

22.63 INCREASED HOUSING DIVERSITY AREAS

13/11/2014

C300

[Proposed C375](#)

This policy applies to all residential land located in Increased Housing Diversity Areas as shown in the maps included in this clause.

Policy Basis

This policy provides guidance on development in Council's Increased Housing Diversity Areas (IHDA). IHDAs have been identified around activity centres and have significant capacity to accommodate residential growth and increased housing diversity. These areas can provide residents local shopping needs and/or are serviced by public transport. New development in these areas should encourage walking by residents and discourage reliance on cars for all trips.

Medium density housing can have a greater impact on neighbourhood character than traditional detached housing. As housing density intensifies, it is important that design quality improves to ensure a positive contribution to the neighbourhood.

Redevelopment of existing housing stock should be well designed, site responsive, contemporary medium density housing. This will lead to an intensification of development patterns overtime. The intensity of redevelopment will be highest around the activity centre core and lower at the edge of the IHDA.

Instead of applying a 'one size fits all' approach, medium density development should be achieved through a range of housing typologies that best reflect the local context. Increased residential densities will be achieved through a mix of different building forms and scales. New housing in the form of units, townhouses, terrace housing and apartments will depart from traditional detached housing. In doing so it will respond to unique characteristics of an area such as heritage, significant vegetation, topography and views, which may reduce the development potential.

For areas of heritage significance, new development should balance the preservation and restoration of the identified heritage place and other opportunities for new housing.

Housing should also meet the needs of a diverse range of future residents including the demand for smaller, low maintenance households and tourist accommodation.

Objectives

- To evolve the character of these areas through more intensive development.
- To ensure that the density, mass and scale of residential development is appropriate to the location, role and character of the specific IHDA.
- To ensure development makes a positive architectural and urban design contribution to the IHDA.
- To promote a diversity of housing types to cater to a variety of lifestyle needs.
- To promote walking trips and pedestrian safety within the IHDAs.
- To ensure that streetscape character in heritage areas is maintained.
- To encourage new development to provide a high level of on-site amenity for future residents.

Policy

It is policy that development within each of the Increased Housing Diversity Areas responds positively to the relevant matters set out in this policy.

General

This applies to all identified IHDA's.

Design Objectives

Built Form

- Encourage innovative, high quality, site responsive medium density housing development.
- Encourage development that incorporates a combination of horizontal and vertical articulation, materials, textures and colours to create visual interest.
- Encourage a sympathetic design response when addressing any unique characteristics such as heritage places, significant vegetation, topography and public spaces.
- Discourage storage areas located within the minimum area of secluded open space.

Building Height

- Encourage two and three storey development. Three storey development should be encouraged on larger sites abutting the activity centre or where the amenity of adjoining properties will not be unreasonably impacted.
- Encourage the recessing of the third storey to reduce dominance of the building from adjoining properties and the streetscape.
- Ensure that the height and bulk of the new development on interface properties, between an IHDA and other residential areas, is responsive to the adjoining character and provides a transition in the built form between areas.

Landscaping and Vegetation

- Where appropriate, provide a street tree to enhance the contribution of the development to the streetscape.

Subdivision and Consolidation

- Encourage the consolidation of lots to increase development potential.
- Discourage the fragmentation of sites and underdevelopment of sites.

Car Parking

- Ensure that the visual prominence of car parking structures is minimised by locating them behind the line of the front façade and designing them to form a visually unobtrusive part of the building.
- Where more than one car space is provided, encourage the use of a single-width garage or carport and a tandem parking space on existing or proposed lots with a frontage of less than 10.5m.
- Minimise the number of vehicle crossings and where possible, access should be from lower order roads and rear laneways.

Heritage

- Ensure that development in or adjacent to heritage places is sympathetic and respects the significance of the place.
- Where new development is proposed in or adjacent to a heritage place, ensure building elements above one-storey in height are set back behind the roof ridge-line of the heritage buildings.

Coastal

This applies to the Barwon Heads IHDA, Ocean Grove IHDA, Ocean Grove Market Place IHDA, Portarlington IHDA and St Leonards IHDA.

Design Objectives

- Encourage innovative architecture that respects the coastal setting by incorporating a variety of lightweight materials, building elements and details that contribute to a lightness of structure (including balconies, verandahs, extensive glazing, light transparent balustrading), simple detailing, roof forms and higher building elements to capture views.
- Retain the openness of the streetscape by avoiding the use of front fences or by providing low permeable front fences.
- Encourage landscaping to be incorporated into the overall development including planting of a canopy tree and/or large shrubs within front setbacks.

Decision Guidelines

Before deciding on an application in an Increased Housing Diversity Area, the responsible authority must consider:

- The extent to which the proposal meets the policy and design objectives of this clause.
- Whether the development provides a high level of amenity for future residents.
- Whether the development unreasonably reduces opportunities for neighbouring sites to reasonably develop.

Reference Documents

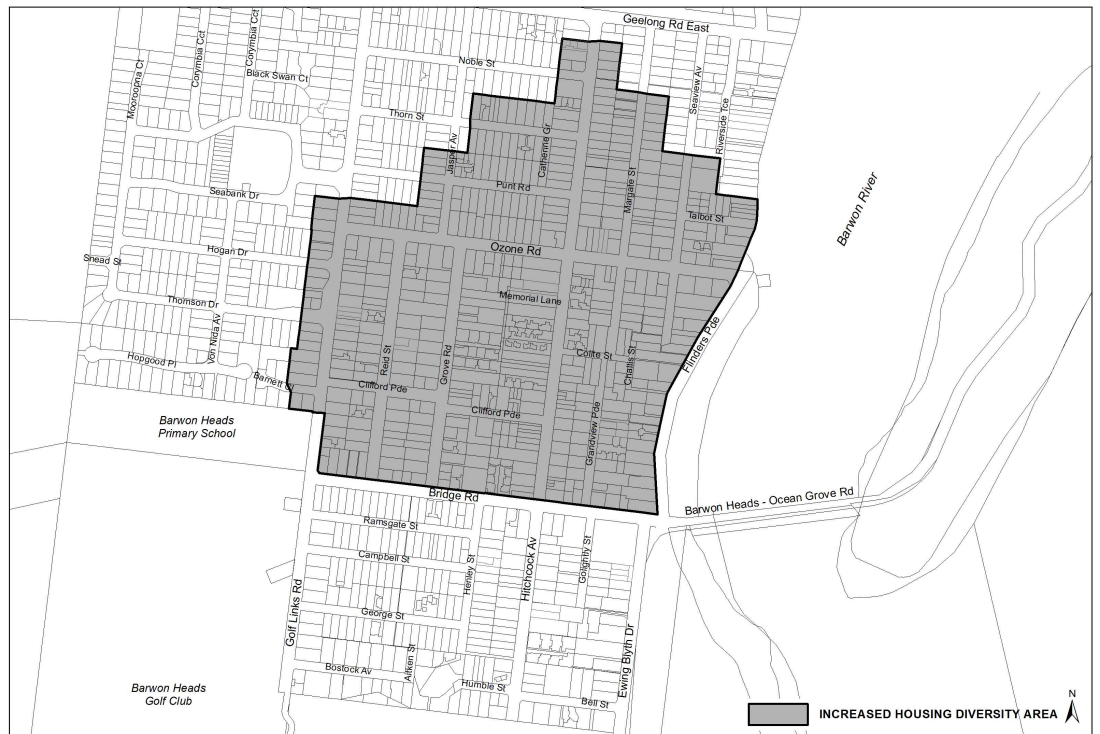
City of Greater Geelong Housing Diversity Strategy, alphaPlan, David Lock Associates and the City of Greater Geelong, 2007.

Increased Housing Diversity Area Maps

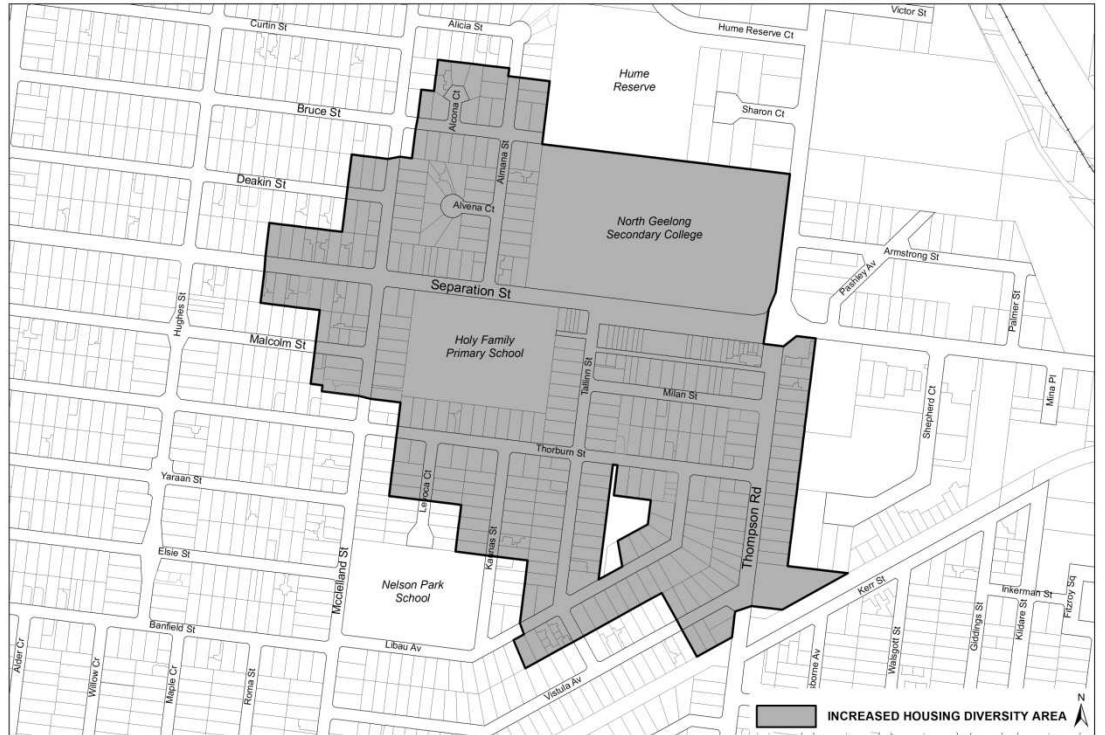
BARWON HEADS INCREASED HOUSING DIVERSITY AREA



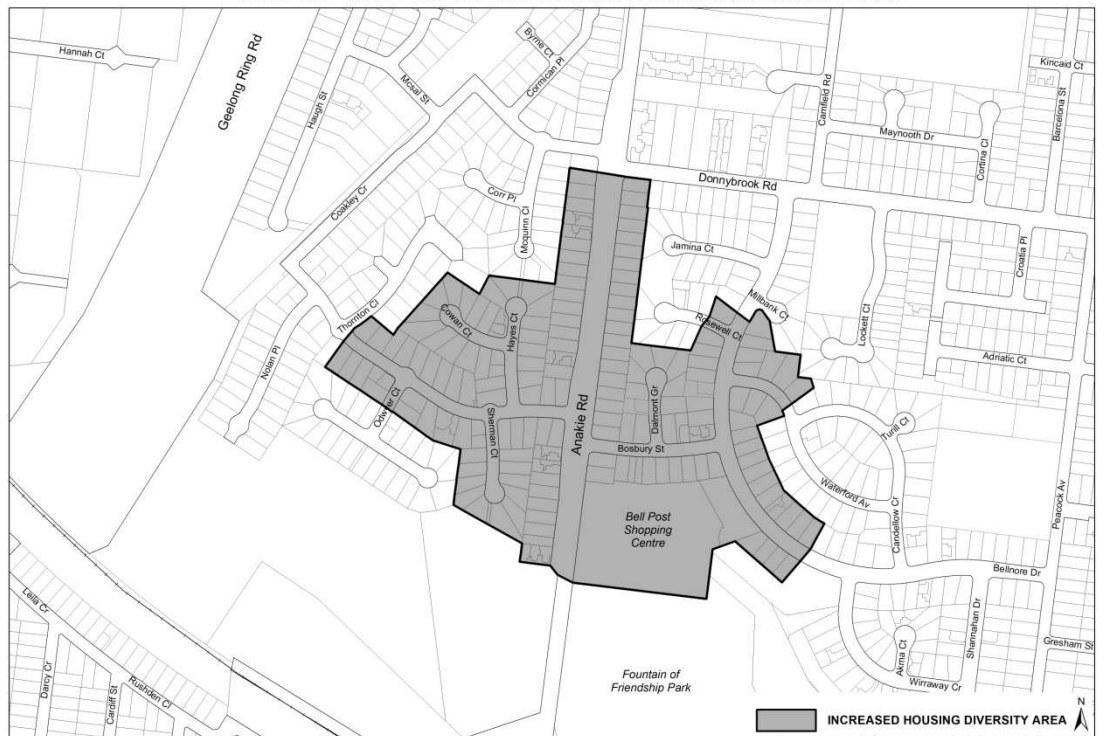
BARWON HEADS INCREASED HOUSING DIVERSITY AREA



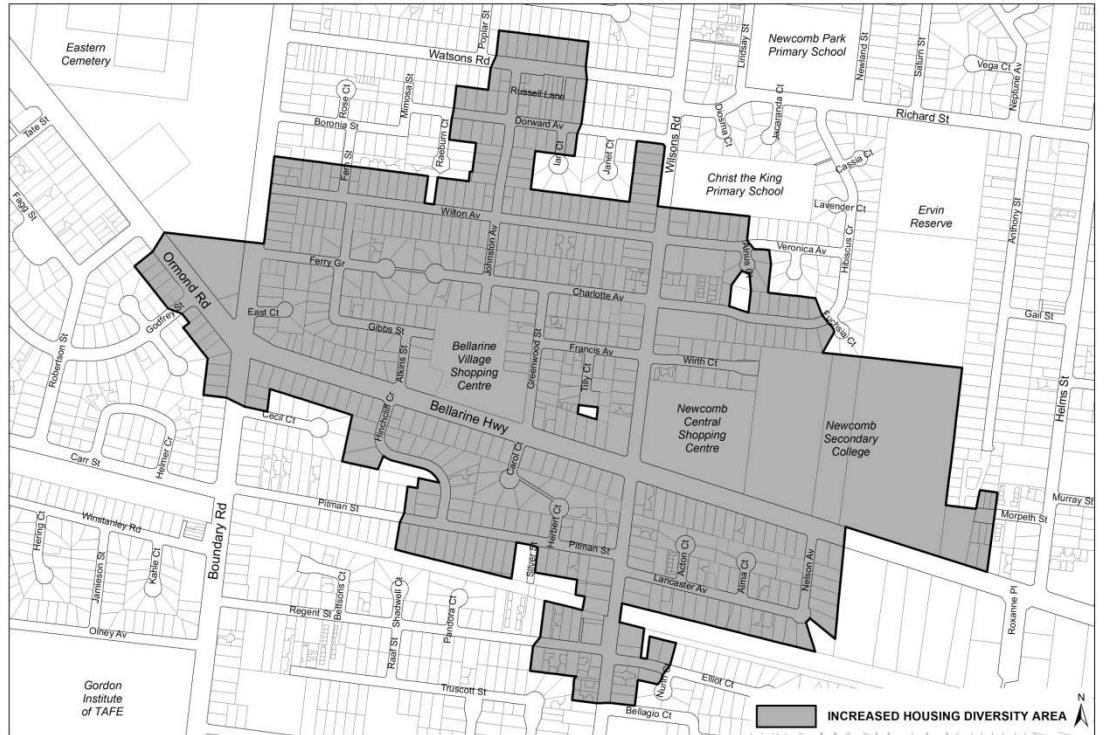
BELL PARK - SEPARATION STREET INCREASED HOUSING DIVERSITY AREA



BELL POST SHOPPING CENTRE INCREASED HOUSING DIVERSITY AREA



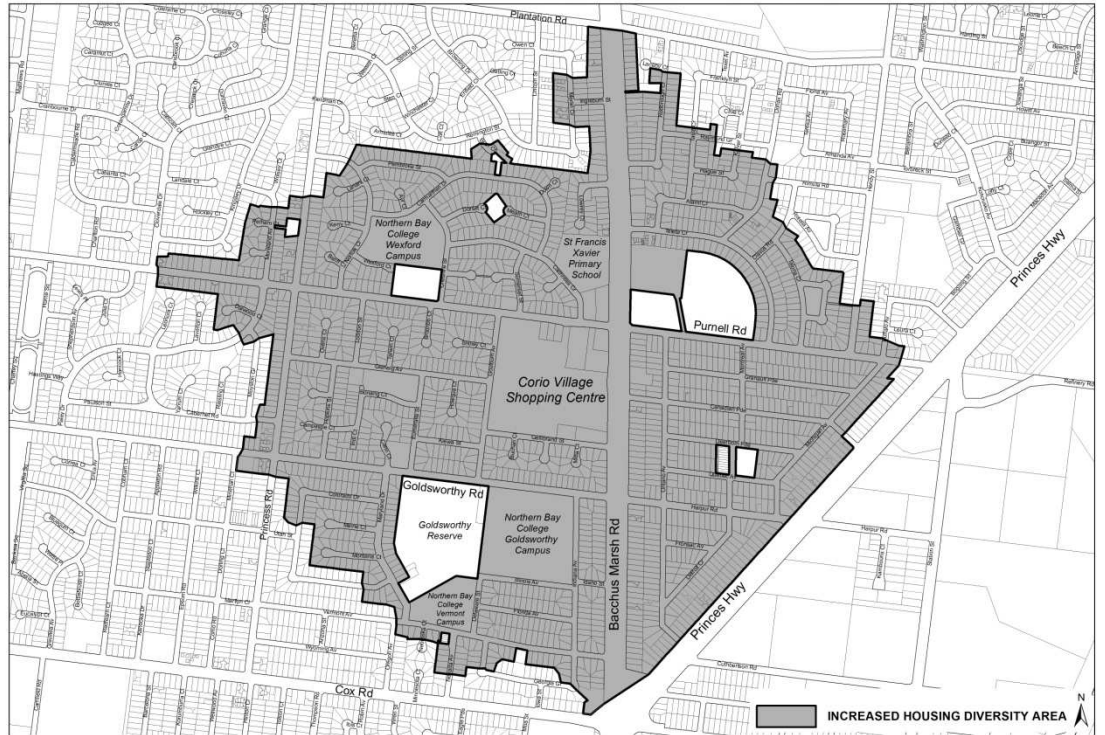
BELLARINE VILLAGE & NEWCOMB CENTRAL INCREASED HOUSING DIVERSITY AREA



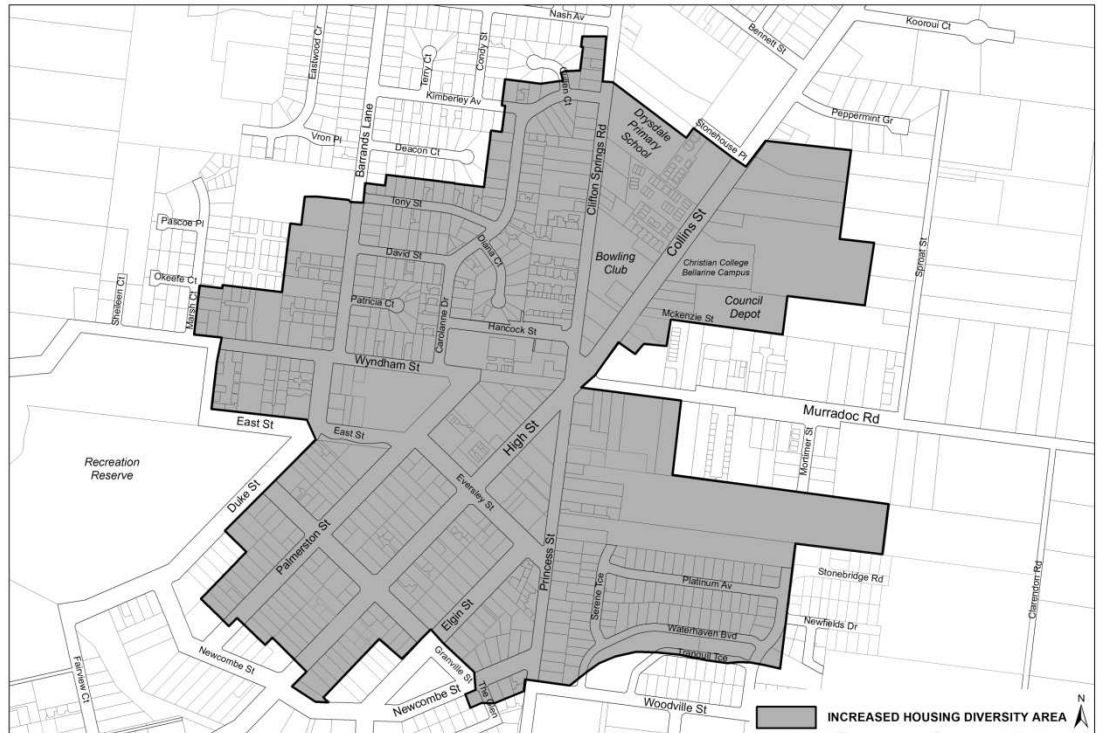
BELMONT - HIGH STREET INCREASED HOUSING DIVERSITY AREA



CORIO SHOPPING CENTRE INCREASED HOUSING DIVERSITY AREA



DRYSDALE INCREASED HOUSING DIVERSITY AREA



EAST GEELONG - ORMOND ROAD INCREASED HOUSING DIVERSITY AREA



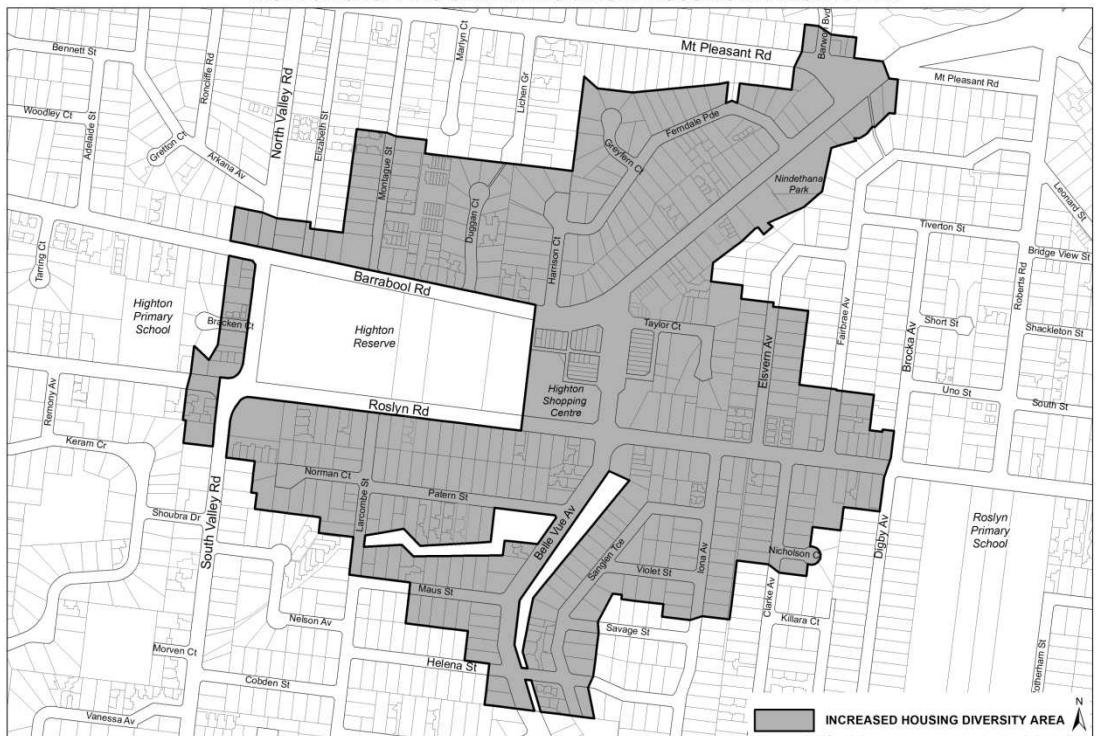
GEELONG WEST, MANIFOLD HEIGHTS & NEWTOWN INCREASED HOUSING DIVERSITY AREA



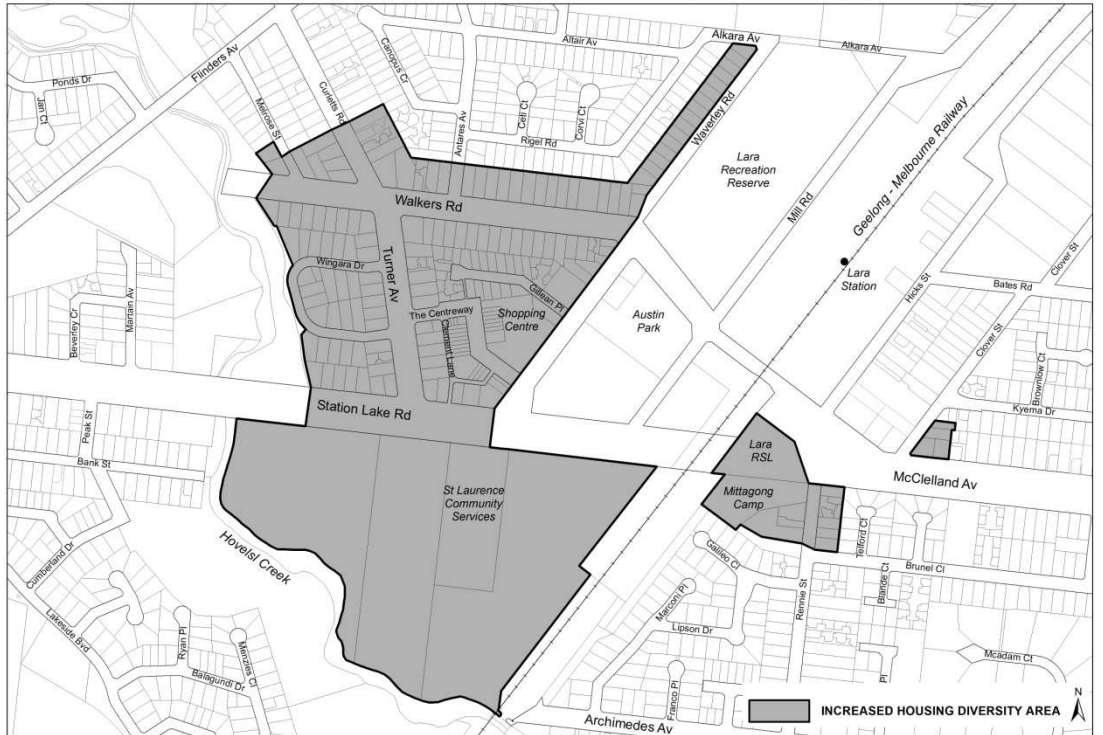
HAMLYN HEIGHTS - VINES ROAD INCREASED HOUSING DIVERSITY AREA



HIGHTON SHOPPING CENTRE INCREASED HOUSING DIVERSITY AREA



LARA AND LARA STATION INCREASED HOUSING DIVERSITY AREA



LEOPOLD INCREASED HOUSING DIVERSITY AREA



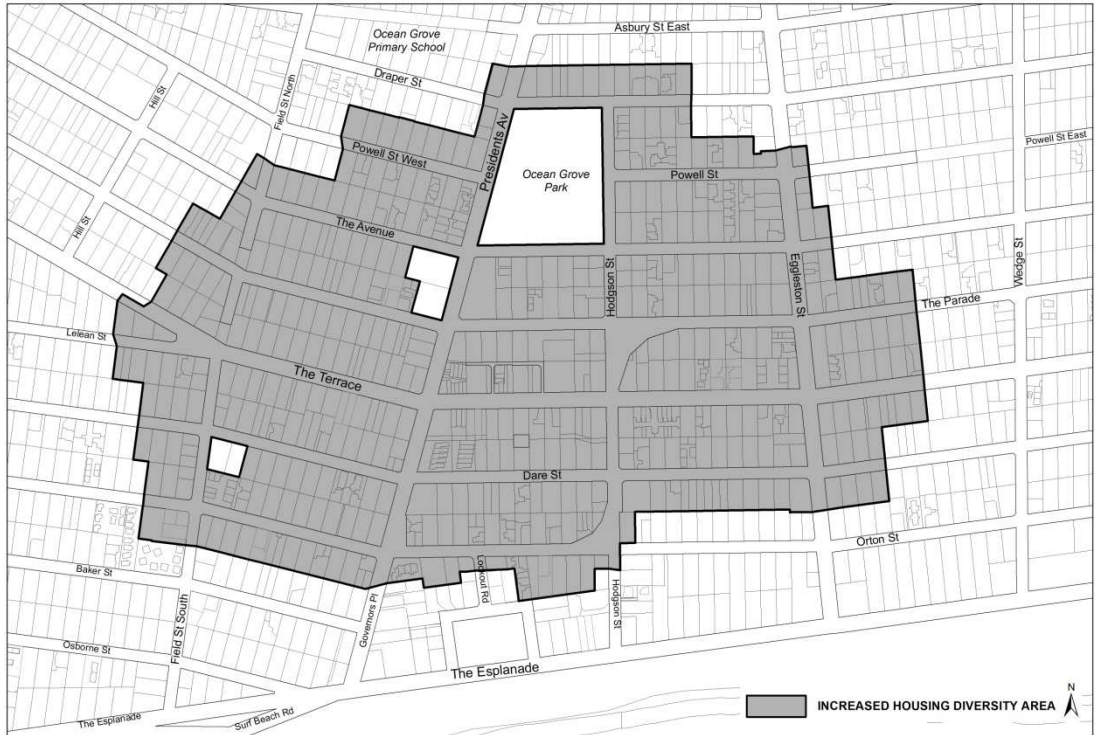
MARSHALL STATION INCREASED HOUSING DIVERSITY AREA



NORTH GEELONG STATION INCREASED HOUSING DIVERSITY AREA



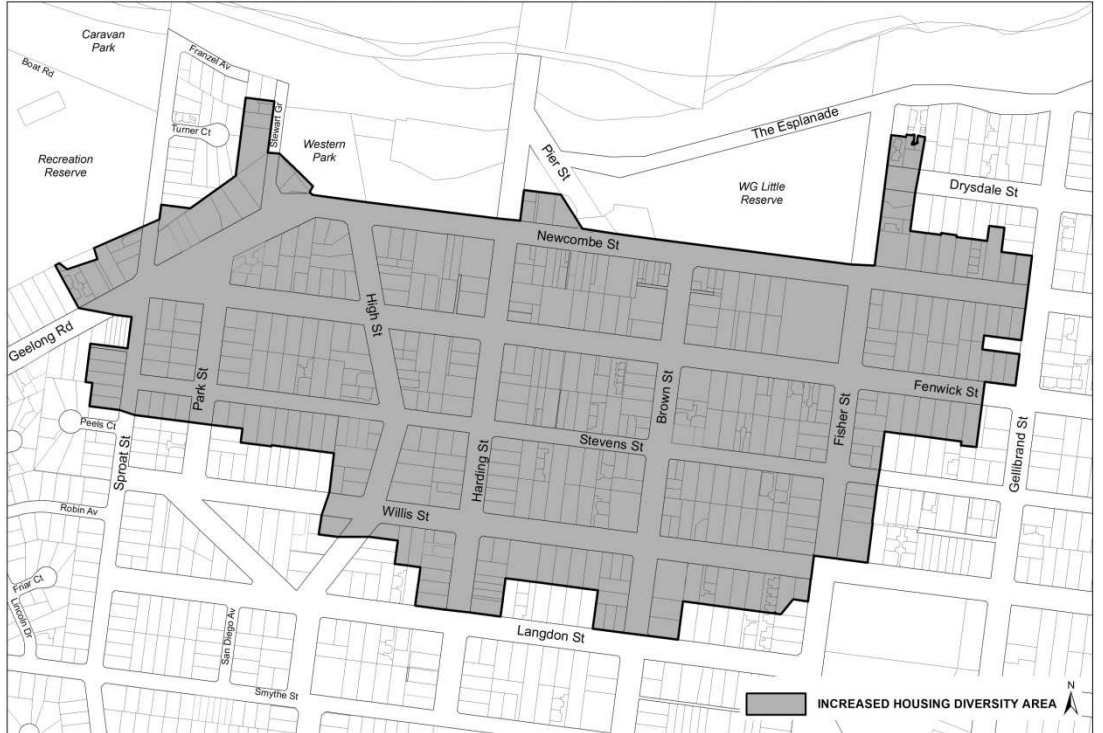
OCEAN GROVE INCREASED HOUSING DIVERSITY AREA



OCEAN GROVE MARKET PLACE INCREASED HOUSING DIVERSITY AREA



PORTARLINGTON INCREASED HOUSING DIVERSITY AREA



SOUTH GEELONG STATION INCREASED HOUSING DIVERSITY AREA

