

Media Release – CBD Business Precinct Vision 5 March 2013

Torquay is a unique community and a special place for people to live and enjoy. The town's culture is its beaches and surfing. The character is its community cohesiveness, its coastal rural surfing lifestyle and the visionaries who established the surfing industry. The long-term outcomes have been economic growth driven by innovation and job creation.

With Torquay planning to grow to 28,000 residents and having up to 10 million visitors a year, the central business area needs to be carefully planned to provide an experience and pride for the whole community. Torquay is at the crossroads of growth and development to meet this projected growth. Without an inspired vision for the town, it will end up with the same problems Geelong CBD has been trying to resolve for some time, without success.

As part of the future for Torquay, Torquay Commerce and Tourism (TCT) from May to December 2012 has been working on an Action Agenda which contributes to ensuring:

- The Torquay central business area is revitalised and provides a more pleasant streetscape and leisure areas
- An opportunity for business in the central business area to remain competitive and enable redevelopment in keeping with what makes Torquay unique
- Development that encourages a more vital and active town centre in a mix of business and central living.

A good CBD is one where people are happy to live, do business and engage with their community. The principles we have developed as a group are:

1. The vision identifies an opportunity for economic dynamics to occur that includes the central business area to be transformed.
2. Torquay must be innovative to plan for future parking and traffic needs which includes:
3. The Torquay central business area should take advantage of the natural spaces surrounding the central business area that provides an opportunity for improvements to leisure, relaxation and enjoyment of the Torquay central business area.

These principles will ensure:

- The Torquay central business area is revitalised
- Provides an opportunity for business in the central business area to remain competitive and enable redevelopment in keeping with what makes Torquay unique
- A deliberate step away from the current and historical haphazard, visionless, and reactionary development rather than one of leadership

We can make Torquay a special and vibrant town that is attractive to visitors and creates local jobs and economic value. Most importantly Torquay must be a vibrant community for our children and grandchildren.

TCT has developed the vision with support from the Surf Coast Shire Economic Development and Tourism Unit and is seeking to develop a partnership with Council to provide resources to jointly undertake a public process for the redevelopment of the central area of town. It is expected this will involve extensive community consultation.

TCT's goal is for Torquay to have a vision and plans designed by local business and the community, ensuring Torquay development reflects the high standards of a world class town. This in turn will provide a higher standard of development over time and encourage reinvestment and new business growth.

If anyone would like to be involved or obtain further information they can visit TCT's web site www.torquaycommerce.com.au