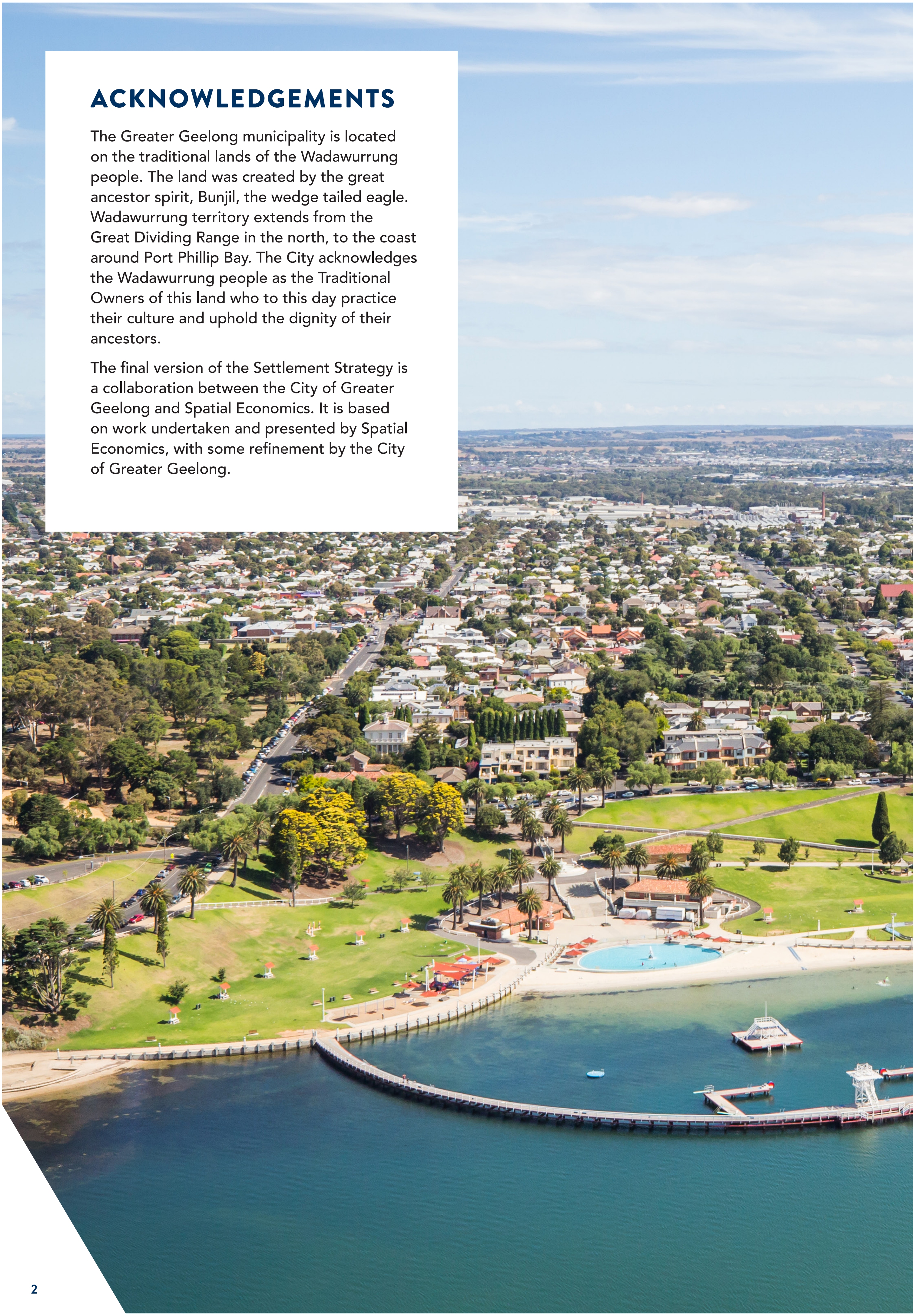
THE CITY OF
GREATER GEELONG

SETTLEMENT STRATEGY

OCTOBER 2018

CITY OF GREATER
GEELONG



ACKNOWLEDGEMENTS

The Greater Geelong municipality is located on the traditional lands of the Wadawurrung people. The land was created by the great ancestor spirit, Bunjil, the wedge tailed eagle. Wadawurrung territory extends from the Great Dividing Range in the north, to the coast around Port Phillip Bay. The City acknowledges the Wadawurrung people as the Traditional Owners of this land who to this day practice their culture and uphold the dignity of their ancestors.

The final version of the Settlement Strategy is a collaboration between the City of Greater Geelong and Spatial Economics. It is based on work undertaken and presented by Spatial Economics, with some refinement by the City of Greater Geelong.

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EXECUTIVE SUMMARY

A planning framework to meet the housing needs of Greater Geelong.

Australia is experiencing strong population growth, with an unprecedented share of this growth happening in Victoria and, in particular, Melbourne.

As Victoria's second city, Geelong's proximity to Melbourne, strong employment growth and affordable housing and lifestyle have seen the population grow from 216,000 to 239,000 people over the last five years. During this time, the growth rate increased from 1.5 per cent, to 2.7 per cent.

It is anticipated that Greater Geelong will continue to experience strong growth and demand for housing over a sustained period.

At the City of Greater Geelong, how we manage population growth, while maintaining what people love about living in this region, is a key issue for us.

Our current planning framework is consistent with state policy and has been developed over a number of years, with extensive community consultation. This strategy aims to build on, and refine, what is already in place.

WHAT DOES THE STRATEGY COVER?

This Settlement Strategy provides:

- an overview of our current settlement and housing policies
- an analysis of population and housing trends
- background information about issues and community aspirations and
- recommendations designed to help us provide housing for a growing population, while protecting Geelong's unique lifestyle and environmental values.

The recommendations have been informed by:

- historic and recent housing and development data
- population data from the Australian Bureau of Statistics (ABS) and Victoria in Future
- a review of the current planning framework
- consultation with the housing development industry, government agencies, servicing authorities and the Greater Geelong community.

KEY FINDINGS

We can continue to meet future housing needs until 2036 and beyond without creating new areas for residential growth, beyond those already planned.

The current mix of greenfield development and urban consolidation is contributing to housing choice and affordability. This makes Greater Geelong a very attractive place to live.

Based on a population growth scenario of 2.5 per cent, we have a 25+ years supply of residential land already identified. This supply could be extended, if infill development in established areas increases to 50 per cent, and better housing diversity can be achieved in identified growth areas.

To maintain Greater Geelong's lifestyle and housing advantages, this strategy makes a number of recommendations designed to:

- preserve significant landscapes and environments from urban encroachment
- contain urban development within settlement boundaries
- encourage urban consolidation, to increase the contribution it makes to the overall housing supply and
- manage future growth to deliver more sustainable, well-serviced communities.

A full list of consolidated recommendations is provided in the next section.

The following is a consolidated list of the principles and directions set out in the strategy section (see page 57).

1. SPATIAL DISTRIBUTION OF GROWTH AND LAND SUPPLY

Principle

Provide clear strategic direction on the spatial distribution of residential growth in Greater Geelong.

Directions

a. Direct the majority of future housing needs to urban Geelong (urban infill, Armstrong Creek and the Northern and Western Geelong Growth Areas).

b. Acknowledge the share of new development on the Bellarine Peninsula should decline over time.

c. Discontinue the use of the term 'growth area' when describing district towns on the Bellarine.

d. Ensure development occurs within designated settlement boundaries.

e. Reconsider the need for and timing of the structure planning review process for townships.

Principle

Maintain an adequate supply of residential land.

Directions

a. Adopt a scenarios-based approach to planning for future housing needs. Use regular monitoring and review to adjust planning, if required.

b. Continue to monitor and review land supply, although new areas for residential development are unlikely to be needed.

Principle

Minimise the economic, environmental, visual and servicing impacts of residential development on rural areas.

Directions

a. Maintain the extent of rural hamlets (Breamlea, Ceres and Anakie) to current township zone limits.

b. Rescind the *Anakie Structure Plan 1996*, as environmental constraints in the area make further residential development undesirable

c. Limit rural-living developments to existing zoned land in Lara, Drysdale/Clifton Springs, Wallington, Waurn Ponds, Lovely Banks Batesford, Fyansford, Leopold, Newcomb, Moolap, Curlewis, Portarlington and Ocean Grove.

2. HOUSING DIVERSITY

Principle

Ensure housing diversity is achieved in existing and growth area communities.

Directions

a. Continue to implement and build upon the Housing Diversity Strategy to increase housing diversity in existing communities.

b. Increase housing diversity in growth areas through the delivery of a broad range of lot sizes, capable of accommodating a variety of different housing types, including the identification of locations appropriate for mixed use, high and medium density housing in strategically identified locations.

c. Work with interested parties to deliver high quality clever and creative housing solutions that will provide greater housing choice in Geelong.

Principle

Increase the level of affordable and social housing in Greater Geelong.

Directions

a. Support affordable housing in areas suitable for urban consolidation.

b. Investigate model voluntary agreements, inclusionary zoning and development of surplus government site to deliver social housing.

c. Work with the state government, community housing and the private sector to deliver more affordable and social housing options.

3. MANAGING FUTURE GROWTH

Principle

Ensure growth areas are well-planned and deliver sustainable communities.

Directions

a. Ensure the development of new growth areas is guided by a strategic framework plan and infrastructure plan that outlines the orderly and sequential preparation precinct structure plans

b. Adopt the Northern and Western Geelong Growth Areas framework plan in late 2018/ early 2019. Implement the framework plan into the Greater Geelong Planning Scheme.

c. At the adoption of the framework plan identify short term priority precinct structure plans based on their capacity to deliver the community vision and sustainable community design aspirations.

d. Commence the pre-planning for priority precinct(s) to assist the timely delivery of precinct structure plans upon the adoption of the framework plan.

e. Apply 'One Planet Living' principles to growth area planning and development.

Principle

Manage the release of new growth areas to make sure infrastructure, services and facilities are provided in a timely and efficient way.

Directions

a. Advocate for a metro-rate equivalent Infrastructure Contributions Plan levy for Geelong's growth areas.

b. Advocate for state infrastructure to be delivered in a timely way and for other levels of government to contribute to regional and state infrastructure that isn't funded by development contributions.

c. Prioritise and promote public transport infrastructure and services in all growth areas.

d. Use third party funding agreements to pay for the background reports and technical studies needed to prepare precinct structure plans led by the City

e. Explore opportunities to use private sector funding to assist with delivering infrastructure.

f. Commence development in at least one new growth area by 2025, by initiating precinct structure planning after the framework plan has been approved.

g. Monitor and control the budget implications of land releases in growth areas.

h. Manage the number of precinct structure plans that can be prepared simultaneously.

4. BELLARINE PENINSULA

Principle

Maintain the unique township, landscape, tourism, farming and environmental values of the Bellarine Peninsula.

Directions

a. Recognise that Drysdale/ Clifton Springs, Leopold and Ocean Grove are fulfilling their roles as district towns.

b. Discontinue the use of the term ‘growth area’ in favour of ‘district town’.

c. Acknowledge the share of housing development going to the Bellarine Peninsula should decrease over time.

d. Review housing opportunities within townships to determine if further localised housing intensification can be achieved.

e. Ensure development reflects the preferred character of the townships.

5. PERMANENT SETTLEMENT BOUNDARIES

Principle

Contain growth within identified locations across the municipality.

Directions

a. Pursue options to implement permanent settlement boundaries for Greater Geelong.

b. Implement permanent boundaries based generally on existing urban areas and areas already identified in policy.

c. Establish a consultation process to review the appropriateness of this boundary and deal with any significant anomalies or logical inclusions.

d. Place structure plan reviews on hold until the permanent boundary is known.

e. Work with the state government and neighbouring councils to consider a regional approach to housing and settlement boundaries.

Principle

Maintain the unique identity of Greater Geelong and its townships.

Directions

a. Maintain the non-urban breaks between Geelong and Melbourne (Wyndham), Geelong and the Surf Coast, urban Geelong and the Bellarine Peninsula, and the townships on the Bellarine Peninsula.

b. Assess areas with special local environmental or landscape values and consider options to help preserve and manage these breaks into the future.

c. Investigate utilising the Distinctive Areas and Landscapes Bill 2017 to declare the Bellarine Peninsula and You Yangs precinct as areas with unique features that need protection for future generations.

6. URBAN CONSOLIDATION

Principle

Increase the role of urban consolidation as part of Geelong's overall housing supply.

Directions

a. Facilitate infill development to increase its housing supply contribution to 50 per cent, by 2047.

b. Support the population target of 10,000 people by 2026 in Central Geelong through increased residential development

c. Investigate a 'rail corridor precinct' approach to infill opportunities from North Geelong Station through to Breakwater.

d. Continue to invest in 'place making' activities – that is amenity and local facility improvements – in urban renewal areas, key development and increased housing diversity areas and activity centres.

e. Review the application of the residential zones as a result of planning scheme amendment VC110 to ensure that the most effective zone approach is being usedplanning and development.

Principle

Articulate the preferred location for increased housing densities.

Directions

a. Continue to support the following policy directions set out in the Housing Diversity Strategy:
   - Direct high-density housing growth to the Central Geelong, Fyans/West Fyans and Waurn Ponds Key Development Areas
   - Maximise opportunities for a diverse mix of housing types around activity centres in Increased Housing Diversity Areas.
   - Support low–scale, medium-density housing in Incremental Change Areas.

b. Undertake a strategic planning program to increase the contribution of train station environs to future housing needs

Principle

Manage the impact of increased housing densities on neighbourhoods.

Directions

a. Prepare design guidelines for areas of housing change to reduce uncertainty about the scale, form and design of neighbourhood developments.

b. Investigate the infrastructure needs and funding mechanisms available to deliver upgrades as part of planning for increased housing densities.

c. Ensure new major developments are designed and located to maximise public and active transport options.

d. Advocate for improved public transport services in established areas to key destinations.

7. MONITORING AND REVIEW

Principle

Monitor and review population growth, housing demand and development trends, and make adjustments as required

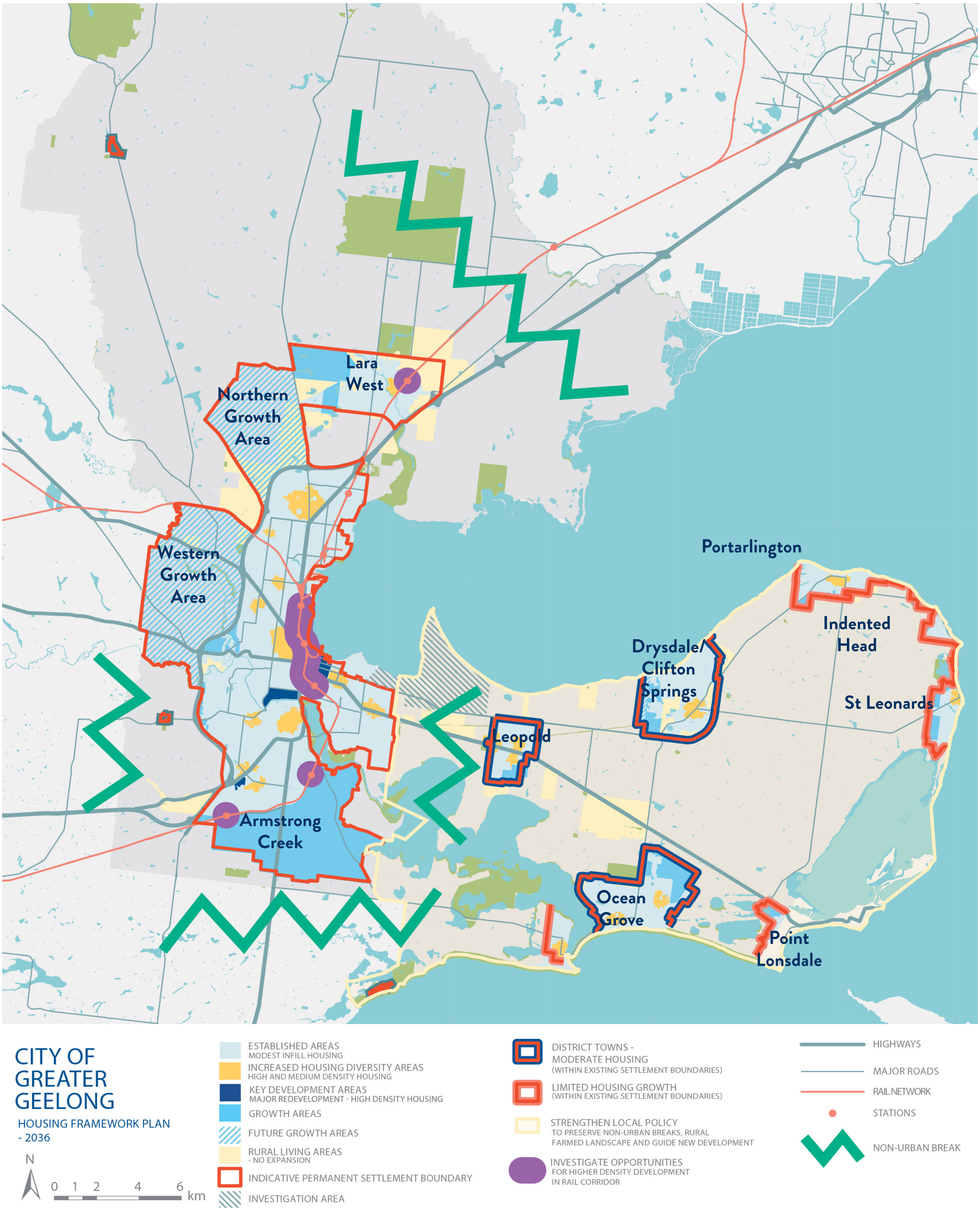
Directions

a. Work with the state government and other agencies to collect and analyse data.

b. Monitor annual supply and demand for residential land (all supply types) at multiple levels (estates, townships/ suburbs, growth areas and municipality) to track progress and inform decision-making.

c. Use actual development data and consultation with the development industry to understand development trends. Update growth scenarios at least every 5 years and update this strategy, as necessary.

FIGURE 1: GREATER GEELONG HOUSING FRAMEWORK PLAN – 2036



INTRODUCTION

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The last major review of Greater Geelong's housing and settlement policies was undertaken back in 2006–07, when Greater Geelong's Municipal Strategic Statement was reviewed.

With Geelong experiencing strong levels of growth, it is timely to reflect on how the housing needs of our growing population will be met in the future.

We are already planning for growth and encouraging urban consolidation in a number of key locations. This strategy is an opportunity to review existing policies and articulate our preferred directions for housing and settlement planning going forward.

REPORT STRUCTURE

This report includes the following sections:

INTRODUCTION

1. Executive summary
2. Consolidated recommendations
3. Purpose, scope and methodology
4. Public consultation

BACKGROUND

5. Overview of the relevant state and local policies and planning strategies to provide for future housing needs
6. Current population growth and housing trends
7. Forecasting population growth and housing demand
8. Implications for future housing demand and land requirements
9. Housing affordability

STRATEGY

10. Spatial Distribution of Growth and Land Supply
11. Housing Diversity
12. Managing Future Growth
13. The Bellarine Peninsula
14. Permanent Settlement Boundary
15. Urban Consolidation
16. Monitoring and Review

APPENDICES

17. Spatial Economics project team

PURPOSE AND SCOPE OF THE SETTLEMENT STRATEGY

In late 2016, we commissioned Spatial Economics (see appendix 1 for consultant team details) to review our population and housing demand forecasts and prepare an updated settlement strategy for Greater Geelong.

The purpose of the strategy is:

- to analyse future housing needs and trends
- to develop a clear policy framework that will guide planning and decision-making and
- to help us meet Greater Geelong's future housing needs.

This strategy is intended to address municipal housing needs until 2036. This meets the requirement of the State Planning Policy Framework that all Victorian councils must plan to accommodate projected population growth over a 15-year period. A key question for the strategy is whether the current policy framework can accommodate forecast growth out to 2051.

The settlement strategy did not start with a 'blank canvas'. Our existing policies and strategic directions have been developed over many years, through detailed investigation and consultative processes. They are a solid foundation from which to build and have shaped community expectations regarding the management of Geelong's future growth.

Within this existing framework, a critical look at the current issues and opportunities faced by Geelong was still needed. From this review, recommendations to improve existing policies, so they reflect contemporary thinking about the sustainable management of urban growth, have been formed.

The strategy reflects our commitment to sustainability and, in particular, the need to balance future development against the valued characteristics of Geelong's urban areas and the Bellarine Peninsula. Effective use of existing and programmed urban infrastructure, facilities and services was also a key consideration.

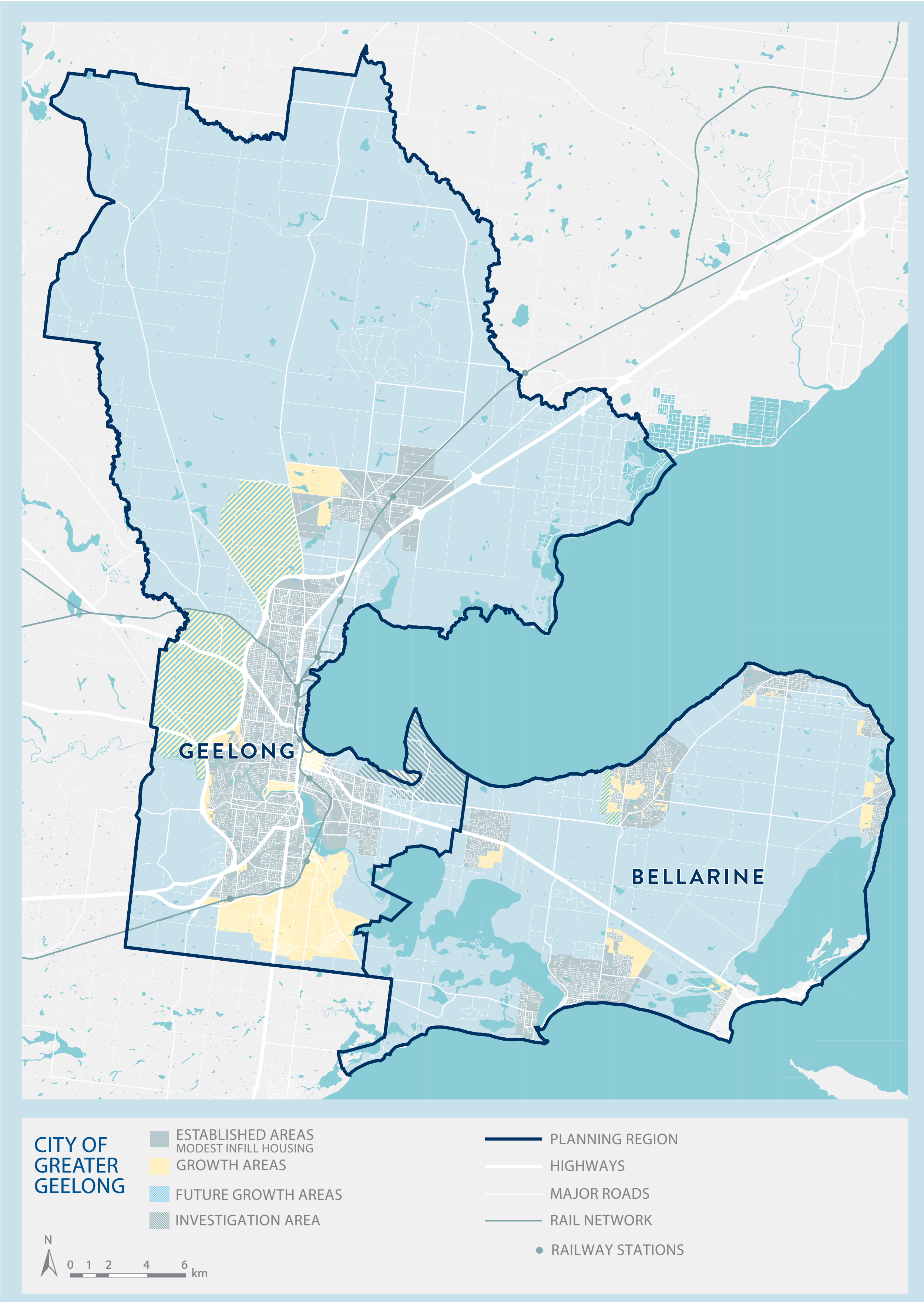
The Settlement Strategy does not:

- make recommendations about specific boundaries for proposed growth areas and townships, but estimates housing capacity on the basis of the boundaries already identified in strategic planning documents
- address the detailed structure planning of areas identified for future residential growth
- prepare detailed infrastructure lists, or cost estimates, although recommendations have been informed in consultation with Barwon Water and others, to determine the practicality of servicing areas identified for future development
- address other land use types, such as farming, industrial, commercial or public uses, except in cases where these uses may impact upon housing supply policies.

APPROACH

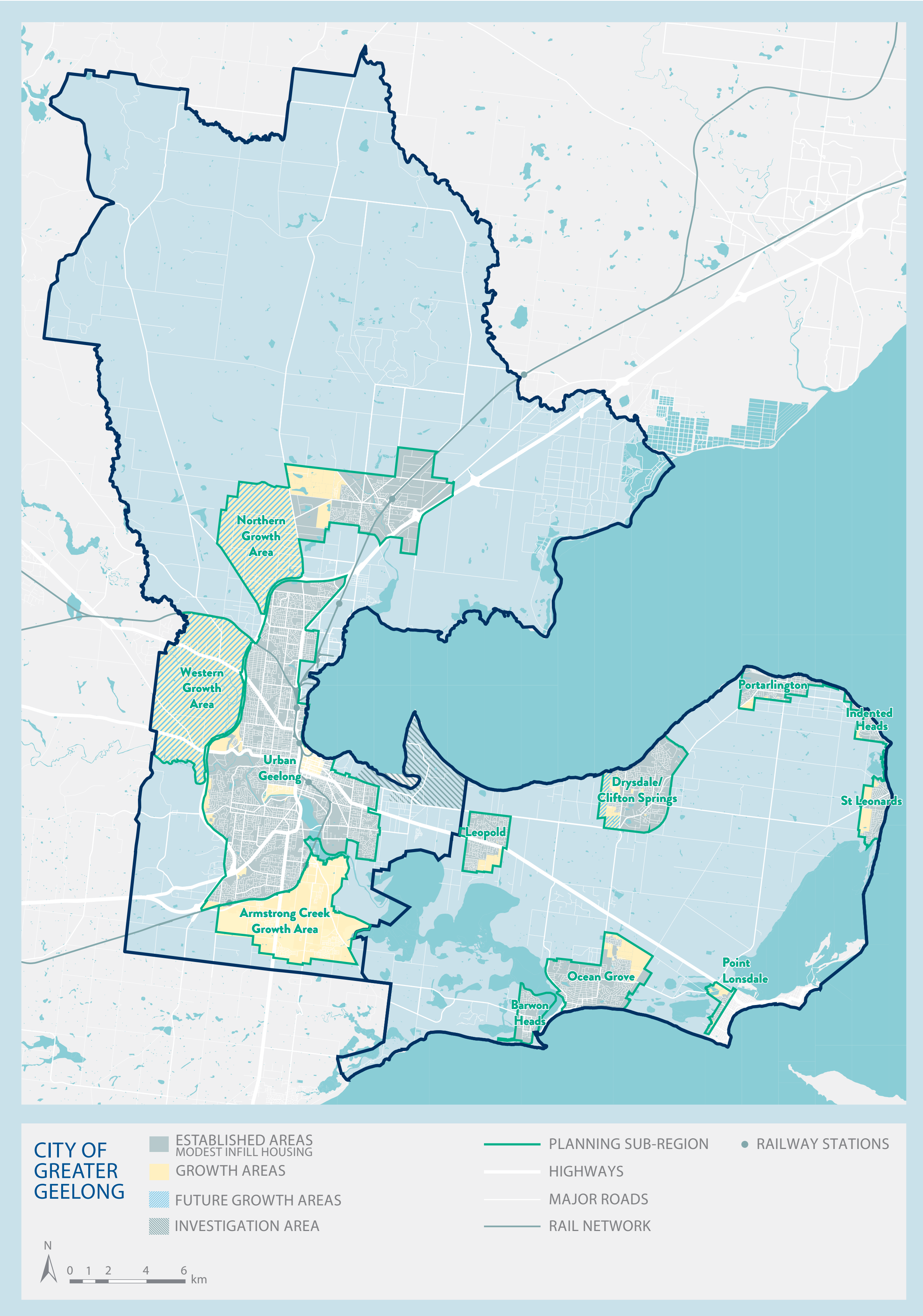
For the purposes of this strategy, Greater Geelong has been divided into 2 distinct geographic areas –'Geelong' and the 'Bellarine' (see Figure 2).

FIGURE 2: Regions of City of Greater Geelong



Further review and analysis has been done at the sub-region and township levels, as shown in Figure 3.

FIGURE 3: Sub-regions and townships of the City of Greater Geelong



APPROACH

The following was done in preparation for this strategy:

1. We assessed recent official population growth estimates and forecasts for Geelong and prepared five population-growth and housing-demand scenarios. This information was used to help assess Geelong's potential future residential land requirements.
2. We calculated the expected growth in underlying housing demand associated with each of the population-growth scenarios.
3. We reviewed recent housing development trends in Geelong to assess the likely split of future housing development between:
   - urban Geelong and the Bellarine townships and
   - established suburbs, through urban consolidation, and greenfield development in designated growth areas.
4. We analysed the existing planning framework to determine where it can accommodate forecast housing growth. This involved estimating the capacity of:
   - land currently zoned for broad-hectare development
   - land identified in relevant strategic land-use plans for future residential development (unzoned)
   - the two new growth areas (Northern and Western Geelong Growth Areas) already identified in Geelong's strategic planning
   - the established parts of both Geelong and the Bellarine townships.
5. We set out principles and options for ongoing management of identified land supply and additional housing capacity.

DISCUSSION PAPERS

To forecast likely future population growth and residential land requirements, we analysed the results from detailed reviews of:

- existing dwelling stock
- residential development activity over the last decade
- current residential land stocks and
- recent and forecast population growth.

The data and results from this analysis were set out in six discussion papers covering:

Population growth scenarios

Discussion Paper 1

Various scenarios were considered to cover a range of plausible growth rates and the impact these would have on residential land supply.

Note: Post consultation, a *Population Growth and Development Activity Addendum Nov 2017* was prepared to pick up the findings from two subsequent releases of Australian Bureau of Statistics data. This paper confirmed the upward trend in population growth at the national, state and local (Melbourne and Geelong) levels. Given this trend, a 3 per cent 'growth surge' scenario was developed.

Background to projecting population growth

Discussion Paper 2

This included a discussion of the methodologies and issues involved in the preparation of small area (that is council area, or smaller) population projections, together with details regarding the most recent national, state, regional and greater Geelong population growth forecasts.

Past population growth trends

Discussion Paper 3

This paper provided a historical overview of Geelong's population growth over the last thirty years. It discussed the relationship between population growth and the demand for housing and residential land.

Characteristics of Geelong's existing dwelling stock

Discussion Paper 4

This paper analysed Geelong's existing housing stock and summarised changes in the mix of dwelling types and densities over time.

Housing development trends and the capacity of areas identified for future residential development

Discussion Paper 5

This summarised recent trends in residential land and housing development in Geelong. In addition, it estimated the future housing capacity of areas designated for future housing growth.

Housing Affordability

Discussion Paper 6

Addressed the impact of land supply on housing affordability.

The discussion papers were published in July 2017 to accompany the Council Issues Papers that were released. They were used to encourage community and stakeholder input into the draft settlement strategy. As a result of the public consultation, 55 submissions were received on a wide range of issues. The key themes to come out of the consultation were:

- Geelong will continue to experience strong growth and the City should plan based on the higher growth scenarios.
- Residential land take-up is strong, particularly in the growth townships on the Bellarine and Armstrong Creek.
- Small and fragmented holdings distort the available land supply figures.
- Long-term planning for the Bellarine is required to protect its unique character.
- There is interest in developing land for residential purposes, beyond what is currently identified in urban Geelong and the Bellarine.
- Sustainability and the environment are important in planning for growth.
- Planning needs to progress in the Northern and Western Geelong Growth Areas.
- It is important that infrastructure and services keep up with growth.
- There is support for infill development, especially in Central Geelong.

All submissions were considered as part of the preparation of this strategy.

PUBLIC CONSULTATION

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DRAFT SETTLEMENT STRATEGY

The draft Strategy was presented to Council in May 2018 where the second phase of community engagement was endorsed. The draft was exhibited in May-June 2018 with 73 submissions received.

Key issues raised in submissions included:

- requests to identify additional land for residential development and not implement permanent boundaries.
- queries around the accuracy of growth and housing data
- concerns the Strategy is anti-growth
- support for more growth the Bellarine
- the need to expedite growth area planning
- a desire to provide more rural living opportunities
- a lack of innovative housing solutions and
- concern infrastructure is not keeping pace with growth

Supporting submissions included support for:

- introducing a permanent boundary and protecting non-urban breaks
- increasing housing diversity
- protecting farmland and rural/natural landscapes
- infrastructure provision including public transport to keep pace with housing
- planning for growth areas and
- decreasing the level of housing supplied on the Bellarine overtime.

The submissions resulted in a number of changes being made to the draft Strategy. The key changes included:

- addition of a housing diversity section
- addition of sustainable transport discussion
- updated public consultation section
- addition of rail corridor discussion
- additional information on the logical inclusions process
- additional information on growth area planning process
- change to framework plan to include ‘indicative’ permanent boundary

A report to Council was considered in September 2018 which included: an Officer responses to the key themes raised in the submissions, a summary of the changes made to the draft and a copy of the final Strategy to be adopted. Key recommendations from the Strategy will be introduced into the Greater Geelong Planning Scheme with the Strategy acting as a reference document.

BACKGROUND

The following section outlines our key considerations in preparing the Settlement Strategy.

STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework provides key directions around settlement, housing, environment, infrastructure and transport.

Relevant considerations for the Settlement Strategy were:

- providing for current and future housing needs
- providing housing choice
- encouraging urban consolidation and limiting urban sprawl
- ensuring orderly planning for new growth areas
- providing infrastructure, services and facilities and protecting distinctive areas.

A key requirement of the state planning policy framework is that all councils maintain at least a fifteen year supply of land for residential development.

PLAN MELBOURNE 2017–2050

Plan Melbourne is a metropolitan planning strategy that defines the future shape of the city and state over the next 35 years. It seeks to integrate long-term land use, infrastructure and transport planning, and support jobs and growth, while building on Melbourne's legacy of distinctiveness, liveability and sustainability.

Continuing to invest in regional Victoria is one of seven outcomes the plan strives to achieve, stating:

> **"Continuing to invest in regional Victoria is important to support housing and economic growth, enhance social and economic participation and grow strong, healthy communities."**

It also says:

> **"Development in regional Victoria will need to be in keeping with the character, attractiveness and amenity of individual cities and towns. It will also need to be balanced with protecting productive land, economic resources and biodiversity assets that are critical to the state's economic and environmental sustainability."**

G21 REGIONAL GROWTH PLAN

The *G21 Regional Growth Plan* is a plan to manage growth and land use pressures to 2050 in the G21 region (made up of includes Greater Geelong, Surf Coast Shire, Golden Plains Shire, Colac Otway Shire and Borough of Queenscliffe). It pulls together the strategic land use and growth planning already done across the region and builds on this, to identify where future residential and employment growth will occur and the critical infrastructure required to support it.

The plan designates Lara, Leopold, Ocean Grove and Drysdale/Clifton Springs as 'urban growth areas' or 'district towns'. Armstrong Creek is nominated as a 'growth area' and Lovely Banks and Batesford are nominated as 'Further Investigation Areas' (now known as the Northern and Western Geelong Growth Areas).

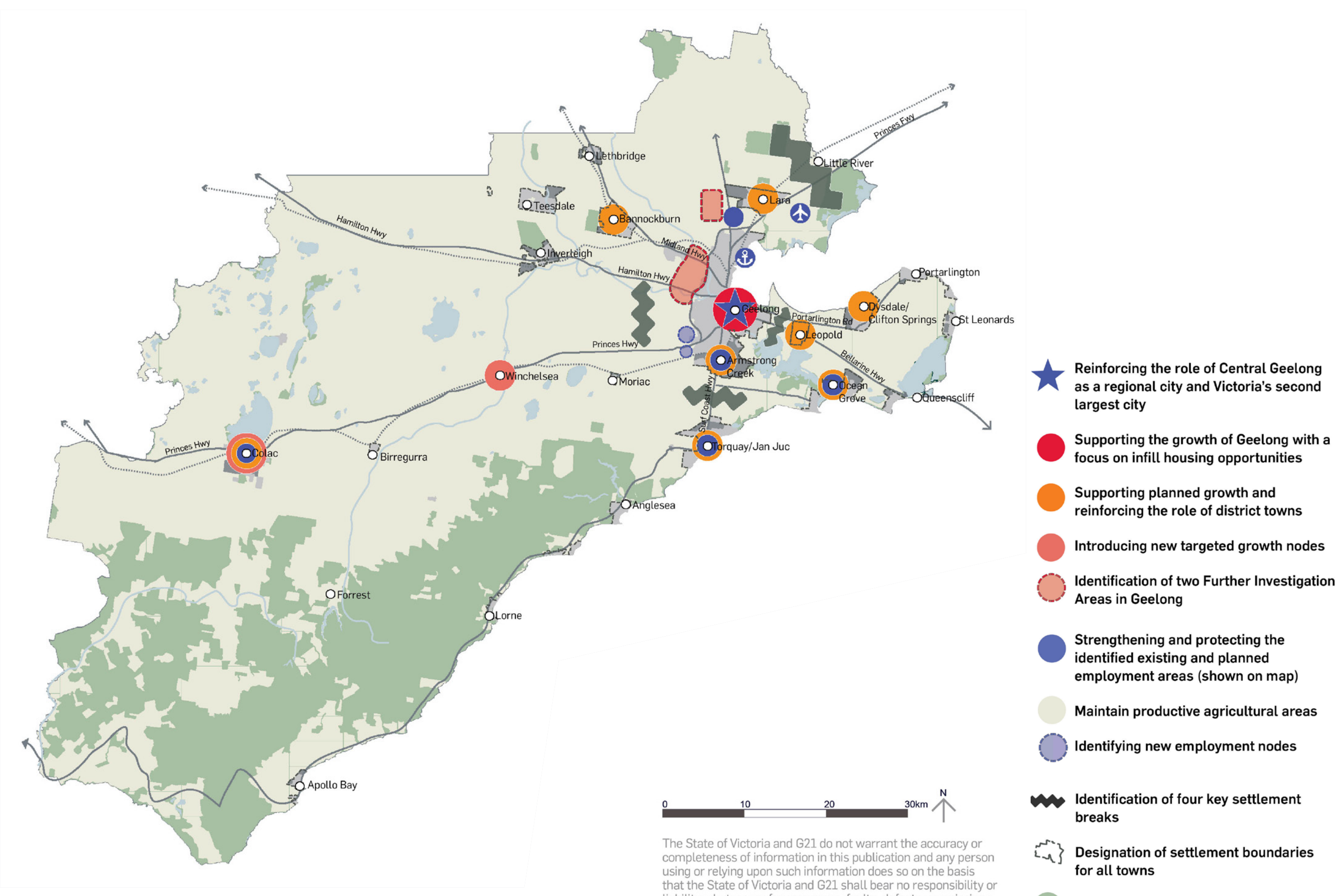
The plan supports growth in district towns, consistent with existing structure plans, by encouraging infill development and providing key services to surrounding areas.

On the Bellarine, it emphasises the need to maintain the farmed landscape character between Geelong and Bellarine towns, requiring settlement boundaries, encouraging rural production, maintaining town identities and related tourism opportunities and minimising impacts on significant wetlands and coastal views.

The *G21 Regional Growth Plan Implementation Plan* provides some guidance around the sequencing of growth and planning.

The State Planning Policy Framework contains key directions from this plan at clause 11.09, Geelong (G21).

FIGURE 4: G21 Regional Growth Plan - Settlement and Employment Directions



Source: G21 Regional Growth Plan 2013

BELLARINE LOCALISED PLANNING STATEMENT

We developed the Bellarine Peninsula Localised Planning Statement collaboratively with the Borough of Queenscliffe, and support from the Department of Transport, Planning and Local Infrastructure (now the Department of Environment, Land, Water and Planning).

The statement builds on the existing strategies and policies of both councils, including the importance of preserving rural uses and the rural landscape, maintaining non-urban breaks, enhancing township character and identity, protecting environmentally sensitive areas and facilitating growth consistent with structure plans.

The Localised Planning Statement is a reference document in clause 11.05, Planning for distinctive areas and landscapes, in the State Planning Policy Framework.

FIGURE 5: Bellarine Localised Planning Statement Framework Plan

LOCAL PLANNING POLICY FRAMEWORK

Municipal Strategic Statement

The Municipal Strategic Statement sets out the key objectives and strategies that will guide land use and development in Greater Geelong.

A number of strategies have been prepared over the years to inform the development of the Municipal Strategic Statement. Some key strategies important to settlement and housing include:

Strategic land use directions

- *Housing Diversity Strategy*, 2007 (amended September 2008)
- *Rural Land Use Strategy*, 2007

Structure Plans:

- *Central Geelong: Looking Forward, Part A - Structure Plan*, July 2007
- *Central Geelong Action Plan*, December 2013
- *Geelong Western Wedge Framework*, as updated September 2005
- *Armstrong Creek Urban Growth Plan*, Volume 1, May 2010 (amended September 2012)
- *Lara Structure Plan*, April 2011
- *Ocean Grove Structure Plan*, 2015 (amended September 2016)
- *Portarlington Structure Plan*, September 2016 (amended July 2017)
- *Indented Head Structure Plan*, May 2016
- *St Leonards Structure Plan*, 2015
- *Leopold Structure Plan, 2011* (amended January 2013)
- *Barwon Heads Structure Plan*, 2010 (reviewed 2017)
- *Drysdale Clifton Springs Structure Plan*, 2010
- *Jetty Road Urban Growth Plan*, 2007 (amended September 2008)
- *Point Lonsdale Structure Plan*, 2009 (amended November 2011)
- *Anakie Structure Plan*, 1996
- *West Fyans – Fyans Street Precinct Structure Plan*, 2009
- *Corio Norlane Structure Plan*, 2012

The Municipal Framework Plan identifies Lara, Leopold, Ocean Grove, Drysdale/Clifton Springs and Armstrong Creek as urban growth areas.

Clause 21.06, Settlement and Housing, provides direction around urban growth and urban consolidation, including:

- directing growth to the identified growth locations
- maintaining non-urban breaks between settlements
- providing for development within settlement boundaries and
- supporting infill development in targeted locations.

Clause 21.08, Development and Community Infrastructure, provides direction around development contributions, to be sure infrastructure, open space and transport infrastructure is delivered in an efficient and timely manner, in line with population growth.

The key recommendations of the structure plans noted above are implemented via the local Municipal Strategic Statement at the following clauses:

- 21.09 Central Geelong
- 21.11 Armstrong Creek Urban Growth Area
- 21.13 Lara
- 21.14 Bellarine Peninsula
- 21.16 Anakie
- 21.17 West Fyans-Fyans St Area and
- 21.18 Corio Norlane.

Local policy

Local polices are used to implement the objectives and strategies of the Municipal Strategic Statement.

Clause 22.05, Agriculture, Rural Dwellings and Subdivision, provides guidance around housing in rural areas and clause 22.63, Increased Housing Diversity Areas, deals with development within housing diversity areas.

GREATER GEELONG: CLEVER AND CREATIVE FUTURE

This work represents the voices of more than 16,000 members of the Geelong community.

Greater Geelong: A Clever and Creative Future is a 30-year vision that guides all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to the Geelong city-region.

The community's vision is:

" By 2047, Greater Geelong will be internationally recognised as a clever and creative city- region that is forward looking, enterprising and adaptive, and cares for its people and environment."

At the heart of the 30-year vision are nine community aspirations. The aspiration most relevant to the Settlement Strategy is:

"Sustainable development that supports population growth and protects the natural environment."

The community values we seek to support include:

- green spaces and corridors, including farmland and recreational space, between urban areas
- easy access to open space and parkland near homes Geelong clever and
- the uniqueness and significance of natural bushland, coastlines, wetlands, rivers and beaches
- sustainable development that responds to climate change
- design that makes best use of technology for better and more sustainable living
- development that enhances the identity of diverse neighbourhoods
- design excellence and innovation in new buildings and public spaces
- creating high amenity neighbourhoods that are well connected and sustainable.

The Settlement Strategy is intended to build on, not replace, existing planning policy. This section presents a brief overview of the current housing growth planning framework.

Future housing demand will be met by a combination of:

- urban consolidation
  - infill development and redevelopment in established suburbs in close proximity to activity centres and train stations
  - completion of development of areas of remnant broad-hectare land within the Geelong Ring Road, such as Highton and Fyansford
  - progressive development of zoned broad-hectare land in Lara
- continuing development of the Armstrong Creek growth area, as per the framework plan
- the longer term development of the Northern and Western Geelong Growth Areas, identified in the G21 Regional Growth Plan
- continuing development of identified broad-hectare land on the Bellarine Peninsula, within Ocean Grove, Portarlington, St Leonards, Drysdale/Clifton Springs and Leopold

The following paragraphs briefly summarise the expected contribution of each of these elements to meeting Geelong's future housing needs.

URBAN CONSOLIDATION

Our approach to planning for urban consolidation is set out in the *Housing Diversity Strategy*.

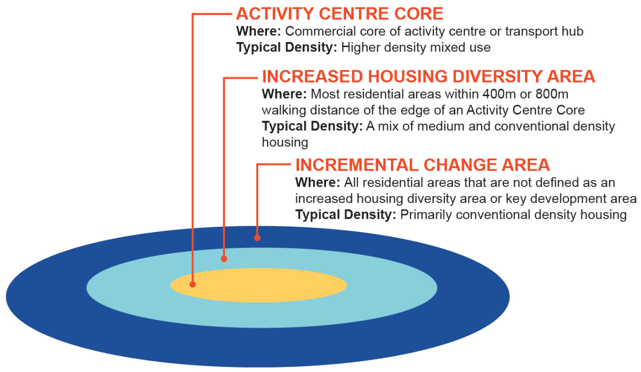
The aims of the strategy are to:

- provide for the development of a range of housing types and densities and encouraging urban consolidation within existing urban areas
- provide certainty to the existing and future community with regard to where different housing types would be supported or discouraged
- provide for a sustainable overall urban structure for the City.

It seeks to do this by dividing the established urban area into three categories:

- Key Development Areas
- Increased Housing Diversity Areas
- Incremental Change Areas.

FIGURE 6: Housing diversity explanation image



KEY DEVELOPMENT AREAS

Key Development Areas have the potential to accommodate significant amounts of new medium and higher-density housing (including housing, as part of mixed-use developments).

The *Housing Diversity Strategy* estimates that the Key Development Areas might accommodate an additional 9,000 dwellings. No time frame was set for achieving this estimated increase in dwelling numbers.

To date, higher density (apartment) developments have formed only a very small part (less than 1 per cent) of Geelong's housing supply. Almost all of these developments have been located in Central Geelong, with a few smaller scale projects in other areas – for example, such as shop top housing developments and other small projects, in other areas.

FIGURE 7: Key Development Areas

CENTRAL GEELONG

The most significant key development area is Central Geelong, an area roughly bound by the bay (north), McKillop Street (south), Swanston Street (east) and Latrobe Terrace (west).

In addition to the *Housing Diversity Strategy*, a series of plans have guided development here, most recently the *Revitalising Central Geelong Action Plan* (2016).

The action plan proposes:

- a mix of retail, office, health, education and cultural/ recreation facility developments
- a mix of residential development (private market, social and student housing) and tourist accommodation in the inner city
- the conversion of vacant and underused commercial sites and buildings to residential use
- encouragement of 'shop top' housing.

WEST FYANS

The West Fyans area in Newtown is about 1.5 kilometres from Central Geelong, and is bound by the Barwon River, Latrobe Terrace, West Fyans Street and Shannon Avenue. The area is currently used for a mixture of industrial and retail uses, and to date there has been no new substantial residential redevelopment. The planning policy for the precinct proposes a mix of medium and higher-density residential developments, along with non-residential uses.

The precinct's location – close to the city, adjacent to high value residential areas and its riverside park environs – suggest that it will be an attractive location for residential development in the medium to long term.

The transition of this precinct will be guided by the West *Fyans/Fyans Structure Plan*, which is currently being reviewed.

WAURN PONDS

The Waurn Ponds key development area is a 19 hectare parcel of undeveloped land adjacent to the Waurn Ponds shopping centre and bound by Colac Road, Rossack Drive and Waurn Ponds Valley parkland. It is estimated that this area could accommodate about 400 new medium and higher density dwellings. To date, no residential development has occurred.

Increased Housing Diversity Areas are locations where a mix of housing densities would be appropriate. They are generally focused around activity centres (both neighbourhood and higher order centres) and the North Geelong, South Geelong, Lara and Marshall railway stations (see map below).

Increased Housing Diversity Areas are seen as a means to meet the expected demand for medium density housing, providing for greater housing choice and protecting neighbourhood character in established suburbs.

The *Housing Diversity Strategy* estimates that, over time, the Increased Housing Diversity Areas might accommodate an additional 12,000 dwellings.

Increased Housing Diversity Areas are generally zoned residential growth zone.

Incremental Change Areas

The balance of established suburbs and towns are Incremental Change Areas, where it is expected that detached houses will continue to dominate the housing mix, with some lower-scale medium density redevelopment in appropriate locations. As shown in the map below, Incremental Change Areas make up the bulk of the established suburbs in urban Geelong.

Incremental change Areas are zoned neighbourhood and general residential zone.

Urban Geelong's growth areas are critical to Geelong's housing supply now, and will be into the future.

While the Bellarine Peninsula has also made a significant contribution to housing supply over the last decade, the question of whether this will continue is a key consideration for this strategy.

ARMSTRONG CREEK

Armstrong Creek is a growing community with more than 7,000 new residents to date. The framework plan (below) was adopted in mid-2008 and provides for an estimated remaining capacity of approximately 20,000 dwellings.

The bulk of the housing will be detached and developed at conventional densities (with lot sizes in initial stages typically ranging between 400 and 600 square metres).

The *Armstrong Creek Town Centre Precinct Structure Plan* was completed in 2014. The plan provides for primarily medium and higher-density residential development to the north and east of the town centre, and a component of housing as part of mixed-use development in many parts of the town centre.

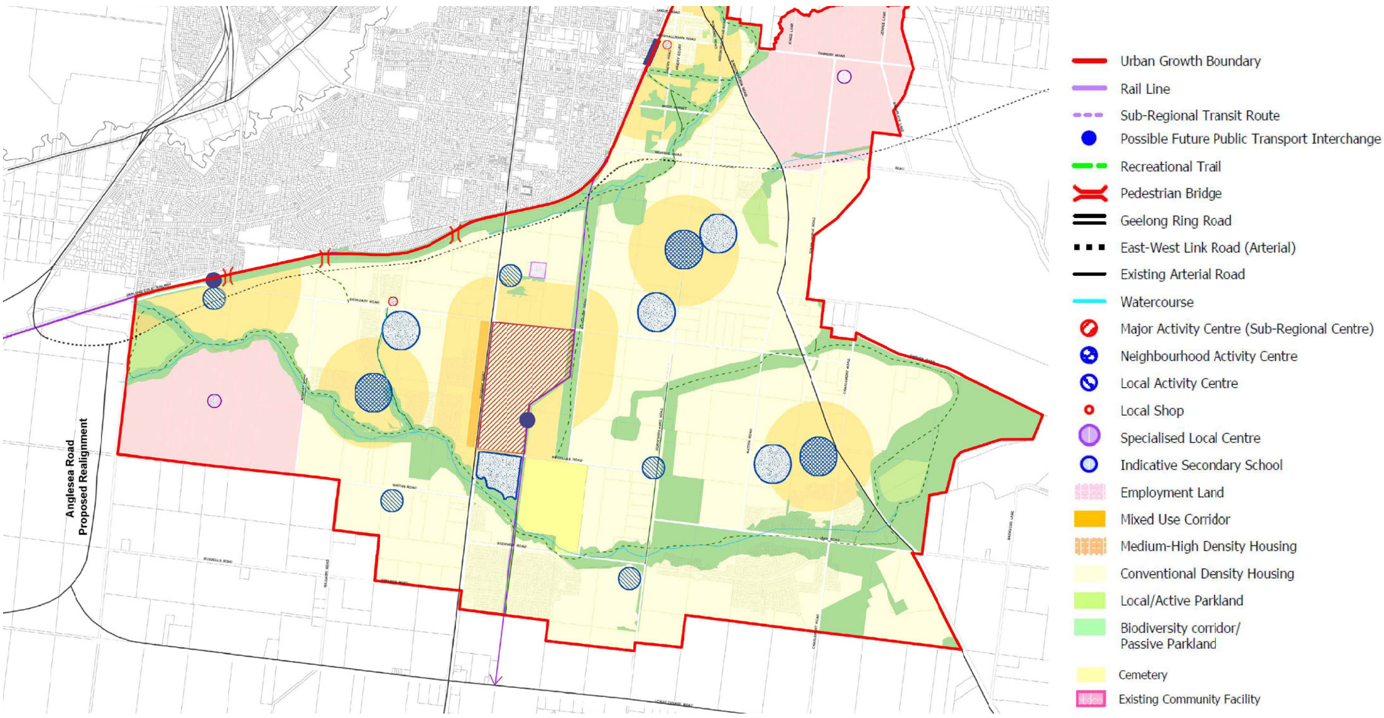
The plan is to construct more than 1,400 dwellings within the town centre. It is too early to determine whether the vision for medium and higher density residential development will be achieved.

High demand and development activity has already delivered a new activity centre and a primary and special needs school. A secondary school will be delivered in the next stage of development.

Five precinct structure plans have been completed, and we are in the process of completing plans for Marshall and Western Industrial.

The continued growth of Armstrong Creek will ultimately support a local population of 55,000–65,000 residents, and 20,000 jobs.

FIGURE 8: Armstrong Creek Framework Plan



LARA

The Lara West Growth Area has the capacity to accommodate 6,000 dwellings. The land is zoned for urban development and a precinct structure plan has been approved. Medium and higher density housing is envisaged around the activity centre.

NORTHERN AND WESTERN GEELONG GROWTH AREAS

The land within the Northern Growth Area (16,000 dwellings) and the Western Growth Area (18,000 dwellings) has the combined capacity to accommodate 110,000 residents. The project is the largest urban growth project in regional Victoria, comprising 5,367 hectares.

A portion of the Northern Growth Area was rezoned by the Minister for Planning in 2014, to Urban Growth Zone. Before development can begin, a framework plan for both areas, together with precinct structure plans for the initial neighbourhoods, must be completed.

The planning for both the Northern and Western Geelong Growth Areas should encourage a mix of housing types and densities, consistent with state and local policy.

Figure 9: Comparison of the population of the Northern and Western Geelong Growth Areas to other centres

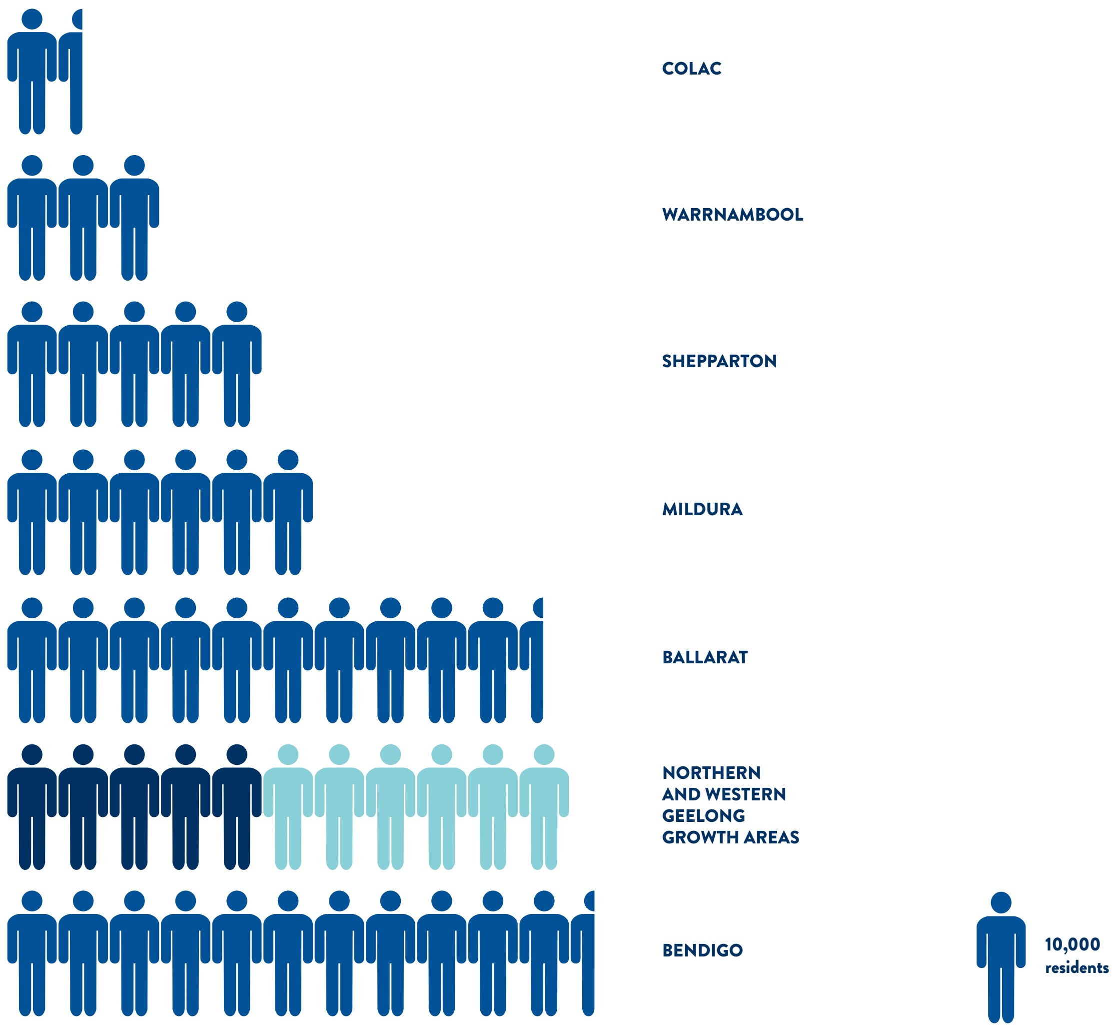
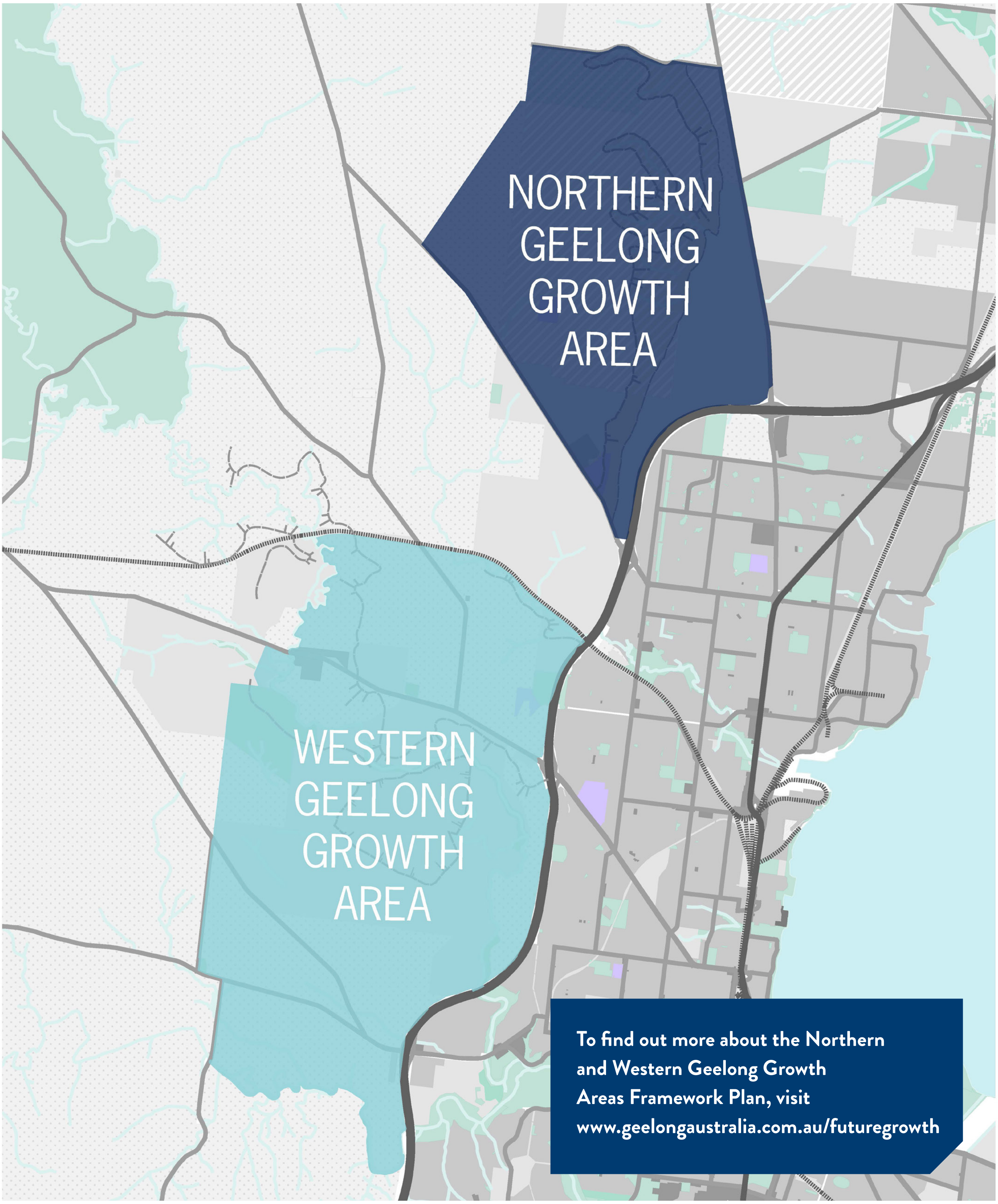


FIGURE 10: Northern and Western Geelong Growth Areas



To find out more about the Northern and Western Geelong Growth Areas Framework Plan, visit www.geelongaustralia.com.au/futuregrowth

BELLARINE PENINSULA

Bellarine Peninsula townships have been supplying 35 per cent of Geelong's new housing since 2016. This contribution appears to have peaked prior to the commencement of large-scale development in Armstrong Creek, when lack of supply in 'urban Geelong' diverted demand to the Bellarine.

The bulk of recent and planned housing supply is concentrated in three townships – Leopold, Ocean Grove, and Drysdale/Clifton Springs. They are all currently designated 'growth areas', providing around 9,000 additional dwellings. The Municipal Strategic Statement and G21 Regional Growth Plan identify that other townships have less capacity for growth, providing a further 3,000 dwellings.

Community support for maintaining the character of the Bellarine has been consistently expressed through township structure plans, the Bellarine Localised Planning Statement and the clever and creative vision.

However, the Bellarine townships have been a major source of new housing, producing approximately 4,000 new dwellings over the last 5 years. Continuing strong population growth forecasts for the Bellarine could increase pressure for more development and the expansion of township boundaries.

Policies for the three major townships are set out in their respective structure plans.

Leopold Structure Plan (2011) – there is capacity for the development of an additional 1,456 dwellings using including existing zoned broad-hectare land stocks.

Ocean Grove Structure Plan (2015) – provides for a continued mix of dwelling densities within the established township and broad-hectare development, north-east of the existing urban area. Ocean Grove has an estimated broad-hectare land capacity of 3,528 dwellings.

Drysdale/Clifton Springs Structure Plan (2010) – estimates a broad-hectare lot capacity of 4,400 (zoned and unzoned). This includes the extension of the Jetty Road growth area to the west

LAND SUPPLY

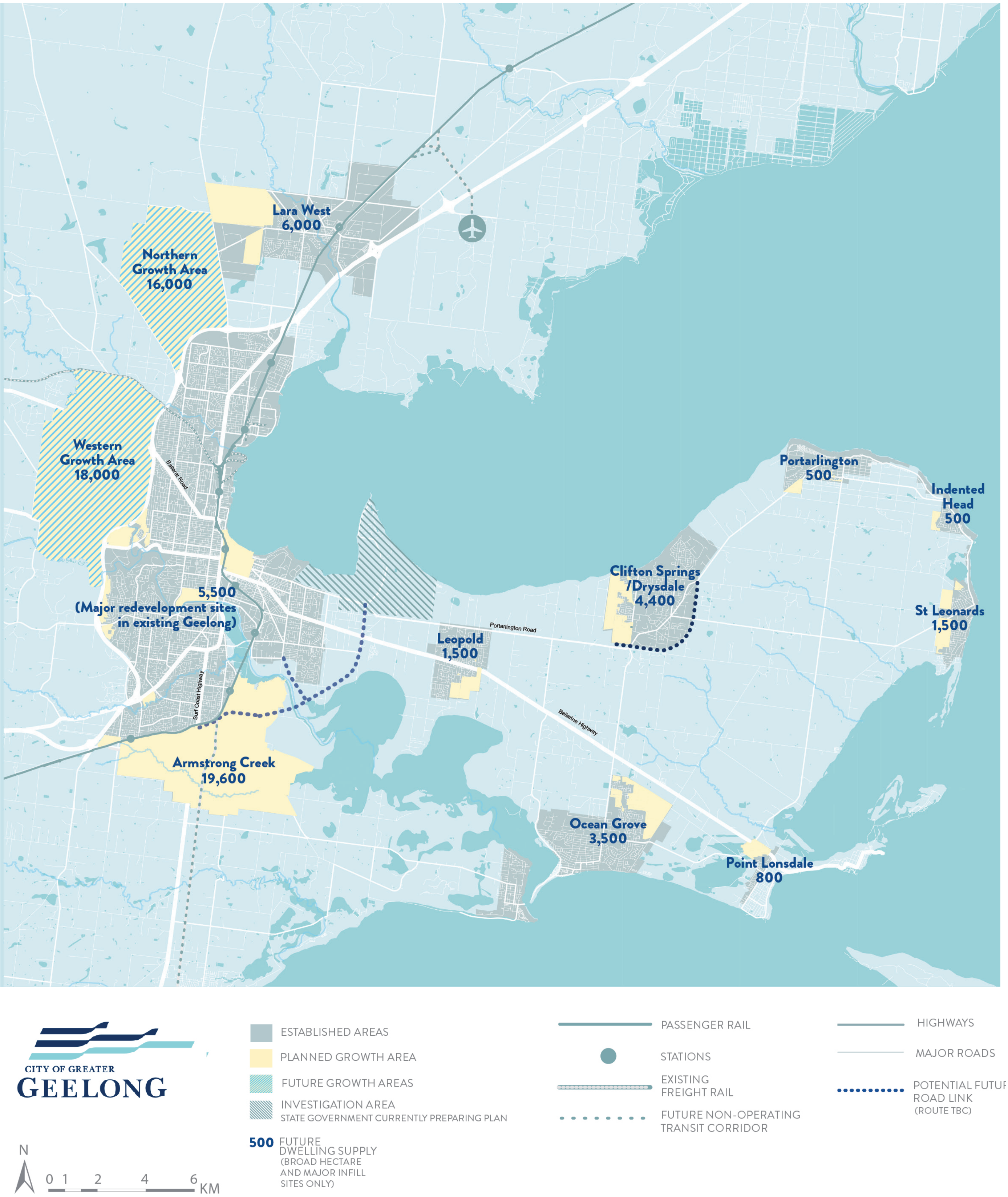
The City's planning framework offers a diversity of zoned and planned land supply. The supply by location is summarised in the Table 1 (below) and Figure 11.

TABLE 1: Major land supply stocks by location, as of 1 January 2017

	BROAD HECTARE	MAJOR INFILL	MAJOR REDEVELOPMENT	UNZONED	TOTAL
Bellarine Peninsula	8972	39		3481	12492
Urban Geelong	3886	785	5543	411	10625
Lara	5297			715	6012
Armstrong Creek	18211			1450	19661
Western Growth Area				18000	18000
Northern Growth Area				16000	16000
TOTAL	**36366**	**824**	**5543**	**40057**	**82790**

Note excludes dispersed infill capacity, rural residential capacity and unidentified major redevelopment sites

FIGURE 11: Major land supply stocks by location, as of 1 January 2017



POPULATION TRENDS

Geelong has experienced strong population and housing growth in recent years and this is likely to continue. In the ten years to 2016, the growth rate averaged 1.7 per cent per annum. The most recent census data indicates that growth reached 2.7 per cent per annum in 2015–16. It is not yet clear if this rate of growth will be maintained in the medium to long term.

Projecting future growth in population and housing demand is always problematic. Growth may ease off, or could accelerate – especially if Geelong starts to capture a growing share of Melbourne region housing demand.

If growth is underestimated, it could result in an inadequate housing supply and declining housing affordability, infrastructure shortfalls and potentially rushed and reactive decision-making to cater to the unexpected growth.

Population growth is the main reason for increasing demand for housing and residential land. Greater Geelong's demography has changed significantly over recent years, which reflects its changing role within Victoria's economy and settlement pattern.

For example:

- In the last two years (2014–2016), population growth has reached an unprecedented level.
- Population has been growing at a rate higher than Victoria and Greater Melbourne, although this growth is still less than the fast growing municipalities in Melbourne's growth areas.
- Over the last two years, population growth has exceeded that of Victoria's nine next largest regional centres combined.

The table below shows this change is a comparatively recent phenomenon

TABLE 2: Average annual population growth (2001–2016)

	1991–2001	2001–2011	2011–2016	2014–2016
Greater Geelong	1,000	2,400	4,600	5,600
Greater Melbourne	31,000	69,000	111.000	120,000
Victoria	31,000	67,000	128,000	139,000
Australia	199,000	307,000	374,000	353,000

TABLE 3: Average annual population growth rates (2001–2016)

	1991–2001	2001–2011	2011–2016	2014–2016
Greater Geelong	0.6%	1.2%	2.0%	2.5%
Greater Melbourne	0.9%	1.8%	2.5%	2.6%
Victoria	0.8%	1.5%	2.2%	2.3%
Australia	1.1%	1.5%	1.6%	1.5%

Source: ABS 3218.0 historical and current data

POPULATION GROWTH AND IMPLICATIONS

There are a number of factors that have contributed to this change:

- Australia's population growth has reached record levels over the last ten years, although the amount of growth has slowed since its peak in 2008.
- Victoria (along with NSW) has gained an increasing share of Australia's population growth, aided by a downturn in the resources boom in Queensland and Western Australia.
- The Greater Melbourne region, like other state capitals and their surrounds, has a faster rate of growth than the remainder of the state. This is consistent with the ongoing pattern of urbanisation that is occurring around the world.

Greater Geelong is the largest regional city in Victoria and the closest to Melbourne. This means it is well placed to take advantage of the high rate of population growth in Victoria and Melbourne. House prices are lower than Melbourne and there is less traffic congestion. With new transport upgrades, access to Melbourne's employment opportunities and services is good. There are also an increasing range of local employment opportunities.

Between 2011 and 2016, the local employment growth (21 per cent) was double that of population growth (11 per cent), as increases in service sector employment more than compensated for declines in the manufacturing sector.

Factors in the 'perfect demographic storm' Geelong is currently experiencing include:

- Geelong feeds off Australia's, Victoria's and Melbourne's high growth;
- According to 2016 census data, Geelong gains population via migration from overseas, interstate and within Victoria particularly south-west Victoria and this phenomenon is likely to continue.

Between 2010 and 2015, births exceeded deaths by an average 960 per year, compared with 650 per year in the previous five year period. Over the last twenty years birth rates have stabilised, but a larger population aged 20-40 leads to more births.

Deaths have increased too, as the population ages, but continued improvements in life expectancy mean that in Geelong, as in most cities around Australia, the gap between births and deaths is widening.

TABLE 4: Share of Australia's population growth, 1971–2016

	CAPITAL CITIES %	REST OF STATES (%)	SYDNEY AND MELBOURNE (%)
1971–1981	60	40	28
1981–1991	63	37	31
1991–2001	67	33	37
2001–2011	73	27	39
2011–2016	80	20	52

Source: ABS catalogue 3218.0

Geelong's relationship with Melbourne has been, and will continue to be, a major influence on growth for the following reasons:

- Melbourne is Australia's fastest growing capital city, with its population projected to reach close to eight million by mid-century.
- As Melbourne grows, competition for land and housing will intensify and housing prices will increase.
- Population growth is likely to lead to greater traffic congestion and the perceived stress associated with 'big city' living
- Melbourne's growth is increasingly shifting to the inner areas and the west –that is, those parts of the city that are closest to Geelong.
- As Melbourne grows upwards and outwards, Geelong will inevitably become relatively more attractive as a housing location, given its cost and congestion advantages, its amenity and its high level of accessibility.
- Geelong offers the best of both worlds – amenity and access to the metropolitan job market, lifestyle and facilities.
- Flexible work arrangements, made possible through electronic communication, may make Geelong a viable option.
- There will continue to be a smaller component of growth driven by the demand for holiday and retirement ('sea change' and 'tree change') housing.

IMPLICATIONS OF GROWTH

The increasing concentration of population growth in Australia's two largest cities is unlikely to stop, or be reversed. Plan Melbourne sets out the Victorian Government's policy to take pressure off Melbourne by channelling growth into regional Victoria.

Geelong is the best placed, of Victoria's regional cities, to benefit from strong growth in Melbourne. But the extent of this trend, and therefore the pace of Geelong's future population growth, is unpredictable. As Geelong becomes more integrated into the wider regional economy, it is important for Geelong to continue to remain physically separated from Melbourne, in order to retain its distinctive character.

Given the uncertainty in forecasting growth, planning for faster, rather than slower, growth is recommended. The consequences of not planning adequately for strong growth are more severe, and include:

- land and housing shortages, leading to pressure on housing affordability
- restricted housing choices for future residents and
- potential impacts on competitiveness and economic growth.

Land use planning cannot stop population growth in Geelong. People will continue to have children and move here from Melbourne and other parts of regional Victoria. However a sound Settlement Strategy, appropriate land use planning controls and support from the state government will help us to maintain the desirable lifestyle our region offers, for current and future populations.

HOUSEHOLDS

Increasing demand for housing arises partly through population growth and partly through changing patterns of household formation, and people's living arrangements.

Over time, living arrangements and the average size of households change. Over the last 50–100 years, the average size of households has declined considerably. This means that household growth – the growth in the numbers of dwellings has – outstripped the rate of population growth. Low birth rates flow through to smaller-sized family households and the ageing population is the main driver of a larger proportion of households having just one or two people.

Population growth and household formation patterns create the underlying demand for housing. This is then realised through the housing market and the choices households make. Affordability is a key constraint. Choices about the type of dwelling and location may be traded off, for example, leading some people to choose a small dwelling in a high cost location over a larger dwelling in a lower cost location.

As people's households and living arrangements change over time, it is likely their housing choices will too. Apart from growth in the number of households, there is also a churn of households who move and change their housing in response to changed personal circumstances

This means that in any one year, the total demand to buy or rent dwellings will be much higher than the growth in households alone. Similarly, the total demand for housing is met only in part by new housing stock. Most of the dwellings purchased in any one year are established houses or apartments.

TABLE 5: Dwelling stock changes by share

	CITY OF GREATER GEELONG		URBAN GEELONG		BELLARINE PENINSULA	
	Dwelling stock	Av annual growth in preceding period	Dwelling stock	Share of City of Greater Geelong	Dwelling Stock	Share of City of Greater Geelong
1940	7,481		7,200	96%	281	4%
1960	17,813	516	16,525	93%	1,288	7%
1980	48,380	1,528	39,976	83%	8,404	17%
1990	62,352	1,397	49,012	79%	13,340	21%
2000	74,878	1,253	57,381	77%	17,406	23%
2010	91,302	1,642	68,001	74%	23,301	26%
2015	104,752	2,690	76,375	73%	28,347	27%
2016	107,377	2625	78225	73%	29152	27%

Source: City of Greater Geelong

HOUSING DIVERSITY

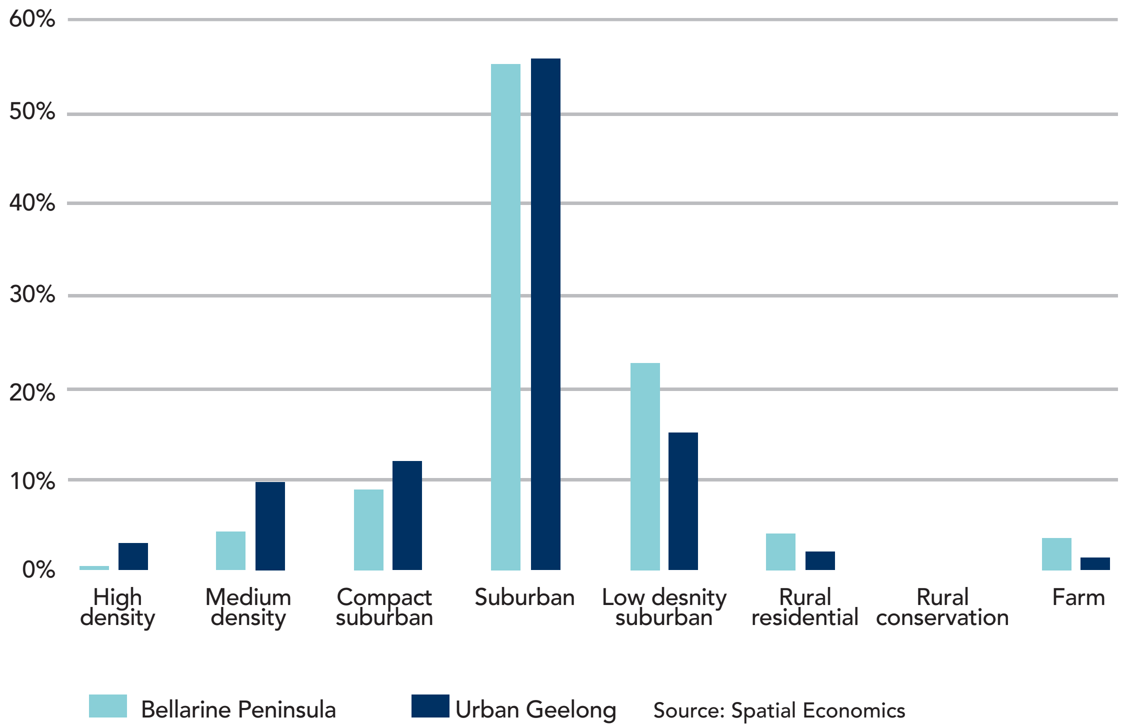
Single detached housing (suburban and compact suburban housing) makes up 84.5 percent of our housing stock, followed by medium density housing (townhouses, units, terraces) at 14.3 percent and high density housing (apartments) at 0.4 percent.

TABLE 6 – Housing and Density Categories

HOUSING AND DENSITY			
High density	Individual dwelling density is less than 150 sqm. Commonly walk-up flats and apartments	Low density suburban	Greater than 750 sqm considered large lots, but still within suburban and township areas
Medium density	Individual dwelling density is between 150 to 250 sqm. Commonly attached one or two story units	Rural residential	Includes all dwellings located on land that is zoned low density residential (ldrz) or rural living (rlz)
Compact suburban dwellings	Individual dwellings 250 sqm to 400 sqm. Considered small suburban lots, but with detached dwellings	Rural residential	Includes all dwellings located on land that is zoned rural conservation (rcz)
Suburban dwellings	Suburban dwellings 400 sqm to 750 sqm	Farm	Includes all dwellings located on land that is zoned farm (fz)

As expected there are higher levels of high and medium density development in urban Geelong (~13 percent) compared with the Bellarine (~5 per cent) and lower levels of low density/rural residential in urban Geelong (17.6 percent) compared to the Bellarine (27 percent).

FIGURE 12 – Comparison of dwellings in urban Geelong and the Bellarine Peninsula



Source: Spatial Economics

TRENDS IN HOUSING DEVELOPMENT

State Government policy currently requires a minimum residential density of 15 dwellings per hectare in all new greenfield growth areas. There are no density targets for existing residential areas.

Our *Housing Diversity Strategy* sets out the following density descriptions, however, these are not used as targets:

- High density – 40+ dwellings per hectare
- Medium density – 20 to 40 dwellings per hectare
- Conventional density – 10 to 15 dwellings per hectare

The residential building industry, particularly in greenfield locations, historically provide a uniform suburban product of separate dwellings. To meet increasing density targets and to keep prices down, the most common response is reducing lot sizes while still delivering detached three and four bedroom family homes.

This business model is often described as 'market driven' but with so little product diversity available this expressed demand may not reflect the underlying demand. The same property market drivers apply in established urban areas resulting in similar challenges and a lack of diversity in smaller dwelling stock.

This is starting to change with increasing land and development costs, changing demographics and consumer demand which means different forms of medium and higher density housing should be part of the product mix offered all areas.

HOUSING GROWTH

Over the last five years, there has been an unprecedented level of residential development in Greater Geelong. The extent of this surge in growth is highlighted in Table 5.

The five years to 2016 has seen substantial development in the Armstrong Creek growth area. This has had a growing impact on the distribution of housing growth across Greater Geelong (Table 7), which started to come on line in this period, and substantial increases in the amount of development (greenfield, infill and redevelopment) in Geelong. In contrast there has been a slowing of development in the northern growth area in and around Lara.

TABLE 7: Dwelling stock changes by location

ANNUAL NET DWELLING STOCK CHANGE BY SELECTED LOCATIONS (CALENDAR YEARS)	2010	2011	2012	2013	2014	2015
Armstrong Creek Growth Area	26	4	49	445	462	665
Lara	251	276	287	148	131	106
Other 'urban Geelong'	1,176	1,012	1,072	1,603	1,457	1,626
Drysdale/Clifton Springs	113	70	139	265	167	178
Leopold	179	253	247	296	169	174
Ocean Grove	244	147	103	174	245	210
Bellarine Peninsula	883	683	709	964	803	794
City of Greater Geelong	2,059	1,695	1,781	2,567	2,260	2,420

Source: City of Greater Geelong

TRENDS IN HOUSING DEVELOPMENT

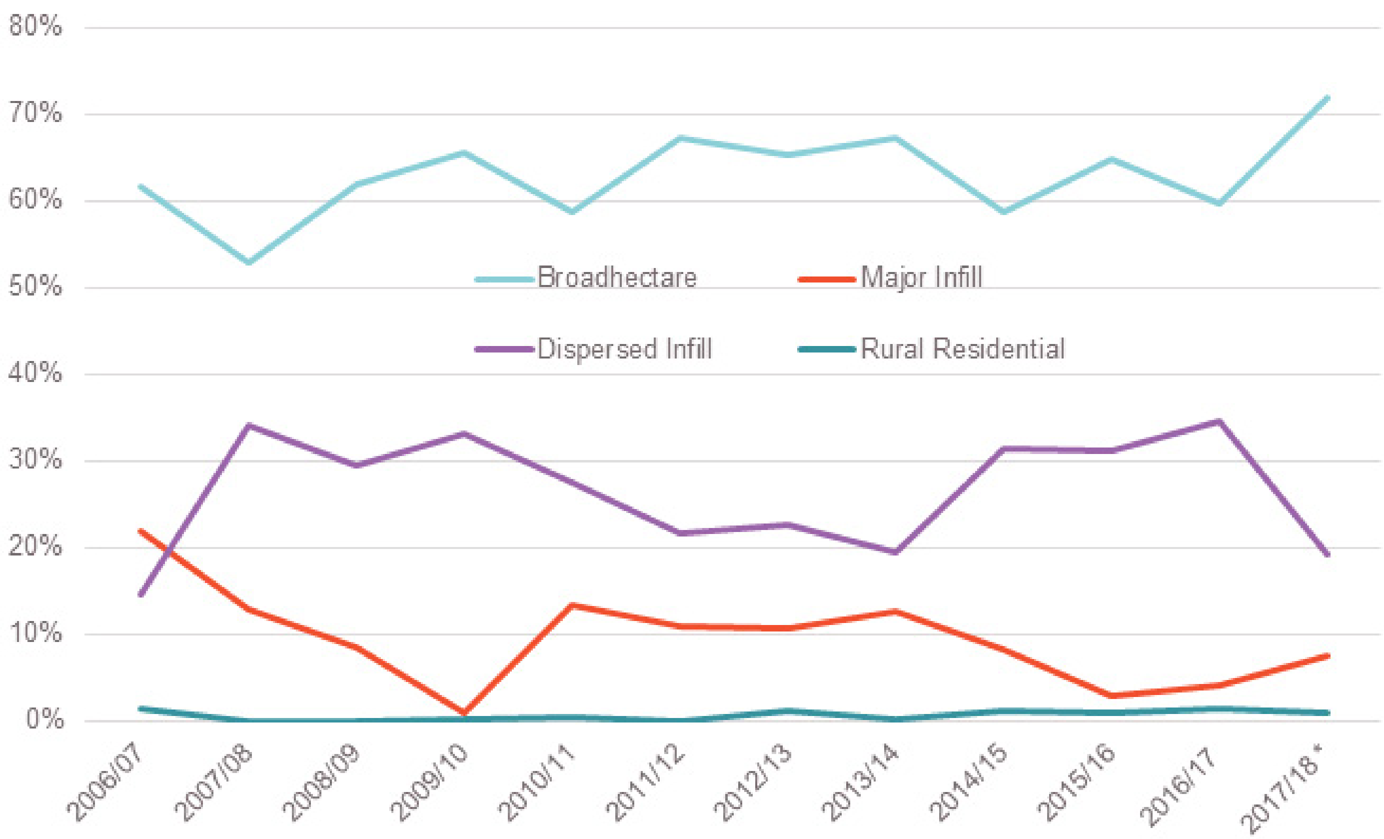
The nature of housing development has also been changing.

Additions to our housing stock occurs in a number of ways:

- greenfield development (either broad hectare development in growth areas, or remnant greenfield lands in urban areas)
- dispersed infill development (usually dispersed small scale redevelopments, within existing residential areas)
- major infill redevelopments of ten dwellings or more in urban areas and
- rural residential developments.

The contribution of each of these forms of development is summarised in the following graph:

FIGURE 13: Distribution of residential lots constructed by supply type

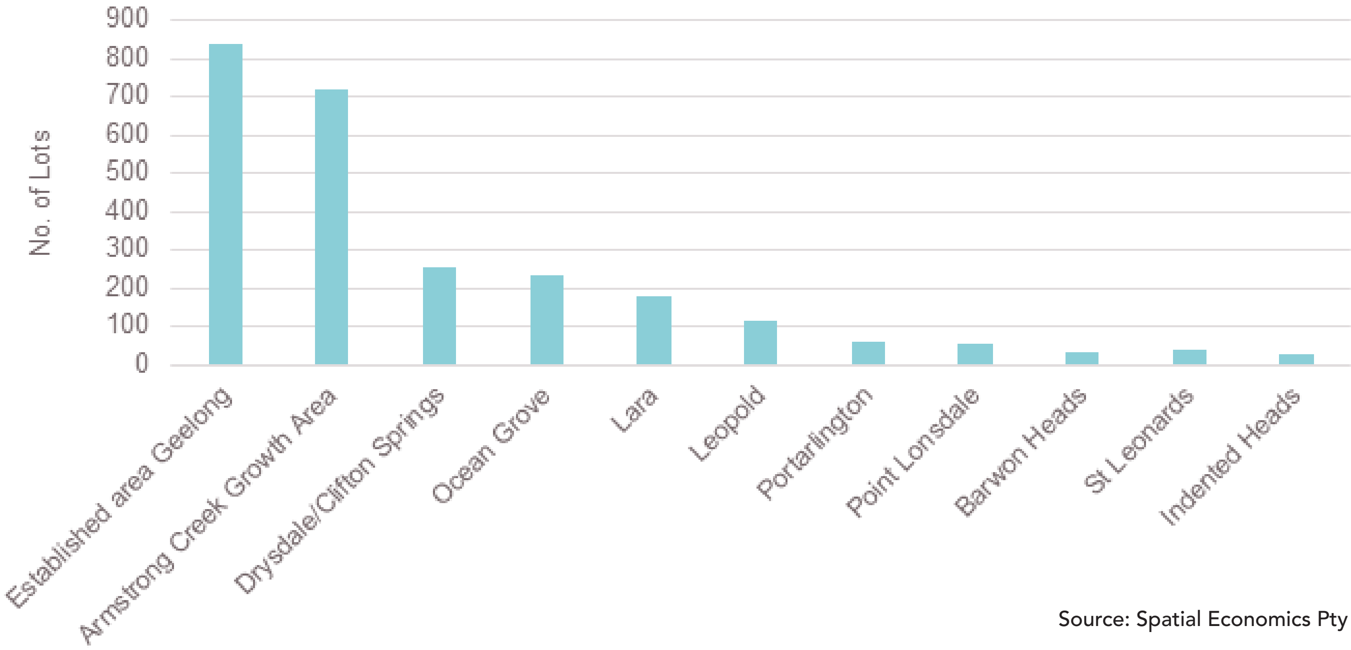


Source: Spatial Economics Pty Ltd

Note: 2017/18 refers to 6 months of the financial year

The spatial distribution of new housing development is summarised in the graph below:

FIGURE 14: Average annual residential lot construction at sub-regional/ township level (last 5.5years)



Source: Spatial Economics Pty Ltd

Over the last decade around two thirds of the housing growth in our municipality has been in urban Geelong –the suburbs generally within the Geelong Ring Road, Lara, the Armstrong Creek growth area, and the established residential areas of Geelong.

Greenfield – that is broad-hectare – development, has accommodated much of the increased demand in urban Geelong. This characteristic is similar to the growth areas in metropolitan Melbourne. In recent years, this has largely occurred in Armstrong Creek, but there has also been significant housing development on areas of remnant greenfield land closer to Central Geelong – for example, Highton and Fyansford.

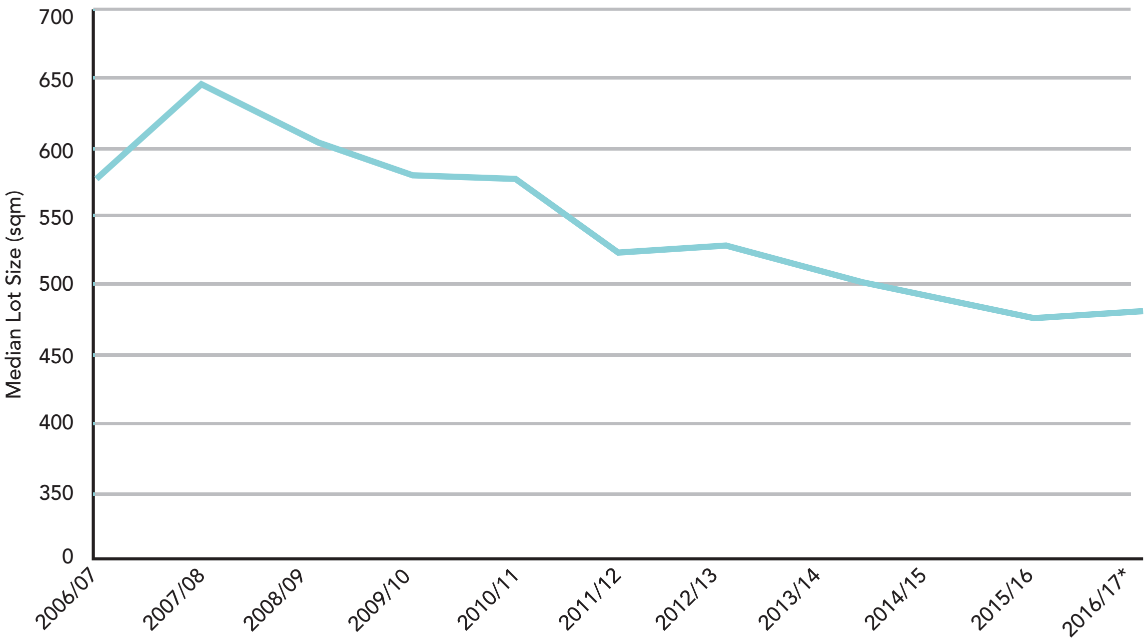
Broad-hectare development has an important role to play, especially in situations where demand increases unexpectedly. The development industry is usually able to increase supply more quickly in well planned broad-hectare growth areas, than through smaller infill and redevelopment projects in established areas of cities, suburbs and towns.

The result is that an upswing in total demand can often see a relatively short-term spike in greenfield housing production, followed by a gradual return to a more normal broad-hectare share of total development. The effect is to mitigate, but not completely eliminate, the price hike that can occur through unexpected and sudden increases in demand.

LOT DEVELOPMENT

In greenfield estates across Greater Geelong, the mix of lot sizes being offered to housing consumers has been changing. While average lot size will vary from one estate to another, lots are generally getting smaller. In 2007–08, the overall average lot size was 646 square metres. In 2015–16, it was down to 476 square metres as seen in figure 15.

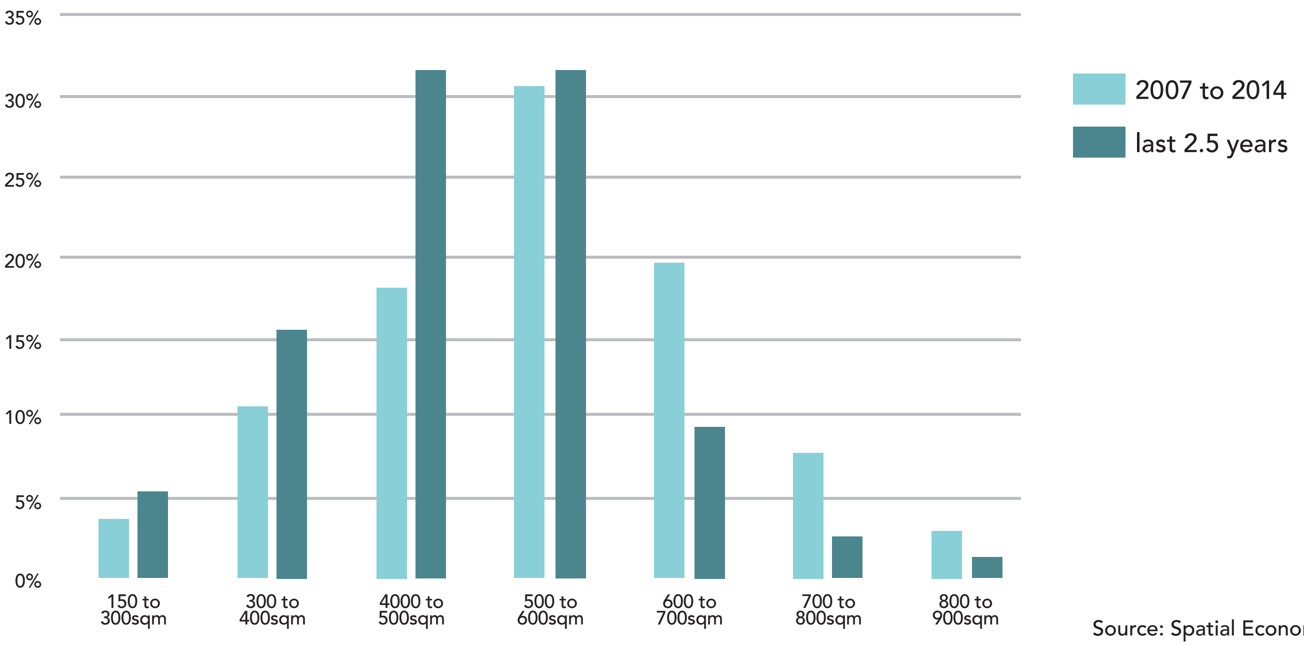
FIGURE 15: Median lot size over time (greenfield)



Source: Spatial Economics

There is also less diversity in lot sizes than there was. Lots sized between 400 and 500 square metres have become increasingly common – up from 18 per cent of all lots, to 32 per cent over the last two years. In contrast, there has been a marked decline in lots of over 600 square metres as seen in figure 15.

FIGURE 16: Lot sizes overtime (greenfield)



Source: Spatial Economics

This overall increase in density has benefits. It increases the effective number of years of remaining land supply and makes it more cost effective to provide urban services. However, the change has been driven by price pressures and does not necessarily reflect the diversity of housing demands.

INFILL DEVELOPMENT

From 2006–2016, just over one quarter of all new housing in urban Geelong came from small-scale, dispersed infill development, within established suburbs.

As Geelong continues to grow and change, the capacity for further such dispersed infill development is a major latent land supply source. Demand for such infill development is likely to progressively increase, as land values rise (particularly within prime amenity localities), travel times from broad-hectare developments lengthen and we invest in increased amenity, services and infrastructure within established urban areas.

Dispersed infill residential development has a number of benefits, contributing to urban containment, using existing infrastructure more efficiently and providing more diverse housing options.

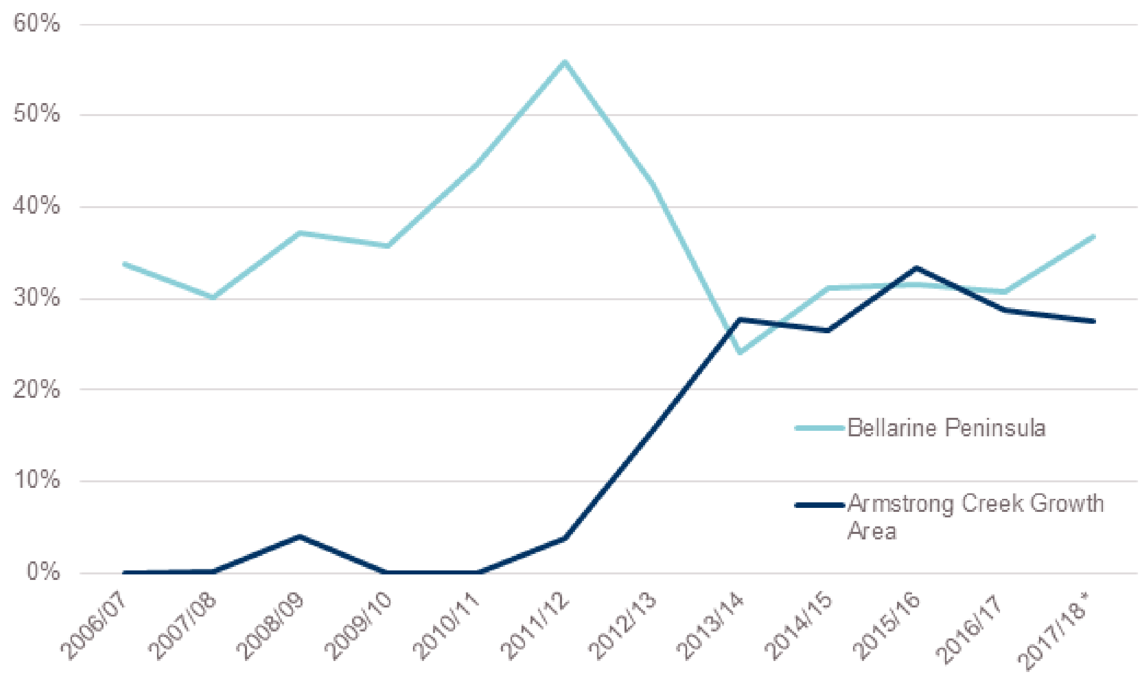
By contrast, there have been relatively few higher-density developments and these have been principally in the inner city area (8 per cent of total projects yielded 4 or more extra dwellings, but these projects accounted for 23 per cent of total extra dwellings).

The demand for such major redevelopments, particularly in Central Geelong, is expected to increase considerably in future. The growing size and diversity of the population and increasing number of professionals in the workforce is likely to mean that more people will choose a smaller dwelling in a central location, with good access to jobs and amenities, in preference to a larger suburban dwelling. This is in line with the Melbourne experience.

Between a quarter and a third of our total new housing supply has been located in townships on the Bellarine Peninsula. This share of growth seems to have peaked before the Armstrong Creek development came on line.

Most of this additional housing has also been on greenfield land (70 per cent, or 7,834 lots since 2006 to January 2018) with the balance coming from the intensification of development within the established areas of townships.

FIGURE 17: Proportion of total lot construction by location – City of Greater Geelong.



*Represents 6 months of the 2017/18 financial year

Source: Spatial Economics

RURAL RESIDENTIAL DEVELOPMENT

Over the last ten years, rural residential developments represented only 1 per cent of lot construction activity in Greater Geelong. This type of development is discouraged in local planning policy, as it is not sustainable and results in high servicing costs.

HOUSING TRENDS IN THE BROADER G21 REGION

Key settlements outside the Greater Geelong municipality, but in the broader G21 region, are functionally part of the Geelong region's housing market. Alternatives that supplement the diversity of the region's housing market include:

- Torquay and Jan Juc, which offer a coastal lifestyle in the Surf Coast Shire and
- Bannockburn which offers affordable, semi-rural lifestyle, the in Golden Plains Shire.

Over recent years, Torquay/Jan Juc has seen housing growth of 3.6 percent a year. Bannockburn has had average annual growth of 6.3 percent.

If, for any reason, there are development bottlenecks in these towns, this would add pressure to Geelong's housing market – particularly for rural and coastal properties.

PLANNING IN AN ENVIRONMENT OF UNCERTAIN GROWTH RATES

A 20-year settlement strategy needs to look 35 years into the future so that growth 15 years beyond the end of the plan is considered. Population and household growth will be the main factors that drive future demand for housing.

Table 8 shows how much Geelong population growth rates have changed over the last 35 years.

Given the variation, no single projection made at one point in time could have predicted the extent of Geelong's short (5 years), medium (5-15 years) or long term (more than 15 years) future growth.

TABLE 8: Population, City of Greater Geelong and broader region

	GREATER GEELONG	ABS'S GEELONG SA4 REGION*
1981	n/a	178,000
1986	n/a	189,000
1991	181,000	207,000
1996	184,000	212,000
2001	192,000	223,000
2006	201,000	236,000
2011	216,000	257,000
2016	239,000	285,000

Source: ABS catalogue 3218.0
[1] Data for the City of Greater Geelong are not available before 1991.
*ABS's SA4 region includes the City of Greater Geelong, Surf Coast Shire, the Borough of Queenscliffe and the southern half of Golden Plains Shire.

TABLE 9: Population change and average annual growth rates

	POPULATION GROWTH		AVERAGE ANNUAL GROWTH RATE	
	City of Greater Geelong	ABS's Geelong SA4 region	City of Greater Geelong	ABS's Geelong SA4 region
1981–1986	n/a	13,900	n/a	1.5 per cent
1986–1991	n/a	14,000	n/a	1.4 per cent
1991–1996	2,300	5,300	0.2	0.5 per cent
1996–2001	8,000	11,200	0.9	1.0 per cent
2001–2006	10,000	13,100	1.0	1.2 per cent
2006–2011	14,300	20,600	1.4	1.7 per cent
2011–2016	22,800	28,800	2.0	2.1 per cent

POPULATION GROWTH SCENARIOS

A practical way forward is to use a range of assumptions when making population, household and dwelling projections. The use of high, medium and low growth scenarios for forward planning, which are regularly updated to account for change, is an accepted approach.

A scenario approach portrays a range of possible population futures, allowing the flexibility to plan for uncertainty and volatility and to respond to change in a planned way.

Five growth scenarios have been developed to look at future levels of demand for housing:

- **Scenario A** is a *long term historic* scenario, using the average long term (1991–2016) population growth rate for the municipality of 1.3 per cent per annum.
- **Scenario B** is the *current official* projections (1.6 per cent per annum). This growth assumption has been used by the Victorian Government in its most recent edition of the official Victoria in Future (2016) regional and local government area population projections. It was also used by id consulting in its population growth projections for the City of Greater Geelong prepared in 2014.
- **Scenario C** is a *strong growth* scenario (2 per cent per annum), based on population growth over the last 3-4 years, when growth stepped up to a level not seen in the last 35 years.
- **Scenario D** is in line with the *G21 Regional Growth Plan* aspirational growth scenario of 2.5 per cent population growth per annum. It reflects the rise in population growth and the Australian Bureau of Statistics' most recent 2.7 per cent growth figure, which will likely be maintained going forward.

  Scenario D assumes growth will continue to be supplemented through overspill of population and housing demand from Melbourne. Population growth rates of up to 5 per cent have been sustained in Melbourne's growth area municipalities for many years. Greater Geelong is different to those growth areas, as it is an established city with greater population diversity, a range of housing types and an expanding range of local employment opportunities. However, as metropolitan Melbourne is projected to grow by around 100,000 people per year into the future, it is assumed that more people will be attracted to Geelong for its lifestyle benefits and relatively affordable housing.
- **Scenario E** is a *growth surge* scenario, where population growth is 3.0 per cent per annum. This is at the upper end of what might realistically be achieved and reflects the most recent growth figures (2.7 per cent), the growth rates achieved in other peri-urban growth areas and positive employment figures. Unless land in Melbourne's south-west growth area (Wyndham) starts to constrict, it is unlikely growth will rise above 4.0 per cent, which is what Melbourne's growth areas have historically achieved.

TABLE 10: Projection scenarios City of Greater Geelong, 2016–2036 - population, households and dwellings

SCENARIOS:	A	B	C	D	E
Population in 2036	307,400	320,800	352,300	387,900	427,121
Population growth, 2016–36	72,100	85,400	116,900	152,600	191,778
Annual average change – pop'n	1.3%	1.6%	2.0%	2.5%	3.0%
Households in 2036	127,400	133,000	146,000	160,800	177,062
Household growth 2016–36	32,300	37,900	50,900	65,700	81,930
Average annual household change	1.5%	1.7%	2.2%	2.7%	3.2%
Dwellings in 2036	142,300	148,400	163,000	179,500	197,638
Change in dwellings, 2016–2036	36,200	42,300	56,900	73,400	91,543
Average annual change – dwellings	1.5%	1.7%	2.2%	2.7%	3.2%

Source: Spatial Economics Pty Ltd

All of the scenarios are relevant to the *Settlement Strategy,* given planning must be flexible and robust enough to cope with any of these growth scenarios. No one projection scenario is right or wrong. In the current climate, the low growth projection seems unlikely. However, a national recession or economic downturn could lead to a reduction in overseas migration, as it did in the 1990s, reducing national, state and regional population growth rates.

The aspirational scenario is being realised at the moment and is generating extra demand for housing and associated infrastructure and services. While we are currently experiencing growth at 2.7 per cent, the current five-year growth rate is still at 2.0 per cent. For this reason, scenario D (2.5 per cent) has been used as the primary basis for calculating housing demand, greenfield land adequacy and the timing of future land releases. This allows room to adjust if growth rates do surge to 3.0 per cent, which can be picked up with annual and five-year trend monitoring, without raising expectations and demands around future housing supply requirements.

GROWTH SCENARIOS AND RESIDENTIAL LAND REQUIREMENTS

It is estimated that almost 75 percent of Greater Geelong's dwelling requirements are met from broad-hectare and major infill residential development. This percentage has been consistent for the last five and a half years. For the purposes of calculating the number of years' land supply remaining, it has been assumed that this percentage will not change. It is sensible to make a conservative 'business-as-usual' assumption on development type as a basis for strategic planning for future land supply.

In practice, it is likely that the percentage of dwelling stock coming from dispersed infill and higher density redevelopment (such as in Central Geelong) will increase as Geelong's population grows.

An estimate of the capacity, in terms of years of supply, for future housing development (scattered small-scale housing intensification and larger scale redevelopment) in established areas has not been undertaken. Given the 'capacity' for housing growth in established areas is influenced not only by planning policies, but also by housing preferences (for detached houses versus town houses and apartments) and by relative property prices – that is, whether the price premium for detached housing in desirable established areas become high enough to make redevelopment for alternative forms of housing viable.

While the potential years of supply in established areas has not been calculated, the overall assessment is that capacity constraints will not set a limit on the share of future housing demand met by urban consolidation – if the demand is there, the capacity can be found.

A housing capacity analysis was undertaken as part of the *G21 Regional Growth Plan.* This identified there was capacity within established urban areas for 80,000 dwellings. If the share of future housing demand met by urban consolidation increases, the estimated years of broad-hectare residential land supply will also increase. For example, a 10 per cent increase in urban consolidation would increase the total identified broad-hectare land supply from 29 years to at least 33 years, under scenario D.

The Bellarine Peninsula townships currently provide for up to 20 years supply of township development land to the municipal housing supply. This is located predominantly within the existing settlement boundaries of the three district townships of Leopold, Ocean Grove and Drysdale/Clifton Springs, with additional supply at St Leonards.

The demand for housing in broad-hectare developments and land supply (both zoned and unzoned) in growth areas and major infill (remnant broad-hectare) sites has been estimated to calculate the years of available land supply. The table below shows the estimated years of remaining supply, given the population growth rates assumed in the five growth scenarios.

In summary, when the estimated capacity of the two future growth areas are considered, there is adequate identified capacity to meet likely future broad-hectare housing needs beyond 2040, even assuming continued rapid population growth.

TABLE 11: Estimated years of broad-hectare and major infill land supply, 1 January 2017

	GROWTH SCENARIO				
	Long term historic (A)	Current/ Official (B)	Strong growth (C)	G21 Aspirational (D)	Growth Surge (E)
Zoned	28	24	18	14	12
Unzoned(Potential)	5	4	3	2	1
Sub-Total (excl NWGGA)	**32**	**28**	**21**	**16**	**13**
Northern Growth Area (Lovely Banks)	12	10	8	6	4
Western Growth Area (Batesford)	13	11	9	7	5
Total Identified Supply	**57**	**49**	**38**	**29**	**22**

Source: Spatial Economics Pty Ltd

Notes: Assumed 74% of the supply comes from major infill (remnant broad-hectare and broad-hectare) and no increase in supply from dispersed infill

LAND SUPPLY AND AFFORDABILITY

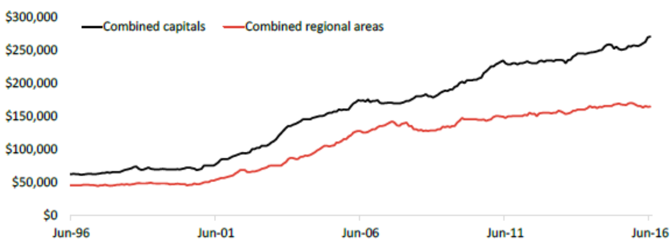
The maintenance of an adequate land supply (both for broad-hectare development and urban consolidation/ redevelopment) is critical to maintaining housing affordability in Geelong.

Research has shown it is the land component of house and land packages that has increased the most in real terms. The Australian Government Housing Supply Council's March 2013 overview report on *Housing Supply and Affordability Issues* concluded that:

> **"...real construction costs (are) not driving the escalating housing prices, suggesting that the costs of land and land development are the major supply-side drivers of increasing house prices."[2]**

The extent of the rise in residential land prices over the past two decades is illustrated in the graph below, which shows the trend in the real average cost per square metre of residential land in both Australian capital cities and regional centres.

FIGURE 18: Median $ rate/sqm in capital cities vs. regional markets



Source: CoreLogic[3]

One consequence of this rise in the cost per square metre of residential land is the progressive decline in the average size of residential lots, as developers struggle to keep lot prices affordable for their target market.

Factors contributing to increases in lot prices include:

- increasing broad hectare land prices
- strong demand and population growth
- limited industry capacity to add to land and housing when there is strong upturn in demand
- increasing subdivision design and construction standards, and local infrastructure charges
- complex and time-consuming planning processes and tighter controls on where development can occur.

Housing Choice

Affordability is not the only important consideration in planning to meet future housing needs. Equally important is providing for a mix of dwelling types appropriate to changing population profiles and satisfying purchaser expectations. The latter include being able to choose between a range of housing types and locations.

Greater Geelong has traditionally provided new home buyers with a range of housing types and locations. This has included:

- broad-hectare development in urban Geelong, including Armstrong Creek and Lara,
- development of remnant broad-hectare land in places, such as Highton and Fyansford,
- small-scale, scattered housing and more targeted opportunities for denser (apartment) style housing.

This is complemented by the availability of both new and established housing in the Bellarine Peninsula townships and in rural living precincts.

However this situation is beginning to change. The stock of remnant broad-hectare sites in urban Geelong is being gradually exhausted. There is limited remaining capacity for rural living development, with demand being increasingly diverted to neighbouring municipalities. Finally, there is the issue of how much more housing development can occur on the Bellarine Peninsula without adversely impacting on its character.

[2] National Housing Supply Council, *Housing Supply and Affordability Issues 2012 -13*, p 90

[3] CoreLogic, 2016, Capital city land prices continue to climb, www.corelogic.com.au/news/capital-city-land-prices-continue-to-climb#.Ws_hEf4cTs0, accessed on 13 April 2018

Once the supply of remnant broad-hectare land within urban Geelong is used up – likely to be within three to five years at current consumption rates – 'urban Geelong' buyers looking for new housing in greenfield estates will face a choice between Armstrong Creek and Lara. Currently both of these areas primarily serve the low to moderate price segment of the market.

The Northern and Western Geelong Growth Areas have physical and locational characteristics that could result in them being seen as real alternatives to Lara and Armstrong Creek.

Providing more medium and higher density housing can, and should, be part of a strategy to maintain housing choice. However such forms of housing tend to be significantly more expensive per square metre than detached housing and will not be seen as an attractive alternative by at least some potential buyers.

In terms of future housing types and locations, it is clearly desirable to provide more choice and competition in the land market. This will address housing affordability and maximise the choices available to those seeking to buy or rent housing in Greater Geelong.

If adequate choices are not available within Greater Geelong, it is likely to result in the diversion of demand to adjacent areas, such as Torquay, Jan Juc and Bannockburn. It is also likely to reduce the share of growth attracted to Geelong from the Melbourne market.

IMAGE: 11 York Street Geelong. Source: www.realestate.com.au

SUMMARY OF KEY FINDINGS

Based on an analysis of the background information, we have made the following key findings. These findings are the basis for the development of the Settlement Strategy.

Population and Housing

- The current growth rate is 2.7 per cent and the five-year average growth rate is 2 per cent. Whilst we are currently experiencing record rates of population growth it is currently a short term trend.
- Geelong is the best-placed regional city to capitalise on Melbourne's strong growth.
- Planning for faster, rather than slower, growth has distinct advantages.
- Over the last 10 years, the share of new housing built on the Bell arine has been approximately 35-37 per cent of all new dwellings, despite only accounting for 27 per cent of all housing stock.
- Average lot sizes are decreasing and becoming more uniform.
- The supply of increasing lot uniformity does not necessarily reflect the demand for more diversity.
- Over the last 10 years, just over 25 per cent of new housing has been small-scale, dispersed infill development in established areas.
- Rural residential development only represents 1 per cent of lot construction.

Growth and land Supply

- The projections used to develop this strategy are primarily based on the G21 aspirational growth rate of 2.5 per cent (although the other scenarios have been used to test the strategy's robustness).
- There is a 25+-year supply of residential land (existing and identified) available, based on the 2.5 per cent growth rate scenario.
- There is capacity in established urban areas to accommodate housing growth, particularly in Key Development Areas and Increased Housing Diversity Areas.
- Maintaining land supply is critical to housing affordability.

KEY QUESTIONS TO ADDRESS

The key questions this strategy needs to address include:

- How much future housing will be needed, given a range of realistic assumptions regarding future population growth and the changing formation of households?
- What potential contribution can urban consolidation make towards future housing needs?
- How can housing choice and affordability be influenced?
- Is there a need to identify additional areas for future housing growth?
- How do we maintain Geelong's unique identity and character, while providing for growth?
- How should the balance between future housing development in urban Geelong and the Bellarine Peninsula townships be managed?
- What implications will Geelong's projected strong population growth have in townships on the Bellarine Peninsula?
- How can growth be managed and what are appropriate triggers for additional land releases?
- What impact will the extra infrastructure needed to service population growth have on our budget and resources?

THE STRATEGY

THIS STRATEGY IS BROKEN INTO SEVEN PARTS:

- Spatial Distribution of Growth and Land Supply
- Housing Diversity
- Managing Future Growth
- Bellarine Peninsula
- Introducing a Permanent Settlement Boundary
- Urban Consolidation
- Monitoring and Review

Clause 11.02-1 of the State Planning Policy Framework requires planning authorities to plan for projected population growth over 15 years.

It also states:

"...residential land supply will be considered on a municipal basis, rather than a town-by-town basis".

This has implications for planning and future growth of Bellarine Peninsula townships and the release of land in already identified future growth areas of urban Geelong.

There is a view, in parts of the development industry, that the 15-year growth horizon should be applied to the 'growth area' townships on the Bellarine Peninsula.

In the past, periodic reviews of township structure plans have created expectation and pressure to progressively extend township boundaries. The term 'growth area' was incorrectly interpreted by some to imply that township boundaries can be continuously extended to accommodate growth, in line with market demand.

Some argue that the housing market on the Bellarine is distinct and different from that in Geelong, as it attracts home buyers seeking a sea change or a holiday house in a coastal/rural environment. This notion of a separate market is used to justify calls for an ongoing 15-year land supply in both urban Geelong, and the growth areas on the Bellarine Peninsula.

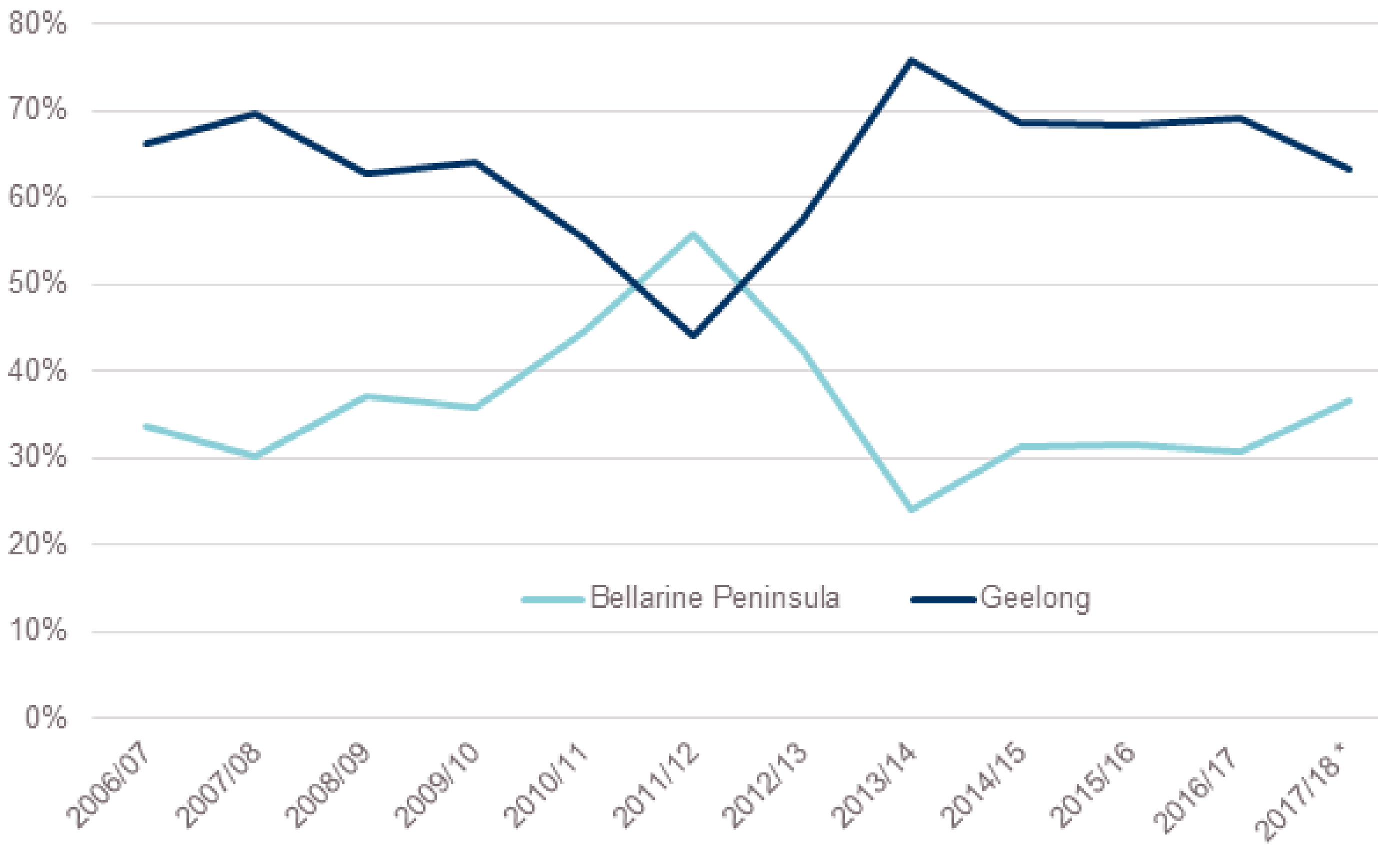
There is no doubt some categories of buyers would not see urban Geelong as an acceptable substitute for Bellarine townships. However, this group accounts for only part of the township market.

For some buyers, housing in townships and broad-hectare estates in urban Geelong are substitutable. This is demonstrated by Figure 16, which shows the Bellarine township share of growth seems to have peaked when choices in urban Geelong were more limited – that is, before new housing in the Armstrong Creek growth area came on line.

We are currently sending mixed messages about development on the Bellarine. While some existing strategies seek to preserve the character and environment of the Bellarine, others nominate these towns as growth areas. Clearer direction is needed to manage future township growth well in the long-term.

In this context, the structure planning process needs to be reconsidered. The current review regime impacts on our resources and raises expectations in the development industry and the community. If the structure planning process were to change, site or localised planning initiatives, regular service and infrastructure reviews and community engagement could still be used to guide the township planning process.

FIGURE 19: Bellarine Peninsula townships share of City of Greater Geelong lot construction over time



*Represents 6 months of the 2017/18 financial year

Moving forward, decisions need to be made about the balance of future land supply (and housing growth) between urban Geelong and Bellarine townships.

The bulk of future housing need should be met in urban Geelong for the following reasons:

- the designation of three major growth areas in Armstrong Creek and the Northern and Western Geelong Growth Areas) and
- increasing housing consolidation, particularly in Key Development Areas.

However, this expectation is not made explicit anywhere in the current housing framework.

LAND SUPPLY

Our planning framework provides 25+ years of residential land supply under the aspirational growth scenario of a 2.5 per cent growth rate. This more than meets the state government requirement to plan for a 15-year timeframe. There is approximately 20 years supply on the Bellarine, given the township's share of overall growth.

Designating multiple growth areas creates housing location choice and helps maintain competition in the land market. In turn, this results in improved housing affordability.

In the first community engagement phase for this strategy, we received a significant number of submissions from land owners and development industry representatives keen to pursue speculative residential development, outside the urban boundaries identified in existing policy.

Areas of interest included:

- Leopold, Drysdale and Ocean Grove, on multiple fronts
- Armstrong Creek, to the south and the west
- Lara West and north of the Northern Growth Area and
- a new residential community at Moolap.

The land supply within existing identified growth areas are sufficient to meet likely demand for greenfield housing to 2046, assuming the G21 aspirational population growth scenario of 2.5 per cent. There is therefore no need to identify or rezone additional residential land as part of this Strategy. This period could be extended by another 15 years, if an increased share of total housing demand is met in established areas, and increased housing diversity and density can be achieved in growth areas.

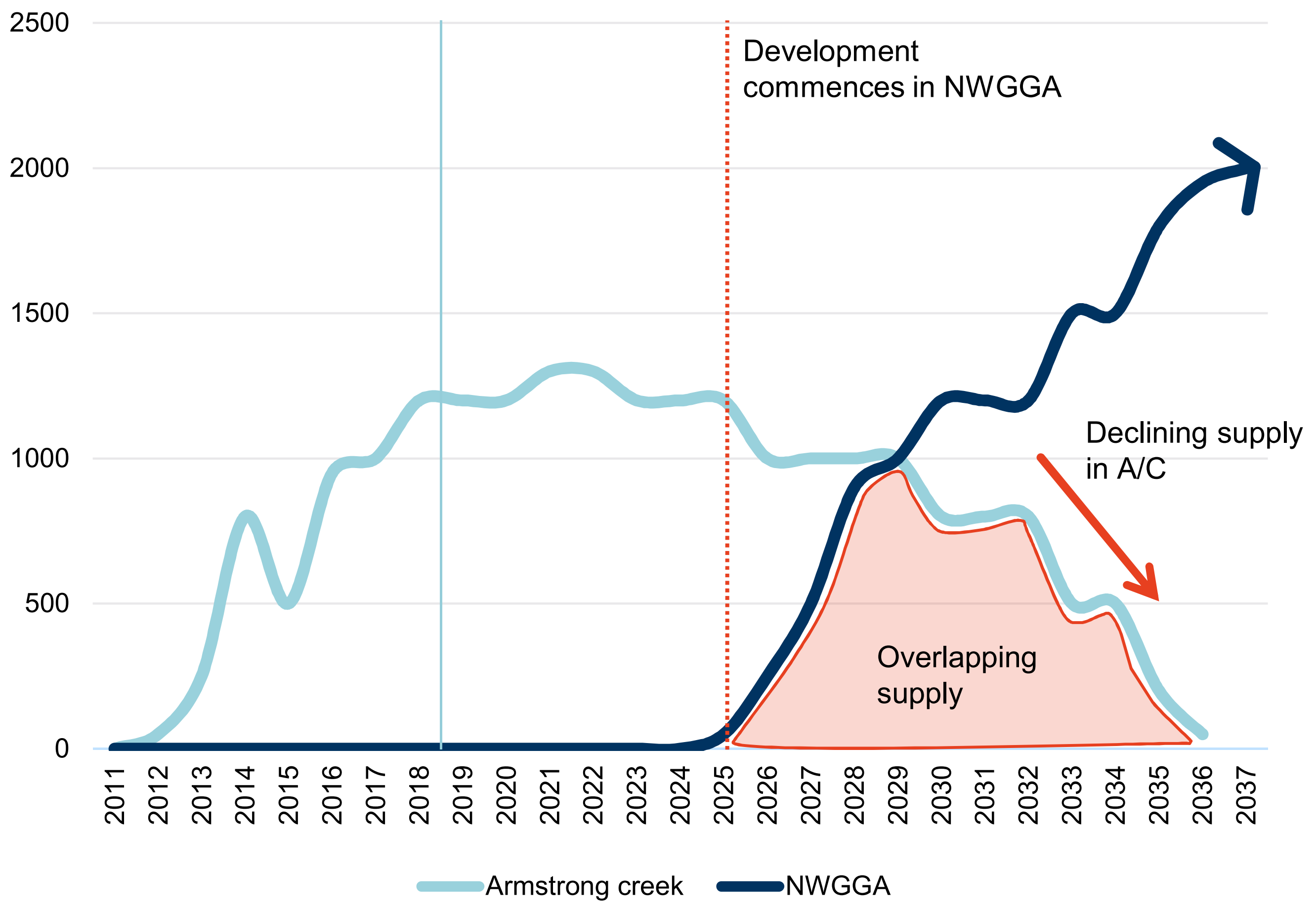
Given the above, we will not support any proposals for rezoning or designating broad-hectare land for residential use, thus creating growth areas beyond those already planned.

For identified growth areas, there are a number of factors that must be considered to make sure that adequate supply is maintained:

1. Typical development pattern of growth area development

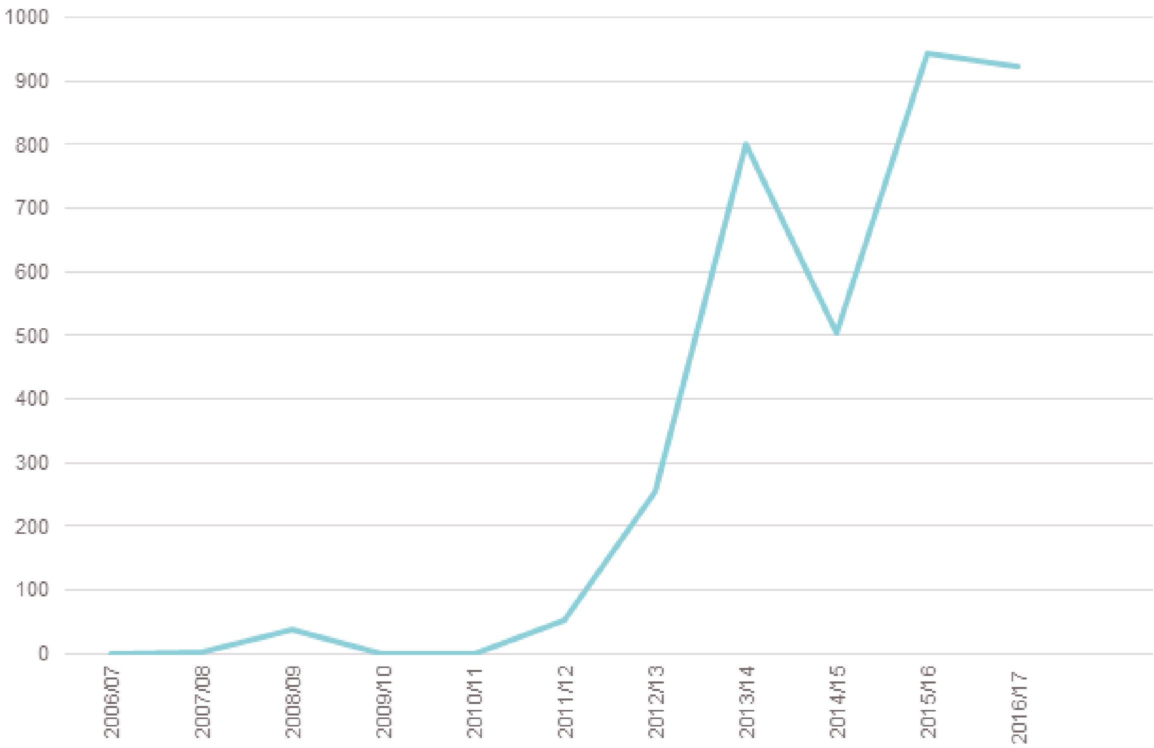
The development of residential growth areas is typically characterised by slow (and slowly accelerating) initial growth rates, followed by a period of more rapid development, as the growth area matures. Finally, a decline in the rate of development occurs as the growth area approaches 'build out'. The rate of development in growth areas can be characterised as typically following a 'bell curve' (as illustrated by the graph below).

FIGURE 20: Overlapping bell-curves needed to maintain the total broad-hectare supply



To date, development in Armstrong Creek seems to be following this expected pattern (see Figure 21 below).

FIGURE 21: Rate of growth in Armstrong Creek



Growth area development typically follows this pattern for a number of reasons, including:

- delays in the early years for planning approvals and infrastructure development
- owners of broad-hectare land may initially be reluctant to sell their land to developers
- a low number of developers active in the growth area
- market demand for housing in a new area may be uncertain
- as markets mature, more active developers/estates come on board, local facilities and services improve and the demand for new housing increases.

As the remaining broad-hectare land supply begins to significantly decrease – typically at 80 per cent 'build out' – annual lot production slows down. This is because:

- the more difficult and expensive land is left until last
- owners of the remaining broad-hectare land may hold out in the expectation of receiving higher prices at a later date and
- there may be fewer active developers/estates.

When larger, city or region-wide property cycles are overlaid on this typical pattern, it can result in a more uneven growth rate.

2. Maximising effective competition in land supply

Maximising housing choice and competition between broad-hectare developers puts downward pressure on prices. Concurrent development of more than one growth area helps achieve this. This is good for Greater Geelong if we are to retain a relative advantage over Melbourne's growth areas, in terms of housing affordability.

Providing land supply to meet forecast population growth over a 15 year timeframe is not sufficient to ensure effective competition. If a significant percentage of remaining supply is in the hands of a small number of land owners/developers, or if the rate of development in existing areas slows because the available land is unusually difficult or expensive to develop, this can impact competition.

However, as Geelong's land supply is not greatly impacted by highly fragmented land holdings – that is, it has three major growth areas and a diversity of other growth fronts and given the profile of lot sizes and development consortiums, competition can be maintained.

3. Unexpected upturn in demand

There is the possibility that growth will continue to accelerate and overall housing needs will exceed the numbers presented in the aspirational growth scenario of 2.5 per cent.

The consequences of underestimating growth include:

- delays in planning for growth
- inadequate land supplies and the diversion of demand (as experienced prior to release of Armstrong Creek)
- rising land prices and
- declining housing affordability.

When assessing target release dates for new growth areas, it is prudent to build in a 'buffer' for unexpected upturns in demand. This strategy includes a 'growth surge' scenario (3 per cent growth rate) for this reason, and recommends regular monitoring of housing demand.

NORTHERN AND WESTERN GEELONG GROWTH AREAS

Should growth continue at current forecast rates, at least part of the Northern and Western Geelong Growth Areas will be required before 2036. There will also be a need for substantial overlap between the effective completion of development in Armstrong Creek and the commencement of development in at least one of the new growth areas. Therefore, planning needs to be in place to allow development to commence in at least one of these new growth areas by 2025.

By doing this, it means we can accommodate growth, even if it exceeds the aspirational rate, or if there is a significant transfer of broad-hectare demand from the Bellarine Peninsula townships to Geelong.

RURAL LIVING NODES AND RURAL TOWNSHIPS

The major rural living nodes are currently located at Lara, Drysdale/Clifton Springs, Wallington, Lovely Banks and Batesford. There are also smaller nodes in Waurn Ponds, Fyansford, Leopold, Newcomb, Moolap, Curlewis, Portarlington and Ocean Grove. These areas provide lifestyle and housing choice, but are considered inefficient to service and residential development is generally contrary to the objective of maintaining a farmed, rural landscape in these areas.

There are a number of other rural townships and communities which offer lifestyle opportunities. These include Wallington, Breamlea, Anakie and Ceres. These townships have limited services and facilities and are not capable of accommodating growth, beyond what the current zoning regime allows.

We have no plans to expand these townships for the following reasons:

- Wallington – currently zoned as a Rural Living and Farming Zone
- Breamlea – has a number of environmental constraints outlined in the Bushfire Management, Design and Development and Environmental Significance overlays
- Ceres – located in the regionally significant Barrabool Hills landscape.

The *Anakie Structure Plan 1996* discussed the possibility of expanding the township to the south and west. This is no longer appropriate, given the environmental and bushfire constraints that have since been recognised via Bushfire Management and Environmental Significance Overlays.

PRINCIPLES AND DIRECTIONS – SPATIAL DISTRIBUTION OF GROWTH AND LAND SUPPLY

Principle

Provide clear strategic direction on the spatial distribution of residential growth in Greater Geelong.

Directions

a. Direct the majority of future housing needs to urban Geelong (urban infill, Armstrong Creek and the Northern and Western Geelong Growth Areas).

b. Acknowledge the share of new development on the Bellarine Peninsula should decline over time.

c. Discontinue the use of the term 'growth area' when describing district towns on the Bellarine.

d. Ensure development occurs within designated settlement boundaries.

e. Reconsider the need for and timing of the structure planning review process for townships.

Principle

Maintain an adequate supply of residential land.

Directions

a. Adopt a scenarios-based approach to planning for future housing needs. Use regular monitoring and review to adjust planning, if required.

b. Continue to monitor and review land supply, although new areas for residential development are unlikely to be needed.

Principle

Minimise the economic, environmental, visual and servicing impacts of residential development on rural areas.

Directions

a. Maintain the extent of rural hamlets (Breamlea, Ceres and Anakie) to current township zone limits.

b. Rescind the *Anakie Structure Plan 1996*, as environmental constraints in the area make further residential development undesirable

c. Limit rural-living developments to existing zoned land in Lara, Drysdale/Clifton Springs, Wallington, Waurn Ponds, Lovely Banks Batesford, Fyansford, Leopold, Newcomb, Moolap, Curlewis, Portarlington and Ocean Grove.

HOUSING DIVERSITY

Housing diversity means there is a variety of housing types (houses, units, townhouses and apartments) available in an area to cater for a variety of resident needs at various times in their life.

With almost 85 per cent of Geelong's housing stock consisting of suburban detached 'family homes' increasing housing diversity will be a key feature of addressing housing needs into the future.

Increasing the City's housing diversity is important for a number of reasons:

- More efficient use of land. Increasing housing densities in existing and planned suburbs reduces the pressure to continually expand into farmland and areas with environmental significance.
- Diversity of housing. Different housing densities can relate to different housing types. Increasing households of singles and couples with no children means the single detached three or four bedroom home that traditionally dominates our suburbs and new estates may not meet everyone's needs.
- A family can "move up" without moving away—say, from a townhouse to a single-family home.
- Young adults looking to move out or empty nesters looking to downsize can stay in the same area
- Providing for a broad socio economic mix in communities due to different price points for different housing types
- More diverse communities are more sustainable in the long term as they are able to maintain a range of services and facilities useful to all age groups.
- Housing affordability. Increasing housing density and diversity has the potential to provide housing at a range of price points.
- Provision of services. Higher densities of housing (and potentially people) can make service provision more efficient.

DIVERSITY DONE WELL

The need for and benefits of increasing housing diversity apply equally to existing and new master planned communities.

Introducing medium density housing to existing neighbourhoods can be problematic given there is an established neighbourhood character and resident expectations. In master planned communities this problem can be alleviated to some extent as potential residents will be informed about future land use and development plans including where higher density housing will be located.

In order for medium and high density housing to be embraced by communities it needs to be done well. This means good designs achieving a high level of amenity for future residents and being appropriate for the site and neighbourhood.

Over 25 per cent of Geelong's new housing supply currently comes from small scale medium density developments in established suburbs. If this is to increase to 50 per cent overtime community support must be fostered by ensuring high quality design outcomes are achieved.

ACHIEVING DIVERSITY

Greater housing diversity and densities are encouraged in activity centres with medium density housing located around activity centres. In established suburbs a more incremental change is expected with medium density (compatible with the scale of family homes) dispersed throughout conventional neighbourhoods with greater respect for neighbourhood character. This approach was established in the *Housing Diversity Strategy* and is further explored under the 'Urban Consolidation' theme.

In master planned communities a net residential density of 15 houses per hectare is typically achieved with single detached dwellings on suburban and compact suburban lots. However, this could also be achieved using a mix of conventional, medium and higher densities as shown in figure 22. The planning for new communities must include provision for a diversity of housing choices, this can be achieved with Council working with the development industry and via various planning mechanisms and development agreements.

FIGURE 22: Achieving diversity and density

CLEVER AND CREATIVE HOUSING SOLUTIONS

We are keen to support clever and creative solutions to increasing housing diversity and affordability.

There are numerous examples of innovative housing solutions such as:

- the ENVI urban micro village on the Gold Coast which offers 70 square metre terrace housing at affordable prices.
- the tiny house movement which can utilise existing suburban backyards. This is often cited as a solution to increasing urban density without impacting on neighbourhood character
- small scale co-housing where an existing single dwelling is converted to accommodate two to three dwellings. An example is the award winning Benn multi-generational family home in Balmain, Sydney.
- the co-housing model which develops a mix of private and communal spaces, a prominent international example is the German Baugruppen (building group) model which offers architecturally designed, sustainable and affordable housing.
- the Nightingale model in Brunswick (a local example similar to the model above) which delivers multi-dwelling, sustainable design that is community led with owner-occupiers not investors financing which also delivers affordability.
- The Primaries warehouse in Fremantle which delivered 40 grouped dwellings with inner communal courtyards.

There is high demand for such housing. The waiting list for apartments delivered under the Nightingale model is over 800 and the Primaries sold out in eight weeks.

The City is keen to attract and work with interested parties to deliver innovative housing solutions including supporting pilot projects in existing and new master planned communities. However, we understand regulation can often be a barrier to innovation and new ways of doing things. To this end we will look at flexible approaches and negotiated outcomes to deliver new approaches to delivering high quality diverse housing outcomes in Geelong.

IMAGE: The Primaries www.realestate.com.au

AFFORDABLE AND SOCIAL HOUSING

While maintaining an adequate and competitive land supply market, we will also continue to work with the state government, developers and community housing providers to deliver social housing in both new and established communities.

Increasing the supply of social housing in Greater Geelong is possible with:

- existing policies that support greater housing diversity close to activity centres, services and public transport
- new initiatives, such as affordable housing agreements
- use of surplus government land
- work with the development industry, to include social housing as part of the approvals process and
- streamlined planning processes.

State government initiatives, such as the Victorian Social Housing Growth Fund and *Homes for Victorians* strategy will also support future investment in social housing.

PRINCIPLES AND DIRECTIONS – HOUSING DIVERSITY

Principle

Ensure housing diversity is achieved in existing and growth area communities.

Directions

a. Continue to implement and build upon the Housing Diversity Strategy to increase housing diversity in existing communities.

b. Increase housing diversity in growth areas through the delivery of a broad range of lot sizes, capable of accommodating a variety of different housing types, including the identification of locations appropriate for mixed use, high and medium density housing in strategically identified locations.

c. Work with interested parties to deliver high quality clever and creative housing solutions that will provide greater housing choice in Geelong.

Principle

Increase the level of affordable and social housing in Greater Geelong.

Directions

a. Support affordable housing in areas suitable for urban consolidation.

b. Investigate model voluntary agreements, inclusionary zoning and development of surplus government site to deliver social housing.

c. Work with the state government, community housing and the private sector to deliver more affordable and social housing options.

As previously noted, sufficient land has been identified to meet greenfield residential housing needs to 2046.

For this reason, no new or additional residential land is required for the duration of this strategy. The timing of the release and management of new growth fronts has implications for:

- housing supply
- housing choice and affordability and
- our service and infrastructure budgets.

This section explores what we must consider when deciding to release new growth fronts.

SEQUENCING

One issue that needs to be decided is whether to develop Armstrong Creek, followed by either the Northern or Western Growth areas, or alternatively allow concurrent development of Armstrong Creek and one or both of the new growth areas. Each option should be considered in light of the known development patterns of growth areas, the need for competition in land supply, the potential for an unexpected upturn in demand and the desire to put downward pressure on the costs of housing.

Based on current growth rates and strong demand, it is likely development of the Armstrong Creek growth area will continue at a rapid pace. Its contribution to housing supply could start to diminish markedly in the next 10 to 15 years.

Given the current rates of growth we are experiencing, the question is no longer when the future growth areas should be released, but how the staging of development should be managed.

To maintain supply, we need a substantial overlap between completing Armstrong Creek and commencing development in at least one of the new growth areas. An approved precinct structure plan and subdivision must therefore be in place to allow construction to commence in at least one new growth front in the next seven years.

COSTS OF HOUSING GROWTH

There are significant infrastructure costs associated with broad-hectare development such as social, transport, and utility infrastructure. We are responsible for funding infrastructure in growth areas, in partnership with the Victorian Government and the land developer.

All growth area councils have infrastructure funding shortfalls. The reasons vary, but generally include;

- unfunded regional infrastructure
- the escalating price of land to house community facilities
- escalating construction costs, which outstrip the indexing assumed by the development contribution system and
- the cost of borrowing to finance infrastructure.

The rapid development of Armstrong Creek has forced the City to commit to an ambitious local infrastructure investment program. The current estimated shortfall in infrastructure funding for Geelong's growth areas, where development contribution plans are in place, is in excess of $100 million. There are other growth fronts without development contribution plans in place, such as Ocean Grove and Leopold. Funding in these areas is being secured through other planning mechanisms – for example, Section 173 agreements – and this adds to our funding obligations.

The scale of funding potentially needed for local infrastructure in the Northern and Western Geelong Growth Areas is therefore a major consideration. A high level infrastructure assessment of our costs and expenditure requirements for these two growth areas form part of the current framework planning. These costs will not be fully understood until the framework planning is completed and integrated infrastructure delivery plan is finalised.

The rate of initial population build-up in new growth areas tends to be slow. It is likely to be a number of years before growth rates reach a level that justify a full range of local infrastructure and services. However, communities in new growth areas expect access to these services and facilities sooner.

Private sector investment and contributions toward funding early investment in local infrastructure could bring development forward. Such contributions would need to be fully explored and underpinned by binding funding agreements. These funding agreements would then help inform decision making about the timing and staging of growth areas.

Investment in new growth areas must be balanced against the need for local infrastructure and place making improvements in established areas. Encouraging intensification of development in Central Geelong, Key Development Areas and Increased Housing Diversity Areas will produce longer term savings, given the cost comparison of delivering infill versus greenfield housing. However, it adds to budget pressures in the short to medium term.

PLANNING THE NORTHERN AND WESTERN GEELONG GROWTH AREAS

Once completed and adopted, the framework plan for these areas will provide overarching principles for land use and development. This will guide the preparation of more localised precinct structure plans and infrastructure contributions plans. Whilst a significant amount of background work has already taken place, post adoption, the City will be in a position to streamline the planning process by identifying short term, 'priority' precinct structure plans and initiating the pre-planning work required to deliver them, including:

- assessing precincts based on their ability to meet the community vision and sustainable community design principles (see over page)
- undertaking gap analysis of existing technical studies
- establishing individual third party funding agreements to fund additional technical studies
- approving the scope of technical studies

Unlike in the past, growth areas will be divided into precincts based on the framework plan, rather than land ownership or who has majority control of the land. Each precinct structure plan will generally take approximately three years to prepare and will refine the urban structure and infrastructure needed for the new neighbourhood.

We will lead and manage the precinct structure plan process to be certain that it is done strategically and in a logical sequence. This approach is consistent with current growth area planning across Victoria and will allow the City to better manage the impacts of growth. Third-party-funding agreements will be used to fund the background and technical reports needed to inform each precinct structure plan.

Each precinct structure plan will be complemented by an infrastructure contributions plan. This plan will be the mechanism we use to obtain funding contributions from developers towards urban development costs. As discussed earlier, the current experience of many growth area councils, including Geelong, is that the funding gap between development contributions and actual infrastructure costs can be significant.

The State government's infrastructure contributions plan model sets a standard levy amount that developers in Melbourne must pay. However, this fixed dollar amount is yet to be confirmed for regional areas, including Geelong. Based on the rate and scale of growth in Geelong, we are advocating for a levy equal to metropolitan Melbourne growth areas. The value of the levy and flexibility to apply it will be critical in funding future infrastructure for growth areas.

SUSTAINABLE TRANSPORT

Critical to delivering more sustainable communities is increasing the usage of active and public transport modes. Reducing the need for car trips and car dependence has a number of reported environmental, social and economic benefits to communities.

It is important walking, cycling and public transport infrastructure is delivered early so residents have the opportunity to establish sustainable transport habits as soon as they move in. This means designing neighbourhoods that prioritise walking and cycling over driving through street design; providing safe, pleasant and direct walking and cycling paths to key destinations; centrally locating key destinations to maximise pedestrian and cycling catchments and providing internal bus routes with frequent services, adequate stops and shelters while communities are establishing not at completion.

COMMENCING A PRECINCT STRUCTURE PLAN

Given the long timeframes, and uncertainty about the likely take-up rate of land, any decision-making framework must take into account a number of complex factors, as part of the initiation of a precinct structure plan. To this end, we have established a governance structure that will oversee the management of growth areas. Prior to undertaking a precinct structure plan process, Council will formally consider a report addressing the following:

Sustainable community design

- the scale of the proposed precinct and whether it has the capacity to deliver a functioning community
- the services and infrastructure needed including stormwater management, drainage, and utilities – and whether it can be provided in a logical, timely and cost-effective manner
- government and other agency support for key infrastructure and service delivery, and lead times for trunk infrastructure
- whether establishing communities will be able to access services and facilities in existing neighbourhoods during the early stages of development and, if not, whether these items can be delivered earlier than expected deliver self-sufficient communities as early as possible
- the measures of success outlined in the clever and creative vision
- affordable housing, social housing, housing diversity and a competitive housing market.
- support for local jobs
- sustainable design, based on the One Planet Living principles
- transport opportunities, with a focus on how integrated, active and public transport will be prioritised to minimise car dependent communities.
- Whether future development is designed (medium and high desnsities) to support population densities and walkability that will maximise the viability of activity centres, community hubs and amenities, transport corridors and open and recreation spaces.

Development trends and financial implications

- up-to-date cost and infrastructure investigations and how it will impact on our resources and financial position
- competition in the residential land market
- whether the development avoids land fragmentation and the development of multiple, isolated development fronts
- the municipal lot supply, population, housing and development activity trends
- the likely contribution of the private sector to funding infrastructure, beyond the infrastructure contributions plan
- whether the development can respond to higher than anticipated growth, if required.

The extent to which the above considerations can be delivered and/or addressed by proponents will inform Council decision making around preparation of precinct structure plans.

PRINCIPLES AND DIRECTIONS – MANAGING GROWTH

Principle

Ensure growth areas are well-planned and deliver sustainable communities.

Directions

a. Ensure the development of new growth areas is guided by a strategic framework plan and infrastructure plan that outlines the orderly and sequential preparation precinct structure plans

b. Adopt the Northern and Western Geelong Growth Areas framework plan in late 2018 / early 2019. Implement the framework plan into the Greater Geelong Planning Scheme.

c. At the adoption of the framework plan identify short term priority precinct structure plans based on their capacity to deliver the community vision and sustainable community design aspirations.

d. Commence the pre-planning for priority precinct(s) to assist the timely delivery of precinct structure plans upon the adoption of the framework plan.

e. Apply 'One Planet Living' principles to growth area planning and development.

Principle

Manage the release of new growth areas to make sure infrastructure, services and facilities are provided in a timely and efficient way.

Directions

a. Advocate for a metro-rate equivalent Infrastructure Contributions Plan levy for Geelong's growth areas.

b. Advocate for state infrastructure to be delivered in a timely way and for other levels of government to contribute to regional and state infrastructure that isn't funded by development contributions.

c. Prioritise for and promote the early provision of public transport infrastructure and services in all growth areas.

d. Use third party funding agreements to pay for the background reports and technical studies needed to prepare precinct structure plans led by the City

e. Explore opportunities to use private sector funding to assist with delivering infrastructure.

f. Commence development in at least one new growth area by 2025, by initiating precinct structure planning after the framework plan has been approved.

g. Monitor and control the budget implications of land releases in growth areas.

h. Manage the number of precinct structure plans that can be prepared simultaneously.

FUTURE GROWTH OF THE BELLARINE PENINSULA TOWNSHIPS

The Bellarine Peninsula is valued, not only by residents of Greater Geelong, but also by the many visitors to the region.

The Bellarine has areas of high environmental and landscape value, growing tourism and primary production industries and a number of attractive townships.

The role of Leopold, Drysdale/Clifton Springs and Ocean Grove as district towns (towns that provide significant housing opportunities and a range of higher order services to smaller coastal towns) is recognised in the *G21 Regional Growth Plan* and Clause 21.14 – Bellarine Peninsula and the Localised Planning Statement. In each case, district towns are nominated for growth consistent with their existing township structure plans. As noted previously, we plan to discontinue the use of the term 'growth area' in relation to these towns.

The long-term growth of these townships is constrained to some extent by environmental features and significant landscapes, although all could potentially grow well beyond their current size. If not appropriately controlled, continued outward growth could impact the landscape character and non-urban breaks that are a key part of the Bellarine's identity and attraction.

The *Bellarine Peninsula Community Vision and Strategic Plan* 2006, developed through an extensive community engagement process, sets out a number of objectives for the future of the Bellarine, including:

- Preserving rural land, and continuing agricultural and horticultural production.

  The vision proposed that there should be no rezoning of rural land outside town boundaries and no further rural residential areas. It also argued for clearer planning guidelines to keep agriculture as the primary activity in rural areas of the Bellarine.
- Right-to-farm policies to support agricultural and horticultural industries, and the establishment of buffer zones or 'soft edges' around towns and rural residential areas, where necessary, to manage potential rural/urban conflicts.
- Ensuring future planning protects the qualities of the Bellarine that visitors find attractive and communities value, while allowing scope for appropriate tourism development (including in designated rural areas).
- Protection for areas of recognised environmental significance and managing natural habitats to promote biodiversity.

In September 2015, the importance of the Bellarine was recognised through the adoption of the Bellarine Peninsula Localised Planning Statement.

The statement noted that the Bellarine:

"...features significant wetland areas and open-farmed landscapes with distinct townships" and that it "...retains unique, high-quality rural landscapes associated with extensive areas of cropping and grazing, viticulture and horticulture".

The statement also noted

"the environment on the Bellarine Peninsula is one of the key reasons people are attracted to it, with its strong farmed landscape character between settlements. It also includes significant coasts and environmental landscapes, beaches and waterways, some of international significance. This character is extremely important and highly valued by the local community".

During the public consultation phase for this strategy, comments from community groups, residents and land developers included:

...should retain their seaside village character and the valuable agricultural land should be protected.

...On the Bellarine, township current boundaries, as defined in structure planning schemes, ought to be maintained, to keep the township character of the area.

...The Bellarine should not continue to grow at the current rate. We are in danger of loving our coast too much and spoiling the very thing that makes it great.

...hard growth boundaries need to be set and adhered to ensure maintenance of the character and attraction of the Bellarine.

...I would like to suggest that town boundaries on the Bellarine Peninsula are retained. This would help maintain habitat biodiversity and keep existing wildlife corridors.

...The Bellarine Peninsula has a unique character and the charm of coastal villages in a largely rural landscape. This character should be retained by undertaking strategic reviews and then adopting town boundaries around each settlement.

A small number of people also expressed a desire to expand townships, with either conventional residential development, or rural living type development.

Over coming decades, as the population of Geelong and Melbourne continues to grow, the special character of the Bellarine is likely to become more sought after.

Ongoing growth on the scale that has been seen in recent years has the potential to change the character of the Bellarine in a way likely to cause concern among residents of the townships, and in Geelong more generally.

The ongoing tension between development pressures and the protection of the environment, landscape and primary production on the Bellarine will continue to be a critical issue. In this context, the Bellarine Peninsula Localised Planning Statement is of limited value in resolving potential land-use conflicts, or determining appropriate limits on the ongoing growth of the townships. The language used is broad and imprecise, and does not clearly address the strategic choices that need to be made.

While it is not within the scope of this strategy to review structure plans and settlement boundaries, there is a critical need to review the Bellarine Peninsula Localised Planning Statement. This review should identify all areas that need protection from urban encroachment and take a long-term view of growth limits for Bellarine townships.

We have been criticised in the past by Planning Panels for not having clear and consistent strategic policies that govern long-term growth and the contribution we expect Bellarine townships to make towards meeting our future housing needs.

In the absence of these policies, there is a risk that pressure to expand townships will undermine the valued character of both townships, and the Bellarine Peninsula more broadly.

The introduction of permanent settlement boundaries will undoubtedly lead to an increase in demand for infill development within Bellarine townships. Current planning policy already supports smaller-scale, scattered infill development and higher density forms of housing, in and around the main centres. Increases in infill development must be managed well, so as not to adversely affect the character of the townships.

PRINCIPLES AND DIRECTIONS – BELLARINE PENINSULA

Principle

Maintain the unique township, landscape, tourism, farming and environmental values of the Bellarine Peninsula.

Directions

a. Recognise that Drysdale/Clifton Springs, Leopold and Ocean Grove are fulfilling their roles as district towns.

b. Discontinue the use of the term 'growth area' in favour of 'district town'.

c. Acknowledge the share of housing development going to the Bellarine Peninsula should decrease over time.

d. Review housing opportunities within townships to determine if further localised housing intensification can be achieved.

e. Ensure development reflects the preferred character of the townships.

INTRODUCING A BOUNDARY

There is interest in extending Greater Geelong's urban area to accommodate further residential growth in both urban Geelong, and on the Bellarine Peninsula.

Pressure to expand will continue unless we provide clear policy statements and tools that strengthen existing boundaries, containing growth to strategically identified locations. As previously noted we do not need to identify any additional land for residential development in the short to medium term as part of this Strategy. Adequate land supply and years supply is already identified.

Greater Geelong is a similar distance from Melbourne as certain areas on the Mornington Peninsula, which have already been included within Melbourne's metropolitan urban growth boundary and green wedge zones for fifteen years. It is clear we need to act.

There are two options we should consider to introduce permanent settlement boundaries:

Urban growth boundaries

An urban growth boundary was introduced with *Melbourne 2030*, and is controlled by sections of the *Planning and Environment Act*. This tool is currently only used in metropolitan Melbourne, and similar boundaries are yet to be tested in other areas.

Distinctive Areas and Landscapes Bill 2017

This recent bill declares the Macedon Ranges region as a 'distinctive area' and features strengthened planning controls and state-level planning protection. As part of the process, a localised planning statement is being developed for the Macedon Ranges.

The bill includes the designation of long-term settlement boundaries, which can only be amended with parliamentary approval (the same as the urban growth boundary). The Bellarine Peninsula has already been declared a 'distinctive area of state significance', under the Planning Scheme (Clause 11.05) and it has a localised planning statement.

Defining the Boundary

A permanent settlement boundary should be based on existing residential zones and strategic plans, as these have been developed over a number of years, with extensive community consultation and peer review.

We expect the process to define a permanent settlement boundary would be similar in approach to the 'logical inclusions' process used to refine Melbourne's urban growth boundary. This would include

- establishing assessment and decision criteria such as land that: supports an enduring and robust permanent boundary, assists infrastructure provision to land already identified for residential development and is contiguous with an existing urban area.
- confirming the appropriateness of current boundaries for urban Geelong and district towns on the Bellarine Peninsula (no changes to other towns)
- a consultation and submissions process
- referrals to infrastructure and service agencies
- establishing the timing of 'logical inclusion' areas given there is no short to medium term need for new residential development fronts
- independent oversight and
- consultations with the Minister for Planning.

Any relevant work outlined in the Municipal Strategic Statement would also need to be addressed. For example, Clause 21.14, Bellarine Peninsula, calls for a structure plan review of long-term growth options for Ocean Grove, by no later than 2021.

A permanent settlement boundary process should commence as soon as resources allow and must precede any further township structure plan reviews.

As continuing growth in Geelong creates development pressures on townships in adjoining areas, there is potential to work with these shires – most notably the Surf Coast Shire and Golden Plains Shire – and the state government, to determine if a regional approach to permanent settlement boundaries is warranted.

NON-URBAN BREAKS

Non-urban breaks are critical to the identity of our municipality and individual townships and will also help establish permanent settlement boundaries. State, regional and local planning policies call for non-urban breaks between:

- Geelong and Melbourne (Wyndham)
- Geelong and the Surf Coast
- urban Geelong and the Bellarine Peninsula and
- the townships on the Bellarine Peninsula.

There are some physical land constraints and uses that, by their nature, help maintain these breaks. However, in other cases, non-urban breaks will need to be more actively managed. Non-urban areas outside the Urban Growth Boundary in Melbourne are known as green wedges and are managed via a Green Wedge Management Plan. This could be an option for managing the non-urban breaks outside permanent boundaries in Greater Geelong.

GEELONG AND MELBOURNE (WYNDHAM)

The following areas help maintain non-urban breaks between Geelong and Melbourne:

- the Ramsar wetlands (mainly associated with Melbourne Water's Western Treatment Plant and areas along the northern shore of Corio Bay and Outer Harbour)
- areas reserved for conservation purposes, including the You Yangs Regional Park, part of the Brisbane Ranges National Park, the Serendip Sanctuary and the Mount Rothwell Conservation and Research Centre
- areas with landscape value, such as the Barrabool Hills and You Yangs
- areas containing infrastructure of regional and state significance, such as the Melbourne Water Western Treatment Plant, Avalon Airport and the Point Wilson explosives area.

Further to the last point, the Avalon Corridor Strategy, which is currently being finalised, will strengthen protections around airport operations and significant views of the You Yangs, by introducing planning controls.

The South West Victoria Landscape Assessment Study (Department of Planning and Community Development & Planisphere, 2013) identified areas within this precinct as having landscape significance. This area also has rich natural, environmental, cultural and heritage values. This area should be investigated to determine whether it may also be appropriate for declaration as a 'distinctive area' under the Distinctive Areas and Landscapes Bill 2017.

GEELONG AND THE SURF COAST

The Thompson Creek valley is an important non-urban break between Geelong and the Surf Coast that we are committed to preserving, with the Surf Coast Shire. It is also recognised in the *G21 Regional Growth Plan.*

URBAN GEELONG AND THE BELLARINE PENINSULA

The break between the eastern edge of urban Geelong (Moolap) and Leopold contains farm land, smaller rural residential lots (especially south of Portarlington Road) and pockets of commercial development, along the highways.

A number of landowners have expressed their interest in expanding urban development in Moolap and Leopold, both north and south of Portarlington Road. This is in addition to proposals for residential development of land at Point Henry, which will be guided by the Moolap Coastal Strategic Framework Plan (currently being prepared by the state government).

Factors against urban development here include:

- potential inundation risks associated with future sea level rise
- significant servicing issues, with major investment required if development is to occur
- flood risks exist in the environmentally sensitive surrounds of the Barwon River, including the Reedy Lake and Lake Connewarre system between Geelong and the Bellarine Peninsula.

However, the final alignment of the VicRoads Bellarine Link project, which will connect the Surf Coast Highway to Portarlington Road, might have implications for this area.

The State Planning Policy Framework clearly states that a non-urban break should be maintained here. However, without the support of further development controls and landscape polices, the existing visual break between Newcomb/Moolap and Leopold could be progressively eroded until Leopold functions, and is perceived, as the eastern edge of urban Geelong.

TOWNSHIPS ON THE BELLARINE PENINSULA

Pressure to expand Bellarine township settlement boundaries, particularly in district towns, may impact our ability to maintain non-urban township breaks and protect the character of the Bellarine.

Areas of environmental and/or landscape significance identified in the Bellarine Peninsula Localised Planning Statement include:

- the Ramsar-listed wetlands surrounding Reedy Lake, Lake Connewarre and the Lake Connewarre State Game Reserve, together with Swan Bay
- almost the whole southern coastline of the Peninsula, together with the Swan Bay foreshore, and a substantial length of coast between Drysdale and Portarlington (these areas are described as being of state or regional significance)
- three large areas of 'significant landscape' – north of Lake Connewarre (between Ocean Grove and Port Lonsdale), on the western shoreline of Swan Bay, and the Murradoc Hill area, east of Drysdale.

However, there are other locally significant features and landscapes not currently identified in the planning statement – for example, rural, farmed landscapes and views along key transport routes. If these are eroded, it will impact on the identity of townships and the broader Bellarine.

Permanent settlement boundaries will help. However, more work must be done to assess landscape, environmental, tourism and rural values on the Bellarine, and make recommendations on how to manage and protect these areas in the future

PRINCIPLES AND DIRECTIONS – PERMANENT SETTLEMENT BOUNDARIES

Principle

Contain growth within identified locations across the municipality.

Directions

a. Pursue options to implement permanent settlement boundaries for Greater Geelong.

b. Implement permanent boundaries based generally on existing urban areas and areas already identified in policy.

c. Establish a consultation process to review the appropriateness of this boundary and deal with any significant anomalies or logical inclusions.

d. Place structure plan reviews on hold until the permanent boundary is known.

e. Work with the state government and neighbouring councils to consider a regional approach to housing and settlement boundaries.

Principle

Maintain the unique identity of Greater Geelong and its townships.

Directions

a. Maintain the non-urban breaks between Geelong and Melbourne (Wyndham), Geelong and the Surf Coast, urban Geelong and the Bellarine Peninsula, and the townships on the Bellarine Peninsula.

b. Assess areas with special local environmental or landscape values and consider options to help preserve and manage these breaks into the future.

c. Investigate utilising the Distinctive Areas and Landscapes Bill 2017 to declare the Bellarine Peninsula and You Yangs precinct as areas with unique features that need protection for future generations.

THE ROLE OF URBAN CONSOLIDATION IN MEETING GEELONG'S HOUSING NEEDS

Our existing planning framework, designed to increase the share of new housing within established areas, has been in place for over 10 years. It helps us meet future housing needs in a more sustainable and cost-effective way.

One outcome from the recent clever and creative vision process was to increase the contribution of urban consolidation to Geelong's total housing needs from approximately 35 per cent, to 50 per cent.

Over recent years, approximately one quarter of Geelong's total supply of new housing has been delivered by small-scale developments in established Geelong suburbs and Bellarine townships. To date, high-density housing, such as apartment developments in Central Geelong, have played a very small part in meeting Geelong's housing needs.

To increase the percentage of new housing in established areas will require both scattered, small-scale, dispersed infill and a substantial upturn in medium/higher density apartment-type development.

The following factors will likely see the share of new housing in established areas increase significantly:

- changing lifestyle choices of home buyers and renters
- the demographic structure of Geelong's population
- the rising cost of detached housing in Geelong's inner suburbs and on the Bellarine Peninsula and
- a 'demonstration effect' led by a growing trend towards urban consolidation in Melbourne.

The aspirational target of 50 per cent urban consolidation is lower than the *Plan Melbourne* target of 70 per cent. This is for a few reasons:

- Commuting distances and times from Geelong's growth areas are substantially less than in Melbourne's growth areas, and are expected to remain so.
- There is less pressure for households to trade off dwelling type and size for a shorter commute.
- In many established parts of Geelong, housing prices are unlikely to reach a level where the scale of residential infill development now being experienced in Melbourne would be viable.

Although not without its challenges, increasing the contribution of infill development to our municipality's housing needs has its advantages. The current policy and zoning regime has substantial capacity for small-scale, scattered, infill housing and could support a significant uptake in medium and higher density development.

FACILITATING OR FORCING URBAN CONSOLIDATION

How we increase the role of urban consolidation in meeting Geelong's future housing needs is just as important as where we locate it.

We have received submissions that contend broad-hectare development should be limited in order to support (or in effect force) urban consolidation.

These arguments assume that reducing the supply of housing from broad-hectare developments will be offset by an equivalent increase in supply from urban consolidation, and will not have any impact on housing supply and affordability overall. However, the available evidence does not support this view.

Restricting broad-hectare development, as a way of forcing urban consolidation, is likely to reduce both overall housing supply and housing affordability.

Infill development is also seen as superior, with arguments against broad-hectare development such as:

- public infrastructure costs more when compared to infill
- this development is inherently unsustainable
- it cannot be served by effective public transport and
- it's ultimately not an affordable form of housing, when all living costs are considered.

Both of Geelong's future growth areas are being planned from the ground up. This presents a unique opportunity to make sure that development can accommodate bus-based public transport services and encourage cycling and walking. Comprehensively planned growth areas also consider local employment options and ways to incorporate social infrastructure early in the development process. Thus, they need not increase car dependence any more than small-scale, scattered urban consolidation.

The cost trade-off associated with choosing a detached house, in a planned broad-hectare community on the urban fringe, rather than a townhouse or apartment in an established suburb, will be much less in Geelong than in a bigger city, such as Melbourne. The key is to provide choice for those wanting to buy or rent housing.

REVITALISING CENTRAL GEELONG

The *Revitalising Central Geelong Action Plan* aims to turn the area into a magnet for jobs and growth through investment in the area. Through a combination of new student housing, apartment and office developments, the goal is to have 10,000 people living in Central Geelong by 2026, and 30,000 people working there.

To date, higher density residential development in Central Geelong has been fairly limited. Most major apartment developments have been built in locations close to the waterfront, to take advantage of bay views.

Significant increases in medium and higher density housing development are expected to result from:

- the physical and other attractions of the area
- planned state and local government investment in improving the amenity and vitality of the inner city and
- steps to facilitate site amalgamations and streamline planning approvals.

HOUSING DIVERSITY STRATEGY

Key Development Areas, Increased Housing Diversity Areas and Incremental Change Areas were first introduced in 2007 as part of the *Housing Diversity Strategy.* They are still considered to be sound policy ten years on.

However, in light of experience and the higher housing growth rates now anticipated for Geelong, they may need to be modified.

Increased Housing Diversity Areas were reviewed in 2013 as part of the *Reformed Residential Zones – Implementation Plan (C300).* The purpose of the review was to help realise planning policy for these areas.

In 2017, the state government introduced further changes to residential zones by increasing housing opportunities in all zones.

To accommodate these changes, some zone adjustments will be required to most appropriately reflect the intent of the *Housing Diversity Strategy,* as it applies to building heights and neighbourhood character.

The introduction of a permanent settlement boundary will likely lead to an increase in infill development in some locations. The benefits of consolidation need to be balanced against maintaining neighbourhood character and local community expectations. Change is inevitable, however, it can be managed using appropriate zone and overlay controls, and design guidance.

The importance of promoting and providing for active and public transport is equally important in established areas experiencing intensification as it is in planning new growth areas. Building capacity, including transit-orientated development (high quality, mixed use, pedestrian orientated development) around train stations is a key directive but of equal importance is securing bus services that effectively link with train stations and other key destinations such as central Geelong

Given current state government investigations into rail upgrades, it is timely to re-evaluate the extent of development anticipated around train stations (see table 11 below), in consultation with relevant stakeholders, such as land owners, VicTrack and Transport for Victoria. There is potential to expand this work and take a 'rail corridor precinct' approach from North Geelong Station through to Breakwater.

Investigations should be prioritised based on:

- the level of opportunity,
- private sector investment,
- landholder engagement,
- other strategic work being undertaken in the area and
- available resources.

TABLE 12: Development opportunities around train stations

STATION	CURRENT POLICY	OPPORTUNITY	RECOMMENDATION
Lara	Increased Housing Diversity Area of 400 metres around the station and town centre.	Given recent upgrades to the town centre, and a logical 800-metre walking distance to the station, changes to the boundary should be investigated. These should focus on better integration and transit-oriented development, building on Lara's role as a commuter hub.	Further work needed includes: • Increased Housing Diversity Area review • transit-orientated development • urban design framework process.
Corio	No designation as an Increased Housing Diversity Area.	No change. Limited scope, given industrial nature of adjoining land and the need to maintain industry buffers (major hazard facility buffer).	None.
North Shore	Small area has been recommended for Increased Housing Diversity Area, through Corio Norlane Structure Plan, but not included in the planning scheme.	No change. Located within Port environs and intensification of housing development is not supported, due to proximity of major industries.	None.
North Geelong	Increased Housing Diversity Area of 400 metres.	A change of the Increased Housing Diversity Area boundary could improve diversity within 800m of the station (towards the bay). Land adjoining, and including, the station should be further investigated for potential as a Key Development Area. Incorporation of residential land in Industrial 1 Zones should also be investigated. Broader consideration of the area is required, including the former Saleyards site.	Further work needed includes: • North Geelong Structure Plan • Increased Housing Diversity Area review • Key Development Area investigation.

STATION	CURRENT POLICY	OPPORTUNITY	RECOMMENDATION
Central Geelong	Key Development Area	We are undertaking the following work with the Department of Environment, Land, Water and Planning: • a station master plan • major streetscape works and • reviews of the structure plan and Activity Centre Zone. Gordon Avenue is one potential urban renewal precinct, within walking distance of the station, being investigated as part of the Pakington Street Urban Design Framework.	Continue with: • implementation of the Central Geelong Action Plan • preparation of Pakington Street Urban Design Framework.
South Geelong	Increased Housing Diversity Area of 400 metres.	A change to the Increased Housing Diversity Area boundary could increase diversity within 800m of the station, by extending towards Central Geelong, and south to Fyans Street. Heritage areas and established character will need to be carefully managed. The expansion of the South Geelong Key Development Areas and Increased Housing Diversity Areas would, in effect, create a wider city area, comparable in size to the Melbourne Hoddle Grid. An urban design framework process for the station has commenced. This will include a boundary review and the potential for Key Development Area nomination, focusing on integrated transport-oriented development.	Prepare South Geelong Station Urban Design Framework and include a Increased Housing Diversity Area review, and nomination of Key Development Area.

STATION	CURRENT POLICY	OPPORTUNITY	RECOMMENDATION
Marshall	Increased Housing Diversity Area of 400 metres.	The Marshall Precinct Structure Plan will require a station Urban Design Framework, to guide integrated land use and development. Upgrades to the station and new cross-corridor connections will warrant a review of the existing Increased Housing Diversity Area boundary west of the rail line. This will likely be to a 400 metre maximum, due to existing subdivision layouts.	As well as ongoing Precinct Structure Plan development, further work is needed, including an Increased Housing Diversity Area review.
Waurn Ponds		An Increased Housing Diversity Area boundary is warranted on a planning policy basis. An investigation should be undertaken to determine capacity. As with other stations, an 800 metre boundary has merit from a policy perspective, which would include part of the Hams Road future rezoning.	Further work is needed, including an Increased Housing Diversity Area review.
Breakwater		Advocate for the current through station area to serve as a park and ride facility. This would maximise development opportunities on the higher value and higher amenity land around the South Geelong station as outlined above.	Work with the State government to pursue this option as part of the planning for South Geelong.

OTHER URBAN RENEWAL AND INTENSIFICATION OPPORTUNITIES

New sites for potential Key Development Areas and Increased Housing Diversity Areas will become available over time, as public institutions and/or businesses and industry close or transition. Each site should be evaluated on its merits. If it is suitable for residential development, the principles of the *Housing Diversity Strategy* should be applied to help determine the scale of development, and the most appropriate zoning.

PRINCIPLES AND DIRECTIONS –URBAN CONSOLIDATION

Principle

Increase the role of urban consolidation as part of Geelong's overall housing supply.

Directions

a. Facilitate infill development to increase its housing supply contribution to 50 per cent, by 2047.

b. Support the population target of 10,000 people by 2026 in Central Geelong through increased residential development

c. Investigate a 'rail corridor precinct' approach to infill opportunities from North Geelong Station through to Breakwater.

d. Continue to invest in 'place making' activities – that is amenity and local facility improvements – in urban renewal areas, key development and increased housing diversity areas and activity centres.

e. Review the application of the residential zones as a result of planning scheme amendment VC110 to ensure that the most effective zone approach is being usedplanning and development.

Principle

Articulate the preferred location for increased housing densities.

Directions

a. Continue to support the following policy directions set out in the Housing Diversity Strategy:

   – Direct high-density housing growth to the Central Geelong, Fyans/West Fyans and Waurn Ponds Key Development Areas

   – Maximise opportunities for a diverse mix of housing types around activity centres in Increased Housing Diversity Areas.

   – Support low–scale, medium-density housing in Incremental Change Areas.

b. Undertake a strategic planning program to increase the contribution of train station environs to future housing needs

Principle

Manage the impact of increased housing densities on neighbourhoods.

Directions

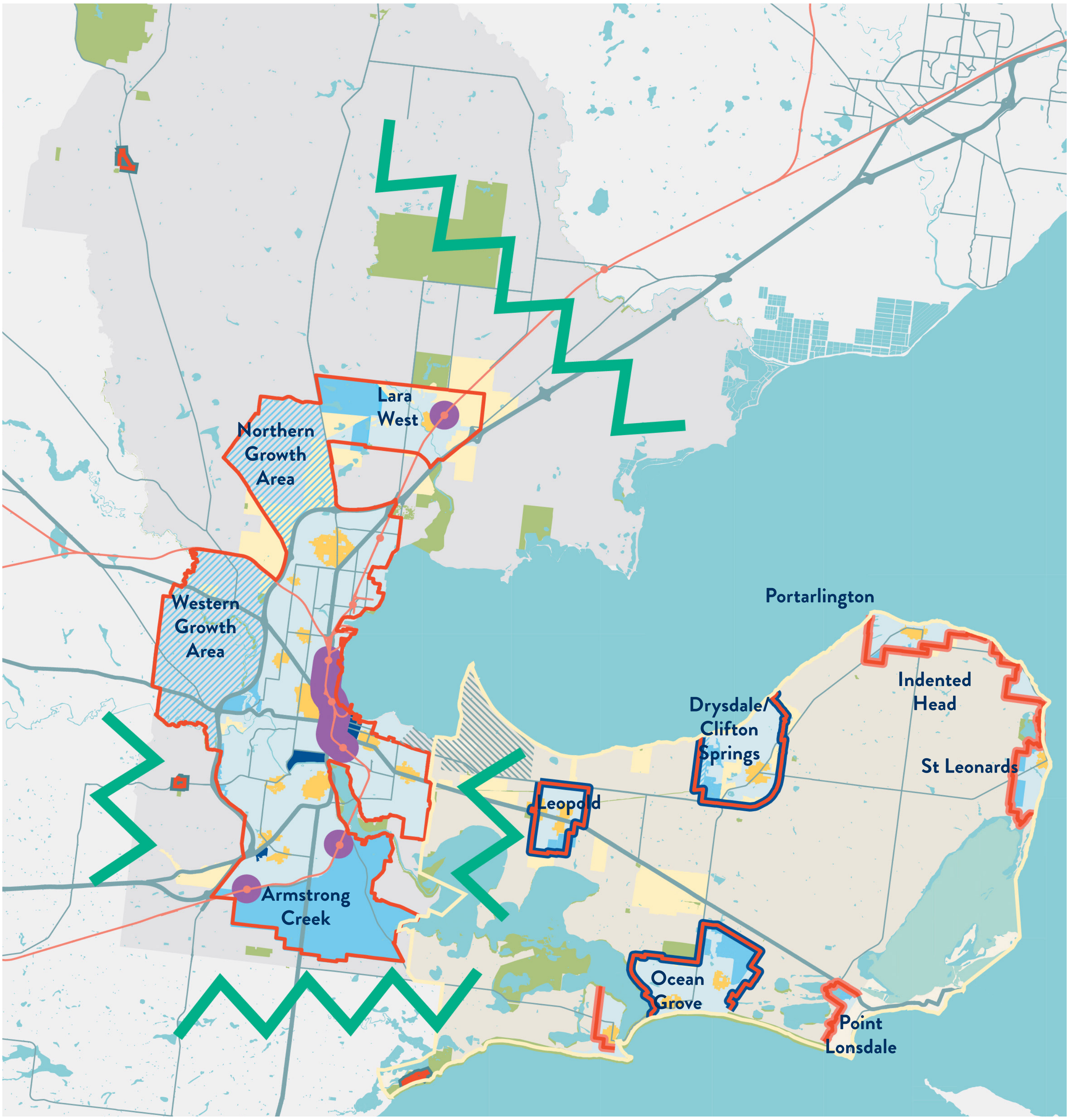
a. Prepare design guidelines for areas of housing change to reduce uncertainty about the scale, form and design of neighbourhood developments.

b. Investigate the infrastructure needs and funding mechanisms available to deliver upgrades as part of planning for increased housing densities.

c. Ensure new major developments are designed and located to maximise public and active transport options.

d. Advocate for improved public transport services in established areas to key destinations.

OVERALL FRAMEWORK PLAN



CITY OF
GREATER
GEELONG
HOUSING FRAMEWORK PLAN
- 2036

N
0 1 2 4 6 km

ESTABLISHED AREAS
MODEST INFILL HOUSING
INCREASED HOUSING DIVERSITY AREAS
HIGH AND MEDIUM DENSITY HOUSING
KEY DEVELOPMENT AREAS
MAJOR REDEVELOPMENT - HIGH DENSITY HOUSING
GROWTH AREAS
FUTURE GROWTH AREAS
RURAL LIVING AREAS
- NO EXPANSION
INDICATIVE PERMANENT SETTLEMENT BOUNDARY
INVESTIGATION AREA

DISTRICT TOWNS -
MODERATE HOUSING
(WITHIN EXISTING SETTLEMENT BOUNDARIES)
LIMITED HOUSING GROWTH
(WITHIN EXISTING SETTLEMENT BOUNDARIES)
STRENGTHEN LOCAL POLICY
TO PRESERVE NON-URBAN BREAKS, RURAL
FARMED LANDSCAPE AND GUIDE NEW DEVELOPMENT
INVESTIGATE OPPORTUNITIES
FOR HIGHER DENSITY DEVELOPMENT
IN RAIL CORRIDOR

HIGHWAYS
MAJOR ROADS
RAIL NETWORK
STATIONS
NON-URBAN BREAK

MONITORING AND REVIEW

The population, household and dwelling forecasts that form the basis of strategic planning are typically sourced from the Victorian Government, or commissioned by specialist consulting groups.

Forecasts must be regularly assessed against actual development activity, as there is often significant variation. Evidence of this can be seen in the most recent population growth forecasts for Geelong.

A well-designed monitoring program is a key tool for managing development and growth.

Accurate information on population growth, housing demand and residential land and housing supply are all particularly critical to this strategy.

A regular monitoring program can:

- help identify changes in the key ‘drivers’ of demand
- track where growth is going
- assess how well the Strategy is working
- help fine-tune land use planning policies, to better achieve strategy goals
- help us and our stakeholders to plan for future infrastructure investment and maintenance
- make sure an adequate supply of residential land is maintained
- guide decisions on the staged release of land for urban development
- take early action to address any potential land supply shortfalls, or infrastructure constraints
- contain costs, by helping us deliver infrastructure and services in a planned and coordinated way
- inform our other areas of works.

An effective monitoring program needs to capture the fundamental elements of both demand and supply of residential land.

DEMAND SIDE INFORMATION

The underlying demand for housing and residential land is driven by population growth and demographic change. An up-to-date understanding of demographic trends is therefore central to an effective monitoring program.

The majority of demographic data is sourced from the 5-yearly Australian Bureau of Statistics Census.

The Census provides data that is very valuable for predicting future trends in housing, including:

- actual population growth
- migration data – where residents have come from or gone to
- changes in household types and sizes
- journey to work data
- housing vacancy rates and
- housing affordability.

However, five years is a long time period. Complementary housing demand indicators that are useful include:

- the annual estimated resident population (released by the ABS)
- residential building approvals and
- residential lot and housing production.

We can also use the data we already collect about building approvals and lot and dwelling construction.

HOUSING MARKET CONDITIONS

Housing markets provide useful intelligence on housing demand and supply. Information sources include:

- lot and dwelling sales data
- lot and dwelling sale prices, by location
- dwelling rentals by location and housing type/number of bedrooms.

Regular and up-to-date monitoring of information on housing market conditions can work as an early warning system for emerging issues.

LAND SUPPLY AND DEVELOPMENT

Changes in land and housing development activity and prices for broad-hectare and infill development land must be closely watched, as it can:

- help highlight any emerging land supply problems
- point to emerging changes in demand
- provide valuable insights into the effectiveness of our policies around urban consolidation
- provide up-to-date information on trends in dwelling yields per net developable hectare – and hence the likely capacity of remaining broad-hectare land stocks.

Having said that, existing market yield densities should always be used when assessing future potential yields, to avoid over estimations.

Land supply and development activity should be monitored at multiple levels (growth area or suburb, estate) and by distinct supply types.

The following supply type definitions were used to develop this strategy, and are also appropriate for monitoring performance:

1. **Major Supply:** residential development sites that yield ten or more lots or dwellings, and are sized greater than one hectare. The following sub-categories are included within major supply.
    a. **Broad-hectare** is defined as residential development on broad-hectare sites (sites that have not been used previously for urban development purposes, or previously subdivided for normal/urban density development) and typically located on/or near the urban fringe.
    b. **Major Infill** is defined by development or capacity greater than 10 lots/dwellings per site, within the established urban area. There is potential for debate about the difference between major infill and broad-hectare. Often, major infill sites/developments can be described as remnant broad-hectare – that is, broad-hectare land left undeveloped, with urban development subsequently surrounding the site. Major infill sites are also characterised by having had no previous urban development activities.
2. **Dispersed Infill** is, from a lot/dwelling construction perspective, residential development occurring within the established urban area (not on broad-hectare or major infill sites) that yield less than 10 dwellings per individual construction project. Typically, it entails 'back-yard' style subdivision projects.
3. **High Density** (major redevelopment) is defined by dwelling construction that is of multiple storeys – that is, high-rise style development within an established urban area, yielding 10 or more dwellings per construction project. It is typically located on redevelopment sites –that is, sites that have had a previous urban use.
4. **Rural Residential** is, from a lot construction perspective, all activity on land zoned Rural Residential or Low Density.

It is recommended that the monitoring of the supply and demand for residential land is undertaken annually. An annual monitoring program would identify any significant changes to supply and demand, allowing us to appropriately respond to any emerging issues.

CONSULTATION

Part of any monitoring program should include targeted consultation with key stakeholders. This is for a number of reasons, but primarily it is to gather and exchange information. The consultation process should seek up-to-date information on:

- the location, composition and construction rates of existing/future development
- site specific land supply issues, ranging from likely yield/density, development timing, land development dependent infrastructure issues
- state planning policies/strategies and planned infrastructure/services
- housing market issues/impediments.

Major stakeholders to be consulted should include:

- relevant state agencies (such as planning, transport and so on)
- infrastructure agencies/providers and
- representatives of the land development industry, such as peak bodies and individual developers.

ASSESSING ADEQUACY

Supply and demand trend estimates can help us describe projected years of land supply for a given housing market/ supply type.

Projected years of supply data can also be used to trigger planning and the release of additional land for development. More importantly, it can also trigger specific strategic land-use planning responses.

Other qualitative assessments that can assist in understanding the residential land market include:

- the number of active developers/land owners, to measure the level of competition in the market
- the number of development fronts that are active, to indicate both competition and emerging supply trends
- issues relating to the pattern of development and the delivery of infrastructure, as particular parcels of land have the potential to affect the timing and viability of development.

Key requirements for a successful monitoring program

A successful monitoring program for this strategy must have a number of characteristics, including:

- the information collected must be contained to areas that are small enough to see emerging trends and issues
- robust and accepted methodologies
- transparent objectives, methodology and information sources
- all statistical data must be complemented by consultation, and input from key stakeholders and
- data and analysis must be made available promptly and widely, so key data and conclusions can be challenged.

PRINCIPLES AND DIRECTIONS – MONITORING AND REVIEW

Principle

Monitor and review population growth, housing demand and development trends, and make adjustments as required

Directions

a. Work with the state government and other agencies to collect and analyse data.

b. Monitor annual supply and demand for residential land (all supply types) at multiple levels (estates, townships/suburbs, growth areas and municipality) to track progress and inform decision-making.

c. Use actual development data and consultation with the development industry to understand development trends. Update growth scenarios at least every 5 years and update this strategy, as necessary.

APPENDIX

THE SPATIAL ECONOMICS TEAM

Spatial Economics experienced team comprised four consultants:

Dale Stokes – Town Planner and Urban Economist

Dale is the founder of Spatial Economics and has taken the lead role in development of its tools and methodologies. This includes the development of unique computer based analytical techniques to enable detailed tracking of land and housing development trends. These techniques have, among other things, been used by the Department of Environment, Land, Water and Planning (DELWP) to prepare the first comprehensive data on housing development in Melbourne, Geelong and other major Victorian cities.

Dale Stokes has extensive experience in urban, regional and remote area land use planning, particularly as it relates to housing policy, land supply, transport planning, infrastructure to support settlement development.

His experience includes periods as manager of the land release/urban development programs at both the Victorian and Western Australian planning departments. In Victoria this included responsibility for preparation of the Geelong region Urban Development Program (UDP).

John Collins – Strategic Planner and Economist

John Collins is a Director of Spatial Economics. He has a degree in economics and over forty years' experience in strategic planning, housing and urban policy and public sector management with both State/Territory (Victoria, New South Wales, South Australia, ACT) and Commonwealth agencies.

He was formerly Executive Director in the Department of Infrastructure and Deputy Secretary in the Department of Sustainability and Environment. In these roles he was responsible for strategic planning for Melbourne and regional Victoria (including preparation of the Melbourne 2030 and Great Ocean Road Region plans).

Prior to his period with the Victorian Government he was an Executive Director in the NSW Department of Planning with responsibility for strategic planning for Sydney, Newcastle, the Central Coast, and the Illawarra.

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Jeremy Reynolds – Demographer & Planner

Jeremy Reynolds has over forty years' experience as a planner and demographer. After working in local government in London, he worked for the Melbourne and Metropolitan Board of Works (1975-1985) and in successive Victorian Government planning departments (1985-2014).

During his period with the MMBW and the planning department he worked on all reviews of strategies for metropolitan development including Melbourne 2030 and Plan Melbourne. He has also worked with Regional Development Victoria on regional growth policies.

Between 1992 and 2014 Jeremy was the planning department's senior demographer and manager of the department's Research Unit. In this role he was responsible for preparation of the Victoria in Future population projections released in 1997, 2000, 2004, 2008 and 2013. He was also responsible for key departmental publications including *Towns in Time* and *Suburbs in Time (1998–2013)*, the Melbourne Atlas (2006) and Regional Matters: an atlas of Regional Victoria (2006).

Chris Wight – Demographer

Chris has extensive experience in demographic and housing research and analysis particularly applied to strategic planning at the state and local government levels. His most recent role with the Victorian Government was to manage housing and demographic research for the Department of Planning and Community Development.

Chris has experience in demographic research as well as broader cross-government policy development. This has included work on:

- demographic analysis and population and household projections'
- analysis of housing growth requirements,
- housing economics and affordability,
- metropolitan strategic planning.

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