



Flipbook

Planning for Winchelsea's Future

Winchelsea Structure Plan
Surf Coast Shire Council



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Principle 1



Managing Growth and Rural Character

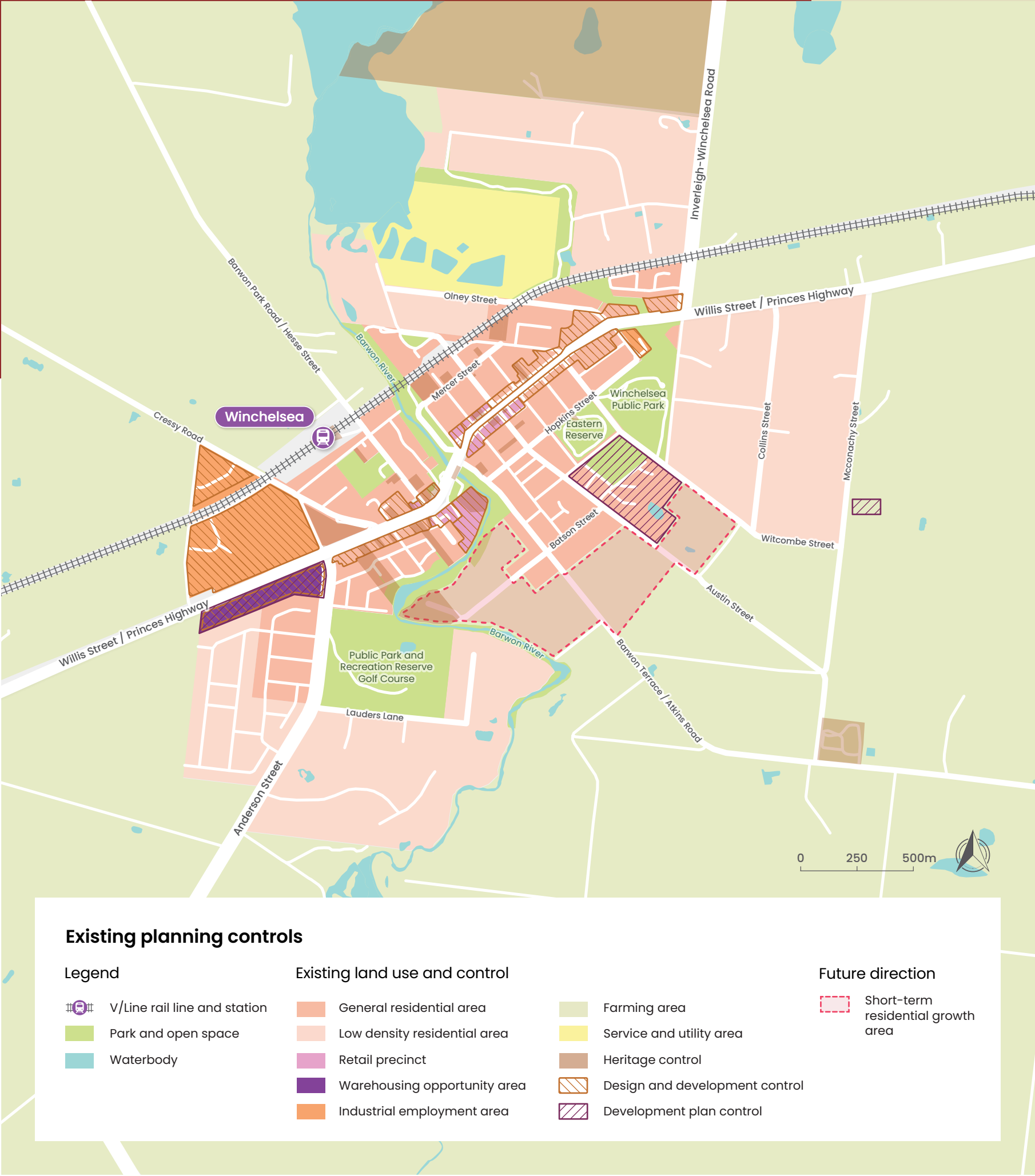
This principle is about planning for long-term, sustainable growth that offers diverse housing and keeps Winchelsea’s ‘country feel’, while embracing forward-thinking planning, infrastructure and climate-resilient design.

Things that make growing possible

- Winchelsea’s country town character provides a strong foundation for future growth.
- The area around the railway station could support more homes, shops and services.
- Larger lots across town can make room for a wider mix of homes.
- The town centre and river corridor can become more vibrant and better connected places.
- New neighbourhoods can be designed to be resilient to a hotter, drier climate and extreme weather.

Things we need to be aware of

- Population growth could change the town’s rural character without careful planning.
- Housing choice is limited, especially for smaller households.
- Winchelsea’s housing has been more affordable than Armstrong Creek, but that gap is closing.
- Forecasts are saying Winchelsea needs a lot more homes, delivered at a faster rate than they’re currently being delivered.
- Infrastructure, including wastewater management, needs to keep pace as the town grows and changes.





Strong Community Connection

This theme fosters a connected community where people of all ages, abilities and backgrounds feel welcome, safe and included, supported by community groups, events, shared spaces and a voice in decision making.

Things that make growing possible

- Winchelsea has strong community groups and social networks.
- There are much-loved local gathering places in Winchelsea, such as the Mud Hut, Shire Hall, old library area, markets and pool.
- Community is very active and has a track record of running local events and projects.
- Shared community and business hubs can bring facilities together in one place.
- Different generations share skills and learn from each other.

Things we need to be aware of

- Rapid and poorly planned housing growth could weaken social connections.
- New facilities will depend on where growth happens, which could spread meeting places apart.
- There are limited ways for young people to get involved in community activities.
- Population growth may increase pressure on Winchelsea’s volunteers.





Environmental Stewardship

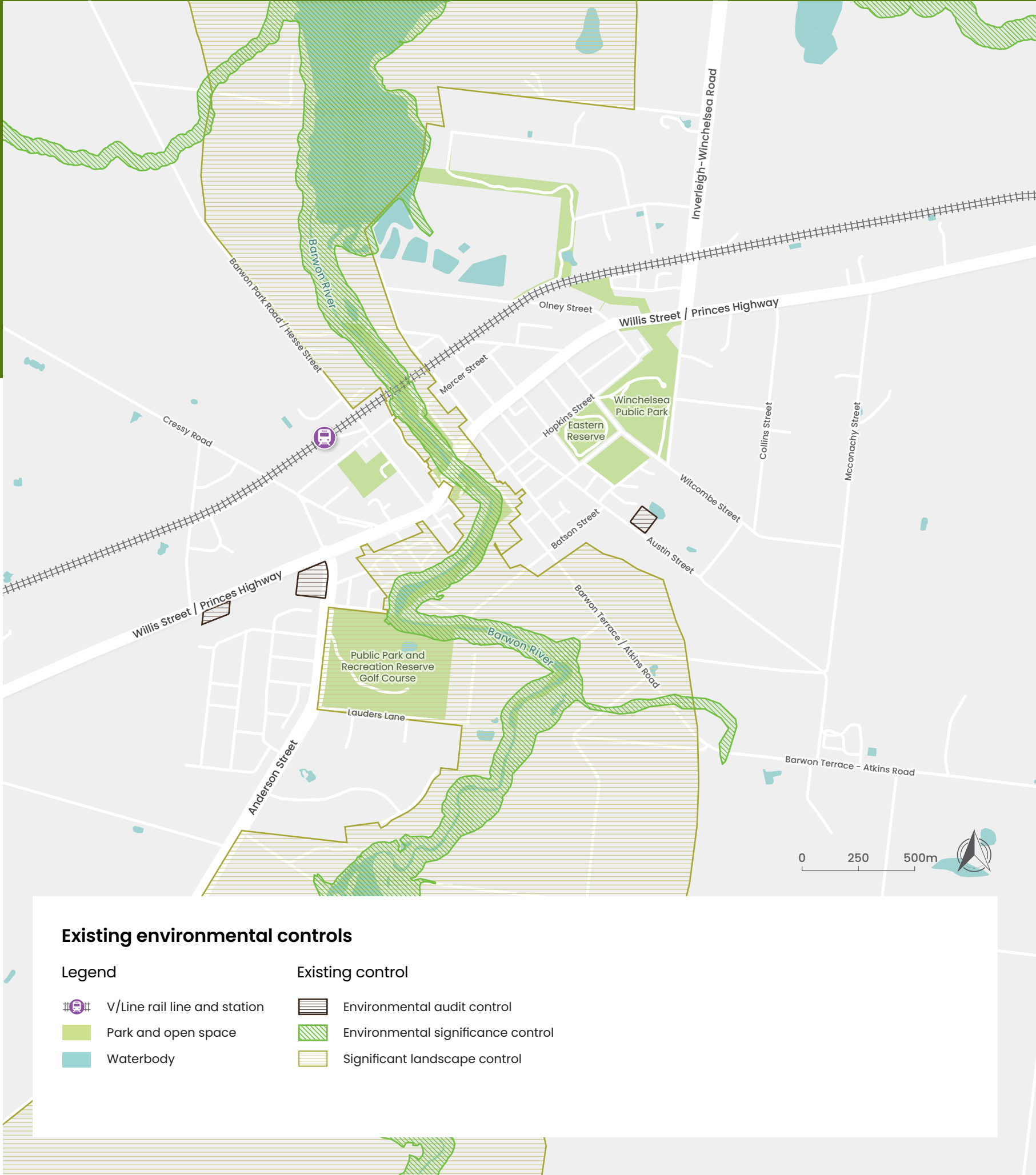
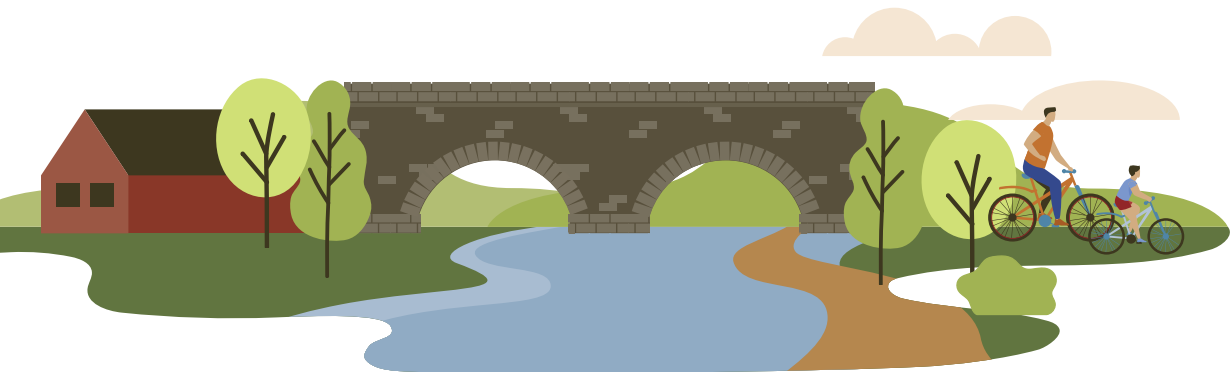
This theme is about protecting and enhancing Winchelsea’s natural assets, including the Barwon River, native ecosystems and open space. It seeks to embed sustainability into planning and honouring the Eastern Maar and Wadawurrung Country Plans, recognising that ‘water is life’.

Things that make growing possible

- Winchelsea has significant natural assets, including the Barwon River, Winchelsea Common and Trebeck Reserve.
- The Eastern Maar and Wadawurrung Country Plans offer cultural and ecological guidance for future planning.
- Winchelsea can reconnect scattered patches of native vegetation.
- Areas surrounding Winchelsea are of a lower bushfire landscape risk compared to other areas in the Shire.

Things we need to be aware of

- Protecting trees on private land depends on landowners and residents.
- Areas outside the core of Winchelsea are designated bushfire-prone areas (of lower risk than other areas in the Shire). As such, new developments may require permits and vegetation management.



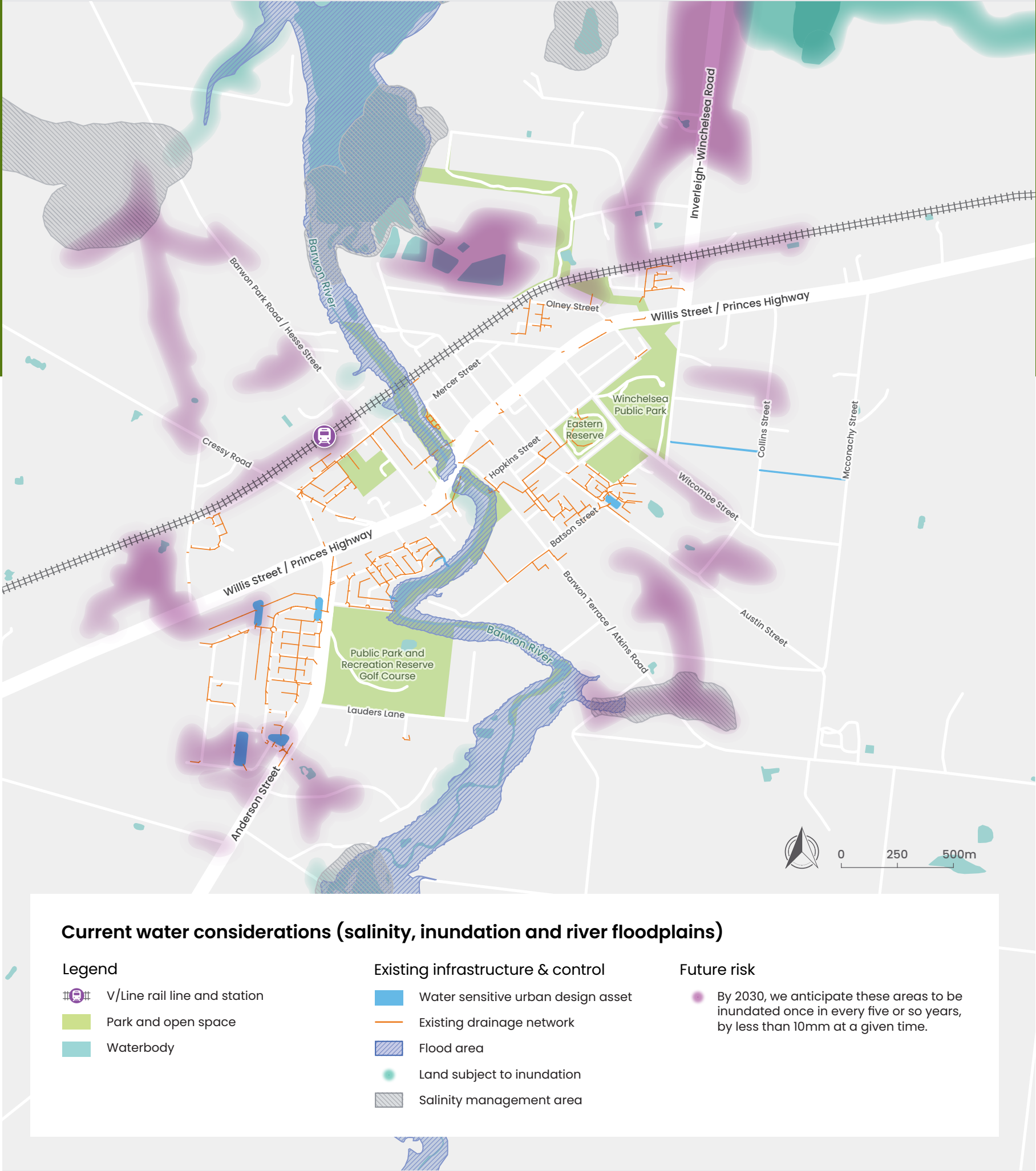
Principle 3: Environmental Stewardship

Things that make growing possible

- New development can capture, clean and reuse stormwater.

Things we need to be aware of

- Climate change is putting pressure on water, tree canopy and biodiversity.
- Stormwater run-off puts the Barwon River and other waterways at risk.
- Some areas are stormwater hotspots, including the river’s edge and future growth areas.
- A growing population adds pressure on the river’s ecology.



Principle 4



Celebrating Culture and Heritage

This theme recognises, protects and celebrates Winchelsea’s Indigenous and European culture, history and heritage, bringing them into the town’s future identity to create a sense of place grounded in its past.

Things that make growing possible

- Winchelsea has both Indigenous and European heritage to celebrate.
- Local artworks, like the Cob wall, station mural and Hesse artwork, show what is possible in giving the town a sense of identity.
- Walks on Country and heritage walks can share and explore Winchelsea’s culture and history.
- Elders and First Nations communities have stories to share.
- New precincts can feature public art, plaques and stories.

Things we need to be aware of

- First Nations communities are building capacity to support healthy country.
- Land near the Barwon River includes areas of cultural sensitivity.
- Without protection, heritage is at risk from growth pressure.
- Ongoing cultural programs need reliable funding.
- Winchelsea currently has limited accommodation for visitors.



Principle 5



Inclusive Access to Services and Infrastructure

This theme explores how we improve access to essential services and infrastructure for all life stages, including education, health, early years, youth, open space and recreation, without needing to leave town.

Things that make growing possible

- Winchelsea has an established base of services, including a community health service, railway and schools.
- There are opportunities to strengthen the health precinct.
- Winchelsea could provide services for the broader region, such as schools, childcare and recreation.
- New places and facilities can cater for people of all abilities and ages from the outset.
- Additional education programs, such as A P-12 school, TAFE or Deakin learning hub could help keep young people in town.

Things we need to be aware of

- Demand for services will rise as the population grows.
- Major education and health services are State and Commonwealth responsibilities.
- Childcare currently needs advocacy.
- Lack of accessible transport services for elderly residents and those living in isolated areas.
- Some services still need people to travel out of town





Walkable and Connected Town

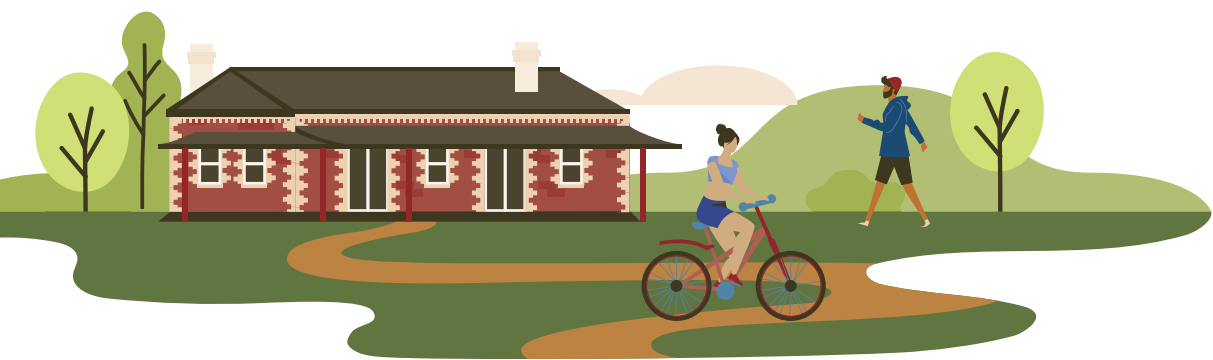
This theme focuses on ensuring that more people can choose to walk and ride to local services and destinations, better public and active transport, and less division from the highway and river.

Things that make growing possible

- The Winchelsea train station hub could be a focus for more homes within walking distance.
- Winchelsea’s wide streets and flat land suit walking and cycling paths and planted verges.
- Planting, crossings and other treatments could calm the highway.
- New crossings would connect the four quarters of town together.
- New development could deliver a connected network of paths.
- A larger population can make more train services and a local bus more viable.

Things we need to be aware of

- The Princes Highway is dominant and divides the town.
- The Barwon River has limited crossing points.
- The station is serviced by approximately 5–6 V/Line trains per day.
- Willis Street is dominated by vehicles, making it difficult and unpleasant to walk along and cross.
- Paths have gaps near important destinations, and some crossings are unsafe.
- There are limited bus services for everyday trips to Waurn Ponds, Geelong, Colac or other Surf Coast towns.





Healthy Local Economy and Opportunity

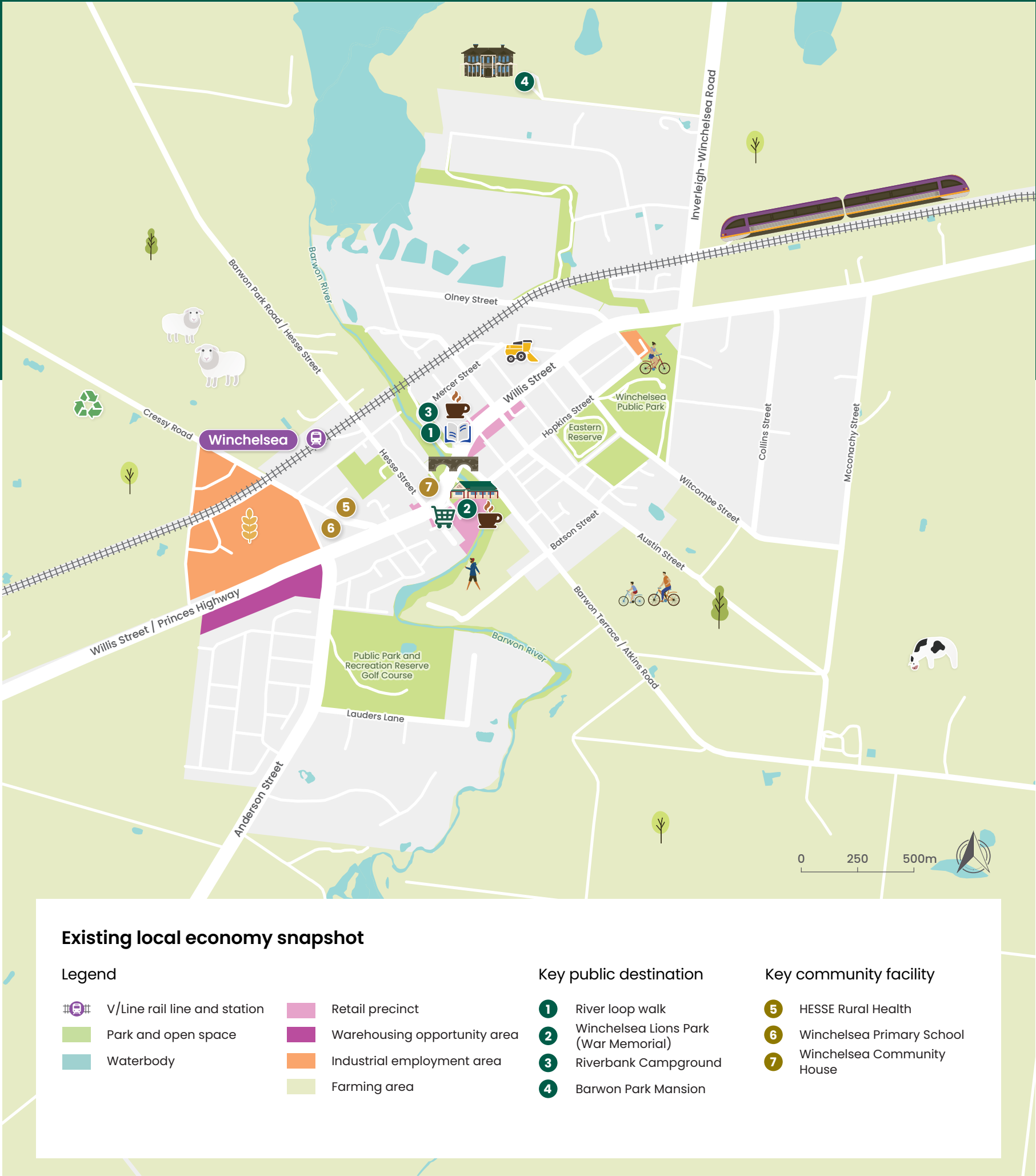
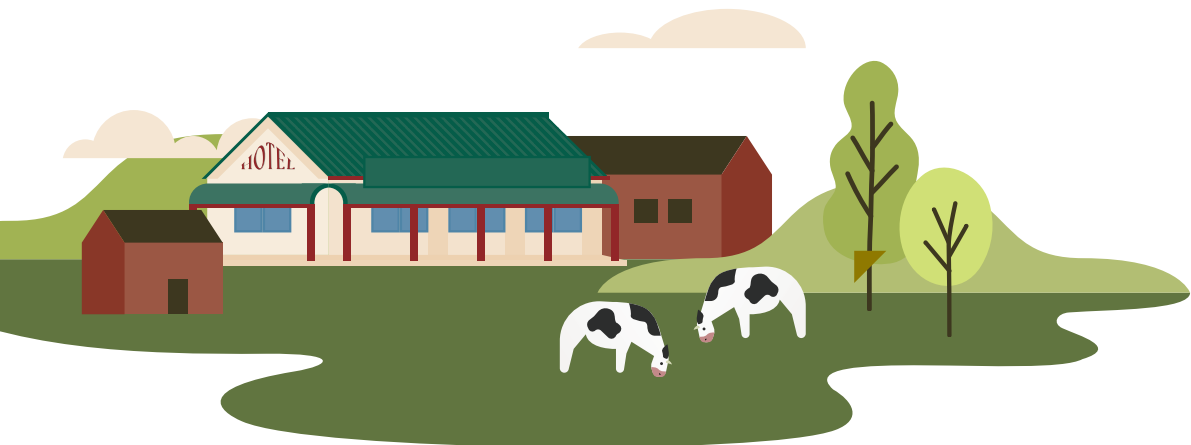
This theme focuses on supporting local businesses and jobs, protecting productive farmland, providing employment land, and encouraging local food, tourism, cultural events and creative industries.

Things that make growing possible

- The Princes Highway frontage and access make Winchelsea’s industrial and commercial land more competitive.
- Hesse Rural Health could be a hub for jobs, training and TAFE partnerships.
- The riverfront, markets and events can draw more visitors to the ‘Gateway to the Otways’.
- Hesse Street suits hospitality, accommodation and visitor services.
- There is strong demand for industrial, commercial and retail land.

Things we need to be aware of

- Winchelsea lacks a clear investment story and identity.
- Few travellers stop in town, and those who do don’t stay long.
- Productive farmland, a major contributor to the Shire’s economy and jobs, needs protection.
- Geelong competes for Winchelsea’s shoppers and workers.
- Winchelsea needs to balance new shopping areas with the existing town centre.





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the QR code or visiting the link below.

<https://yoursay.surfcoast.vic.gov.au/WSP>

