

Timboon is serviced by two V-Line bus services to Camperdown via Cobden and to Warrnambool via Port Campbell. The Camperdown service includes six return services on Thursday, two return evening services on Friday, four services on Saturday and two services on Sunday. The Warrnambool service runs a single service on a Thursday morning.

## 11.4 Car parking

### Simpson

Simpson currently has three main areas of formalised parking being along Lavers Hill-Cobden Road in-front of the Simpson Take Away, along Barramul Street outside the town centre and further along Barramul Street in proximity to the Simpson Bowls Club and Child Care. Other areas of Simpson include unmarked kerbside parking.

Informal long vehicle parking is currently positioned along Lavers Hill-Cobden Road opposite the Simpson Bowls Club and adjacent to Jaycees Park. These areas are well utilised by cars towing caravans and a range of passing trade/commercial vehicles/trucks.

### Timboon

Car parking in Timboon is formalised within the town centre along Main Street and Timboon-Curdievale Road. Extensive work has been undertaken by Council to improve the parking arrangements along Main Street with landscaping and traffic calming measures.

Community, sporting and educational/health facilities located out of the town centre typically include off-street parking or the provision of formalised street parking.

The residential areas away from the town centre rely on informal kerbside parking.

### ISSUES AND OPPORTUNITIES FOR CAR PARKING

#### Simpson

- Informal car parking adjacent to Jaycees Park could be more efficiently used during peak periods through line-marking and formalisation of pedestrian crossing areas.
- The existing spaciousness of many road cross sections (especially Lavers Hill-Cobden Road) has enabled easy stopping areas for larger vehicles that in turn has improved trading conditions for the town and especially Simpson Take Away. Visible stopping areas for large vehicles should be maintained, albeit in a more formalised organisation.
- Advocate for the Timboon bus service to provide a daily service to Simpson.

#### Timboon

- To accommodate the visitation of tour groups, parking areas for larger vehicles should be investigated in close proximity to the town centre.

## 12 Infrastructure

*Clause 19 (Infrastructure) of the Corangamite Planning Scheme states planning for development of social and physical infrastructure should:*

- *Enable it to be provided in a way that is efficient, equitable, accessible and timely.*
- *Recognise social needs by providing land for a range of accessible community resources, such as education, cultural, health and community support (mental health, aged care, disability, youth and family services) facilities.*
- *Growth and redevelopment of settlements should be planned in a manner that allows for the logical and efficient provision and maintenance of infrastructure, including the setting aside of land for the construction of future transport routes.*
- *Facilitate efficient use of existing infrastructure and human services. Providers of infrastructure, whether public or private bodies, are to be guided by planning policies and should assist strategic land use planning.*



## 12.1 Community Infrastructure

### HEALTH FACILITIES

#### Simpson

A Maternal Child and Health Centre is located in Simpson at the Simpson Kindergarten. No other health facilities are located within Simpson.

#### Timboon

The Timboon and District Healthcare Service is a regional public hospital that provides a range of services. The hospital provides the following services to the public:

- 24-hour Urgent Care
- Surgical day procedures
- Diagnostic services
- General medicine
- Midwifery services
- Palliative care
- Aged care

Associated with the Timboon and District Healthcare Service is the adjacently located Timboon Medical Clinic that provides General medicine and audiology services.

### EDUCATION FACILITIES

#### Simpson

The Simpson and District Kindergarten located on Barramul Street provides a range of services for 3 and 4 year old children.

The Simpson Primary School is located on the southern extent of the township and is a public school that provides primary level education. The school was opened in 1972 to coincide with the development of the area associated with the Heytesbury Land Settlement scheme. As of 2019 there are 74 students enrolled in 4 classes.

There is no secondary education institution in Simpson.

#### Timboon

The Timboon and District Kindergarten located on Wark Street provides a range of services for 3 and 4 year old children.

The Timboon P-12 School is located off Hamilton Street and is a public school that provides primary and secondary level education. The primary school (being the Timboon Consolidated School) was opened in 1948 with the secondary school opening in 1960. As of 2017 there are approximately 460 students enrolled.

The Timboon Library is located off Wark Street.

### COMMUNITY AND SPORTING FACILITIES

#### Simpson

Community and sporting facilities within Simpson include the Simpson Recreation Reserve, the Simpson Bowls Club, the Simpson and District Community Centre and the Simpson Men's Shed.

#### Timboon

Community and sporting facilities within Timboon include:

- Timboon Recreation Reserve
- Timboon Sporting Centre
- Timboon Outdoor Swimming Pool
- Timboon Skate Park

#### ISSUES AND OPPORTUNITIES FOR COMMUNITY INFRASTRUCTURE

Timboon has a wide range of community infrastructure that should be retained. Simpson includes a fair provision of community and sporting facilities for the size of the town.

Given all facilities in both towns supports the health, well-being and sense of place of the communities, they must be retained and enhanced where possible.

## 12.2 Development Infrastructure

### Electricity and Gas

Simpson and Timboon are connected to electricity. Gas is not offered via a mains connection in either town.

### Water supply

Simpson and Timboon are serviced by reticulated water supply. Further discussions are to be held with Wannon Water which will influence the opportunities and potential growth for Simpson.

### Sewer

Areas in both Simpson and Timboon's urban town centre areas (General Residential Zone and Commercial Zone) are serviced with reticulated sewerage. Areas zoned Township Zone, Low Density Residential Zone and Rural Living Zone utilise on-site waste disposal and septic tanks.

### Telecommunications

Mobile telephone coverage is consistent across Simpson with both 3G and 4G coverage. Mobile phone coverage across Timboon is generally consistent with 3G and 4G coverage, however it is noted that topography and vegetation can impact coverage in specific areas.

### ISSUES AND OPPORTUNITIES FOR DEVELOPMENT INFRASTRUCTURE

- Urban growth should be directed to locations where reticulated services are available (or in close proximity to existing infrastructure) in order to make the most effective use of those services and to avoid potential environmental impacts associated with the use of septic tanks.
- Further investigation is required into treatment plans and water towers to understand the capacity constraints of existing infrastructure.
- Wannon Water would like the Simpson Structure Plan to consider integrated water management (IWM) planning as a key element of the structure plan outcomes.

## 13 Summary of Opportunities

## 13.1 OPPORTUNITIES FOR SIMPSON

### TOWNSHIP ROLE

Simpson's role as a small agricultural service town should continue to be supported, whilst capitalising on the growing regional visitor economy through realisation of niche tourism opportunities and incremental developments.

Simpson is positioned to incrementally capitalise on the growing regional visitor economy through its strategic position close to the coast, on the inland road route from the 12 Apostles to Melbourne and on the Gourmet food trail. This strategic positioning also ensures Simpson is well placed to offer worker housing for nearby energy projects.

Incremental changes and development have the potential to lead to increased demand and change in the local economy in the longer term.

Key drivers of opportunities in Simpson include:

- A growing regional visitor economy and Simpson's position on a key inland route to and from the 12 Apostles to Melbourne.
- Council's focus to strategically place and designate Simpson as the Shire's primary location for worker and affordable housing, catering for future coastal tourism development and nearby energy projects.
- Strategic opportunities related to the redevelopment of the former Kraft factory.
- Simpson's position on the Gourmet Food Trail.
- Pressure on coastal environments for increased development.

### SUMMARY OF OPPORTUNITIES

Table 19 provides a summary of opportunities for Simpson to align to demand drivers and Simpson's position within the hinterland region.

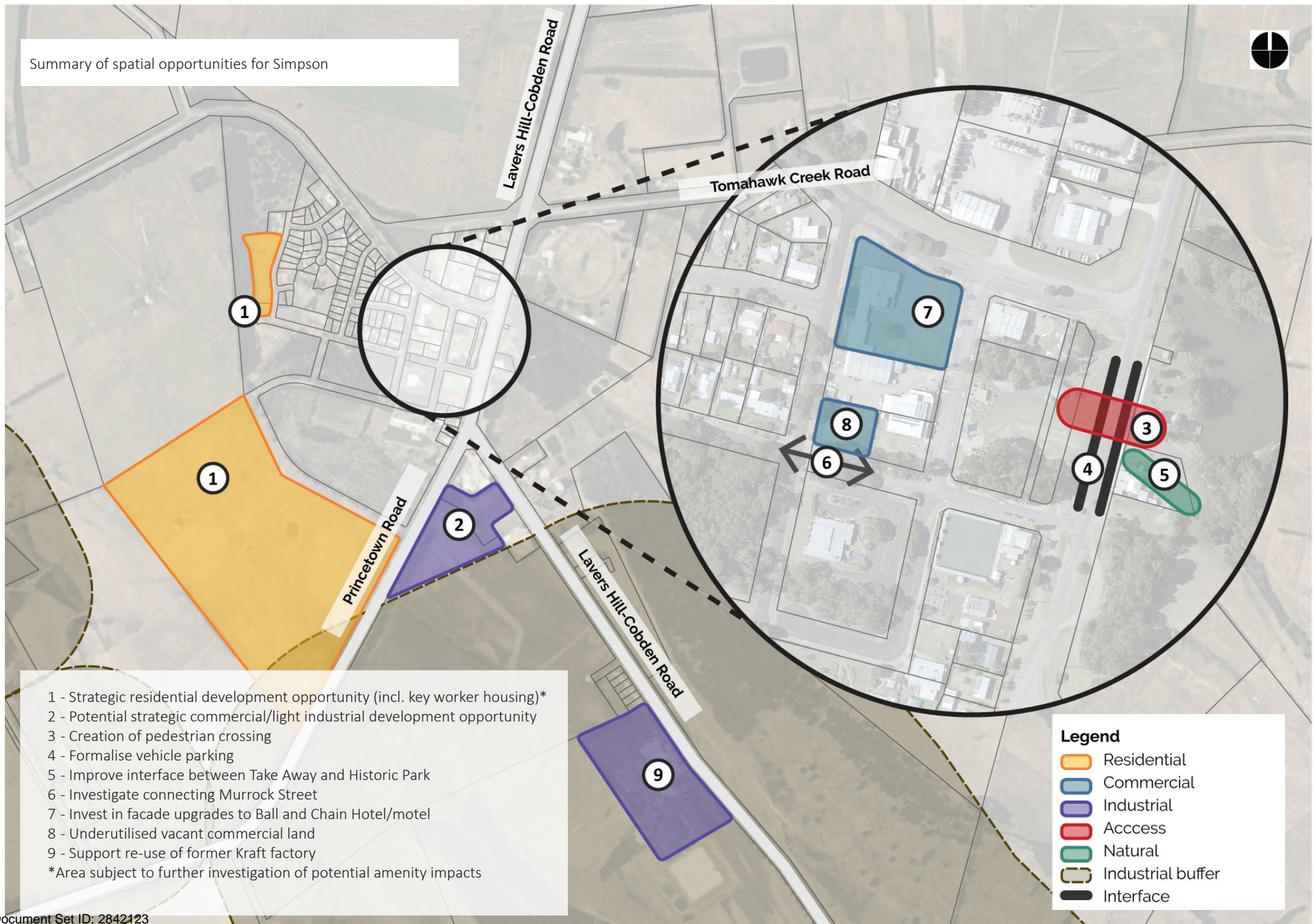
**Table 19.** Simpson opportunities

Opportunity	Strength of Opportunity
<p>Opportunity to <b>address potential land supply constraints</b> for residential and business opportunities. Current constraints on land supply may be in part restricting the opportunity for new residential development and/or business establishment or expansion.</p>	<p>NA</p>
<p>The proposed <b>repurposing and reuse of the former Kraft factory</b> is a potential economic development opportunity for Simpson. The proposal is currently in its infancy however, the repurposing and reuse of the site for agricultural production, pharmaceutical and cosmetic product manufacturing, green power generation, aquaculture and accommodation could provide new local employment opportunities and value add to the local economy. Realisation of the concept could lead to increased demand for local housing and new business development opportunities.</p> <p>There are a number of potential considerations that will impact on the progression of the project, including:</p> <ul style="list-style-type: none"> <li>• Requirement for Government approvals.</li> <li>• Access to appropriately skilled labour force to support operations.</li> <li>• Need for appropriate zoning. Part of the site is zoned industrial; however, the remainder of the site is zoned farming zone which may limit some of the proposed uses and/or developments.</li> <li>• Potential site development constraints through the Bushfire Management Overlay (BMO).</li> <li>• Adequate housing and accommodation available in the region to support the workforce, including potential for transient labour.</li> </ul>	<p>Strong</p>
<p><b>Small scale short stay accommodation opportunities</b> including:</p> <ul style="list-style-type: none"> <li>• <b>Caravan and camping sites</b>; including <b>potential for provision of free caravan sites</b> to entice overnight stays in Simpson by touring visitors. A free camping and caravan area could provide an opportunity to ‘test’ the market for a commercial caravan park provider. This could be incorporated as part of a site within the PPRZ or potentially as part of the recreation reserve.</li> <li>• <b>Farm stay accommodation</b>, including potential for self-contained units on farming land within natural setting or coupled with agri-tourism providers.</li> <li>• <b>Budget self-contained accommodation</b> targeting backpackers and touring visitors.</li> </ul>	<p>Strong</p>
<p>Opportunity to increase incidental township visitation through <b>unique large-scale public art installation</b>. Simpson is strategically positioned in the inland route from the 12 Apostles and has a number of existing facilities that promote visitor stopovers including toilets. A <b>camera friendly, large-scale public art installation</b> that appeals to visitor’s propensity to engage with social media could increase the number of stopovers and support incremental opportunities for investment in tourism related uses and businesses.</p>	<p>Strong</p>
<p>Exploration of new <b>tourism development opportunities</b> including recreation (cycling, adventure), <b>agri-tourism businesses</b> leveraging from the existing Gourmet Food Trail, <b>events</b> (either regional or local) that promote the township and attract daytrip and overnight visitors.</p>	<p>Strong</p>

Opportunity	Strength of Opportunity
<p>Opportunity for <b>public realm improvements</b> which facilitate visitation and encourage business investment, including:</p> <ul style="list-style-type: none"> <li>• <b>Wayfinding signage</b> – improved and consolidated wayfinding signage.</li> <li>• Increase <b>exposure of Simpson Historical Park</b> to visitors.</li> <li>• <b>Long vehicle parking</b> options to increase capacity of the town to accommodate touring visitors.</li> <li>• <b>Improved connections between the town centre</b>, including areas east and west of Jaycees Park.</li> </ul>	<p><b>Strong</b></p>
<p>Opportunity for a new or expanded <b>tourism hospitality businesses</b> targeting visitors on the inland route to and from the 12 Apostles. This concept could include a <b>café, regional produce store or provedore</b>. This type of business could cater to the significant number of visitors passing through Simpson as well as capitalise on the gourmet food trail. This type of use would ideally be located where there is a unique outlook or setting such as the Simpson Historic Park. There is strong opportunity for the existing takeaway store to expand operations into this type of business, including providing outlook to the parkland.</p>	<p><b>Medium</b></p>
<p>A shortage of key worker housing across the Region and in Corangamite Shire is an opportunity for Simpson. Simpson’s strategic position on the road network linking the coast to Camperdown and the Princes Highway, and other inland towns is in its favour. A site to the south of the existing town has been identified for potential residential growth. Discussions with Wannon Water indicate the site can be serviced, and with the exception of the southern most portion being within an industrial buffer, the site has limited exposure to environmental hazards ie. bushfire risk. Residential development of the site should include the provision of key worker housing and an affordable housing component. As part of the Housing for Workers Study, a detailed assessment of local demand and supply factors and investigation of sites is being undertaken and will provide additional detail on the most suitable delivery model.</p>	<p><b>Medium</b></p>

Source: Urban Enterprise, 2019

Summary of spatial opportunities for Simpson



- 1 - Strategic residential development opportunity (incl. key worker housing)\*
- 2 - Potential strategic commercial/light industrial development opportunity
- 3 - Creation of pedestrian crossing
- 4 - Formalise vehicle parking
- 5 - Improve interface between Take Away and Historic Park
- 6 - Investigate connecting Murrock Street
- 7 - Invest in facade upgrades to Ball and Chain Hotel/motel
- 8 - Underutilised vacant commercial land
- 9 - Support re-use of former Kraft factory

\*Area subject to further investigation of potential amenity impacts

**Legend**

- Residential
- Commercial
- Industrial
- Access
- Natural
- Industrial buffer
- Interface

## 13.2 OPPORTUNITIES FOR TIMBOON PLACEMENT STRATEGY

### TOWNSHIP ROLE

Timboon is well positioned to capitalise on its role as a lifestyle residential destination and hinterland visitor hub. Timboon is strategically located a short 15-minute drive from Port Campbell. The increasing pressure placed on development in Port Campbell make Timboon the ideal location as both a service town and feeder town to Port Campbell.

This includes the potential for encouraging a mix of housing opportunities to cater for residential living, lifestyle properties and affordable housing options along with supporting the regional visitor economy.

There is significant opportunity to further develop Timboon as the tourism hub of the hinterland, capitalising on the existing mix of tourism product and experiences, the growing overnight and daytrip visitor market and the increasing number of self-drive visitors.

Key drivers of opportunities in Timboon include:

- Capitalisation on the growing visitor economy and Timboon's growing prominence as a visitor destination.
- Potential major tourism projects including accommodation, infrastructure and experiences which will create opportunities for Timboon.
- Current and projected skills gaps in the region, including in provision of labour to support the Accommodation and Food Services sector and the opportunity for Timboon to provide housing for these workers.
- Lifestyle amenity, natural setting and township community services as drivers for residential growth.
- Proximity to Warrnambool as a location for employment, education opportunities and provision of higher order goods and services.
- Pressure on coastal environments for increased development and spin off opportunities for Timboon.

Table 20 provides a summary of opportunities for Timboon to align to demand drivers and Timboon's position within the hinterland region.



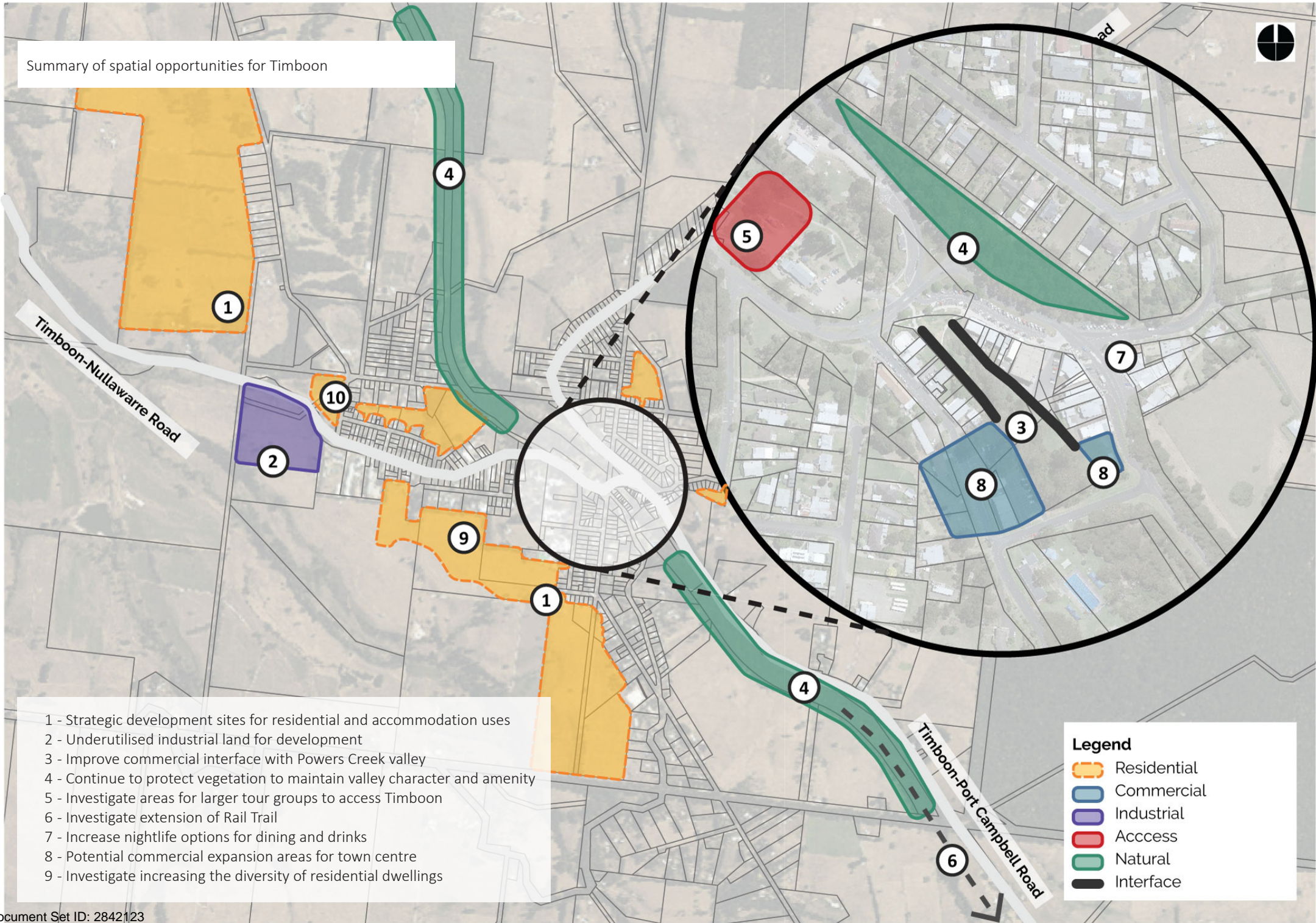
**Table 20.** Timboon opportunities

Opportunity	Strength of Opportunity
<b>Tourism Product Development Opportunities</b>	
<p>The opportunity to develop the <b>Port Campbell to Timboon Rail Trail</b> is a significant opportunity for Timboon. This is a critical project to further develop the hinterland tourism experience, increasing visitor dispersal into the hinterland region and attracting the overnight family visitor market. Development of this rail trail would also provide increased demand for other opportunities including <b>commercial accommodation</b> both on the rail trail and in Timboon (such as eco-accommodation, glamping, farm-stays, and boutique commercial accommodation, <b>rail trail related business development</b> (e.g. <b>agri-tourism businesses</b> on the trail, <b>horse riding tours, eco-tourism development</b> opportunities) and <b>rail trail event</b> opportunities.</p>	<p><b>Strong</b></p>
<p><b>Exploration of further development of cycling product in the region.</b> This would build on and expand on the existing Camperdown to Timboon Rail Trail and the future development of the Port Campbell to Timboon Rail Trail. This could include exploration of <b>new cycling product</b> (e.g. mountain bike trails of varying difficulty) in regional bushland reserves in the Hinterland.</p>	<p><b>Medium</b></p>
<p>Development of new or expanded <b>food related tourism businesses</b>. Leveraging off Timboon’s strategic advantage and association with food (Timboon Whiskey Distillery, Timboon Ice Creamery and Berry World). This could include developments such as a brewery, cidery, nursery and café/restaurant, wood fired pizza restaurant/cocktail bar.</p>	<p><b>Medium</b></p>
<p>Attraction of <b>events</b>. There is potential for Timboon to increase the number of events. The Powers Creek Reserve precinct provides opportunity to host a hallmark event for the township. The proposed future development of the Port Campbell-Timboon Rail Trail would provide the opportunity for establishment of a cycling related event between Camperdown, Timboon and Port Campbell, with the Powers Creek Reserve providing the event hub in Timboon.</p>	<p><b>Medium</b></p>
<b>Housing, Accommodation and Worker Accommodation</b>	
<p>Opportunity for <b>short-stay commercial accommodation</b>. There is likely demand for new commercial accommodation in Timboon. Key opportunities include <b>eco-accommodation cabins, quality self-contained units, boutique commercial accommodation</b> establishments and <b>farm stay accommodation</b>. The Powers Creek Reserve provides potential opportunity for eco-accommodation units, leveraging on the natural setting, walkable distance to the town centre and key tourism businesses (Timboon Ice Creamery and Whiskey Distillery) and rail trail.</p>	<p><b>Strong</b></p>

<p>Provision of <b>worker accommodation</b> in Timboon, acting as a supplier location for tourism businesses in the region. There is potential to in <b>investigate the Council owned site on Curdies-River Road</b> as a development site for worker accommodation and/or a mix of accommodation types. Consideration could be given to worker accommodation, provision of smaller dwellings to cater to single person households to increase the availability of larger households to the family market and for rental accommodation, and aged care/retirement living. There is also opportunity for the establishment of pedestrian and cycling connections from this site to the Timboon-Camperdown Rail Trail/Powers Creek Reserve via Snake Track Road.</p> <p>The Timboon market is a favourable investment environment due to its growing population and visitor market and favourable property investment conditions. Council's ownership of the site coupled with multiple investment drivers provide increased opportunity for Council to partner with the private sector in development of this site to achieve on regional strategic objectives.</p>	<p><b>Strong</b></p>
<p>Opportunity for <b>aged care and retirement living</b>, leveraging off Timboon's provision of community services and ageing regional population.</p>	<p><b>Strong</b></p>
<p><b>Continued attraction of the lifestyle residential market</b>, through provision of appropriate land use types, community services and investment in family friendly services and infrastructure.</p>	<p><b>Strong</b></p>
<p><b>Public Realm Improvements</b></p>	
<p><b>Public realm improvements</b> to support business investment, resident attraction and increase visitation, including:</p> <ul style="list-style-type: none"> <li>• <b>Pathways, creek crossings and landscaping in the Powers Creek Reserve</b> to better connect the commercial centre, provide opportunities for businesses to establish a 'frontage' to the powers creek reserve and providing increased opportunity for in town walks and picnics.</li> <li>• <b>New pedestrian connection between Whiskey Distillery and Timboon Ice Creamery</b> to unify the precinct and improve physical visitor connections between businesses.</li> <li>• <b>Long vehicle parking</b> options to increase capacity of the town to accommodate touring visitors (internationals and grey nomads).</li> </ul>	<p><b>Strong</b></p>
<p><b>Continued investment in shopfronts.</b> There is recent evidence of a number of businesses having invested in their commercial premises in recent years including new cafes, real estate business, Timboon Ice Creamery, whiskey distillery and lollyshop. Continued investment by businesses should be encouraged, this includes major anchor businesses such as the supermarket as well as improving the interface to Powers Creek.</p>	<p><b>Strong</b></p>
<p><b>Other Business Opportunities</b></p>	
<p>Growth of Timboon and <b>District Health Care Service</b> and <b>allied health services</b> as population-based demand grows.</p>	<p><b>Medium</b></p>

Source: Urban Enterprise, 2019

Summary of spatial opportunities for Timboon



- 1 - Strategic development sites for residential and accommodation uses
- 2 - Underutilised industrial land for development
- 3 - Improve commercial interface with Powers Creek valley
- 4 - Continue to protect vegetation to maintain valley character and amenity
- 5 - Investigate areas for larger tour groups to access Timboon
- 6 - Investigate extension of Rail Trail
- 7 - Increase nightlife options for dining and drinks
- 8 - Potential commercial expansion areas for town centre
- 9 - Investigate increasing the diversity of residential dwellings
- 10 - Strategic development sites for residential and accommodation uses

Legend	
	Residential
	Commercial
	Industrial
	Access
	Natural
	Interface

## Appendix 1

### STATE PLANNING POLICY FRAMEWORK (SPPF)

The purpose of State policy in planning schemes is to inform planning authorities and responsible authorities of those aspects of State planning policy which they are to consider and give effect to in planning and administering their respective areas. The State Planning Policy Framework provides a context for spatial planning and decision making by planning and responsible authorities.

An overview of the objectives of relevant State Planning Policies for Timboon and Simpson, and the Region generally, are include below.

### CLAUSE 11 – SETTLEMENT

Planning is to anticipate and respond to the needs of existing and future communities through provision of zoned and serviced land for housing, employment, recreation and open space, commercial and community facilities and infrastructure.

#### Clause 11.01-1R Settlement- Great South Coast

Objectives: *To attract more people to the region*

Strategies:

- *Plan for a network of settlements based around Warrnambool, Hamilton, Portland and district towns drawing on proximity to services, affordable living and a variety of lifestyle opportunities.*
- *Facilitate the district towns of Allansford, Camperdown, Casterton, Cobden, Coleraine, Dunkeld, Heywood, Koroit, Mortlake, Port Campbell, Port Fairy, Terang and Timboon to support local communities, industries and services.*
- *Support development and investment in small towns that are facing economic and population challenges.*
- *Support and promote active and attractive towns through the provision and enhancement of open space, trails, streetscapes and gardens.*

#### Clause 11.02-1S Supply of Urban Land

Objective: *To ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses.*

Strategies:

- *Ensure the ongoing provision of land and supporting infrastructure to support sustainable urban development.*
- *Ensure that sufficient land is available to meet forecast demand.*
- *Plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur. Residential land supply will be considered on a municipal basis, rather than a town-by-town basis.*
- *Maintain access to productive natural resources and an adequate supply of well-located land for energy generation, infrastructure and industry.*
- *Restrict rural residential development that would compromise future development at higher densities.*

#### Clause 11.02-2S Structure Planning

Objective: *To facilitate the orderly development of urban areas.*

Strategies:

- *Ensure effective planning and management of the land use and development of an area through the preparation of relevant plans.*
- *Facilitate the preparation of a hierarchy of structure plans or precinct structure plans that:*
  - *Take into account the strategic and physical context of the location.*
  - *Provide the broad planning framework for an area as well as the more detailed planning*
  - *Requirements for neighbourhoods and*

- *precincts, where appropriate.*
- *Provide for the development of sustainable and liveable urban areas in an integrated manner.*
- *Assist the development of walkable neighbourhoods.*
- *Facilitate the logical and efficient provision of infrastructure.*
- *Facilitate the use of existing infrastructure and services.*

- *performance of the inland routes from the Princes Highway to the Great Ocean Road.*
- *Providing travel choices to and in the region.*
- *Encourage sustainable tourism and resource use by:*
  - *Developing a network of tourism opportunities throughout the region.*
  - *Supporting tourism activities that provide environmental, economic and social benefits.*
  - *Supporting the land use and transport needs of key regional industries including tourism.*
  - *Using natural resources with care.*

- *conservation of Victoria's important areas of biodiversity.*
- *Avoid impacts of land use and development on important areas of biodiversity.*

Clause 11.03-5R The Great Ocean Road Region

Objective: *To manage the sustainable development of the Great Ocean Road region.*

Strategies:

- *Manage the growth of towns by:*
  - *Respecting the character of coastal towns and promoting best practice design for new development.*
  - *Directing urban growth to strategically identified areas.*
- *Manage the impact of development on catchments and coastal areas.*
- *Manage the impact of development on the environmental and cultural values of the area.*
- *Improve the management of access and transport by:*
  - *Managing the Great Ocean Road for tourism and regional access.*
  - *Enhancing the safety and travelling experience of the Great Ocean Road.*
  - *Improving the safety and operational*

**CLAUSE 12 – ENVIRONMENTAL AND LANDSCAPE VALUES**

Planning should help to protect the health of ecological systems and the biodiversity they support (including ecosystems, habitats, species and genetic diversity) and conserve areas with identified environmental and landscape values.

Clause 12.02-1S Protection of biodiversity

Objective: *To assist the protection and conservation of Victoria's biodiversity.*

Strategies:

- *Use biodiversity information to identify important areas of biodiversity, including key habitat for rare or threatened species and communities, and strategically valuable biodiversity sites.*
- *Strategically plan for the protection and*

Clause 12.03-1S River corridors, waterways, lakes and wetlands

Objective: *To protect and enhance river corridors, waterways, lakes and wetlands.*

Strategies:

- *Protect the environmental, cultural and landscape values of all water bodies and wetlands.*
- *Ensure development responds to and respects the significant environmental, conservation, cultural, aesthetic, open space, recreation and tourism assets of water bodies and wetlands.*
- *Ensure development is sensitively designed and sited to maintain and enhance environmental assets, significant views and landscapes along river corridors and waterways and adjacent to lakes and wetlands.*
- *Ensure development does not compromise bank stability, increase erosion or impact on a water body or wetland's natural capacity to manage flood flow.*
- *Facilitate growth in established settlements where water and wastewater can be managed.*

## CLAUSE 13 – ENVIRONMENTAL RISKS AND AMENITY

Planning should adopt a best practice environmental management and risk management approach which aims to avoid or minimise environmental degradation and hazards. Planning should identify and manage the potential for the environment, and environmental changes, to impact upon the economic, environmental or social well-being of society.

### Clause 13.01-1S Natural Hazards and climate change

Objective: *To minimise the impacts of natural hazards and adapt to the impacts of climate change through risk-based planning.*

Strategies:

- *Consider the risks associated with climate change in planning and management decision making processes.*
- *Identify at risk areas using the best available data and climate change science.*
- *Integrate strategic land use planning with emergency management decision making.*
- *Direct population growth and development to low risk locations.*
- *Develop adaptation response strategies for existing settlements in risk areas to accommodate change over time.*
- *Ensure planning controls allow for risk mitigation or risk adaptation strategies to be implemented.*

### Clause 13.02-1S Bushfire planning

Objective: *To strengthen the resilience of settlements and communities to bushfire through risk-based planning that prioritises the protection of human life.*

Strategies:

Plan to strengthen the resilience of settlements and communities and prioritise protection of human life by:

- *Directing population growth and development to low risk locations, being those locations assessed as having a radiant heat flux of less than 12.5 kilowatts/square metre under AS 3959-2009 Construction of Buildings in Bushfire-prone Areas (Standards Australia, 2009).*
- *Ensuring the availability of, and safe access to, areas assessed as a BAL-LOW rating under AS 3959-2009 Construction of Buildings in Bushfire-prone Areas (Standards Australia, 2009) where human life can be better protected from the effects of bushfire.*
- *Ensuring the bushfire risk to existing and future residents, property and community infrastructure will not increase as a result of future land use and development.*
- *Achieving no net increase in risk to existing and future residents, property and community infrastructure, through the implementation of bushfire protection measures and where possible reducing bushfire risk overall.*
- *Assessing and addressing the bushfire hazard posed to the settlement and the likely bushfire behaviour it will produce at a landscape,*

*settlement, local, neighbourhood and site scale, including the potential for neighbourhood-scale destruction.*

- *Assessing alternative low risk locations for settlement growth on a regional, municipal, settlement, local and neighbourhood basis.*
- *Not approving any strategic planning document, local planning policy, or planning scheme amendment that will result in the introduction or intensification of development in an area that has, or will on completion have, more than a BAL-12.5 rating under AS 3959-2009 Construction of Buildings in Bushfire-prone Areas (Standards Australia, 2009).*

## CLAUSE 14 – NATURAL RESOURCE MANAGEMENT

Planning is to assist in the conservation and wise use of natural resources including energy, water, land, stone and minerals to support both environmental quality and sustainable development.

### Clause 14.01-1S Protection of agricultural land

Objective: *To protect productive farmland which is of strategic significance in the local or regional context.*

## CLAUSE 15 – BUILT ENVIRONMENT AND HERITAGE

Planning should ensure all new land use and development appropriately responds to its landscape, valued built form and cultural context, and protect places and sites with significant heritage, architectural, aesthetic, scientific and cultural value.

### Clause 15.01-1 S Urban Design

Objective: *To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.*

### Clause 15.01-3S Subdivision design

Objectives: *To ensure the design of subdivisions achieves attractive, safe, accessible, diverse and sustainable neighbourhoods.*

### Clause 15.01-6S Design for rural areas

Objective: *To ensure development respects valued areas of rural character.*

### Clause 15.02-1S Energy and Resource Efficiency

Objective: *To encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions.*

### Clause 15.03-1S Heritage Conservation

Objective: *To ensure the conservation of places of heritage significance.*

### Clause 15.03-2S Aboriginal Cultural Heritage

Objective: *To ensure the protection and conservation of places of Aboriginal cultural heritage significance.*

## CLAUSE 16 – HOUSING

Planning should provide for housing diversity, and ensure the efficient provision of supporting infrastructure. New housing should have access to services and be planned for long term sustainability, including walkability to activity centres, public transport, schools and open space. Planning for housing should include providing land for affordable housing.

### Clause 16.01-1S Integrated Housing

Objective: *To promote a housing market that meets community needs.*

### Clause 16.01-2S Location of Residential Development

Objective: *To locate new housing in or close to activity centres and employment corridors and at other strategic redevelopment sites that offer good access to services and transport.*

### Clause 16.01-3S Housing diversity

Objective: *To provide for a range of housing types to meet diverse needs.*

### Clause 16.01-3R Housing diversity- Great South Coast

Strategy: *Support the provision of suitable housing for elderly people to cater for projected demographic change.*

### Clause 16.01-4S Housing affordability

Objective: *To deliver more affordable housing closer to jobs, transport and services.*

Strategies:

- *Ensuring land supply continues to be sufficient to meet demand.*
- *Increasing choice in housing type, tenure and cost to meet the needs of households as they move through life cycle changes and to support diverse communities.*
- *Increase the supply of well-located affordable housing by:*
  - *Facilitating a mix of private, affordable and social housing in suburbs, activity centres and urban renewal precincts.*
  - *Ensuring the redevelopment and renewal of public housing stock better meets community needs.*
  - *Facilitate the delivery of social housing by identifying surplus government land suitable for housing.*

### Clause 16.01-5S Rural residential development

Objective: *To identify land suitable for rural residential development.*

Strategies:

- *Encourage the consolidation of new housing in existing settlements where investment in physical and community infrastructure and services has already been made.*
- *Demonstrate need and identify locations for rural residential development through a housing and*

settlement strategy.

- Ensure land is only zoned for rural residential development where it:
  - Is located close to existing towns and urban centres, but not in areas that will be required for fully serviced urban development.
  - Can be supplied with electricity, water and good quality road access.

#### Clause 16.01-5R Rural residential development – Great South Coast

Strategies:

Support rural residential development in locations that:

- Are adjacent to towns with limited growth demand to sustain population levels and communities.
- Are not strategically identified for standard density urban growth.

## CLAUSE 17 ECONOMIC DEVELOPMENT

Planning is to provide for a strong and innovative economy, where all sectors of the economy are critical to economic prosperity.

Planning is to contribute to the economic well-being of communities and the State as a whole by supporting and fostering economic growth and development by providing land, facilitating decisions, and resolving land use conflicts, so that each district may build on its strengths and achieve its economic potential.

#### Clause 17.01-1S Diversified economy

Objective: To strengthen and diversify the economy.

Strategies:

- Protect and strengthen existing and planned employment areas and plan for new employment areas.
- Facilitate regional, cross-border and inter-regional relationships to harness emerging economic opportunities.
- Facilitate growth in a range of employment sectors, including health, education, retail, tourism, knowledge industries and professional and technical services based on the emerging and existing strengths of each region.
- Improve access to jobs closer to where people live.
- Support rural economies to grow and diversify.

#### Clause 17.02—1S Business

Objective: To encourage development that meets the community's needs for retail, entertainment, office and other commercial services.

Strategies:

- Plan for an adequate supply of commercial land in appropriate locations.
- Ensure commercial facilities are aggregated and provide net community benefit in relation to their viability, accessibility and efficient use of infrastructure.
- Locate commercial facilities in existing or planned activity centres.
- Provide small scale shopping opportunities that

meet the needs of local residents and workers in convenient locations.

- Provide outlets of trade-related goods or services directly serving or ancillary to industry that have adequate on-site car parking.

#### Clause 17.03-1S Industrial land supply

Objective: To ensure availability of land for industry.

Strategies:

- Provide an adequate supply of industrial land in appropriate locations including sufficient stocks of large sites for strategic investment.
- Identify land for industrial development in urban growth areas where:
- Good access for employees, freight and road transport is available.
- Appropriate buffer areas can be provided between the proposed industrial land and nearby sensitive land uses.
- Provide an adequate supply of industrial land in appropriate locations including sufficient stocks of large sites for strategic investment.
- Protect industrial activity in industrial zones from the encroachment of unplanned commercial, residential and other sensitive uses which would adversely affect industry viability.

#### Clause 17.04-1S Facilitating Tourism

Objective: To encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.



Strategies:

- *Encourage the development of a range of well designed and sited tourist facilities, including integrated resorts, motel accommodation and smaller scale operations such as host farm, bed and breakfast and retail opportunities.*
- *Seek to ensure that tourism facilities have access to suitable transport.*
- *Promote tourism facilities that preserve, are compatible with and build on the assets and qualities of surrounding activities and attractions.*
- *Create innovative tourism experiences.*
- *Encourage investment that meets demand and supports growth in tourism.*

Clause 17.04-1R Tourism – Great South Coast

Strategies:

- *Provide flexibility and opportunities for a diverse range of tourism development, including an increase in the supply of appropriate accommodation and tourism infrastructure.*
- *Provide for the sustainable management of regionally significant tourism attractions such as the Great Ocean Road, Great Southern Touring Route, national parks, major inland waterways such as Lake Corangamite, key coastal assets including Discovery Bay, and cultural heritage sites.*

**CLAUSE 18 TRANSPORT**

Planning should ensure an integrated and sustainable transport system that provides access to social and economic opportunities, facilitates economic prosperity, contributes to environmental sustainability, coordinates reliable movements of people and goods, and is safe.

Clause 18.01-1S Land Use and Transport Planning

Objective: *To create a safe and sustainable transport system by integrating land-use and transport.*

Clause 18.01-2S Transport System

Objective: *To coordinate development of all transport modes to provide a comprehensive transport system.*

Strategies:

- *Reserve land for strategic transport infrastructure.*
- *Incorporate the provision of public transport and cycling infrastructure in all major new State and local government road projects.*
- *Locate transport routes to achieve the greatest overall benefit to the community and with regard to making the best use of existing social, cultural and economic infrastructure, minimising impacts on the environment and optimising accessibility, safety, emergency access, service and amenity.*
- *Ensure that pedestrian and cyclist access to public transport is facilitated and safeguarded.*
- *Consider all modes of travel, including walking, cycling, public transport, taxis and private vehicles (passenger and freight) in providing for access to new developments.*

Clause 18.01-2R Transport links – Great South Coast

Strategies:

- *Improve road and rail connections between Warrnambool, Geelong and Melbourne to facilitate growth and support increased visitors to the region.*

Clause 18.02-1S Sustainable Personal Transport

Objective: *To promote the use of sustainable personal transport.*

Strategies:

- *Encourage the use of walking and cycling by creating environments that are safe and attractive.*
- *Develop high quality pedestrian environments that are accessible to footpath-bound vehicles such as wheelchairs, prams and scooters.*
- *Ensure development provides opportunities to create more sustainable transport options such as walking, cycling and public transport.*
- *Ensure cycling routes and infrastructure are constructed early in new developments.*
- *Improve access to the public transport network by:*
  - *Ensuring integration with walking and cycling networks.*
  - *Providing end of trip facilities for pedestrians and cyclists at public transport interchanges.*

Clause 18.02-2S Public Transport

Objective: *To facilitate greater use of public transport and promote increased development close to high-quality public transport routes.*

#### Strategies

- *Maintain and strengthen passenger transport networks.*
- *Improve access to the public transport network by:*
  - *Ensuring integration with walking and cycling networks.*
  - *Providing end-of-trip facilities for pedestrians and cyclists at public transport interchanges.*
  - *Plan for bus services to meet the need for local travel.*
  - *Ensure development supports the delivery and operation of public transport services.*

- *Protect the role and function of nearby roads, enable easy and efficient use and the movement and delivery of goods.*
- *Achieve a high standard of urban design and protect the amenity of the locality, including the amenity of pedestrians and other road users.*
- *Create a safe environment, particularly at night.*
- *Facilitate the use of public transport.*

#### Clause 18.02-3S Road System

Objective: *To manage the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure.*

#### 18.02-4S Car Parking

Objective: *To ensure an adequate supply of car parking that is appropriately designed and located.*

#### Strategies:

- *Allocate or require land to be set aside for car parking subject to the existing and potential modes of access including public transport, the demand for off-street car parking, road capacity and the potential for demand management of car parking.*
- *Encourage the efficient provision of car parking through the consolidation of car parking facilities.*
- *Prepare plans for the design and location of local car parking to:*

### CLAUSE 19 INFRASTRUCTURE

Planning for development of social and physical infrastructure should enable it to be provided in a way that is efficient, equitable, accessible and timely.

Planning is to recognise social needs by providing land for a range of accessible community resources, such as education, cultural, health and community support (mental health, aged care, disability, youth and family services) facilities.

Growth and redevelopment of settlements should be planned in a manner that allows for the logical and efficient provision and maintenance of infrastructure, including the setting aside of land for the construction of future transport routes.

Strategic planning should facilitate efficient use of existing infrastructure and human services. Providers of infrastructure, whether public or private bodies, are to be

guided by planning policies and should assist strategic land use planning.

#### 19.02-1S Health facilities

Objective: *To assist the integration of health facilities with local and regional communities.*

#### Strategies:

- *Facilitate the location of health-related facilities (including acute health, aged care, disability services and community care facilities) with consideration given to demographic trends, the existing and future demand requirements and the integration of services into communities.*
- *Plan public and private developments together, where possible, including some degree of flexibility in use.*
- *Locate hospitals and other large health service facilities in designated health precincts and areas highly accessible to public and private transport.*
- *Adequate car parking facilities should be provided for staff and visitors.*

#### 19.02-1R Health facilities- Great South Coast

#### Strategies:

- *Create connections between key health institutions and major centres throughout the region.*
- *Support the renewal, maintenance and improvement of health facilities.*

#### 19.02-2S Education Facilities

Objective: *To assist the integration of education facilities with local and regional communities.*

Strategies:

- *Ensure areas near to education facilities, adjoining streets and accessways are designed to encourage safe bicycle and pedestrian access.*
- *Develop libraries as community-based learning centres.*

#### 19.02-2R Education precincts- Great South Coast

Strategies:

- *Create connections between key educational institutions and major centres throughout the region.*
- *Support the renewal, maintenance and improvement of educational facilities.*

#### 19.02-3S Cultural Facilities

Objective: *To develop a strong cultural environment and increase access to arts, recreation and other cultural facilities.*

#### 19.02-4S Social and Cultural Infrastructure

Objective: *To provide fairer distribution of and access to of social and cultural infrastructure.*

Strategies:

- *Identify and address gaps and deficiencies in social and cultural infrastructure.*
- *Encourage the location of social and cultural infrastructure in activity centres.*

#### 19.02-6S Open space

Objective: *To establish, manage and improve a diverse and integrated network of public open space that meets the needs of the community.*

Strategies:

- *Plan for regional and local open space networks for both recreation and conservation of natural and cultural environments.*
- *Create opportunities to enhance open space networks within and between settlements.*
- *Ensure that land is set aside and developed in residential areas for local recreational use and to create pedestrian and bicycle links to commercial and community facilities.*

#### 19.03-3S Integrated water management

Objective: *To sustainably manage water supply, water resources, wastewater, drainage and stormwater through an integrated water management approach.*

Strategies:

- *Plan and coordinate integrated water management, bringing together stormwater, wastewater, drainage, water supply, water treatment and re-use, to:*
- *Take into account the catchment context.*
- *Protect downstream environments, waterways and bays.*
- *Manage and use potable water efficiently.*
- *Reduce pressure on Victoria's drinking water supplies.*
- *Minimise drainage, water or wastewater infrastructure and operational costs.*

- *Minimise flood risks.*
- *Provide urban environments that are more resilient to the effects of climate change.*
- *Integrate water into the landscape to facilitate cooling, local habitat improvements and provision of attractive and enjoyable spaces for community use.*
- *Provide for sewerage at the time of subdivision or ensure lots created by the subdivision are capable of adequately treating and retaining all domestic wastewater within the boundaries of each lot.*
- *Ensure land is set aside for water management infrastructure at the subdivision design stage.*
- *Minimise the potential impacts of water, sewerage and drainage assets on the environment.*
- *Protect significant water, sewerage and drainage assets from encroaching sensitive and incompatible uses.*

#### 19.03-4S Telecommunications

Objective: *To facilitate the orderly development, extension and maintenance of telecommunication infrastructure.*

## LOCAL PLANNING POLICY FRAMEWORK (LPPF)

The following Corangamite Local Policies are relevant to this Project.

### Clause 21.03 Environmental and natural resources

#### *Native Vegetation and Biodiversity*

The Shire contains important areas of remnant native vegetation which provide an insight to areas that have undergone significant environmental change. Large areas of native vegetation within the Shire have been cleared for agriculture and most Broad Vegetation Communities now only consist of remnants in the region.

Biological diversity is important to the wellbeing of the Shire and its residents. It is fundamental to the quality of life, landscape and the economy of the shire. Biological diversity avoids costs associated with degraded environments and contributes to the cultural and environmental quality of the Shire.

Objective:

- *To ensure land use and development protects and enhances biological diversity.*

#### *Environmental Risks*

Parts of the Corangamite Shire are subject to environmental risk from a range of factors, such as flooding, erosion and land slippage and bushfire. Land use and development needs to be carefully managed to ensure that these risks are appropriately considered.

Objectives:

- *To ensure development is only permitted where the risks to life, property and community infrastructure from bushfire and flood is low.*
- *To ensure the use and development of land in areas prone to erosion does not cause significant ground disturbance.*

### Clause 21.04 Economic development

#### *Tourism*

Tourism forms a significant and growing part of the Shire's economic base. Over 2.6 million people visit the Shire annually, with many making day trips from Melbourne and other parts of Victoria.

Tourism development in the Corangamite Shire is inextricably linked to the quality of natural and cultural attractions. The management of the natural and man-made assets on which the tourism industry relies is important to this sector.

The Great Ocean Road, which runs through the southern end of the Shire, is renowned for its scenic and biodiversity values. Port Campbell National Park and Bay of Islands Coastal Park form a linear reserve along the coastline that enhances the aesthetic appeal of the natural environment. The Shipwreck Coast, encompassing the Twelve Apostles, London Bridge and Loch Ard Gorge, are among Australia's best-known features. Further inland, the Lakes and Craters region form part of the Victorian Volcanic Plain bioregion. Bullen Merri and Lake Gnotuk are both internationally

recognised for their scientific, environmental and landscape significance.

There are opportunities to expand the nature-based and eco-tourism activities in the Shire in a manner that protects the pristine and iconic natural environments.

Objectives:

- *To sustainably manage regionally significant tourism attractions, such as the Great Ocean Road, lakes, waterways and volcanic cones.*

#### *Commercial and Industrial Areas*

Camperdown is a regional shopping centre with a significant retail and service catchment. Other towns such as Cobden, Terang and Timboon perform an important local shopping and business roles. Derrinallum, Lismore, Port Campbell, Simpson and Skipton provide general commercial services to its residents, with Port Campbell and Princetown catering particularly for its residents and visitors.

Objectives:

- *To promote the Shire as an attractive and desirable place to work, live, visit and invest.*
- *To maintain and strengthen township retail centres*

### Clause 21.05 Infrastructure and transport

#### *Infrastructure*

The efficient delivery of infrastructure is a fundamental element in providing affordable and diverse housing, generating economic growth and tourism and ultimately in managing the municipality in a sustainable manner.

The Shire's economic productivity and attraction rely on the provision of high quality roads, freight and public transport systems, water, electricity networks, natural gas infrastructure and telecommunications facilities. The role of emerging communications technology will be equally important in facilitating this activity.

Objectives:

- *To maximise the use of existing infrastructure.*
- *To provide for the infrastructure needs of the agricultural and tourism industries.*
- *To ensure new uses and development of land have access to adequate services.*
- *To support the establishment and expansion of renewable energy industries.*

*Transport*

The Princes Highway and Great Ocean Road are significant road assets that provide integral connection within and beyond the Shire. These connections are supported by an extensive road network between townships and rural areas. The state of the Shire's roads is variable and further investment is required to upgrading the road network to improve connectivity and safety and support economic development opportunities.

Objectives:

- *To develop a safe and efficient traffic, transport, freight and pedestrian network.*
- *To ensure the transport network supports economic opportunities.*

**CLAUSE 21.06 Local Areas**

*Clause 21.06-8 Simpson*

Simpson is located on the plains. The town is very open and exposed to the weather, with gently undulating terrain. Simpson services the former Heytesbury Settlement Scheme with a school, community hall, industrial estate and small neighbourhood shopping centre. The town was developed in the late 1960s and has a strong rural character, with local employment based on the surrounding dairy industry.

Building scale and form is low and suburban in nature, with residential areas being contained to the north east corner of the town. A small industrial estate is located on the northern outskirts of the town, which is occupied by rural service and processing industries.

Objectives:

- *To promote and support a compact urban form.*
- *To improve the vegetated landscape elements of Simpson.*

Clause 21.06-11 Timboon

Timboon is located within the Powers Creek valley which creates an enclosure and intimacy to the town. The town centre is on the floor of the valley and the township follows a tentacle-like pattern along the various access routes.

Long term needs for commercial space could be accommodated by extending the business precinct south to the swimming pool area and/or north to the railway area. These options need careful consideration and community debate. Issues such as environmental sensitivity, recreational needs, relocation of the pool, tourism, community opportunities, and heritage all abound.

The mixed use area in Bailey Street offers support to the main commercial precinct and should retain this function. It should not become a second retail precinct but provide for bulky goods and other services less suitable for the constrained area of the valley floor.

Objectives:

- *To protect Timboon's landscape setting.*
- *To retain Timboon's historic character, particularly in its community and commercial centre.*
- *To reinforce the central focus of the town.*
- *To provide for a growing tourism industry.*
- *To increase the type of accommodation available to residents and visitors.*

## Appendix 2

Site	Zone	Overview	Constrained
<b>Residential Infill Supply</b>			
A, B, C	GRZ1	These sites are all part of a larger property in the same ownership. They generally appear to be used for a mix of gardens/yards, storage or recreation. They may provide some opportunity for part subdivision to create additional lots capable of accommodating a dwelling, however are subject to ownership constraints.	Potentially (ownership and use).
D	GRZ1	This property provides potential infill land supply. There do not appear to be any significant improvements on site, however, it may be being utilised as a garden or yard for an adjoining property.	Potentially (ownership and use).
E	GRZ1	This site is part of the property in which the primary school is located. There is approximately 650sqm of GRZ1 land that could be further developed if subdivided. Potential development constraints include ownership and use.	Potentially (ownership and use).
<b>Residential Strategic Supply</b>			
F, G	GRZ1	Sites F & G are heavily vegetated and are subject to the Bushfire Management Overlay (BMO), providing significant constraints to the development of these lots. Site G is also not accessible by a formalised road.	Yes (BMO, vegetation, access)
H	GRZ1	Site H presents potentially the most unconstrained opportunity for standard residential lot subdivision, with approximately 11,383sqm available for development. The site is part of a larger property with a dwelling located in the northern corner. A Dial Before You Dig enquiry shows water infrastructure assets, gravity sewer mains, low voltage power poles located in proximity of the site. However, consultation with Council and the Rural Living Strategy note services infrastructure constraints are present in Timboon. This site has the potential to create approximately 11 lots (at 1,000 sqm per lot) or 14 lots (at 800 sqm per lot). Ownership presents as a likely constraint to this site being made available to the market for residential development, as well as services infrastructure constraints (subject to further investigation).	Potentially (ownership, services infrastructure).
<b>Commercial and Industrial</b>			
I	C1Z	This site presents the only potential vacant commercial development site in Simpson. Recent aerial photography supplied by Council shows that the site appears vacant, however, older aerial photography shows the site occupied for storage.	Potentially (use, ownership)
J	IN3Z	Based on review of aerial photography this site generally appears vacant. However, the site appears to be maintained and may be utilised for other purposes.	Potentially (use, ownership)

Source: Urban Enterprise, 2019

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