

Economic Expert Witness Statement

Amendment C395 to the Greater Geelong Planning Scheme

Justin Ganly

Prepared for Shell Road Development Pty Ltd
29 October 2019



Deep End Services

Deep End Services is an economic research and property consulting firm based in Melbourne. It provides a range of services to local and international retailers, property owners and developers including due diligence and market scoping studies, store benchmarking and network planning, site analysis and sales forecasting, market assessments for a variety of land uses, and highest and best use studies.

Contact

Deep End Services Pty Ltd
Suite 304
9-11 Claremont Street
South Yarra VIC 3141

T +61 3 8825 5888
F +61 3 9826 5331
deependservices.com.au

Enquiries about this report should be directed to:

Justin Ganly
Managing Director
justin.ganly@deependservices.com.au

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This report should be read in its entirety, as reference to part only may be misleading.

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Introduction

- 1.1 Background**
- ⁰¹ This statement addresses economic and other related issues relevant to planning for future residential land requirements within the City of Greater Geelong and, specifically, Ocean Grove.
 - ⁰² The statement has been prepared for Shell Road Development Pty Ltd, the owner and developer of residential land within and adjoining the North East Growth Area (“NEGA”) in Ocean Grove.
 - ⁰³ The statement is to assist the Panel formed to consider Amendment C395 (“Am C395”) to the Greater Geelong Planning Scheme (“Scheme”).
- 1.2 Approach**
- ⁰⁴ The tasks completed in the preparation of this statement have included:
 - Reading and considering the exhibited Amendment documentation and relevant background documents to Am C395.
 - Reading and considering other relevant documents and reports produced or commissioned in relation to the Scheme (including those for Am C346 and Am C393).
 - Considering relevant submissions made regarding Am C395.
 - Inspecting the Ocean Grove NEGA.
 - Analysing a range of aerial imagery, demographic and other data available to enable residential development trends to be observed within Ocean Grove and Greater Geelong.

1.3 Abbreviations ⁰⁵ The following abbreviations are used in this statement:

ABBREVIATION	EXPLANATION
ABS	Australian Bureau of Statistics
Am C129	Amendment C129 to the Greater Geelong Planning Scheme
Am C345	Amendment C345 to the Greater Geelong Planning Scheme
Am C395	Amendment C395 to the Greater Geelong Planning Scheme
Am C395	Amendment C395 to the Greater Geelong Planning Scheme
C1Z	Commercial 1 Zone
C2Z	Commercial 2 Zone
Council	City of Greater Geelong Council
DAL	Distinctive Areas and Landscapes
Framework Plan	<i>Northern and Western Geelong Growth Areas Framework Plan, March 2019, City of Greater Geelong</i>
ha	hectare
NAC	Neighbourhood Activity Centre
NEGA	North East Growth Area
Scheme	Greater Geelong Planning Scheme
Settlement Strategy	<i>The City of Greater Geelong Settlement Strategy, October 2018, Spatial Economics in conjunction with the City of Greater Geelong</i>
sqm	square metre

1.4 Expert witness details

The following expert witness details are provided as required in Planning Panels Victoria's *Guide to Expert Evidence*.

Name and address of expert

Mr Justin Ganly
 Managing Director
 Deep End Services Pty Ltd
 Suite 304, 9-11 Claremont Street
 South Yarra Victoria 3141

Expert's qualifications and experience

- Graduate Diploma of Applied Finance & Investment, Securities Institute of Australia.

- Bachelor of Engineering (Chemical) (First Class Honours), University of Melbourne.
- Managing Director of Deep End Services since 2003.
- Retail and property consultant for KPMG, Coopers & Lybrand and Coles Myer from 1993 to 2003.
- A full CV is included at *Appendix 1*.

Expert's area of expertise to make report

- Preparation and presentation of economic expert witness evidence.
- Demographic analysis.
- Population and residential demand forecasting.
- Feasibility analysis for property owners and developers of all forms of property.
- Thorough understanding of retail and commercial land use and development patterns throughout Victoria.

Instructions that defined the scope of the report

I received written instructions from Minter Ellison on behalf of Shell Road Development Pty Ltd on 20 August 2019 as follows:

Our client has instructed us to engage you to:

- a) review all materials enclosed in your brief;*
- b) attend a conference with our client to discuss the Amendment and its implications;*
- a) prepare an expert witness statement which outlines your views in relation to the land supply matters associated with the Amendment; and*
- b) attend the Panel Hearing for the purpose of providing expert evidence.*

Further written instructions were provided by Minter Ellison on behalf of Shell Road Development Pty Ltd on 24 October 2019 as follows:

- 1. Undertake a critical assessment of:*
 - a. the Settlement Strategy adopted by the City of Greater Geelong in October 2019, including any relevant technical background reports; and*
 - b. Clauses 21.03, 21.04, 21.06 and 21.14 to the Greater Geelong Planning Scheme,*

insofar as they relate to the role and function of the Bellarine Peninsula and, more particularly, Ocean Grove, and provide your view on these matters. Within that assessment, please consider:

- c. current and projected population growth on the Bellarine Peninsula, and more particularly, Ocean Grove;*
- d. demand for and supply of housing on the Bellarine Peninsula, and more particularly, Ocean Grove; and*

e. *factors which drive population growth, demand for and supply of housing on the Bellarine Peninsula, and more particularly Ocean Grove. This could include consideration of any differences between the housing markets in Ocean Grove, on the Bellarine Peninsula and in / around the Geelong area.*

2. *Following this assessment, provide your comments on any changes you believe should be made to both the Settlement Strategy and Clauses 21.03, 21.04, 21.06 and 21.14 to the Greater Geelong Planning Scheme.*

Facts, matters and assumptions upon which the report proceeds

- Stated in relevant sections of my report.

Documents, materials and literature used in preparing this report

- Stated in relevant sections of my report.

Assisting staff

- John Deane, Senior Associate and Nadav Alon, Analyst of Deep End Services assisted with data analysis and map preparation in this report.

Summary of the opinions of the expert

- The Settlement Strategy is a significant strategic document for the City and I agree with many of the resulting recommendations.
- However, I have specific concerns relating to:
 - The timeliness of some of the data underpinning much of the analysis;
 - Ill-informed assumptions regarding housing market substitutability between Geelong and the Bellarine Peninsula (with differences between Armstrong Creek and Ocean Grove being stark);
 - Non-evidentiary judgement calls which have been made regarding the implications of housing growth on the Bellarine Peninsula and resulting calls for such growth to be scaled back; and
 - The manner by which previous requests to update strategic work specific to Ocean Grove have been deferred and are now regarded as being unnecessary.
- As a result, I have made a set of recommended changes to the Directions contained within the exhibited Settlement Strategy as well as to relevant new or altered Scheme Clauses.

Provisional opinions not fully researched

- None.

Questions outside the expert's expertise

- None.

Report incompleteness or inaccuracies

- None.

2

Am C395

2.1 Background ⁰⁶ Am C395 has been prepared by Council which is the planning authority for this amendment.

⁰⁷ The Amendment applies to the entire municipality.

⁰⁸ As set out in the Am C395 Explanatory Report:

The Amendment proposes to implement the City of Greater Geelong's Settlement Strategy (2018) and Northern and Western Geelong Growth Areas Framework Plan (2019). The amendment includes policy changes to the Municipal Strategic Statement (MSS) and rezones land in the Northern and Western Geelong Growth Areas to the Urban Growth Zone.

Specifically, the Amendment seeks to:

- *Amend Clause 21.03 Objectives - Strategies – Implementation to include reference to 21.18 Corio Norlane and 21.20 Northern and Western Geelong Growth Areas.*
- *Replace Clause 21.04 Municipal Framework Plan with a new Clause 21.04 to implement the Settlement Strategy through a new Municipal Framework Plan.*
- *Replace Clause 21.06 Settlement and Housing with a new clause including objectives, strategies and references to implement the Settlement Strategy.*
- *Amend Clause 21.08 Development and Community Infrastructure to update strategies on Transport and Development Contributions to implement the Settlement Strategy.*
- *Amend Clause 21.11 Armstrong Creek Urban Growth Area to reflect the role of the Northern and Western Geelong Growth Areas.*

- Amend Clause 21.14 *The Bellarine Peninsula* to update objectives, strategies, further work and references to implement the Settlement Strategy.
- Amend Clause 21.16 *Anakie* to implement the Settlement Strategy by amending objectives and strategies, deleting reference to the *Anakie Structure Plan 1996* and replacing the map.
- Insert a new Clause 21.20 *Northern and Western Geelong Growth Areas* including new objectives, strategies, references and plans to implement the *Northern and Western Geelong Growth Areas Framework Plan*.
- Replace the Schedule to Clause 72.08 *Background Documents* with a new Schedule that includes the *City of Greater Geelong's Settlement Strategy (2018)* and *Northern and Western Geelong Growth Areas Framework Plan (2019)*.
- Rezone areas of land in the *Northern and Western Geelong Growth Areas* from *Rural Living Zone, Farming Zone, Public Park and Recreation Zone and Industrial 1 Zone* to *Urban Growth Zone*.

⁰⁹ The exhibited Instruction Sheet and proposed amended/new clauses are copied within Appendix B.

2.2 History

¹⁰ Am C395 is based, in large part, on two reports:

1. *The City of Greater Geelong Settlement Strategy*, October 2018, Spatial Economics in conjunction with the City of Greater Geelong (“Settlement Strategy”); and
2. *Northern and Western Geelong Growth Areas Framework Plan*, March 2019, City of Greater Geelong (“Framework Plan”).

¹¹ The Settlement Strategy was informed by an Issues Paper (July 2017) and background technical reports, prepared by Spatial Economics between late 2016 and June 2017, and addressing the following topics:

1. Population Growth Scenarios
2. Background to Population Scenarios
3. Population Trends and Drivers of Housing Demand
4. Residential Dwelling Stock
5. Residential Land Supply and Development
6. Land Supply and Housing Affordability.

¹² Community consultation regarding draft versions of the Settlement Strategy took place in July 2017 and May-June 2018.

¹³ 73 submissions were considered by Council in relation to the final draft Settlement Strategy prior to adoption of the Settlement Strategy on 9 October 2018.

¹⁴ The Framework Plan was informed by a large number of technical reports and draft versions of the Framework Plan were published for community consultation between 2016 and 2018.

2.3 Exhibition

¹⁵ 81 submissions were considered by Council in relation to the draft Framework Plan prior to adoption of the final Framework Plan on 26 March 2019.

¹⁶ Am C395 was exhibited from 21 June 2019 to 29 July 2019.

¹⁷ 102 submissions were made regarding the exhibited documentation, with 41 of the submissions relating wholly or partially to the Settlement Strategy.

¹⁸ One of the submissions regarding the Settlement Strategy was made by Spiire Australia on behalf of Shell Road Development and is included at Appendix C of this statement.

2.4 Council consideration

¹⁹ Council considered the exhibited Am C395 and the submissions made regarding the Amendment at the Council Meeting on 24 September 2019.

²⁰ As set out in the Meeting's minutes at page 11:

5. Key matters raised in submissions regarding the Settlement Strategy are: population growth rates; requests to rezone or consider over 1870 ha of land for residential outside the settlement boundary; proposed logical inclusions process; support for protecting the Bellarine Peninsula; and the relationship of the Strategy and amendment to the Distinctive Areas and Landscapes (DAL) program for the Bellarine.

²¹ The officer report considered at the Council meeting of 24 September 2019 contained a number of relevant statements when addressing submitter themes in relation to the Settlement Strategy and these are copied below as I will refer to the themes directly or indirectly in the balance of this statement.

²² Where appropriate, I have added my emphasis via underlining.

Land supply and demand

14. Three submissions raise concern with calculations of land supply and demand in the Settlement Strategy. Both Algo Properties and the Committee for Geelong argue that the Strategy uses outdated figures which can be misleading as they do not reflect a recent surge in demand. Similarly, Gersh Investment Partners Ltd contends that the Strategy has systematic flaws in its land supply assumptions, noting that the Strategy uses data as at 1 January 2017 that excludes more recent substantial land sales.

Response:

15. The housing and lot supply figures in the Strategy represent a particular point in time. These figures then informed the development of the Strategy. Housing and lot supply figures will necessarily change over time. The Strategy addresses this by taking a scenarios based approach which can factor in accelerating or slowing levels of development. This approach includes regular review and monitoring to track progress to allow for responsive decision making.

16. The City maintains that adequate residential land has been identified to meet Greater Geelong's housing needs over the life of the Strategy.

The extent of land identified provides:

16.1 In excess of 20 years (2039) supply under the highest growth scenario of 3% pa;

16.2 A greenfield housing supply until 2046 under a 2.5% pa growth scenario; and

16.3 A possible extension of 15 years (2061) supply if urban consolidation and greater housing densities and diversity are achieved in the growth areas.

17. The City's routine update of housing and land supply data is currently being undertaken and these results will be available before the Panel Hearing on the amendment.

Housing markets

18. The Committee for Geelong suggests that the Greater Geelong housing market be broken down into five regions/sub-markets for monitoring and review, to ensure 15 years of supply in each of these sectors. Morgan and Griffin and Barwon Water stress the difference between the housing market for the Bellarine Peninsula/Ocean Grove and the City as a whole, with Ocean Grove growth significantly higher than that of Greater Geelong as a whole. The ongoing demand for new housing in Ocean Grove is also referred to in a submission by Wallington landowners.

Response:

19. The State requires that local governments plan to accommodate projected population growth over at least a 15 year period, with residential land supply to be considered on a municipal, rather than town-by-town basis. It is up to the City to determine how this minimum 15 year supply is met. This is a task to be completed having regard to matters including environmental characteristics, the availability of infrastructure and the proper and orderly provision of services.

20. The Settlement Strategy meets the City's requirements under Clause 11.02-1S of the Planning Scheme. The Strategy provides for a mix of greenfield and infill development opportunities, with the Northern and Western Geelong Growth Areas and Armstrong Creek identified as three major growth areas. Maintaining residential land supply in every conceivable element of the housing market across the municipality is neither a sound basis to deliver growth nor realistic.

Settlement boundary – interest in further residential development

...

26. Three further submissions regarding the settlement boundary do not relate to specific parcels of land. The Committee for Geelong argues against a permanent settlement boundary and suggests potential land for growth be assessed within a 20-30 km radius of Geelong. Lascorp Development Group stresses the potential need for a review of a permanent settlement boundary. Shell Road Development Pty Ltd objects to the Strategy and amendment curtailing the growth of Ocean Grove and other district towns.

Response:

27. Given current supply levels, there is no requirement to nominate new growth areas or future investigation areas beyond what is already identified in the Settlement Strategy at this time. This would be premature given no strategic work has been undertaken to support such designations. The proposed strategy responds to and exceeds the requirement for delivery of capacity for residential growth.

28. These requests are beyond the planned growth identified in the G21 Regional Growth Plan and the Settlement Strategy. This is significant given the 'G21 Regional Growth Plan – Implementation Plan' also considers infrastructure, utilities, transport, employment and other requirements needed to support and service residential growth. No such planning has occurred for the 'next phase' of Geelong's growth. Council has not carried out the strategic assessments necessary to identify future residential development opportunities or to rule areas in or out for further investigation or future development.

29. The next phase of Geelong's growth can be strategically considered as part of a G21 Regional Growth Plan and/or Settlement Strategy review. Considerations will include land supply, planning scheme requirements, infrastructure, servicing and an understanding of growth at the municipal, regional and state levels. The views of servicing authorities and other state government agencies will be critical to this process. Any new growth fronts need to be considered as part of a broader approach to settlement planning rather than short term piecemeal extensions across various locations without consideration of long term sustainable settlement planning.

30. In relation to strategic planning considerations, 'unlocking' urban development potential for private investment interests is not a key consideration. Caution should be given against making assumptions about future land use potential or opportunities that have not been strategically identified or investigated. The City is committed to delivering the current identified growth areas with efficient delivery of infrastructure and services to create functional new communities in a

timely manner. The addition of new active growth fronts across the municipality beyond what is already planned could have detrimental impact on this. The experience in metropolitan growth area planning confirms the benefit of delivering planned communities and infrastructure to ensure new housing is serviced appropriately.

31. For the above reasons, officers have not carried out a detailed assessment or considered the merits or otherwise of the individual site-specific development requests in these submissions.

32. The City has identified a 'logical inclusions' process to deal with anomalies or enhancements to existing residential areas, however, this is not a process for identifying future growth fronts or investigation areas. The Bellarine Peninsula is subject to the State Government's DAL program. Long term protected boundaries for townships will be identified as part of this project (see below).

Logical inclusions process

33. Some of the submissions supporting or proposing residential development outside the settlement boundary proposed by the Settlement Strategy and this amendment specifically request particular land be considered in the logical inclusions process.

34. Other submissions relating to the logical inclusions process:

34.1 request changes or additions to local planning policy provisions;

34.2 argue that the process should precede finalisation of this amendment and/or the DAL program;

34.3 argue that a permanent settlement boundary is contrary to logical inclusions; and

34.4 request the process be established quickly if changes to the settlement boundary are not supported in this amendment.

Response:

35. The logical inclusions process is not looking at identifying new residential growth fronts or future investigation areas given the adequacy of current and proposed residential land supply (see response to settlement boundary submissions, above).

36. The process will focus on infrastructure delivery to land already identified for residential development, creating enduring boundaries and creating sustainable communities in the context of formalising permanent boundaries.

37. The Settlement Strategy identifies the need to work with the State government, neighbouring councils and other stakeholders, carry out a

consultative process and use the Melbourne logical inclusions process as a guide to introduce a permanent settlement boundary and protect non-urban breaks.

38. The City will seek to commence the logical inclusions process upon completion of this amendment, with consideration of any Panel and/or Ministerial recommendations. This logical inclusions process will only apply outside of the Bellarine Peninsula (see below).

Bellarine Peninsula Distinctive Areas and Landscapes program

39. Eight submissions specifically reference the State Government's DAL program for the Bellarine Peninsula. Two argue that the DAL program should be concluded before this amendment; another argues that the DAL process and amendment should not precede the logical inclusions process. Two submitters indicate they separately submitted to the Department of Environment, Land, Water & Planning (DELWP) on the DAL program with respect to their land; two others indicate or request that the DAL program does not affect their land which is outside the settlement boundary, but which they request be included within the boundary. With respect to the timing of the DAL program, another submission asks what protection is afforded the Bellarine Peninsula before it is finalised in mid-2020.

40. Separately, four submissions refer to settlement boundaries in reviews of township structure plans – three regarding Ocean Grove and one regarding Leopold. Two submissions stress the need for a review of the Ocean Grove Structure Plan with respect to the settlement boundary; another that the Ocean Grove Structure Plan be revised insofar as it indicates the town's settlement boundary will be reviewed again.

Response:

41. After adoption of the Settlement Strategy in October 2018, the State Government announced its intention to declare the Bellarine Peninsula a DAL under legislation if reelected. Upon re-election the project commenced and is being delivered by the Places and Precincts unit within the Planning Implementation team of DELWP.

42. The project website states a Statement of Planning Policy will be prepared for the Bellarine which will include a '50-year vision and strategies, including long-term settlement boundaries'.

43. This Bellarine Peninsula DAL program is consistent with the strategic directions set out in the Settlement Strategy. The Strategy identifies that the share of housing growth on the Bellarine will decline overtime, that landscape values should inform settlement breaks and that the Distinctive Areas and Landscapes Bill 2017 is one option for delivering protected boundaries.

44. *The DAL process will now deliver settlement boundaries on the Bellarine with consideration given to provisions in the local planning policy framework and the usual technical considerations. Any future changes to boundaries will be considered under the DAL legislation. The current framework plan uses the term ‘indicative permanent settlement boundaries’ which indicates there is a process required to make them permanent.*

45. *Given that the DAL will establish protected settlement boundaries on the Bellarine, a logical inclusions process will no longer be required for the Bellarine Peninsula. Likewise, township settlement boundaries will not be reviewed in the future review of structure plans for the various Bellarine Peninsula towns.*

46. *Council officers are working with DELWP on the project. The DAL process has completed phase one of three community engagement phases. Declaration of the Bellarine Peninsula as a DAL is expected in late 2019.*

47. *The City will now await the outcomes of the DAL process which will culminate in a final Statement of Planning Policy for the Bellarine in mid 2020; this will then be introduced into the Greater Geelong Planning Scheme. The City will not commence any structure plan reviews on the Bellarine until the DAL process is finalised.*

²³ At the 24 September 2019 Council meeting, the following was carried:

9. *That Council having considered all submissions on Amendment C395 resolves to:*

9.1 *Request the Minister for Planning to appoint an independent Panel under Part 5 of the Planning and Environment Act 1987 to consider submissions relating to the amendment;*

9.2 *Refer all submissions to the Panel;*

9.3 *Submit to the Panel its response to the submissions generally as outlined in this report; and*

9.4 *Authorise the Director Planning, Design & Development to agree minor modifications to Amendment C395 to resolve submissions prior to the Panel hearing, provided those changes are consistent with the intent of the amendment and the responses in this report.*

2.5 Post exhibition changes

²⁴ Council’s Part A submission was circulated less than 24 hours before my statement was to be provided.

²⁵ As a consequence, I have only had a chance to briefly review the Part A submission but there is nothing contained within the submission which changes the views expressed within this statement.

²⁶ I do note, however, that the interplay between Am C395 and the DAL program for the Bellarine Peninsula is confirmed by DELWP's letter to Council which was received on 25 October 2019 and includes the following (at Appendix 5 in the Part A submission):

If approved, the draft Greater Geelong Settlement Strategy 2018 (implemented via Amendment C395) will set the policy for settlement growth in the City of Greater Geelong. The outcomes of the panel process, together with Council's adopted position on the amendment, will therefore be a key consideration when the government finalises the long-term settlement boundaries in the SPP for the Bellarine Peninsula. To enable this, DELWP has sought to align the development of the Bellarine Peninsula SPP with the process for Amendment C395.

3

Greater Geelong Settlement Strategy

- 3.1 Introduction** ²⁷ This section of my statement reviews the Settlement Strategy and provides my comments and analysis where relevant and as directed in my instructions.
- ²⁸ I have structured my review and resulting commentary and analysis in the same order as the Settlement Strategy is presented.
- ²⁹ I have also provided suggested changes to the Settlement Strategy via mark-ups where indicated.

3.2 Introduction - Purpose and scope (page 15) **Review**

- ³⁰ This section of the Settlement Strategy provides details such as:
- Project timeframe, with Spatial Economics engaged in late 2016 (i.e. three years ago);
 - Project outlook period, with 2036 a key year; and
 - Confirmation that the project was not starting with a “blank canvas”.
- ³¹ The following is also stated (my emphasis added):

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.*

Commentary and analysis

³² Ocean Grove's settlement boundary was the subject of much debate during Am C346 in mid 2016.

³³ I prepared an economic expert statement for Am C346 (refer Appendix D), participated in an expert conclave (refer Appendix E) and appeared before the Panel for this Amendment.

³⁴ As set out in the Am C346 Panel Report of 5 July 2016 the Amendment:

... proposes to implement the revised Ocean Grove Structure Plan (the 2015 Structure Plan) and the Ocean Grove Town Centre Urban Design Framework (the Urban Design Framework) through changes to Clause 21.14 and the application of Design and Development Overlays (DDOs) to the town centre and the new Grubb Road activity centre.

³⁵ The Panel Report's recommendations included the following of relevance to my consideration of the Settlement Strategy:

Based on the reasons set out in this Report, the Panel recommends:

Greater Geelong Planning Scheme Amendment C346 be adopted as exhibited subject to the following changes:

1. Preserve the potential of land to the north, north-west and east of Ocean Grove for urban development in the long term and include a commitment in the planning scheme to establish an enduring settlement boundary for Ocean Grove by changing clause 21.06 and 21.14 as follows:

a) At clause 21.06-6 Further Work add:

Assess the potential of rural land to the north, north-west and east of Ocean Grove for future urban development to determine the location of an enduring settlement boundary around Ocean Grove.

b) At clause 21.14-2 under Ocean Grove add:

Avoid development of rural land to the north, north-west and east of Ocean Grove (identified on the Ocean Structure Plan in this clause) that would compromise development for urban purposes in the future.

c) At clause 21.14 Further Work add:

Review the Ocean Grove Structure Plan at least every 5 years.

Assess long term growth options (both infill and settlement expansion) for Ocean Grove by no later than 2020. The assessment should include consideration of:

the role of Ocean Grove as a district town

other planned growth on the Bellarine Peninsula

development trends, lot supply and housing capacity within the settlement boundary

the desirability of providing a diversity of living options

physical and environmental constraints, including the importance of protecting the biodiversity values of the Reserve and maintaining a rural break between settlements

the protection of landscape values and implications for the character of approaches to Ocean Grove township along the Bellarine Highway, Grubb Road and Wallington Road

the implications for significant agricultural uses and their employment generating potential

whether any adjustments to the settlement boundary are required.

d) At Clause 21.14 on the Ocean Grove Structure Plan:

identify the need for a rural break and interface treatment along the Bellarine Highway

indicate in relation to areas to the north, north-west and east of Ocean Grove 'Protect long term growth potential'

reinstate the current settlement boundary to the east of

Banks Road, move the annotation 'protect sensitive interface' to land at the interface with the reinstated

settlement boundary and maintain the existing annotation 'further investigation site'.

2. Update the 2015 Structure Plan reference document to ensure consistency with changes recommended by the Panel.

³⁶ I observe that a number of these recommendations have not been not incorporated by Council into the Scheme.

³⁷ The Settlement Strategy's methodology of assessing Ocean Grove's residential housing growth capacity based on the current settlement boundary therefore avoids consideration of a range of factors which the Am C346 Panel Report clearly inferred should be under consideration by now in order that a thorough review take place by 2020.

³⁸ Since the Am C346 Panel Report was released, it is apparent that Ocean Grove's population growth has continued to accelerate as shown in Table 1.

Table 1—Ocean Grove population, 2001-2018

Source: Deep End Services; ABS

As at June	Population		Change	
	(No.)	(No.)	(No.)	(%)
2001	10,839	-	-	-
2002	11,206	367	3.4%	
2003	11,364	158	1.4%	
2004	11,484	120	1.1%	
2005	11,520	36	0.3%	
2006	11,487	-33	-0.3%	
2007	11,779	292	2.5%	
2008	12,061	282	2.4%	
2009	12,248	187	1.6%	
2010	12,576	328	2.7%	
2011	12,871	295	2.3%	
2012	12,923	52	0.4%	
2013	13,089	166	1.3%	
2014	13,489	400	3.1%	
2015	13,996	507	3.8%	
2016	14,604	608	4.3%	
2017	15,271	667	4.6%	
2018	15,877	606	4.0%	
Ave. 2001-06	-	130	1.2%	
Ave. 2006-11	-	277	2.3%	
Ave. 2011-16	-	347	2.6%	
Ave. 2016-18	-	637	4.3%	

³⁹ Data available from the 2016 Census shows how the number of dwellings provided within Ocean Grove also increased significantly between 2011 and 2016 (refer Table 2).

Table 2—Ocean Grove residential dwellings, 1986-2016

Source: Deep End Services; ABS

Year	Occupied dwellings	Unoccupied dwellings	Total dwellings	Occupied dwellings as prop. of total	Ave. annual growth in total dwellings
	(No.)	(No.)	(No.)	(%)	(No./yr)
1986	2,568	806	3,374	76.1%	-
1991	3,089	995	4,084	75.6%	142
1996	3,556	1,113	4,669	76.2%	117
2001	3,990	1,225	5,215	76.5%	109
2006	4,332	1,495	5,827	74.3%	122
2011	4,802	1,778	6,580	73.0%	151
2016	5,465	2,013	7,478	73.1%	180

⁴⁰ It is also apparent that housing constructions has accelerated within Ocean Grove during the past three years as indicated in Table 3.

Table 3—Ocean Grove building approvals, 2007-2019

Source: Deep End Services; ABS

Year end June	NEGA (No.)	Balance (No.)	Ocean Grove (No.)
2007	14	90	104
2008	30	124	154
2009	5	147	152
2010	23	169	192
2011	22	138	160
2012	5	102	107
2013	27	88	115
2014	105	88	193
2015	115	92	207
2016	117	96	213
2017	141	111	252
2018	192	97	289
2019	179	101	280

⁴¹ I note that the average number of annual approvals for the past three years has been 274, which is at the centre of the range of 250-290 lots per year which I forecast during the Am C346 process (with Mr Stokes anticipating a range of 200-250 lots per year).

⁴² It is against this backdrop of strong demand for residential land within Ocean Grove – at the same time as Armstrong Creek is also developing rapidly – that the continuing lack of strategic analysis of the Ocean Grove market by Council is an apparent oversight.

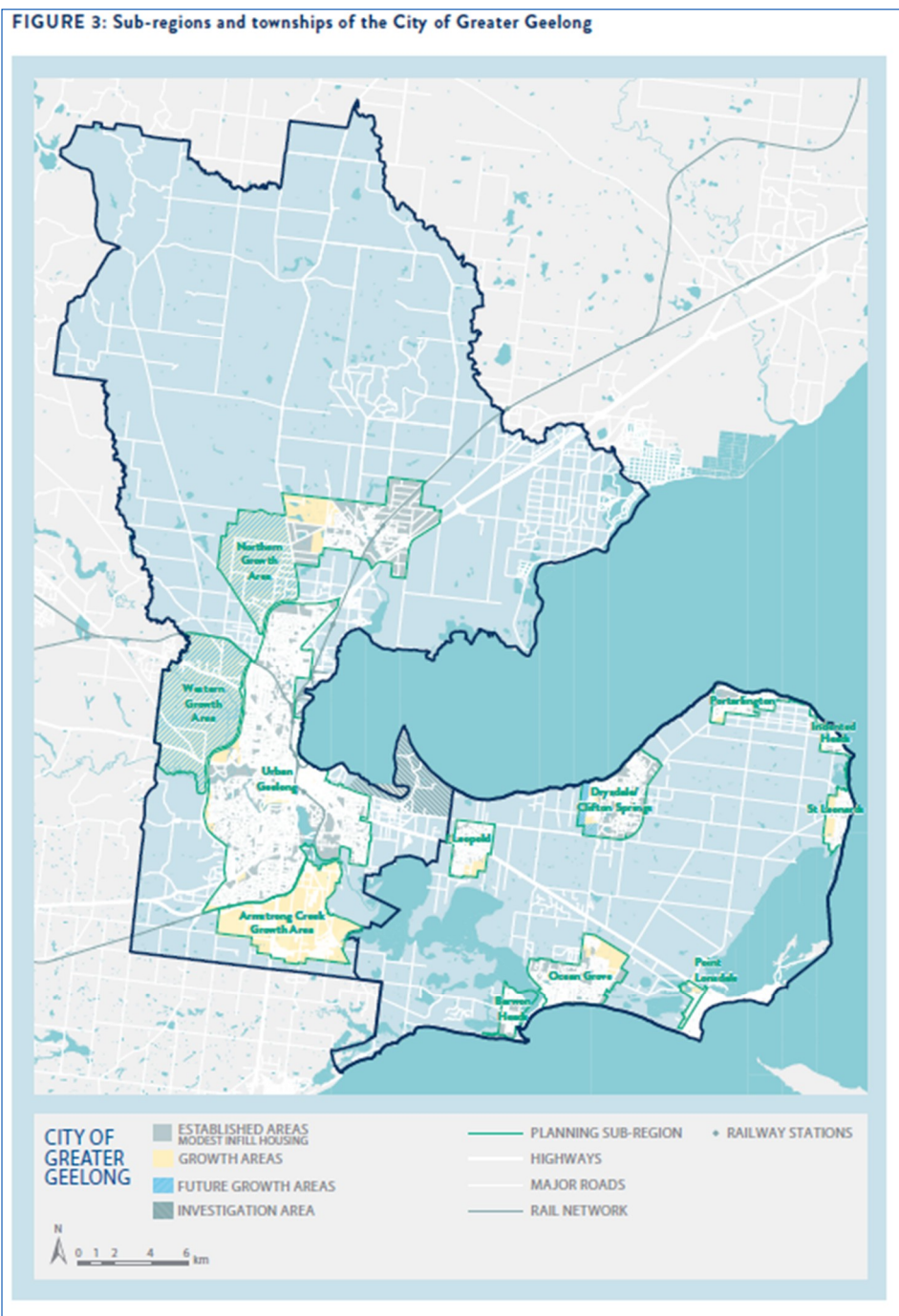
3.3 Introduction – Approach (page 16-19)

Review

43 The City of Greater Geelong was divided into two regions – Geelong and Bellarine – while sub-regions and townships were defined as shown on Figure 1 (including the use of existing settlement boundaries in locations such as Ocean Grove):

Figure 1— Settlement Strategy Regions

Source: Settlement Strategy



⁴⁴ A high-level description of the modelling process undertaken by Spatial Economics is then provided, along with a discussion regarding the set of six background reports which were also produced by Spatial Economics to inform the process and the community.

⁴⁵ Consultation with the community then occurred as I described earlier in this statement.

Commentary and analysis

⁴⁶ The general approach adopted by Spatial Economics in preparing the modelling inputs to the Settlement Strategy are sound.

⁴⁷ There are specific issues which I will refer to elsewhere in this statement but I do note that much of the data relied upon by Spatial Economics was prepared before the results of the 2016 Census were released and, in some cases, are 3-4 years old.

⁴⁸ This is significant, as Geelong's rate of population growth has increased substantially within the past few years.

3.4 Background – Review Policy Context (page 24-28)

⁴⁹ This sub-section of the Settlement Strategy considers a range of relevant policy influences comprising:

- SPPF
- Plan Melbourne
- G21 Regional Growth Plan
- Bellarine Localised Planning Statement
- The Scheme
- Greater Geelong: Clever and Creative Future

⁵⁰ The commentary regarding the G21 Regional Growth Plan (prepared in 2013) is as follows (my emphasis added):

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 [sic] 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).

Commentary and analysis

⁵¹ The G21 Regional Growth Plan is listed as a policy document to be considered as relevant at 11.01-1S in the Scheme.

⁵² At 11.01-1R in the Scheme is the following:

Settlement - Geelong G21

Strategies

Support the role of Central Geelong as a major regional city and revitalise and strengthen its role as Victoria's second city.

Support the growth of Bannockburn, Colac, Drysdale/Clifton Springs, Lara, Leopold, Ocean Grove and Torquay/Jan Juc as district towns by building on existing and planned infrastructure and focussing growth along key road and rail networks.

Plan for Colac and Winchelsea as new targeted growth nodes.

Provide for long term growth options that build on existing infrastructure, including two further investigation areas north and west of Geelong.

Reinforce the role of district towns in providing services to surrounding areas.

Maintain a significant settlement break between the region and Melbourne.

Provide for settlement breaks between towns to maintain their unique identities.

Require a settlement boundary for all towns.

Protect critical agricultural land by directing growth to towns.



53 In my opinion, it is clear that the expectation of the G21 Regional Growth Plan is that Ocean Grove is to fulfil an important growth role on the Bellarine Peninsula.

54 This is reinforced by the fact that Ocean Grove is the sole township on the Bellarine Peninsula where the designation of “Strengthen and protect the identified existing and planned employment areas” is applied.

**3.5 The Strategy
– Spatial
Distribution of
Growth and Land
Supply (page 58-
63)**

- ⁵⁵ Ocean Grove is already supplied with critical infrastructure including primary and secondary schools, emergency services, higher-order retail facilities and significant sporting and recreational facilities.
- ⁵⁶ The township is also supplied with broadhectare residential and commercial land within a designated growth area within good proximity to all of these services.
- ⁵⁷ Taken together, the Settlement Strategy’s intended downgrading of Ocean Grove from a “growth area” to “district town” is, in my opinion, unjustified and inconsistent with both policy and existing investment.

Review

- ⁵⁸ This is the first sub-section of The Strategy, which I regard as being the key section of the Settlement Strategy.
- ⁵⁹ The first part of this sub-section sets the tone for much of what is to follow throughout The Strategy:

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.

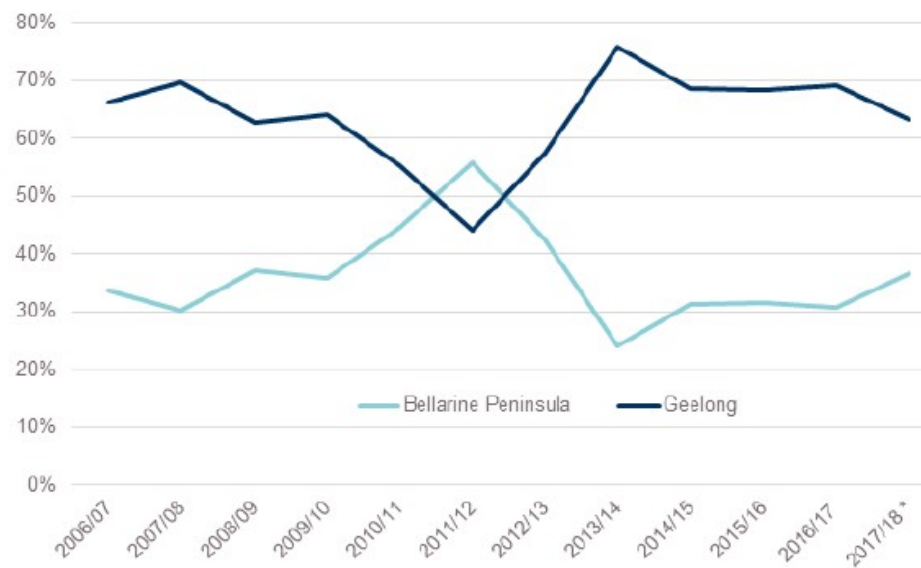
For some buyers, housing in townships and broad-hectare estates in urban Geelong are substitutable. This is demonstrated by Figure 16 [sic],

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.

⁶⁰ Three Principles and Directions are the conclusions for this sub-section:

PRINCIPLES AND DIRECTIONS – SPATIAL DISTRIBUTION OF GROWTH AND LAND SUPPLY

<p>Principle</p> <p>Provide clear strategic direction on the spatial distribution of residential growth in Greater Geelong.</p> <p>Directions</p> <ol style="list-style-type: none"> Direct the majority of future housing needs to urban Geelong (urban infill, Armstrong Creek and the Northern and Western Geelong Growth Areas). Acknowledge the share of new development on the Bellarine Peninsula should decline over time. Discontinue the use of the term 'growth area' when describing district towns on the Bellarine. Ensure development occurs within designated settlement boundaries. Reconsider the need for and timing of the structure planning review process for townships. 	<p>Principle</p> <p>Maintain an adequate supply of residential land.</p> <p>Directions</p> <ol style="list-style-type: none"> Adopt a scenarios-based approach to planning for future housing needs. Use regular monitoring and review to adjust planning, if required. Continue to monitor and review land supply, although new areas for residential development are unlikely to be needed. 	<p>Principle</p> <p>Minimise the economic, environmental, visual and servicing impacts of residential development on rural areas.</p> <p>Directions</p> <ol style="list-style-type: none"> Maintain the extent of rural hamlets (Breamlea, Ceres and Anakie) to current township zone limits. Rescind the Anakie Structure Plan 1996, as environmental constraints in the area make further residential development undesirable. Limit rural-living developments to existing zoned land in Lara, Drysdale/ Clifton Springs, Wallington, Waurn Ponds, Lovely Banks Batesford, Fyansford, Leopold, Newcomb, Moolap, Curlewis, Portarlinton and Ocean Grove.
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Commentary and analysis

⁶¹ First, I note the comment that use of the term “growth area” is said to be misleading to some as it purportedly means settlement boundaries in townships on the Bellarine can be progressively expanded. This is a simplistic view and, of itself, no reason to change the designation of these townships.

⁶² The issue of housing “substitutability” deserves significantly more attention than is afforded by the Settlement Strategy.

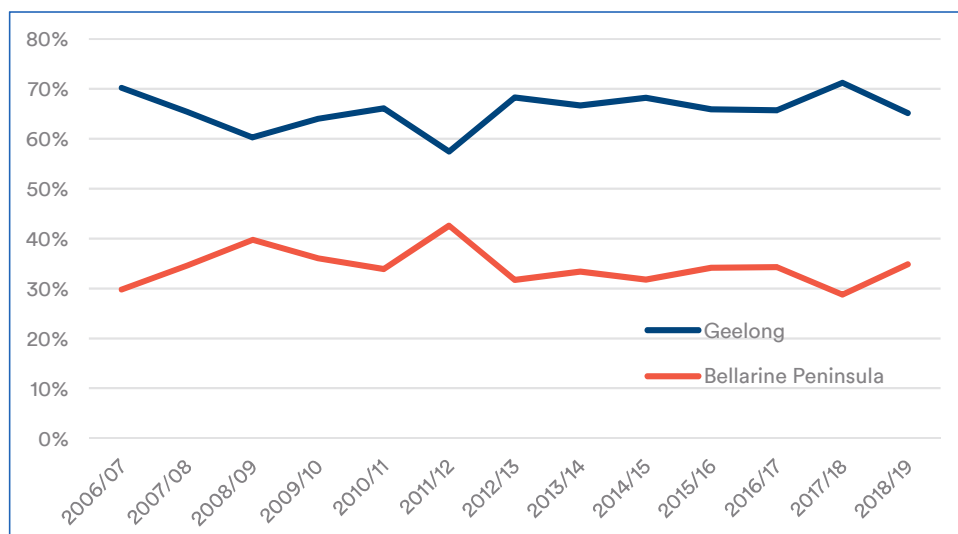
⁶³ Indeed, it is a distinct failing of the Settlement Strategy and the Background Reports to adequately investigate this issue.

⁶⁴ To understand the level of substitutability between the various housing markets within Greater Geelong, I first provide a different version of the Settlement Strategy's Figure 19 which shows the Bellarine's share of lot construction from 2006/07 to December 2017.

⁶⁵ My version is based on building approvals and includes data to June 2019 as shown in Figure 2.

Figure 2—Geelong and Bellarine share of Greater Geelong building approvals, 2006/07 – 2018/19

Source: ABS



⁶⁶ Despite assertions made in the Settlement Strategy, it is clear that demand for new dwellings on the Bellarine Peninsula has not fallen away since Armstrong Creek started to ramp up in 2013/14.

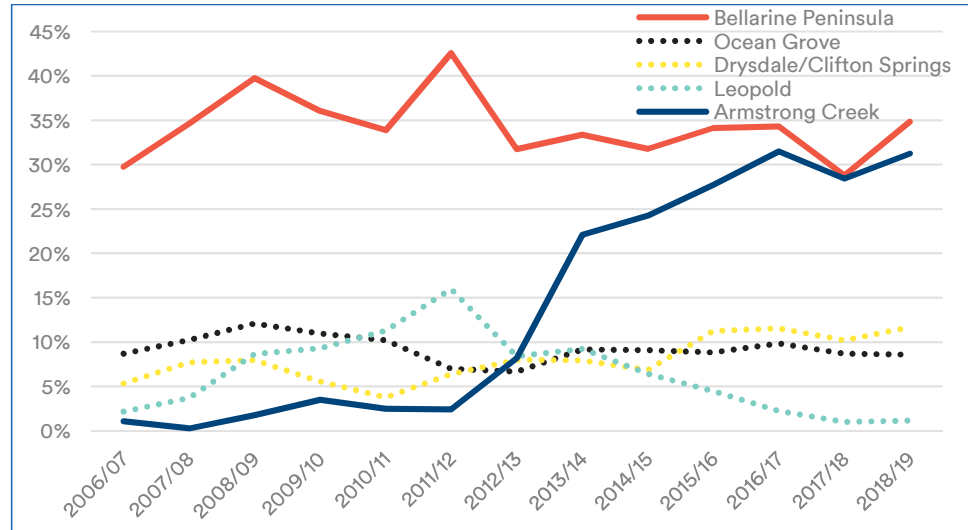
⁶⁷ Indeed, the proportion of building approvals on the Bellarine has only decreased slightly from 36% in 2006/07-2012/13 to 33% in 2013/14-2018/19.

⁶⁸ At the same time, the average annual number of approvals on the Bellarine has increased from 535 in 2006/07-2012/13 to 871 in 2013/14-2018/19.

⁶⁹ The trend within the Ocean Grove market has been similar, with the average annual number of approvals increasing from 141 in 2006/07-2012/13 to 239 in 2013/14-2018/19, with residential development in this market continuing to supply around 10% of Geelong's housing needs as shown in Figure 3.

**Figure 3—
Armstrong Creek,
Bellarine are
township share of
Greater Geelong
building approvals,
2006/07 – 2018/19**

Source: ABS



⁷⁰ The Settlement Strategy’s suggestion that “... 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 ...” is therefore clearly incorrect.

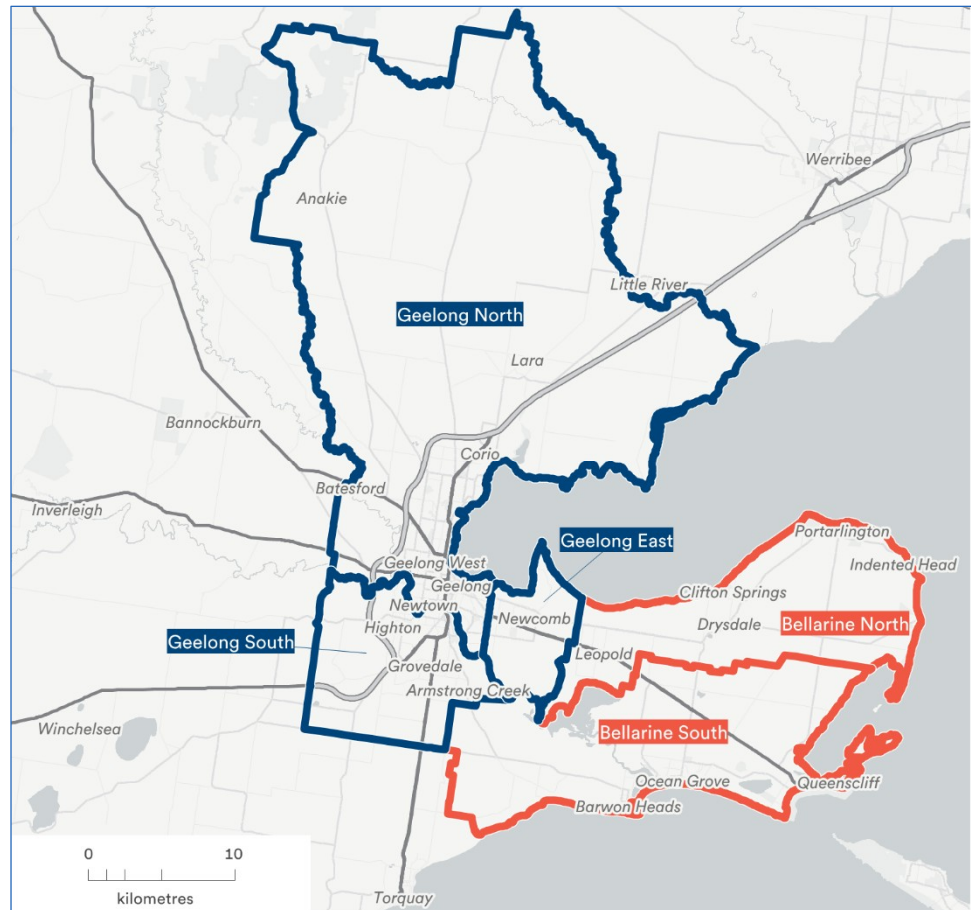
⁷¹ It important to understand why this is the case – there are three key contributing factors.

⁷² The first is geography.

⁷³ To assist, I have divided the Geelong and Bellarine regions further into resident source markets as indicated in Figure 4.

Figure 4—Geelong and Bellarine resident source markets

Source: Deep End Services; ABS



- ⁷⁴ I have then examined data from the 2016 Census for SA1s in growth areas for the five significant broadhectare regions on the Bellarine and Geelong.
- ⁷⁵ Specifically, I have extracted data for residents who indicated that they had moved into their house less than one year prior to the 2016 Census in these areas.
- ⁷⁶ I was wanting to know where these new residents were living previously and this is summarised in Table 4.

Table 4—Previous place of residence – new residents in key Bellarine and Geelong growth areas

Place of residence 1 year prior to 2016 Census for new residents	Growth areas (broadhectare or recent broadhectare)				
	Ocean Grove	Drysdale	Leopold	Armstrong Creek	Lara
Bellarine South	61.8%	6.8%	4.6%	7.5%	0.0%
Bellarine North	13.1%	50.3%	36.2%	3.6%	2.8%
Sub-total Bellarine	74.8%	57.1%	40.8%	11.1%	2.8%
Geelong South	1.0%	6.8%	7.4%	39.2%	6.4%
Geelong East	0.0%	2.7%	19.0%	3.0%	0.7%
Geelong North	4.5%	8.2%	13.5%	17.0%	64.9%
Sub-total Geelong	5.4%	17.8%	39.9%	59.2%	72.0%
Sub-total Greater Geelong	80.3%	74.9%	80.7%	70.3%	74.8%
Melbourne	11.5%	8.5%	1.5%	10.6%	12.8%
Regional VIC	2.9%	7.4%	5.8%	13.0%	5.3%
Interstate	3.5%	4.9%	8.9%	4.5%	6.0%
Overseas	1.9%	4.4%	3.1%	1.6%	1.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Deep End Services; ABS

- ⁷⁷ I have highlighted in red the key sources of residents for each of the growth areas and it is apparent that there are significant difference in the sources.
- ⁷⁸ It is also apparent that Ocean Grove is very different to other markets, sourcing 75% of its new residents in its growth area from the Bellarine (and 62% from the southern half).
- ⁷⁹ The next highest is Drysdale (57%) and Leopold (41%) but the two Geelong growth areas source few residents from the Bellarine, with Armstrong Creek at 11% and Lara at 3%.
- ⁸⁰ Conversely, Armstrong Creek sources 59% of its residents from Geelong and Lara sources 72% from this market.
- ⁸¹ Leopold is quite balanced, with 40% from Geelong (compared to 41% from the Bellarine) but Drysdale (18%) and Ocean Grove (5%) are significantly lower.
- ⁸² In my opinion, this data confirms that there is limited geographic substitutability between the Ocean Grove residential growth market and the other growth markets (and almost none with Armstrong Creek).

⁸³ The second factor is demography.

⁸⁴ In Table 5, I provide data from the 2016 Census for the growth areas and balance of townships for the Bellarine and for the growth areas within Geelong.

Table 5—Demographic characteristics of residents of growth areas and balance of townships, 2016 Census

Demographic characteristic (2016 Census)	Ocean Grove		D'dale/Cl. Springs		Leopold		Arm Creek	Lara	Regions			
	Growth	Balance	Growth	Balance	Growth	Balance	Growth	Growth	Bellarine	Geelong	COGG	VIC
<u>Persons and dwellings</u>												
% dwellings unoccupied	15%	28%	11%	11%	8%	8%	6%	4%	25%	9%	13%	11%
Average household size	2.97	2.47	2.83	2.40	2.94	2.55	2.90	3.14	2.45	2.43	2.44	2.59
<u>Age group</u>												
0-9	23%	13%	19%	11%	22%	13%	21%	24%	13%	12%	12%	12%
10-19	12%	12%	14%	12%	12%	13%	10%	13%	12%	12%	12%	12%
20-34	20%	13%	24%	13%	31%	17%	34%	24%	14%	21%	19%	22%
35-49	23%	20%	21%	17%	20%	19%	21%	26%	18%	19%	19%	20%
50-64	14%	22%	12%	22%	11%	18%	9%	9%	21%	18%	19%	18%
65+	8%	20%	9%	25%	4%	20%	5%	4%	23%	17%	18%	16%
Average age	31.6	41.6	32.1	44.1	28.6	40.3	28.8	28.3	42.7	39.3	40.1	38.6
<u>Annual individual income</u>												
<\$15,600	17%	21%	21%	22%	16%	22%	18%	19%	21%	23%	22%	24%
\$15,600 - \$41,700	30%	37%	34%	45%	32%	41%	27%	27%	40%	39%	39%	34%
\$41,700 - \$78,200	33%	25%	33%	23%	36%	26%	35%	31%	24%	24%	24%	25%
\$78,200 - \$104,200	12%	11%	9%	6%	12%	8%	13%	14%	8%	8%	8%	9%
>\$104,200	7%	7%	4%	4%	4%	4%	6%	9%	6%	6%	6%	8%
Average individual income	\$50,877	\$47,274	\$43,045	\$38,778	\$47,837	\$40,054	\$51,450	\$52,722	\$43,918	\$43,266	\$43,420	\$47,252
Variation from VIC average	8%	0%	-9%	-18%	1%	-15%	9%	12%	-7%	-8%	-8%	-
<u>Annual household income</u>												
<\$33,800	9%	21%	14%	25%	5%	21%	7%	7%	22%	23%	23%	20%
\$33,800 - \$78,200	28%	33%	38%	41%	33%	36%	25%	22%	36%	35%	36%	32%
\$78,200 - \$130,300	38%	26%	34%	22%	44%	27%	42%	38%	25%	24%	24%	25%
\$130,300 - \$182,400	17%	12%	10%	8%	15%	11%	18%	23%	10%	10%	10%	12%
>\$182,400	8%	8%	4%	4%	4%	5%	8%	10%	7%	7%	7%	11%
Average household income	\$103,091	\$88,949	\$82,959	\$72,187	\$98,063	\$80,303	\$106,204	\$112,605	\$82,286	\$81,927	\$82,012	\$92,457
Variation from VIC average	12%	-4%	-10%	-22%	6%	-13%	15%	22%	-11%	-11%	-11%	-
Average household loan repayment	\$23,761	\$21,616	\$22,227	\$17,827	\$23,281	\$18,376	\$23,070	\$23,760	\$20,616	\$19,875	\$20,059	\$22,985
Average household rent payment	\$18,077	\$17,117	\$19,629	\$15,784	\$20,000	\$17,270	\$20,950	\$20,974	\$16,445	\$14,593	\$14,893	\$18,022
<u>Occupied private dwelling tenure</u>												
Fully owned	22%	41%	19%	45%	10%	38%	11%	11%	43%	34%	36%	34%
Being purchased	63%	37%	54%	37%	64%	44%	65%	70%	37%	35%	35%	37%
Rented	15%	22%	27%	17%	26%	18%	24%	18%	20%	31%	29%	30%
<u>Household composition</u>												
Couples with children	47%	33%	37%	28%	48%	33%	44%	55%	31%	29%	30%	34%
Couples without children	28%	29%	28%	33%	25%	30%	29%	26%	32%	25%	27%	26%
One parent family	9%	10%	15%	11%	12%	12%	10%	10%	10%	12%	12%	11%
Lone person	15%	26%	17%	26%	11%	24%	11%	7%	25%	29%	28%	25%
Group	1%	2%	3%	2%	3%	2%	5%	2%	2%	4%	4%	5%
<u>Motor vehicle ownership per dwelling</u>												
None	1%	3%	1%	4%	1%	2%	1%	1%	3%	8%	6%	8%
One	23%	34%	29%	35%	25%	33%	22%	17%	34%	37%	36%	35%
Two	54%	46%	56%	41%	59%	43%	59%	61%	44%	38%	40%	38%
Three or more	22%	18%	14%	20%	15%	21%	19%	21%	20%	17%	17%	18%

Source: Deep End Services; ABS

⁸⁵ When comparing the growth area residents to the balance of township on the Bellarine it is apparent that they are generally:

- Living in larger households
- Considerably younger
- On higher incomes
- More likely to be mortgaged but less likely to be renting
- More likely to be living in households with children
- Owning more cars.

⁸⁶ Whilst a generalisation, growth area residents are much more likely to be families on higher incomes and with children who are buying their homes than residents in non-growth areas of the townships.

⁸⁷ When comparing the Ocean Grove growth area to other growth areas (including Armstrong Creek and Lara) it is apparent that:

- There is a higher unoccupied dwelling level, indicating some dwellings are being used as holiday homes
- Adult residents are older, with 37% aged 35-64 years and, yet, a very high proportion of residents are young children aged 0-9 years
- Incomes are higher than elsewhere on the Bellarine but similar to Armstrong Creek and Lara
- A much higher proportion of homes are fully owned and much lower proportion of homes are rented
- Households are more likely to have children
- Car ownership is slightly higher.

⁸⁸ This highlights the different demographic profile of residents in the Ocean Grove growth area compared to other growth areas on the Bellarine and in Geelong.

⁸⁹ When taken with the geographic concentration of source residents for the Ocean Grove growth area market, it is apparent that there is less substitutability of this market with any other market on the Bellarine and in Geelong.

⁹⁰ Specifically, I would regard new home buyers in the Ocean Grove and Armstrong Creek markets as being like “chalk and cheese”.

**Table 6—
Comparison of
settled vacant lot
sales in past 12
months within
growth areas**

Source: Deep End
Services; Pricefinder

⁹¹ The third factor is the different nature of the residential land markets within each of the areas supplying broadhectare land in Greater Geelong.

⁹² I have set out in Table 6 key data for the past 12 months for settled sales of vacant lots in the five growth areas, including specific estates as examples where appropriate.

Sub-region	Average lot size	Average sale price	Ave. \$/sqm
<u>Ocean Grove</u>			
Kingston	603	\$292,625	\$485
Oakdene	616	\$349,526	\$567
<u>Drysdale/Clifton Springs</u>			
Bayview Estate	445	\$287,000	\$644
Bayswater Estate	521	\$325,000	\$623
Curlewis Parks	426	\$230,000	\$540
<u>Leopold</u>			
Leopold	491	\$292,000	\$595
<u>Armstrong Creek</u>			
Anchorage	416	\$245,500	\$590
Villawood	464	\$303,062	\$653
Warrally	397	\$264,093	\$665
Watermark	447	\$264,250	\$591
<u>Lara</u>			
Lara	608	\$297,600	\$489

⁹³ It is apparent that the lots within Ocean Grove are considerably larger than within any of the other areas (and significantly larger than at Armstrong Creek).

⁹⁴ Further, average lot sales prices at Ocean Grove are generally around the upper end or higher than in the other markets.

⁹⁵ However, average lots sales rates per sqm are typically lower than in the other markets (and particularly when compared to Armstrong Creek).

⁹⁶ Taken together, the three key factors indicate the nature of the Ocean Grove broadhectare market is very different to the other growth area markets within Greater Geelong.

⁹⁷ Generally, the Ocean Grove market is catering for larger families on good incomes who are seeking larger lots (and homes) in a southern Bellarine location. These families are typically already living within the area and do not want to move away from family, friends, schools and employment.

Recommended changes

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.b.~~ Ensure development occurs within designated settlement boundaries.
- ~~e.c.~~ Reconsider the need for and timing of the structure planning review process for townships if and after the State Government DAL program is completed for the Bellarine Peninsula.

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, Waurin Ponds, Lovely Banks Batesford,
Fyansford, Leopold, Newcomb, Moolap, Curlewis, Portarlinton and Ocean
Grove.

3.6 The Strategy – Housing Diversity (page 64-67)

Review

⁹⁸ Two Principles and Directions are the conclusions for this sub-section:

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.

Commentary and analysis

⁹⁹ Housing diversity is to be encouraged and I support the Principles and Directions.

¹⁰⁰ I note that the Ocean Grove broadhectare land market is already fulfilling a key role in providing diversity by offering larger lots than are generally available elsewhere within Greater Geelong.

¹⁰¹ I also note two of the reasons provided for increasing the City's housing diversity within the Settlement Strategy are as follows (page 64):

- *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*

¹⁰² These are exactly the roles being played by the broadhectare housing estates at Ocean Grove.

Recommended changes

¹⁰³ I do not recommend any changes to the Principles and Directions of this sub-section.

3.7 The Strategy – Managing Future Growth (page 68-71)

Review

¹⁰⁴ Two Principles and Directions are the conclusions for this sub-section:

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.

Commentary and analysis

¹⁰⁵ At the outset, I note that this sub-section of the Settlement Strategy is largely focussed on the proposed Northern and Western Growth Areas.

¹⁰⁶ I support the resulting Principles and Directions.

¹⁰⁷ However, I note the following at page 68:

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.*

¹⁰⁸ As I have stated previously, the Ocean Grove (and other Bellarine growth areas to a lesser extent) serve very different housing market needs to Armstrong Creek.

¹⁰⁹ I am of the opinion that there would be even less substitutability of land within the Bellarine growth areas with the Northern or Western Growth Areas than with Armstrong Creek.

¹¹⁰ Hence, releasing land within these areas would do little to assist with housing supply, choice and affordability for Bellarine land buyers.

¹¹¹ I also observe discussion within this sub-section of the Settlement Strategy regarding the substantial costs of providing infrastructure for new growth areas.

¹¹² The contrast with existing areas such as the Bellarine is stark, where significant infrastructure already exists and should be capitalised upon, with future requirements incremental in nature.

Recommended changes

¹¹³ I do not recommend any changes to the Principles and Directions of this sub-section.

**3.8 The Strategy
– Bellarine
Peninsula (page
72-74)**

Review

¹¹⁴ One Principle and Directions is the conclusion for this sub-section:

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.



Commentary and analysis

¹¹⁵ This section acknowledges the role of Bellarine's key growth areas as follows on page 72 (my emphasis added):

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.

¹¹⁶ As I have discussed earlier in this statement, it is my opinion that the intended downgrading of the townships is misguided and does not recognise the unique nature of the housing markets served by greenfield land provided in the townships.

¹¹⁷ An important discussion and set of opinions is then provided on page 73 (my emphasis added):

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.

¹¹⁸ I observe:

- A lack of evidence used to justify a number of key statements made above; and
- Acknowledgement that a range of additional strategic work needs to be completed

¹¹⁹ In my opinion, such strategic work – and including the work which the Am C346 Panel recommended be carried out for Ocean Grove – must be completed before changes in the expected roles of the Bellarine’s key growth townships can be contemplated.

Recommended changes

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.b. Review housing opportunities within townships to determine if further localised housing intensification can be achieved.
- e.c. Ensure development reflects the preferred character of the townships.

3.9 The Strategy – Permanent Settlement Boundaries (page 75-77)

Review

¹²⁰ Two Principles and Directions are the conclusion for this sub-section:

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.

Commentary and analysis

¹²¹ The State Government's DAL program for the Bellarine Peninsula is discussed at page 75:

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.

¹²² The DAL program is running concurrently with the development of the Settlement Strategy and this presents a number of challenges, such as ensuring that the Settlement Strategy incorporates the DAL process where appropriate.

¹²³ The process for defining a permanent settlement boundary (or boundaries) is then discussed (my emphasis added):

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.

¹²⁴ It is again my opinion that the interplay between the DAL program and the Settlement Strategy is not appropriately addressed by the latter.

¹²⁵ By way of example, I note the following from Council's meeting minutes of 24 September 2019 where submissions made regarding the Settlement Strategy and North and West Growth Areas Framework Plans were considered (page 30) and observe this is not consistent with the text copied from the Settlement Strategy at paragraph 123 in my statement:

45. Given that the DAL will establish protected settlement boundaries on the Bellarine, a logical inclusions process will no longer be required for the Bellarine Peninsula. Likewise, township settlement boundaries will not be reviewed in the future review of structure plans for the various Bellarine Peninsula towns

Recommended changes

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 on a consistent basis, incorporating the State Government's DAL program where appropriate and/or updates to structure plans as and where required based generally on existing urban areas and areas already identified in policy.
- c. Establish a consultation process to review the appropriateness of this settlement boundaries and deal with any significant anomalies or logical inclusions.
- ~~d. Place structure plan reviews on hold until the permanent boundary is known.~~
- e.d. 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 of environment, landscape and lifestyle.

**3.10 The Strategy
– Urban
Consolidation
(page 78-84)**

Review

¹²⁶ Three Principles and Directions are the conclusions for this sub-section:

URBAN CONSOLIDATION

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 used planning 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.

Commentary and analysis

¹²⁷ Urban consolidation and consolidation is to be encouraged and I support the Principles and Directions.

¹²⁸ I do note, however, that some of the targets – both at a municipal and local level – are aspirational and, in some cases, based upon analysis which is somewhat dated.

¹²⁹ I also note the urban consolidation target for Geelong (i.e. 50%) is lower than for Melbourne (i.e. 70%) for the following reasons stated on page 78:

- *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.*

¹³⁰ Such reasons will contribute to the continuing attractiveness of the Ocean Grove greenfield residential market.

Recommended changes

¹³¹ I do not recommend any changes to the Principles and Directions of this sub-section.

3.11 The Strategy – Monitoring and Review (page 86-89)

Review

¹³² One Principle and associated Direction is the conclusion for this sub-section:

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.

Commentary and analysis

¹³³ I agree with the Principle and Directions, with no suggested changes.

¹³⁴ However, I have concerns that whilst this sub-section calls for frequent reviews of a large body of demand and supply data, the Settlement Strategy has, itself, been based upon data which is already dated and often pre-dates the 2016 Census.

Recommended changes

¹³⁵ I do not recommend any changes to the Principles and Directions of this sub-section.

4

Review of revised and new Scheme Clauses

¹³⁶ Following on from my review of the Settlement Strategy in the previous section of this statement, I now provide recommended changes to proposed revised and new Scheme Clauses.

4.1 Clause 21.03 (Objectives – Strategies – Implementation)

¹³⁷ Edit 21.03-1 (Demographics) to tighten the language and acknowledge that Scenario D (i.e. average growth of 2.5% per annum) has been used as the “... primary basis for calculating household demand, greenfield land adequacy and the timing of future land releases.” (page 51 of Settlement Strategy):

Demographics

~~Between 2006 and 2031, it is estimated that the municipality will need to accommodate an additional 63,000 persons. This level of population growth will generate demand for approximately 41,000 new dwellings.~~

~~The region’s population is ageing rapidly through the in-migration of retiring persons and the ageing in-place of existing residents. The municipality is a popular retirement destination, particularly the coastal towns on the Bollarine Peninsula.~~

~~Although the population is ageing, it is vitally important that the City continues to provide an environment that attracts and supports children, young people and families.~~

Geelong’s population would ~~is expected to grow by an additional 152,690~~ people by between 2016 and 2036 based on the Settlement Strategy’s preferred annual average growth rate of 2.5 percent. This growth will create demand for ~~over 73,400~~ additional dwellings which can be met under the City’s identified planned growth model.

The different roles and functions of the various towns and suburbs means some areas are more attractive to young families and some have strong retirement and holiday maker populations. It is important to maintain a range of services and facilities useful to all age groups to ensure diverse communities that can be sustained over the long term.

- ¹³⁸ Remove two sentences at 21.03-1 (Settlement) as there is no evidence provided in the Settlement Strategy that the continuation of residential development on the Bellarine Peninsula will have the indicated impact:

Settlement

A combination of greenfield and infill development will deliver housing for Geelong's growing population. Over time the share of new housing from infill is expected to increase.

The majority of greenfield housing supply will be provided in urban Geelong in the master planned communities of Armstrong Creek and the Northern and Western Geelong Growth Areas. New residential communities should incorporate sustainable living principles and deliver infrastructure to meet community needs.

Targeted infill development is supported in areas with access to infrastructure, goods and services. In order for medium and high density housing to be embraced by established communities it needs to deliver high quality design and achieve a high level of amenity for future residents while being appropriate for the site and neighbourhood.

~~The Bellarine Peninsula has been delivering around 27 percent of the City's new housing supply over the past few years. Continued housing development at this rate will have a detrimental impact on the character and values of this area.~~

Rural living areas offer an important lifestyle choice in the housing market. However they can be inefficient to service and are generally contrary to the objective of maintaining a farmed rural landscape and supporting agricultural activities in rural areas. Existing rural living nodes will continue to rely on established townships and urban Geelong for commercial and community facilities.

Key direction around housing and settlement can be found on the housing and settlement framework plan included in this clause.

~~There is an environmental, economic and social imperative to reduce urban sprawl and improve accessibility to urban services, principally by consolidating urban development around places of activity and public transport infrastructure.~~

~~New infill development should be directed to well-serviced areas and should be of a high design quality and respond to the locality. Outward urban growth needs to be carefully managed and directed to designated locations that offer the greatest net benefit to the Geelong community, can be~~

~~appropriately serviced and which have the capacity to accommodate sustainable development.~~

~~All development should contribute positively to the quality of the urban environment so that it may be enjoyed and respected by the existing and future community.~~

~~Whilst rural living areas provide for greater consumer choice in the housing market, they can be inefficient to service and generally contrary to the objective of maintaining a farmed rural landscape in the City's rural areas. There is consequently a need to restrict rural living to specific locations and to ensure that consumers meet their equitable share of the cost of servicing such locations.~~

~~The municipality's rural living nodes will continue to rely on established townships and urban Geelong for commercial and community facilities.~~

4.2 Clause 21.06 (Settlement and Housing)

¹³⁹ Edit 21-06.2 (Spatial Distribution of Growth and Land Supply) as follows to:

- a. Again reflect the lack of evidence that the continuation of housing development at current rates is detrimental to the Bellarine Peninsula; and
- b. The uncertainty as to how permanent settlement boundaries will be established.

Strategies

- ~~• Direct the majority of new greenfield residential development to the designated primary urban growth areas at Armstrong Creek, Ocean Grove, Drysdale/Clifton Springs, Lara and Leopold.~~
- Direct the majority of future housing needs to urban Geelong (urban infill, Armstrong Creek and the Northern and Western Geelong Growth Areas).
- ~~• Reduce the share of new housing development on the Bellarine Peninsula.~~
- Ensure development occurs within designated settlement boundaries.
- Confirm enduring and defensible settlement boundaries by undertaking a logical inclusions process (if not addressed by the State Government's DAL program).
- Limit rural-living developments to existing zoned land in Lara, Drysdale/Clifton Springs, Wallington, Waurn Ponds, Lovely Banks, Batesford, Fyansford, Leopold, Newcomb, Moolap, Curlewis, Portarlinton and Ocean Grove.
- Maintain the extent of rural hamlets of Breamlea, Ceres and Anakie to current township zone limits.
- 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.
- Protect the distinct landscape areas of the Bellarine Peninsula and You Yangs precinct from urban encroachment.

- [Adopt a population scenario approach to plan for future housing needs based on the regular monitoring and review of housing and population data and adjust as required.](#)
- ~~Maintain the non-urban break between Geelong and Werribee and, in particular, prevent further expansion of the Little River township boundary.~~
- ~~Maintain the Geelong Ring Road as the western boundary of urban Geelong.~~
- ~~Ensure that land use and development does not compromise the capacity or potential future development of areas designated for future urban growth, as shown on the relevant Structure Plan or Urban Growth Plan.~~
- ~~Require a minimum residential density of 15 dwellings per hectare in all new urban growth areas.~~
- ~~Ensure development occurs within designated settlement boundaries.~~
- ~~Where possible use natural boundaries to define the edges of urban areas.~~
- ~~Provide for infill urban growth in the Fyansford area.~~
- ~~Prevent further subdivision and medium density housing in Breamlea.~~
- ~~Limit rural living development to existing zoned land in the existing nodes at Lara, Drysdale/Clifton Springs, Wallington, Lovely Banks and Batesford.~~
- ~~Ensure new residential neighbourhoods provide a mix of housing suited to the needs of a diverse range of household types.~~

¹⁴⁰ Edit 21-06.8 (Implementation) to reflect the potential interplay of the DAL program with the establishment of settlement boundaries:

Further work

Review the residential areas around Central Geelong to determine Residential Growth Zone opportunities.

[Prepare Precinct Structure Plans for the Northern and Western Geelong Growth Areas.](#)

[Assess areas with special local environmental or landscape values and consider options to help preserve and manage these areas into the future.](#)

[Establish a consultation process to deal with any significant anomalies or logical inclusions as part of confirming an enduring settlement boundary \(if not addressed by the State Government's DAL program\).](#)

[Undertake a strategic planning program to increase the contribution of the train station environs to future housing needs and investigate other localised opportunities for increased housing densities.](#)

[Review the application of residential zones as a result of planning scheme amendment VC110 to ensure the zone regime reflects local policy intent.](#)

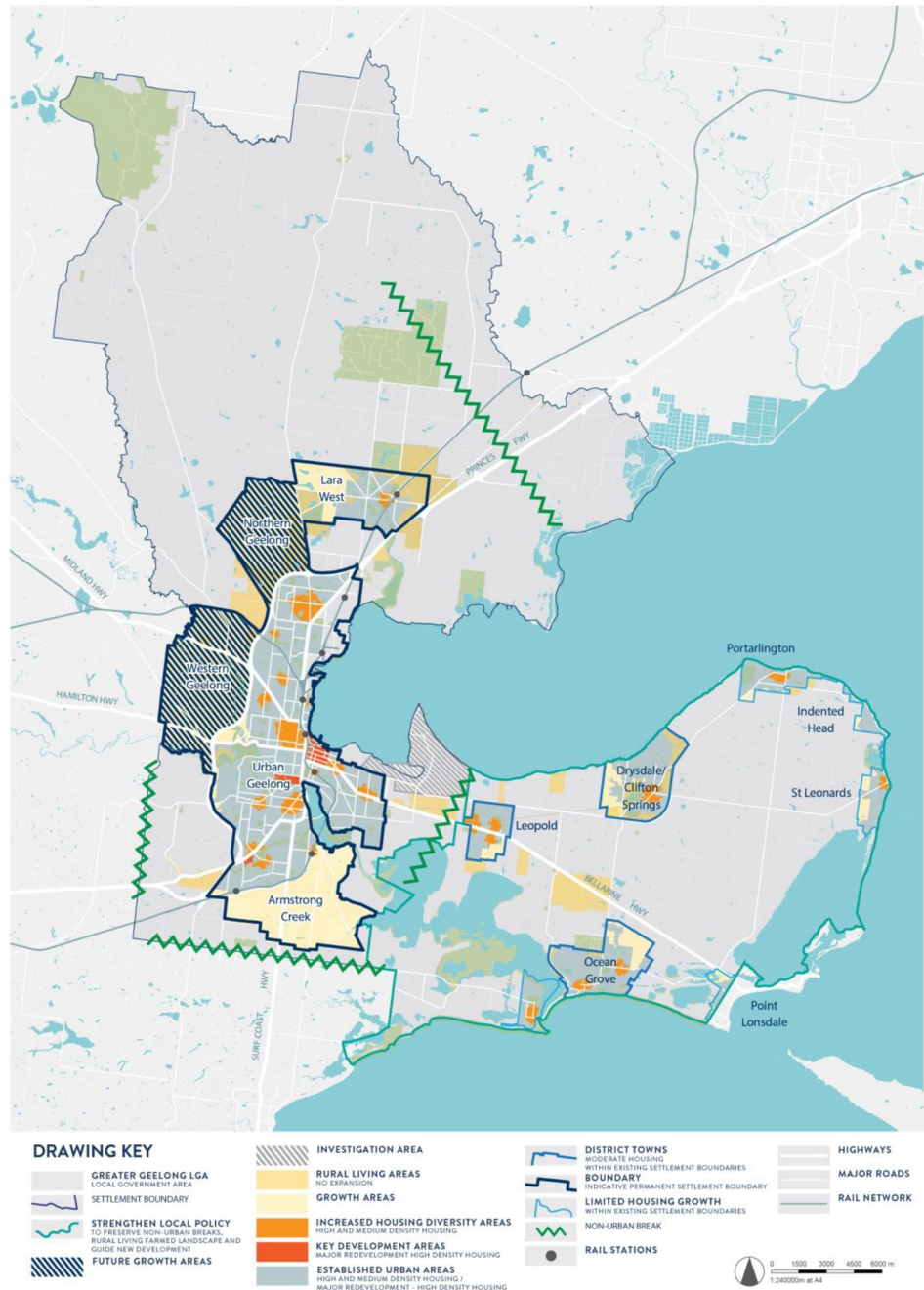
~~As a priority commence an investigation into the future residential and industrial land use needs for Geelong, as a basis for future growth area planning, that would include:~~

- ~~• the assessment of the environmental, resource, landscape, development pattern, access, servicing, land use, economic and social constraints and opportunities associated with possible growth areas around Geelong;~~
- ~~• the identification of a preferred growth area or areas; and~~
- ~~• the preparation of detailed growth area plans.~~

~~Work with the Director of Housing to progress and implement the Norlane Housing Regeneration Development Areas within the Norlane-Corio Urban Renewal Feasibility Study.~~

~~Prepare a settlement strategy for the municipality.~~

141 Move the Housing and Settlement Framework Plan which ‘floats’ at the end of 21.06-6 (Implementation) to 21.06-2 (Spatial Distribution of Growth and Land Supply) and remove reference to “MODERATE HOUSING” in key for District Towns.



4.3 Clause 21.14 (The Bellarine Peninsula)

¹⁴² Edit 21.14-2 (Objectives) to ensure it is clear that providing for residential development remains a legitimate objective for Ocean Grove, Drysdale/Clifton Springs and Leopold given these towns have significant numbers of undeveloped lots remaining in greenfield estates and service different markets to growth areas in Geelong:

- To protect and enhance the rural and coastal environment and landscapes on the Bellarine Peninsula and maintain non-urban breaks between settlements.
- To support the different roles and functions of townships on the Bellarine Peninsula.
- ~~To facilitate the development of Ocean Grove, Drysdale/Clifton Springs and Leopold as hubs of development and service provision on the Bellarine Peninsula. In all other townships on the Bellarine Peninsula provide retail, commercial and community uses and facilities that serve the daily needs of the community and encourage street based activity.~~
- To facilitate the development of Ocean Grove, Drysdale/Clifton Springs and Leopold as hubs of development and service provision on the Bellarine Peninsula. In all other townships on the Bellarine Peninsula provide retail, commercial and community uses and facilities that serve the daily needs of the community and encourage street based activity.
- To provide attractive and ~~for~~ sustainable industrial, commercial, retail, agricultural and tourism development in designated locations, to service the wider Bellarine community.
- To preserve the individual character, identity and role of each Bellarine township.

¹⁴³ Edit 21.14-3 (Strategies) to

- a. Ensure consistency with my suggested change to 21.14-2 (and remove what are actually objectives rather than strategies); and
 - b. Maintain a reference to the Structure Plan maps which are not proposed to be removed from 21.14-5 to 21.14-13; and
 - c. Not impact upon retail and employment land use policy as these are not part of the Am C395 process.
- ~~Support the district towns of Ocean Grove, Drysdale and Leopold to fulfil their role as service hubs for the Bellarine Peninsula.~~
 - ~~Ensure all other townships provide retail, commercial and community uses and facilities that serve the daily needs of the community.~~
 - Ensure that development responds to the identity and preferred character of the individual township in which it is located.
 - Protect rural and coastal environments from inappropriate urban encroachment.
 - Ensure land use and development proceeds generally in accordance with the relevant Structure Plan maps included in this Clause.
 - Ensure that development outside of settlement boundaries (as shown in the Structure Plan maps included in this clause) does not compromise the rural, environmental and landscape values of the non-urban breaks.

- ~~• Direct the bulk of residential growth and retail development to Ocean Grove, Drysdale/Clifton Springs and Leopold consistent with the relevant Structure Plan maps included in this clause.~~
- Direct residential growth and retail development to Ocean Grove, Drysdale/Clifton Springs and Leopold consistent with the relevant Structure Plan maps included in this clause.
- ~~• Direct bulky goods retailing and industrial development to existing and future areas as identified in Structure Plan maps included in this clause.~~
- Direct bulky goods retailing and industrial development to existing and future areas as identified in Structure Plan maps included in this clause.

¹⁴⁴ Edit 21.14-4 (Implementation) to reflect that neither the State Government's DAL nor the Settlement Strategy negates the need for ongoing structure plan updates in specific locations on the Bellarine Peninsula as the end of the clause (with references to work required in Ocean Grove as provided in the Scheme included as an example):

Further work

Review housing opportunities within townships to determine if localised housing intensification can be provided.

Work with the state government on the designation of the Bellarine Peninsula under the Distinctive Areas and Landscapes Act 2018.

~~Review township structure plans as scheduled (in structure plans) to meet emerging needs of communities.~~

Review township structure plans as scheduled (in structure plans) to meet emerging needs of communities.

~~Review the planning framework for land identified in the Coastal Spaces Landscape Assessment Study as regionally significant in the south west of the Bellarine Peninsula to ensure the protection of landscape values is adequately addressed.~~

~~Undertake a strategic assessment to identify aged care needs across the Bellarine Peninsula, identifying design options and guidance to encourage older people to remain in their homes for as long as possible through adaptable housing design.~~

...

Ocean Grove

Work with VicRoads to prepare a network operating plan (SmartRoads) for the town.

Review the Structure Plan including an assessment of long term growth options (both infill and settlement expansion) for Ocean Grove by no later than 2021. The assessment should include consideration of:

- land to the north, north-west and east of Ocean Grove.
- the role of Ocean Grove as a district town.

- other planned growth on the Bellarine Peninsula.
- development trends, lot supply and housing capacity within the settlement boundary.
- the desirability of providing a diversity of living options.
- physical and environmental constraints, including the importance of protecting the biodiversity values of the Nature Reserve and maintaining a rural break between settlements.
- the protection of landscape values and implications for the character of approaches to Ocean Grove township along the Bellarine Highway, Grubb Road and Wallington Road.
- the implications for significant agricultural uses and their employment generating potential.
- whether any adjustments to the settlement boundary are required.

5

Conclusions and recommendations

¹⁴⁵ The Settlement Strategy is a significant strategic document for the City and I agree with many of the resulting recommendations.

¹⁴⁶ However, I have specific concerns relating to:

- The timeliness of some of the data underpinning much of the analysis;
- Ill-informed assumptions regarding housing market substitutability between Geelong and the Bellarine Peninsula (with differences between Armstrong Creek and Ocean Grove being stark);
- Non-evidentiary judgement calls which have been made regarding the implications of housing growth on the Bellarine Peninsula and resulting calls for such growth to be scaled back; and
- The manner by which previous requests to update strategic work specific to Ocean Grove have been deferred and are now regarded as being unnecessary.

¹⁴⁷ As a result, I have made a set of recommended changes to the Directions contained within the exhibited Settlement Strategy as well as to relevant new or altered Scheme Clauses.

¹⁴⁸ In arriving at my conclusions, I have made all the inquiries that I believe are desirable and appropriate and no matters of significance which I regard as relevant have, to my knowledge, been withheld from the Panel.

A handwritten signature in black ink that reads "Justin Ganly". The signature is written in a cursive, flowing style.

JUSTIN GANLY
Managing Director, Deep End Services
29 October 2019

Appendix A Curriculum vitae for Justin Ganly

Current Position	Managing Director, Deep End Services Pty Ltd
Previous Positions	<p>Associate Director, KMPG February 1999 – June 2003</p> <p>National Real Estate Analyst, Coles Myer January 1998 – February 1999</p> <p>Managing Consultant, Coopers & Lybrand Consultants August 1993 – December 1997</p> <p>Senior Consultant, Andersen Consulting January 1990 – July 1993</p>
Academic Qualifications	<p>Graduate Diploma of Applied Finance and Investment Securities Institute of Australia, 2003</p> <p>Bachelor of Chemical Engineering (First Class Honours) University of Melbourne, 1989</p>
Professional Affiliations:	<p>Board Member, MAB Corporation Advisory Board</p> <p>Member, Property Council of Australia</p> <p>Associate Member, Large Format Retail Association</p> <p>Member, Victorian Planning & Environmental Law Association</p>
Skills / Attributes:	<ul style="list-style-type: none"> • Experienced economic expert • Well developed modelling and forecasting skills • Clear and thorough communicator in both written and verbal presentations • Experience in dealing with all major retailers in Australia and New Zealand • Detailed knowledge of all major property classes within Australia and New Zealand • Developing knowledge of markets in Asia, USA and the Middle East • Well known in the business community via involvement with clients and through commentary in newspapers and on television programs.

Professional
Experience:

Managing Director, Deep End Services (July 2003 – current)

- Justin established Deep End Services in July 2003 and now employs twelve staff based in Melbourne and one based in Sydney
- Deep assists clients with a common requirement - the need to quantify the effects of the location of their business or property on sales, profitability, growth and income. “DEEP” represents three core service areas:
 - Demand Evaluation
 - Economics
 - Planning
- Within each of these three areas, Deep End Services provides consulting advice to retailers, property owners, property developers and others such as financial institutions, infrastructure providers and industry associations. The products offered included:
 - Store network planning and sales forecasting
 - Acquisition due diligence
 - Feasibility analysis
 - Economic impact assessment
- Deep’s property clients include:
 - AMP, Aventus Property, Axiom Properties, Brookfield Multiplex, Cbus Property, Charter Hall Retail REIT, Dennis Family Corporation, Hamton, Harvey Norman, ISPT, Lend Lease, MAB Corporation, Macquarie Bank, Mirvac, Orica, Pellicano, Places Victoria, Stockland, Villawood, Walker Corporation and Westfield
- Deep’s retail clients include:
 - ALDI, Anaconda, Baby Bunting, Beacon Lighting, Clark Rubber, Coles, Costco, Gazal Group, Harris Scarfe, Noni B, Officeworks, Orotan, Petbarn, Pillow Talk, Spotlight, The Good Guys and Woolworths
- Deep’s other clients include:
 - Archer Capital, InterContinental Hotels Group, Development Victoria, Large Format Retail Association, Medibank, Melbourne Racing Club, Newcastle Permanent Building Society, NSW Department of Planning & Environment, Reading Entertainment and Victorian Planning Authority

Professional
Experience Cont’:

Associate Director, KPMG (February 1999 - 2003)

- Based in Melbourne, but working on assignments throughout Australia and New Zealand, Justin worked closely with Bernard Salt, Australia’s leading business demographer, to provide consulting services to clients requiring independent assistance on retail, property, demand and/or demographic issues.
- Services and clients at KPMG and Coopers & Lybrand Consultants included:
 - Planning & litigation support (AMP, Coles, Myer, Macquarie CountryWide)
 - Shopping centre development (AMP, Gandel, Leda, Macquarie CountryWide)
 - New location feasibility studies (Bunnings, Melbourne Museum, Reading Cinemas)
 - Store location network strategies (Freedom Furniture, Barbeques Galore, Rebel Sport)
 - Demand analysis (Strandbags, Just Jeans, Jeans West)
 - Specialty store micro-siting (Australia Post, Terry White, Strandbags).

National Real Estate Analyst, Coles Myer (January 1998 - 1999)

- Employed as Coles Myers’ National Estate Analyst in a position within the Shared Services team based at Tooronga in Melbourne.
- The key responsibilities in this position were the development of store sales forecasting models for all major Coles Myer brands (including Myer Grace Bros, Kmart, Target, Coles and Bi-Lo) plus delivery of sales forecasts for proposed new or refurbished stores for use in capital allocation decisions.

Managing Consultant, Coopers & Lybrand Consultants (August 1993 - December 1997)

- Employed as a Managing Consultant in C&LC’s Property Group, which comprised up to 40 staff located in offices in Melbourne, Sydney, Brisbane, Adelaide and Canberra.
- The Melbourne operation was responsible for providing consulting advice to clients involved in retail, property ownership and property development in Australia, New Zealand and South East Asia. This group transferred to KPMG in early 1998.

Senior Consultant, Andersen Consulting (January 1990 - 1993)

Employed as a Senior Consultant in the Systems Integration Group in the Melbourne office and was involved in systems installation such as the design and installation of a retail property management system in Auckland.

Appendix B Exhibited Amendment C395 Instruction Sheet and amended/new clauses

Planning and Environment Act 1987

GREATER GEELONG PLANNING SCHEME

AMENDMENT C395ggee

INSTRUCTION SHEET

The planning authority for this amendment is Greater Geelong City Council.

The Greater Geelong Planning Scheme is amended as follows:

Planning Scheme Maps

The Planning Scheme Maps are amended by a total of nine attached map sheets.

Zoning Maps

1. Amend Planning Scheme Map Nos. 16, 17, 23, 24, 25, 31, 32, 36 and 47 in the manner shown on the nine attached maps marked "Greater Geelong Planning Scheme, Amendment C395".

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

2. In **Local Planning Policy Framework** – replace Clauses 21.03, 21.04, 21.06, 21.08, 21.11, 21.14 and 21.16 with new Clauses 21.03, 21.04, 21.06, 21.08, 21.11, 21.14 and 21.16 in the form of the attached documents.
3. In **Local Planning Policy Framework** - insert Clause 21.20 in the form of the attached document.
4. In **Operational Provisions** – Clause 72.08, replace the Schedule with a new Schedule in the form of the attached document.

End of document

21.03

10/03/2011
 C295
 Proposed
 C395

OBJECTIVES - STRATEGIES - IMPLEMENTATION

The MSS is divided into two parts, a **Municipal Planning Framework** and a **Place-based Planning Framework**.

Municipal Planning Framework

The Municipal Planning Framework sets out the overarching objectives, strategies and implementation mechanisms that will guide land use and development across the municipality. The Municipal Planning Framework should be reviewed by all persons considering the use and development of land in the City of Greater Geelong, regardless of where that land is located.

The Municipal Planning Framework is structured around the four key land use themes identified in the State Planning Policy Framework (SPPF). A range of objectives, strategies and implementation mechanisms are grouped under each theme, as follows:

- **Natural Environment (Clause 21.05)**
 - Waterways
 - Biodiversity
 - Coastal environments
 - Climate change
 - Natural resource management
 - Flooding
 - Wildfire
- **Settlement and Housing (Clause 21.06)**
 - Urban growth
 - Urban consolidation
 - Neighbourhood character
 - Heritage and identity
- **Economic Development and Employment (Clause 21.07)**
 - Industry
 - Retail
 - Economic growth sectors
 - Rural areas
 - Tourism in rural areas
- **Development and Community Infrastructure (Clause 21.08)**
 - Transport
 - Development contributions
 - Open space
 - Accessibility

There is considerable overlap between each of these themes and none should be read in isolation.

Place-based Planning Framework

The Place-based Planning Framework sets out objectives and strategies that provide more detailed planning direction for specific places and towns within the municipality and should be considered in conjunction with the Municipal Planning Framework.

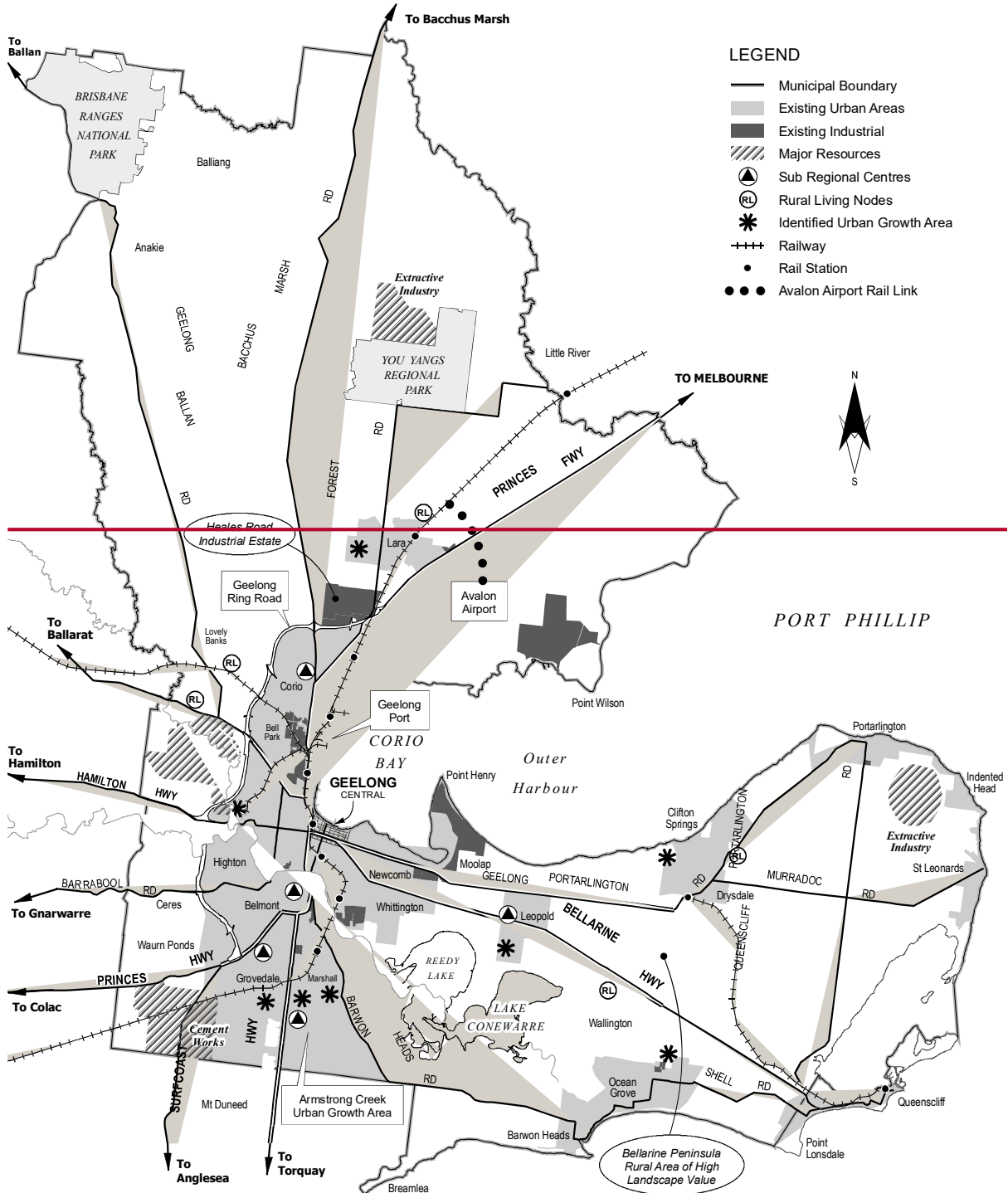
The places and towns contained in the Place-based Planning Framework are:

- **Central Geelong (Clause 21.09)**
- **Geelong Western Wedge (Clause 21.10)**
- **Armstrong Creek Urban Growth Area (Clause 21.11)**
- **Geelong Port (Clause 21.12)**
- **Lara (Clause 21.13)**
- **The Bellarine Peninsula (Clause 21.14)**, including the following individual Bellarine townships:
 - St. Leonards.
 - Portarlington.
 - Indented Head.
 - Ocean Grove.
 - Leopold.
 - Barwon Heads.
 - Drysdale / Clifton Springs, including the Jetty Road Urban Growth Area.
- **Wandana (Clause 21.15)**
- **Anakie (Clause 21.16)**
- **West Fyans - Fyans Street Precinct Structure Plan Area (Clause 21.17)**
- **Corio Norlane (Clause 21.18)**
- **Activity Centres (Clause 21.19)**
- **Northern and Western Geelong Growth Areas (Clause 21.20)**

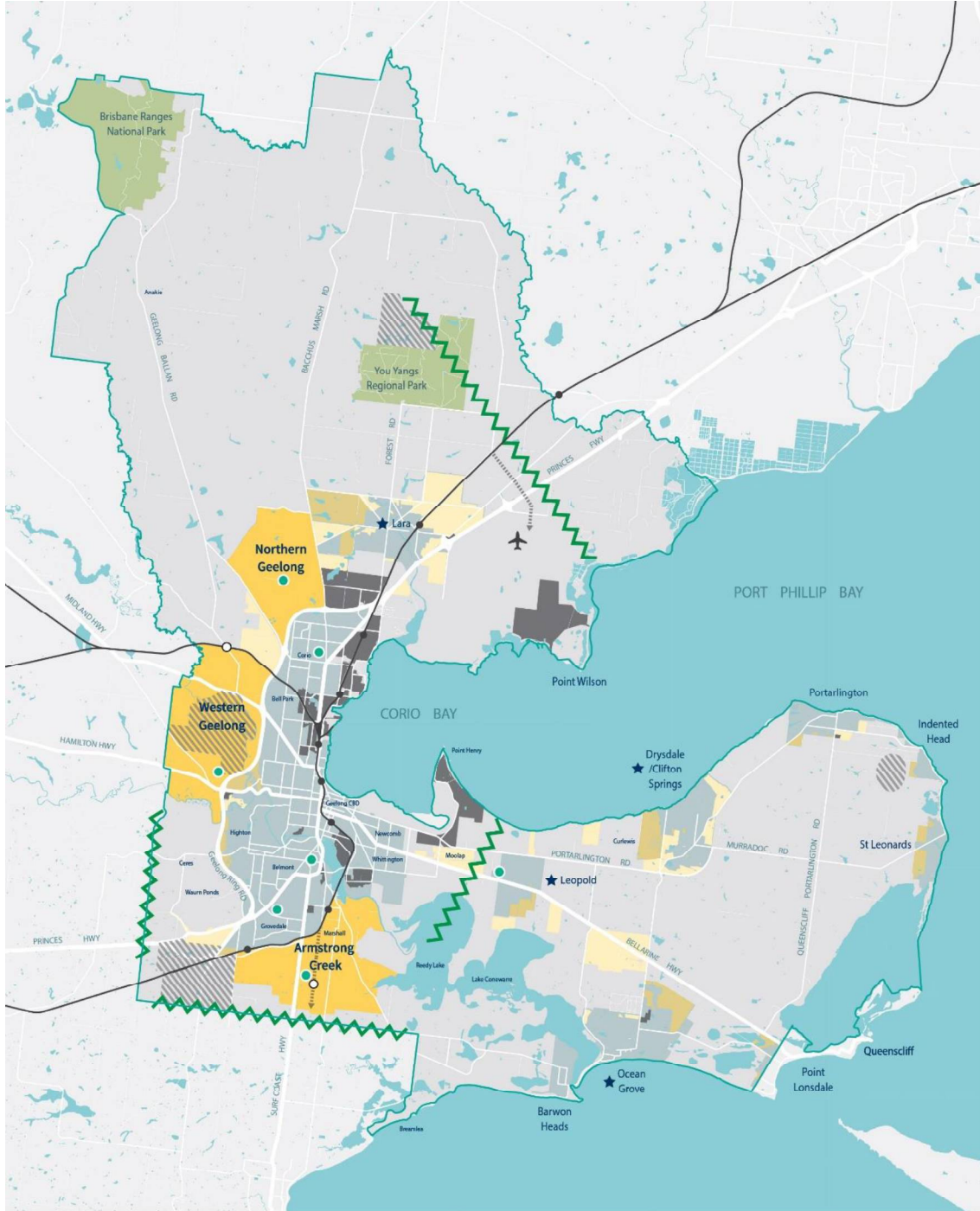
21.04 MUNICIPAL FRAMEWORK PLAN

02/07/2015
 C398
 Proposed C395

Municipal Framework Plan



GREATER GEELONG PLANNING SCHEME



DRAWING KEY

GREATER GEELONG LGA (LOCAL GOVERNMENT AREA)	GROWTH AREAS	SUB-REGIONAL ACTIVITY CENTRE	PROPOSED TRANSPORT CORRIDOR
LOCAL GOVERNMENT AREA	URBAN DEVELOPMENT	RAILWAY STATIONS	RAILWAY NETWORK
MAJOR RESOURCES	RURAL LIVING AREAS NO EXPANSION	AVALON AIRPORT	HIGHWAYS
NON-URBAN BREAK	ESTABLISHED URBAN AREAS HIGH AND MEDIUM DENSITY HOUSING / MAJOR REDEVELOPMENT - HIGH DENSITY HOUSING	DISTRICT TOWN	MAJOR ROADS
	EXISTING INDUSTRIAL AREAS	PROPOSED STATION	



21.06 SETTLEMENT AND HOUSING

08/12/2016
~~G346~~
Proposed
C395

21.06-1 Key issues and influences

13/11/2014
~~G390~~
Proposed
C395

— Geelong is the best placed regional city to capitalise on Melbourne’s strong growth given the strength of the economy and access to employment, an affordable and diverse housing market, transport links and lifestyle opportunities. While the City is keen to take advantage of Geelong’s proximity to Melbourne it is important to the community that the unique identity and character of the municipality is retained.

Demographics

~~Between 2006 and 2031, it is estimated that the municipality will need to accommodate an additional 63,000 persons. This level of population growth will generate demand for approximately 41,000 new dwellings.~~

~~The region’s population is ageing rapidly through the in migration of retiring persons and the ageing in place of existing residents. The municipality is a popular retirement destination, particularly the coastal towns on the Bellarine Peninsula.~~

~~Although the population is ageing, it is vitally important that the City continues to provide an environment that attracts and supports children, young people and families.~~

Geelong is expected to grow by an additional 152,000 people by 2036 based on an annual growth rate of 2.5 percent. This growth will create demand for over 73,400 additional dwellings which can be met under the City’s identified planned growth.

The different roles and functions of the various towns and suburbs means some areas are more attractive to young families and some have strong retirement and holiday maker populations. It is important to maintain a range of services and facilities useful to all age groups to ensure diverse communities that can be sustained over the long term.

Housing

~~The majority of new housing development in the municipality will continue to be in the form of detached dwellings on conventionally sized blocks; however the demand for smaller dwelling types is expected to escalate. This trend will be driven by significant growth in smaller households (primarily singles, childless couples and sole parents), as well as emerging preferences for lower maintenance dwellings that are close to urban services.~~

~~The ageing of the population will contribute substantially to the increase in demand for low maintenance dwellings and retirement accommodation. This accommodation will need to be close to urban services.~~

~~In order to meet these demands, there is a need to provide for a range of housing typologies including unit, townhouse, attached, multilevel and apartment dwellings.~~

Suburban detached family homes make up 85 percent of our current housing stock. Increasing the diversity of the City’s housing stock overtime will help cater for the growing trend of smaller households, affordable housing, ageing in place, low maintenance housing and strong demand for housing in high amenity locations.

In order to meet these demands, there is a need to provide for a range of housing types including unit, townhouse, attached, multilevel and apartment dwellings in both established and developing communities.

~~There is a need to maintain competition and diversity in the housing market.~~

Settlement

A combination of greenfield and infill development will deliver housing for Geelong's growing population. Over time the share of new housing from infill is expected to increase.

The majority of greenfield housing supply will be provided in urban Geelong in the master planned communities of Armstrong Creek and the Northern and Western Geelong Growth Areas. New residential communities should incorporate sustainable living principles and deliver infrastructure to meet community needs.

Targeted infill development is supported in areas with access to infrastructure, goods and services. In order for medium and high density housing to be embraced by established communities it needs to deliver high quality design and achieve a high level of amenity for future residents while being appropriate for the site and neighbourhood.

The Bellarine Peninsula has been delivering around 27 percent of the City's new housing supply over the past few years. Continued housing development at this rate will have a detrimental impact on the character and values of this area.

Rural living areas offer an important lifestyle choice in the housing market. However they can be inefficient to service and are generally contrary to the objective of maintaining a farmed rural landscape and supporting agricultural activities in rural areas. Existing rural living nodes will continue to rely on established townships and urban Geelong for commercial and community facilities.

Key direction around housing and settlement can be found on the housing and settlement framework plan included in this clause.

~~There is an environmental, economic and social imperative to reduce urban sprawl and improve accessibility to urban services, principally by consolidating urban development around places of activity and public transport infrastructure.~~

~~New infill development should be directed to well serviced areas and should be of a high design quality and respond to the locality. Outward urban growth needs to be carefully managed and directed to designated locations that offer the greatest net benefit to the Geelong community, can be appropriately serviced and which have the capacity to accommodate sustainable development.~~

~~All development should contribute positively to the quality of the urban environment so that it may be enjoyed and respected by the existing and future community.~~

~~Whilst rural living areas provide for greater consumer choice in the housing market, they can be inefficient to service and generally contrary to the objective of maintaining a farmed rural landscape in the City's rural areas. There is consequently a need to restrict rural living to specific locations and to ensure that consumers meet their equitable share of the cost of servicing such locations.~~

~~The municipality's rural living nodes will continue to rely on established townships and urban Geelong for commercial and community facilities.~~

~~— Identity~~

~~The City of Greater Geelong is within the traditional territory of the Wathaurong Aboriginal clan groups.~~

~~Recognition, respect and protection of Greater Geelong’s Indigenous and European cultural heritage is of critical importance to the City’s identity moving forward.~~

21.06-2

28/01/2010
C429(Part 4)
Proposed
C395

Urban-growth Spatial Distribution of Growth and Land Supply

Objectives

- ~~■ To limit urban sprawl by directing urban growth to designated urban growth areas.~~
- ~~■ To improve housing affordability through the maintenance of appropriate urban land supplies, the promotion of competition in the housing market and the development of a diverse range of well located housing stock.~~
- Contain growth within identified locations across the municipality.
- Minimise the economic, environmental, visual and servicing impacts of residential development on rural areas.
- Maintain the unique township, landscape, tourism, farming and environmental values of the Bellarine Peninsula.
- Maintain the unique identity of Greater Geelong and its townships.

Strategies

- ~~■ Direct the majority of new greenfield residential development to the designated primary urban growth areas at Armstrong Creek, Ocean Grove, Drysdale/Clifton Springs, Lara and Leopold.~~
- Direct the majority of future housing needs to urban Geelong (urban infill, Armstrong Creek and the Northern and Western Geelong Growth Areas).
- Reduce the share of new housing development on the Bellarine Peninsula.
- Ensure development occurs within designated settlement boundaries.
- Confirm enduring and defensible settlement boundaries by undertaking a logical inclusions process.
- 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.
- Maintain the extent of rural hamlets of Breamlea, Ceres and Anakie to current township zone limits.
- 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.

- Protect the distinct landscape areas of the Bellarine Peninsula and You Yangs precinct from urban encroachment.
- Adopt a population scenario approach to plan for future housing needs based on the regular monitoring and review of housing and population data and adjust as required.
- ~~Maintain the non-urban break between Geelong and Werribee and, in particular, prevent further expansion of the Little River township boundary.~~
- ~~Maintain the Geelong Ring Road as the western boundary of urban Geelong.~~
- ~~Ensure that land use and development does not compromise the capacity or potential future development of areas designated for future urban growth, as shown on the relevant Structure Plan or Urban Growth Plan.~~
- ~~Require a minimum residential density of 15 dwellings per hectare in all new urban growth areas.~~
- ~~Ensure development occurs within designated settlement boundaries.~~
- ~~Where possible use natural boundaries to define the edges of urban areas.~~
- ~~Provide for infill urban growth in the Fyansford area.~~
- ~~Prevent further subdivision and medium density housing in Breamlea.~~
- ~~Limit rural living development to existing zoned land in the existing nodes at Lara, Drysdale/Clifton Springs, Wallington, Lovely Banks and Batesford.~~
- ~~Ensure new residential neighbourhoods provide a mix of housing suited to the needs of a diverse range of household types.~~

21.06-3 Managing future growth

13/11/2014
C300
 Proposed
 C395

Objectives

- Ensure growth areas are well planned and deliver sustainable communities.
- Manage the release of new growth areas to make sure infrastructure, services and facilities are provided in a timely and efficient way.

Strategies

- Ensure new development is guided by a strategic framework plan that outlines the orderly and sequential preparation precinct structure plans.
- Limit the number of precinct structure plans that can be prepared simultaneously.
- Apply the ten 'One Planet Living' principles to growth area planning and development.

21.06-4 Housing diversity

Objectives

- Ensure housing diversity is achieved in established and growth area communities.
- Increase the level of affordable and social housing in Greater Geelong.

Strategies

- Continue to implement and build upon the Housing Diversity Strategy to increase housing diversity in established areas.
- 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 and high and medium density housing in strategically identified locations.
- Work with interested parties to deliver high quality clever and creative housing solutions, including social housing, to provide greater housing choice.
- Support social housing in areas with good access to services and facilities.

21.06-5 Urban consolidation

Objectives

- Facilitate infill development to increase its housing supply contribution to 50 per cent, by 2047.
- Nominate the preferred location for increased housing densities.
- Manage the impact of increased housing densities on neighbourhoods.
- ~~To provide for the consolidation of existing urban areas in a managed way.~~
- ~~To encourage an appropriate range of development densities.~~
- ~~To improve accessibility to urban services.~~

Strategies

- Manage urban consolidation and housing change across the municipality, by:
 - Accommodating medium and high density housing in Key Development Areas (as defined by the maps included in this clause).
 - Maximising opportunities for housing within Increased Housing Diversity Areas (as defined in Clause 22.63 Increased Housing Diversity Areas) by accommodating;
 - high density housing in the activity centres consistent with their primary commercial and retail role; and
 - medium density housing in residential areas with more intensive development being located closest to the core of activity centres.
 - Supporting appropriate medium density housing in the General Residential Zone (Schedule 1) areas.
 - Providing for incremental change in the General Residential Zone (Schedule 2) areas.
 - Limiting change in the Neighbourhood Residential Zone areas.
- Encourage medium density housing in the Mixed Use Zone.
- Optimise the contribution the rail corridor can make to future housing needs.
- Increase the level of high quality residential development in Central Geelong.

- [Review housing opportunities within established areas to determine if further localised housing intensification can be achieved.](#)
- Require retirement accommodation to be located within urban areas, preferably within close proximity to existing or proposed activity centres and public transport facilities.

21.06-64

13/11/2014
C390
[Proposed](#)
[C395](#)

Neighbourhood character

Objectives

- To manage the impact of urban change on existing neighbourhoods.
- To ensure that new development responds to the existing neighbourhood character.
- To protect areas with a significant garden character.
- To protect areas with [identified](#) views to significant landscape features.

Strategies

- Acknowledge that neighbourhood character in the Increased Housing Diversity Areas will adapt and evolve over time, particularly within and on the edges of activity centres, where land use and development will intensify.
- Ensure that development is responsive to the established character of the area.
- Support appropriate medium density housing that respects the existing neighbourhood character in the General Residential Zone areas.
- Ensure that development in the transition areas of the Residential Growth Zones is responsive to and respectful of the neighbourhood character in any adjoining residential zones.
- Support the redevelopment of dwellings owned by the Office of Housing, as part of urban renewal initiatives.
- Retain existing vegetation wherever possible, particularly vegetation that contributes to the municipality's tree canopy.
- Avoid gated communities.
- Maintain the character of the Rural Living and Low Density Residential Zoned areas.
- ~~Ensure that dwellings and extensions to dwellings over 7.5 metres have regard to the design objectives and decision guidelines of Schedule 14 to the Design and Development Overlay.~~

21.06-75

28/01/2010
C429(Part 4)
[Proposed](#)
[C395](#)

Heritage and identity

Objectives

- To ensure that urban development enhances Geelong's sense of place and identity.
- To [identify](#), conserve and enhance individual places and areas of pre and post contact cultural heritage significance.

Strategies

- Protect places of Aboriginal cultural heritage significance in partnership with Traditional Owners.
- Retain culturally significant heritage places and areas recognised as being of State, regional, local and contributory heritage significance.
- Ensure that the use and development of a heritage place ~~contributes to~~ respects its heritage significance and contributes to its longevity.
- Encourage the design of new development in heritage areas to provide for a contemporary interpretation that relates to the location, bulk, form and materials of existing and/or neighbouring significant buildings

21.06-68 Implementation

08/12/2016
G346
Proposed
C395

These strategies will be implemented by:

Using policy and the exercise of discretion

Ensure all advertising signage complies with the City of Greater Geelong Advertising Sign Guidelines.

Use the Increased Housing Diversity Areas Policy at Clause 22.63.

Use the Heritage Policies at Clause 22.

Use the Discretionary Uses in Rural Living and Low Density Residential Areas at Clause 22.04.

Use the Discretionary Uses in Residential Areas at Clause 22.01.

Prevent residential development from occurring outside of the settlement boundaries set out in any Framework Plan, Structure Plan or Urban Growth Plan for an area.

Ensure new development in heritage areas is in accordance with the Incorporated Document City of Greater Geelong Heritage Design Guidelines.

Where appropriate, require the preparation of Conservation Management Plans for heritage places.

Applying zones and overlays

Apply an appropriate zone to identified Key Development Areas.

Further work

Review the residential areas around Central Geelong to determine Residential Growth Zone opportunities.

Prepare Precinct Structure Plans for the Northern and Western Geelong Growth Areas.

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

Establish a consultation process to deal with any significant anomalies or logical inclusions as part of confirming an enduring settlement boundary.

Undertake a strategic planning program to increase the contribution of the train station environs to future housing needs and investigate other localised opportunities for increased housing densities.

[Review the application of residential zones as a result of planning scheme amendment VC110 to ensure the zone regime reflects local policy intent.](#)

~~As a priority commence an investigation into the future residential and industrial land use needs for Geelong, as a basis for future growth area planning, that would include:~~

- ~~▪ the assessment of the environmental, resource, landscape, development pattern, access, servicing, land use, economic and social constraints and opportunities associated with possible growth areas around Geelong;~~
- ~~▪ the identification of a preferred growth area or areas; and~~
- ~~▪ the preparation of detailed growth area plans.~~

~~Work with the Director of Housing to progress and implement the Norlane Housing Regeneration Development Areas within the Norlane Corio Urban Renewal Feasibility Study.~~

~~Prepare a settlement strategy for the municipality.~~

References

City of Greater Geelong Housing Strategy Background and Issues Report, Swinburne University, 2005.

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

- *City of Greater Geelong Rural Land Use Strategy, City of Greater Geelong, 2007.*
- *City Plan, ~~2007-2011~~, [2018-2022](#).*

~~*Aboriginal Cultural Heritage Management and Protection Development Planning Protocol –2000.*~~

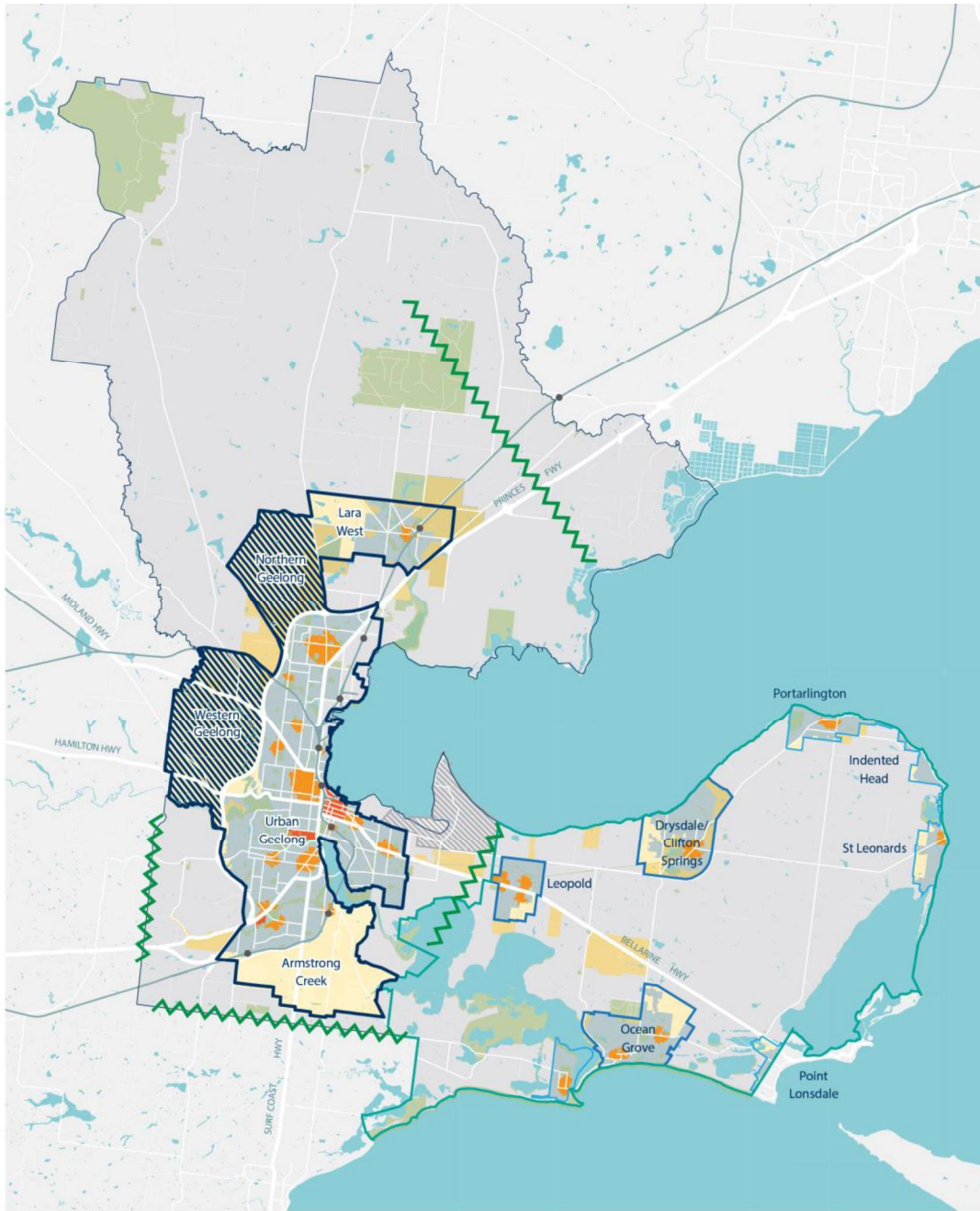
Geelong Verandah Study, Authentic Heritage Services P/L and Wendy Jacobs, 2006.

The Australian ICOMOS Charter for the Conservation of Places of Cultural Significance (The Burra Charter), Australia ICOMOS, 1988.

City of Greater Geelong Urban Furniture Style Manual, Taylor and Cullity Pty Ltd for City of Greater Geelong, 1996.

[City of Greater Geelong Settlement Strategy, City of Greater Geelong, October 2018.](#)

Housing and Settlement Framework Plan



DRAWING KEY

- | | | | |
|--|--|---|--|
| GREATER GEELONG LGA
LOCAL GOVERNMENT AREA | INVESTIGATION AREA | DISTRICT TOWNS
MODERATE HOUSING
WITHIN EXISTING SETTLEMENT BOUNDARIES | HIGHWAYS |
| SETTLEMENT BOUNDARY | RURAL LIVING AREAS
NO EXPANSION | BOUNDARY
INDICATIVE PERMANENT SETTLEMENT BOUNDARY | MAJOR ROADS |
| STRENGTHEN LOCAL POLICY
TO PRESERVE NON-URBAN BREAKS,
RURAL LIVING FARMED LANDSCAPE AND
GUIDE NEW DEVELOPMENT | GROWTH AREAS | LIMITED HOUSING GROWTH
WITHIN EXISTING SETTLEMENT BOUNDARIES | RAIL NETWORK |
| FUTURE GROWTH AREAS | INCREASED HOUSING DIVERSITY AREAS
HIGH AND MEDIUM DENSITY HOUSING | NON-URBAN BREAK | |
| | KEY DEVELOPMENT AREAS
MAJOR REDEVELOPMENT HIGH DENSITY HOUSING | RAIL STATIONS | |
| | ESTABLISHED URBAN AREAS
HIGH AND MEDIUM DENSITY HOUSING /
MAJOR REDEVELOPMENT - HIGH DENSITY HOUSING | | 0 1500 3000 4500 6000 m
1:240000m at A4 |

21.08 Development And Community Infrastructure

02/07/2015
C308
Proposed C395

21.08-1 Key issues and influences

28/01/2

The municipality is located on the state and interstate road and rail network, providing direct links to South Australia, south-western Victoria and Melbourne.

Barwon Water services the municipality with water and sewerage infrastructure. There is a need to conserve water resources and develop alternative water sources.

The road and rail linkages between Geelong and Melbourne accommodate significant freight, commuter and tourism traffic and these linkages have been improved by the upgrade of the Princes Freeway and faster rail services.

Freight movements can have a significant impact on amenity in the municipality, particularly east-west freight movements through Central Geelong, and movements to and from the Geelong Port.

There is a need to reduce car dependence by improving public transport, bicycle and pedestrian linkages.

There is a need to provide infrastructure in an efficient and timely manner, particularly in new growth areas.

It is necessary to upgrade existing community infrastructure and to provide new community infrastructure to meet the needs of the current and future population.

The provision of a comprehensive, safe and accessible open space network is a key feature of the City of Greater Geelong.

There is a need for all development and infrastructure provision to enhance safety, accessibility and inclusion for all members of the community.

There is a need to provide social infrastructure that responds to Geelong's ageing population.

Avalon Airport is a major economic and tourism asset to the region.

21.08-2 Transport

02/07/2015
C308
Proposed
C395

Objectives

- To develop a safe, accessible, equitable and efficient traffic, transport and freight network.
- To improve the appearance of transport routes at key entrances to townships and urban areas.
- To protect and enhance the role of Avalon Airport, including its expansion options and ongoing technical viability and operational requirements.

Strategies

- Facilitate the development of Geelong Railway Station as Geelong's principal public transport hub.

- Enhance key entrances to townships and urban areas through gateway urban design treatments and landscaping.
- Create and protect reservations for future transport corridors, planned arterial roads and arterial road widening.
- Improve transport links, particularly public transport links, between existing and new residential areas, employment nodes and activity centres.
- Promote the early provision of public transport infrastructure and services in all growth areas.
- Prioritise active and public transport modes over private vehicle use.
- Facilitate the development of key freight routes having regard to residential amenity and the natural environment.
- Enhance the industrial and business transport linkages between industrial areas and activity centres and road, rail and port infrastructure.
- Direct freight transport into industrial zones and freight roadways.
- Support the development of an inter-modal freight terminal in the northern area of the municipality.
- Protect Avalon Airport from encroachment of residential, rural living, noise sensitive and other inappropriate use and development.
- Protect the alignment and integrity of the Avalon Airport Rail Link from incompatible use and development.

21.08-3 Development contributions

28/01/2010
~~C129(Part 4)~~
Proposed
C395

Objectives

- To provide development and community infrastructure in an efficient and timely manner.
- To plan for and provide services, facilities and infrastructure that respond to the changing needs of the City's population.

Strategies

- Ensure that development levies applied in the growth areas adequately caters for local infrastructure to support the metropolitan-equivalent dwelling density and population yield.
- Identify state infrastructure to deliver sustainable new communities including transport infrastructure and health and education facilities.
- Explore opportunities to use private sector funding to assist with delivering infrastructure.
- Ensure that development and community infrastructure is provided in a sustainable and timely manner in all areas, with particular regard to the servicing of new communities in new urban growth areas and large urban infill areas.
- ~~Encourage~~ Ensure development ~~to proceed~~s in a ~~staged, contiguous~~ logical, sequenced manner which maximises the efficient delivery and use of development and community infrastructure.
- Where development departs from a relevant staging plan or is out-of-sequence in terms of being serviced by council's current capital works program, require the proponent to

meet or carry the full capital cost of providing the necessary development and community infrastructure to service the proposed development where appropriate.

- Prepare [Infrastructure Contribution Plans and](#) Development Contribution Plans in designated growth areas across the municipality.

21.08-4

Open space

28/01/2

Objective

- To develop a comprehensive, safe and accessible open space network.

Strategies

- Require land provided as open space to be usable for its intended recreational purpose.
- Ensure that encumbered land provided as open space adds to the recreational and environmental amenity and diversity of the locality.
- Encourage open space areas to be provided in a manner and location that allows for passive surveillance.
- Where practicable, provide passive and active open space areas which serve to protect ecosystems, flora and fauna.
- Where possible, provide linear open spaces which link between activity centres, schools, public transport hubs, parks and recreation areas.
- Where appropriate, require open space enhancements of the private and public realms when residential densities are increased.

21.08-5

Accessibility

28/01/2010
C129(Part 4)
[Proposed](#)
[C395](#)

Objective

- To ensure safe [and equal](#) access to community and development infrastructure for all members of the community.

Strategies

- Where possible, ensure shared recreational, walking and cycling trails provide accessible links between activity centres, schools, public transport hubs, open space and recreation areas.
- Encourage passive surveillance of all recreational areas and trails.
- Require the provision of safe bicycle parking and storage facilities in activity centres, employment nodes, community facilities, recreation areas and public transport hubs.
- Ensure all development and community infrastructure provides safe accessibility for all members of the community.

21.08-6

Implementation

28/01/2
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C129(P

- These strategies will be implemented by:

Using policy and the exercise of discretion

Where appropriate, require the preparation of a Development Plan, Development Staging Plan and Development Contributions Plan as part of the re-zoning of an area for urban purposes.

Ensuring that land taken for open space through the subdivision process is well situated, of appropriate dimension and forms an integrated part of the existing and future community network of open spaces.

Collect equitable development contributions to the capital cost of pre-planned infrastructure that is necessary for community well being, health and safety, through the implementation of Development Contributions Plans.

Applying zones and overlays

Apply the Development Contributions Plan overlay to new growth areas as appropriate.

Further work

Prepare Development Staging Plans and Development Contributions Plans for the Armstrong Creek and Jetty Road Urban Growth Areas.

Investigate a new east-west link road between Portarlington Road and the Geelong Ring Road.

Support VicRoads future planning for the Outer Metropolitan Ring Transport Corridor.

References

Geelong Transport Strategy, Victorian State Government and City of Greater Geelong, 2002.

Study of Open Space Networks, City of Greater Geelong, 2001.

[City of Greater Geelong Settlement Strategy, City of Greater Geelong, October 2018.](#)

21.11 Armstrong Creek Urban Growth Area

09/03/2017

C394

[Proposed C395](#)

21.11-1

Key Issues and Influences

28/01/2010

C129(Part1)

[Proposed C395](#)

The Armstrong Creek Urban Growth Area (ACUGA) is ~~the primary~~ a [key](#) growth area for the G21 Region. At capacity, the ACUGA is expected to accommodate approximately 54,000 persons and 22,000 dwellings.

The ACUGA will be developed as a sustainable community, setting new benchmarks in best practice urban development.

Development in the ACUGA will provide a wide range of housing types and densities in an urban structure based on walkable neighbourhoods, public transport and mixed use activity centres.

Areas of visual sensitivity along the Mount Duneed ridgeline and flood prone areas to the east of Barwon Heads Road will be protected from urban development.

The rural break between the ACUGA and Surf Coast Shire is to be maintained.

Rural land outside of the ACUGA will be maintained in productive agricultural parcels which provide an attractive rural setting.

Land for extractive industries to the west of Ghazeepore Road will be protected from incompatible development.

21.11-2

Objectives

23/10/2014

C267

- To provide a wide range of housing types and densities in an urban structure based on walkable neighbourhoods, public transport and mixed use activity centres.
- To establish a network of mixed use activity centres providing retail, community and educational facilities for the incoming Armstrong Creek community.
- To create an economic and employment structure that complements the broader Geelong region while providing employment areas, business opportunities and local jobs.
- To protect and enhance the natural environmental features and cultural heritage values of the Armstrong Creek area and provide a distinct urban character and green setting.
- To ensure the provision of a comprehensive and well connected network of open space and recreation facilities.
- To provide a sustainable movement and access network within the Armstrong Creek area.
- To provide utility services that meet current best practice standards and are environmentally sustainable.
- To ensure the orderly and controlled development of Armstrong Creek.
- To encourage sustainable design and development to minimise energy and resource use within Armstrong Creek, in particular the Armstrong Creek Town Centre Precinct.

Strategies

- Ensure land use and development in the Armstrong Creek Urban Growth Area proceeds generally in accordance with the Armstrong Creek Urban Growth - Framework Plan Incorporated Document.

- Require the preparation of Precinct Structure Plans providing for at least one ‘walkable neighbourhood’ of approximately 1.6 kilometres in diameter, prior to any application for land use and development in the Armstrong Creek Urban Growth Area.
- Ensure that Precinct Structure Plans in the ACUGA are generally in accordance with the Armstrong Creek Urban Growth Plan, Volume 1.
- Require planning permit applications for subdivision to demonstrate:
 - that required infrastructure will be provided to the subdivision area in a timely manner.
 - that the subdivision layout will achieve integration with existing or future subdivision layouts for surrounding landholdings; and
 - that the subdivision will facilitate the orderly development of the precinct.

21.11-3

03/03/2016
C333

Implementation

These strategies will be implemented by:

Applying Zones and overlays

Applying the Heritage Overlay to significant heritage sites.

Further Work

Prepare an Infrastructure Funding Model and Development Contributions Plan for the Urban Growth Area.

Coordinate the preparation of Precinct Structure Plans for development areas within the Urban Growth Area.

Coordinate the input of relevant State Government agencies and service providers to ensure the realisation of the development vision for the Armstrong Creek Urban Growth Area, particularly the provision of appropriate infrastructure and services.

Apply relevant Land Management Overlays (Floodway Overlay and Land Subject to Inundation Overlay) to areas prone to flooding / inundation once post development conditions are established based upon preparation of drainage schemes.

Investigate the opportunity for an integrated approach to the development of Cultural Heritage Management Plans for the entire ACUGA.

Investigate the establishment of a Cultural Heritage Interpretation Trail.

Reference Document

Armstrong Creek Urban Growth Plan, Volume 1, May 2010, Amended September 2012.

21.14 The Bellarine Peninsula

31/01/2019
C376pt1ggee
Proposed C395

21.14-1 Key issues and Influences

28/01/2010
C129(Part 1)

The Bellarine Peninsula comprises a series of contained townships separated by non-urban rural and coastal breaks. It has experienced strong population growth in recent years driven by the scenic location, lifestyle opportunities and proximity to Geelong.

It is also highly valued for its, tourism function, agriculture and environmental attributes.

Managing urban growth on the Bellarine Peninsula will be critical to retaining its identity and attributes.

~~The Bellarine Peninsula comprises a series of contained townships separated by rural and coastal areas.~~

~~The rural and coastal areas on the Bellarine Peninsula form an important non-urban break between settlements. They are highly valued for their scenic attributes, tourism function, environmental function and lifestyle appeal.~~

~~The Bellarine Peninsula is one of the fastest growing areas in the City of Greater Geelong. Population growth on the Bellarine Peninsula is being driven by the attractiveness of the peninsula as a relaxed lifestyle destination within close proximity to urban Geelong.~~

~~Appropriately managing urban growth on the Bellarine Peninsula will be critical to retaining the peninsula's identity and attributes.~~

21.14-2 Objectives

07/06/2018
C349
Proposed C395

- To protect and enhance the rural and coastal environment and landscapes on the Bellarine Peninsula and maintain non-urban breaks between settlements.
- To support the different roles and functions of townships on the Bellarine Peninsula.
- ~~To facilitate the development of Ocean Grove, Drysdale/Clifton Springs and Leopold as hubs of development and service provision on the Bellarine Peninsula. In all other townships on the Bellarine Peninsula provide retail, commercial and community uses and facilities that serve the daily needs of the community and encourage street based activity.~~
- To provide attractive and for sustainable industrial, commercial, retail, agricultural and tourism development in designated locations, to service the wider Bellarine community.
- To preserve the individual character, identity and role of each Bellarine township.

21.14-3 Strategies

31/01/2019
C376pt1ggee
Proposed C395

- Support the district towns of Ocean Grove, Drysdale and Leopold to fulfil their role as service hubs for the Bellarine Peninsula.
- Ensure all other townships provide retail, commercial and community uses and facilities that serve the daily needs of the community.
- Ensure that development responds to the identity and preferred character of the individual township in which it is located.
- Protect rural and coastal environments from inappropriate urban encroachment.
- Ensure land use and development proceeds generally in accordance with the relevant Structure Plan maps included in this Clause.
- Ensure that development outside of settlement boundaries (as shown in the Structure Plan maps included in this clause) does not compromise the rural, environmental and landscape values of the non-urban breaks.

- ~~Direct the bulk of residential growth and retail development to Ocean Grove, Drysdale/Clifton Springs and Leopold consistent with the relevant Structure Plan maps included in this clause.~~
- ~~Direct bulky goods retailing and industrial development to existing and future areas as identified in Structure Plan maps included in this clause.~~

St Leonards:

- Support a mix of retail, commercial, community and entertainment uses within the town centre.
- Encourage development which respects the coastal landscape setting of St Leonards by:
 - Providing reasonable sharing of views of the coast and foreshore.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the on-going management, enhancement and sensitive development of the foreshore, Salt Lagoon Wildlife Reserve and Edwards Point State Faunal Reserve.
- Protect the scenic qualities of Murradoc Hill and Swan Bay.
- Support the development of a focal building, comprising retail and tourist related activities, at the south west corner of Murradoc and Bluff Roads.
- Support the development of Growth Areas 1 and 2 identified on the Structure Plan map.
- Facilitate development of a community facility including an Early Years Learning Centre, preferably at 1345 Murradoc Road.
- Integrate the town centre and pier-foreshore area.

Portarlington:

- Support the on-going management, enhancement and sensitive development of the foreshore, including a place making project for the main activity node, Point Richards Flora and Fauna Reserve and Salt Lagoon Wildlife Reserve.
- Encourage development which respects the coastal landscape setting of Portarlington by:
 - Providing reasonable sharing of views of the coast and foreshore, where a view has been identified in an overlay.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the establishment of a Portarlington Community Hub.
- Support the redevelopment of the Country Fire Authority fire station.
- Support the integration of the Portarlington town centre and pier-foreshore area.
- Support the development of the development opportunity sites, as shown on the Structure Plan Map, including:
 - Development of a focal building at 22-34 Newcombe Street, Portarlington.
 - Redevelopment of the rear of 40-42 Newcomb Street in a manner that is sympathetic to and maintains the heritage context of the site.

- Redevelopment of the block behind Newcomb Street and Fenwick Street to improve pedestrian connectivity by creating a two-way rear lane system and additional shop front activation.
- Support development in the Portarlington town centre incorporating accommodation uses above ground level retail floor space, where such development meets all parking and access requirements.
- Support the use and development of 33-41 Mercer Street, Portarlington for aged care living.

Indented Head:

- Encourage development which respects the coastal landscape setting of Indented Head, by:
 - Providing reasonable sharing of views of the coast and foreshore, where a view has been identified in an overlay.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.

Ocean Grove:

- Contain urban development within the defined settlement boundary on the Structure Plan map.
- Encourage development which respects the coastal landscape setting of Ocean Grove, by:
 - Providing reasonable sharing of views of the coast and foreshore
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant trees and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the continued development of the north-east growth area as shown on the Structure Plan map.
- Encourage a range of accommodation and housing options, including aged care within and adjacent to the Town Centre and other existing and proposed activity centres.
- Ensure development avoids impacts on environmental assets including the Coast, Buckley Park Foreshore Reserve, Goandra Estate, Ocean Grove Nature Reserve, Begola Wetlands, Barwon River/Lake Conneware and the Lake Victoria Wetlands.
- Ensure the Town Centre remains the primary retail centre for Ocean Grove by providing for a range of retail, business and accommodation uses.
- Ensure that the supply of car parking in the Town Centre increases commensurate with parking demands from new development.
- Preserve The Terrace as the potential long-term arterial route through the Town Centre.
- Support the development of a new Neighbourhood Activity Centre, including community uses, in the north-east growth area adjacent to Grubb Road.
- Support the development of the restricted retail and industrial precincts within the north-east growth area.
- Support the development of a strategic footpath network for the town that provides permeable and safe routes to key destinations and services,
- Where appropriate, ensure new developments assist in the establishment of a safe bicycle-pedestrian path network around the town connecting the foreshore,

river, nature reserve, Grubb, Banks and Bonnyvale Roads as shown on the Structure Plan map.

- Where appropriate, ensure new development contributes to the improvement of open spaces, key pedestrian links.
- Provide for a range of appropriately scaled and located tourism accommodation and activities, including opportunities for revitalisation of existing uses.
- Support further development of existing caravan parks and accommodation uses in residential areas, particularly those close to the beach and river, to provide a broader range of accommodation type and mix.
- Where appropriate, encourage a range of appropriately scaled tourism related activities on the rural periphery of the town which are complementary to the environmental and rural setting.
- Support the duplication of Grubb Road in a manner which preserves significant roadside vegetation, provides an attractive town entry, safe crossing points, pedestrian/cycle paths and undergrounding of powerlines.
- Support the provision of community and social infrastructure commensurate with population growth, including the investigation of a site for a new primary school in the north-east growth area.

Leopold:

- Support Leopold as a Sub Regional Retail Activity Centre for the Bellarine Peninsula, whilst providing local community, recreational and employment facilities to Leopold's residents.
- Ensure the retention of Leopold as an urban island - supporting urban growth contained to the settlement boundary and preserving the surrounding rural hinterland.
- Support the development of the Ash Road Growth Area and other areas identified for residential development on the Structure Plan map.
- Support increased housing densities around the Sub Regional Retail Activity Centre and neighbourhood shopping strips at Ash Road and Dorothy Street.
- Encourage the northerly expansion of the Sub Regional Retail Activity Centre, ensuring any development integrates with the existing centre and surrounding community facilities, and enhances its appearance and functionality.
- Support the local convenience role of the Ash Road and Dorothy Street neighbourhood shopping centres, whilst restricting any future expansion of these centres.
- Support the development of Council's Kensington Road Community Hub to provide a wide range of community, health, education and civic services/facilities.
- Encourage the creation of an additional local mixed use centre on the south east corner of Bellarine Highway and Melaluka Road. Any redevelopment of this site could accommodate restaurants, convenience shops, offices and residential development.
- Provide public open space within existing and proposed residential areas to cater for the passive and active recreation needs of the community.
- Provide an improved transport network which includes better traffic movements, pedestrian and cyclist linkages and public transport options.
- Ensure environmentally sensitive areas including Lake Connewarre and Reedy Lake are protected from localised development pressure.
- Investigate opportunities for public access to Port Phillip Bay.

Barwon Heads:

- Maintain a compact urban form and avoid outward sprawl.

- Protect the unique character of Barwon Heads as a coastal village located within a sensitive environment and significant landscape setting.
- Ensure the Hitchcock Avenue shopping centre remains the focus of retail activity in Barwon Heads.
- Restrict new commercial development to the existing business and mixed use zones in Hitchcock Avenue between Bridge Road and Ozone Road and the south side of Bridge Road.
- Ensure new housing development complements the character of Barwon Heads and provides for a variety of housing sizes and types.
- Support the continued development of 13th Beach Resort as a tourist destination.
- Continue upgrading the Barwon Heads Village Park and foreshore reserves in accordance with established master plans.
- Support development of appropriate tourist accommodation around the Barwon Heads town centre.

Drysdale/Clifton Springs:

- Contain urban development within the defined settlement boundary on the Structure Plan map.
- Support the development of the Jetty Road Urban Growth Area and other areas identified for residential development on the Structure Plan map.
- Ensure new development incorporates sustainability principles including environmentally sustainable design, energy efficiency, connectivity and water sensitive urban design.
- Reinforce the Drysdale town centre as the primary retail centre including the development of an additional supermarket on the south side of Murradoc Road
- Provide for the expansion of the Drysdale town centre to the east along Murradoc Road.
- Locate future development of a service business or industrial nature in the identified precinct along Murradoc Road extending to the proposed Drysdale Bypass.
- Ensure new development opposite or in close proximity to the Drysdale Bypass road accords with the VicRoads Drysdale Bypass Access Management Strategy (October 2017) and minimises back fencing as viewed from the Bypass.
- Locate and integrate future education, community and recreation facilities to enhance their accessibility and to maximise joint use wherever possible.
- Develop the Council owned Palmerston Street site and the Drysdale Regional Community and Cultural Hub for community and recreation purposes.
- Ensure any development of short term tourist accommodation at the Curlewis Golf Course is located at the eastern end of the course in close proximity to the Jetty Road Urban Growth Area, functions as a minor component to the primary role of the site as a golf course and maintains the rural landscape character of the site.
- Provide additional bicycle and pedestrian opportunities throughout the townships including new footpaths and bicycle lanes.
- Provide for the creation of consolidated parking areas in the town centre.

Point Lonsdale

- Support low scaled and designed tourism opportunities on designated land identified on the Point Lonsdale Structure Plan map.
- Ensure new development strengthens the township’s coastal village character and landscape setting by requiring a high standard of architectural and urban design response including;
 - Low scale forms

- Articulation (materials, openings or features such as decks, balconies, wide eaves or canopies).
- Contemporary design quality.
- Use of materials such as timber, corrugated iron, weatherboard or light coloured render.
- Limiting site coverage and provide front and side setbacks that reflect existing neighbourhood patterns and provide opportunities for maintenance and planting of native coastal and indigenous vegetation.
- Ensure that new urban development street works and road designs contribute to the implementation of the identified primary and secondary pedestrian/cycle routes and are designed to complement the informal coastal streetscape character.

21.14-4 Implementation

31/01/2019
C376pt1ggee

These strategies will be implemented by:

Applying Zones and overlays

Ocean Grove

Apply the Commercial 1 Zone to the surplus park at 94 The Parade.

Apply the Commercial 1 Zone to the surplus road reserve from upgrade of the Hodgson Street/The Parade intersection.

Apply the Design and Development Overlay to the Town Centre to implement the findings of the Ocean Grove Town Centre Urban Design Framework.

Apply the Design and Development Overlay to the Commercial 1 and Commercial 2 Zone precincts in the north-east growth adjacent to Grubb Road.

Apply schedule 20 to the Design and Development Overlay to the Industrial 3 Zone in the north-east growth area.

Apply the Public Acquisition Overlay to The Terrace rear laneway.

Leopold

Apply the General Residential Zone Schedule 1 and the Development Plan Overlay to land designated for future residential growth shown on the Leopold Structure Plan map included in this clause.

Apply a combination of commercial zones, a Design and Development Overlay and a Development Plan Overlay to facilitate the expansion of the Leopold Sub Regional Retail Activity Centre.

Drysdale

Apply the General Residential Zone Schedule 1 with a Development Plan Overlay based on the principles identified in the Structure Plan to Princess Street, Central Road and Oakden Road.

Support the application of the General Residential Zone Schedule 1 to identified residential infill areas with appropriate Development Plan Overlay and Developer Contribution Plan controls.

Support a joint rezoning and development application at the Curlew Golf Club to facilitate short term tourist accommodation.

Point Lonsdale

Apply the General Residential Zone Schedule 1 with a Development Plan Overlay to the portion of the Lonsdale Golf Course shown for residential growth on the Point Lonsdale Structure Plan map subject to an amendment and EES process.

Apply appropriate design and environmental overlays to areas of consistent urban and landscape character.

Rezone the Commercial Zone land on the corner of Fellows Road and Bellarine Highway to facilitate tourism development.

St Leonards

Apply the General Residential Zone Schedule 1 to Growth Areas 1 and 2.

Apply the Development Plan Overlay to Growth Area 2.

Apply the Development Contributions Plan Overlay (or an equivalent agreement with landowners) in conjunction with the rezoning of Growth Areas 1 and 2.

Further work

[Review housing opportunities within townships to determine if localised housing intensification can be provided.](#)

[Work with the state government on the designation of the Bellarine Peninsula under the Distinctive Areas and Landscapes Act 2018.](#)

~~Review township structure plans as scheduled (in structure plans) to meet emerging needs of communities.~~

~~Review the planning framework for land identified in the Coastal Spaces Landscape Assessment Study as regionally significant in the south west of the Bellarine Peninsula to ensure the protection of landscape values is adequately addressed.~~

~~Undertake a strategic assessment to identify aged care needs across the Bellarine Peninsula, identifying design options and guidance to encourage older people to remain in their homes for as long as possible through adaptable housing design.~~

Point Lonsdale

Work with the Borough of Queenscliff to address climate change issues in Point Lonsdale and implement any relevant outcomes.

Prepare detailed streetscape design plans for designated primary and secondary routes as identified in the Point Lonsdale Structure Plan.

Investigate opportunities to establish a railway station-transport interchange precinct to link with the Queenscliff tourist railway service.

Portarlington

Support Parks Victoria Safe Harbour Project, including ensuring appropriate integration with the adjacent foreshore reserve and Town Centre.

Ocean Grove

Work with VicRoads to prepare a network operating plan (SmartRoads) for the town.

Review the Structure Plan including an assessment of long term growth options (both infill and settlement expansion) for Ocean Grove by no later than 2021. The assessment should include consideration of:

- land to the north, north-west and east of Ocean Grove.
- the role of Ocean Grove as a district town.
- other planned growth on the Bellarine Peninsula.
- development trends, lot supply and housing capacity within the settlement boundary.
- the desirability of providing a diversity of living options.
- physical and environmental constraints, including the importance of protecting the biodiversity values of the Nature Reserve and maintaining a rural break between settlements.
- the protection of landscape values and implications for the character of approaches to Ocean Grove township along the Bellarine Highway, Grubb Road and Wallington Road.
- the implications for significant agricultural uses and their employment generating potential.

- whether any adjustments to the settlement boundary are required.

Leopold

Implement the Leopold Activity Centre Urban Design Framework, 2011.

Undertake further assessment of sites nominated as “Urban Consolidation” in the plan attached to this Clause.

Undertake a Flood Study to introduce controls over areas identified appropriate for Floodway Overlay (FO) or Land Subject to Inundation Overlay (LSIO).

Barwon Heads

Undertake a Landscape Assessment Study for the Ewing Blyth/Golf Links/Bridge Road and the Warrenbeen Court residential areas with the intention to apply an overlay to protect the existing character and vegetation.

Undertake a detailed study of Murtnaghurt Lagoon to establish whether the boundaries of the existing Environment Significant Overlay require review.

Consider the impacts of climate change on the future development of Barwon Heads in accordance with the Climate Change Adaptation Strategy to be developed by Council during 2010-2011.

Drysdale/Clifton Springs

Investigate the relocation of the Council depot site at 22A Collins Street

Prepare a Master Plan for the development of a community hub on the Council owned land at Palmerston Street site in the town centre.

Undertake a Drysdale Town Centre Community Facilities Planning Project to investigate and provide direction for future development and community use of 38 – 40 High Street and 2 – 8 Wyndham Street (senior citizens building) adjacent to the Town Square.

Prepare a Master Plan for the development of the Drysdale Regional Community and Cultural Hub.

Review the extent of the Heritage Overlay in the Drysdale Commercial Heritage Area.

References

Bellarine Peninsula Strategic Plan, City of Greater Geelong, 2006.

Ocean Grove Structure Plan, City of Greater Geelong, 2015 (amended September 2016).

Ocean Grove Urban Design Framework, City of Greater Geelong, 2014.

Portarlinton Structure Plan, City of Greater Geelong, September 2016 (amended July 2017).

Indented Head Structure Plan, City of Greater Geelong, May 2016.

St Leonards Structure Plan, City of Greater Geelong, 2015.

Leopold Structure Plan, City of Greater Geelong, 2011 (amended January 2013).

Leopold Urban Design Framework, City of Greater Geelong, 2011.

Barwon Heads Structure Plan, City of Greater Geelong, 2010.

Drysdale Clifton Springs Structure Plan, City of Greater Geelong, 2010.

Jetty Road Urban Growth Plan, City of Greater Geelong, 2007 (amended September 2008).

City of Greater Geelong Municipal Reference Document, Coastal Spaces Landscape Assessment Study, Planisphere, 2006.

Point Lonsdale Structure Plan, Planisphere, 2009 (amended November 2011).

Drysdale Urban Design Framework, City of Greater Geelong 2012.

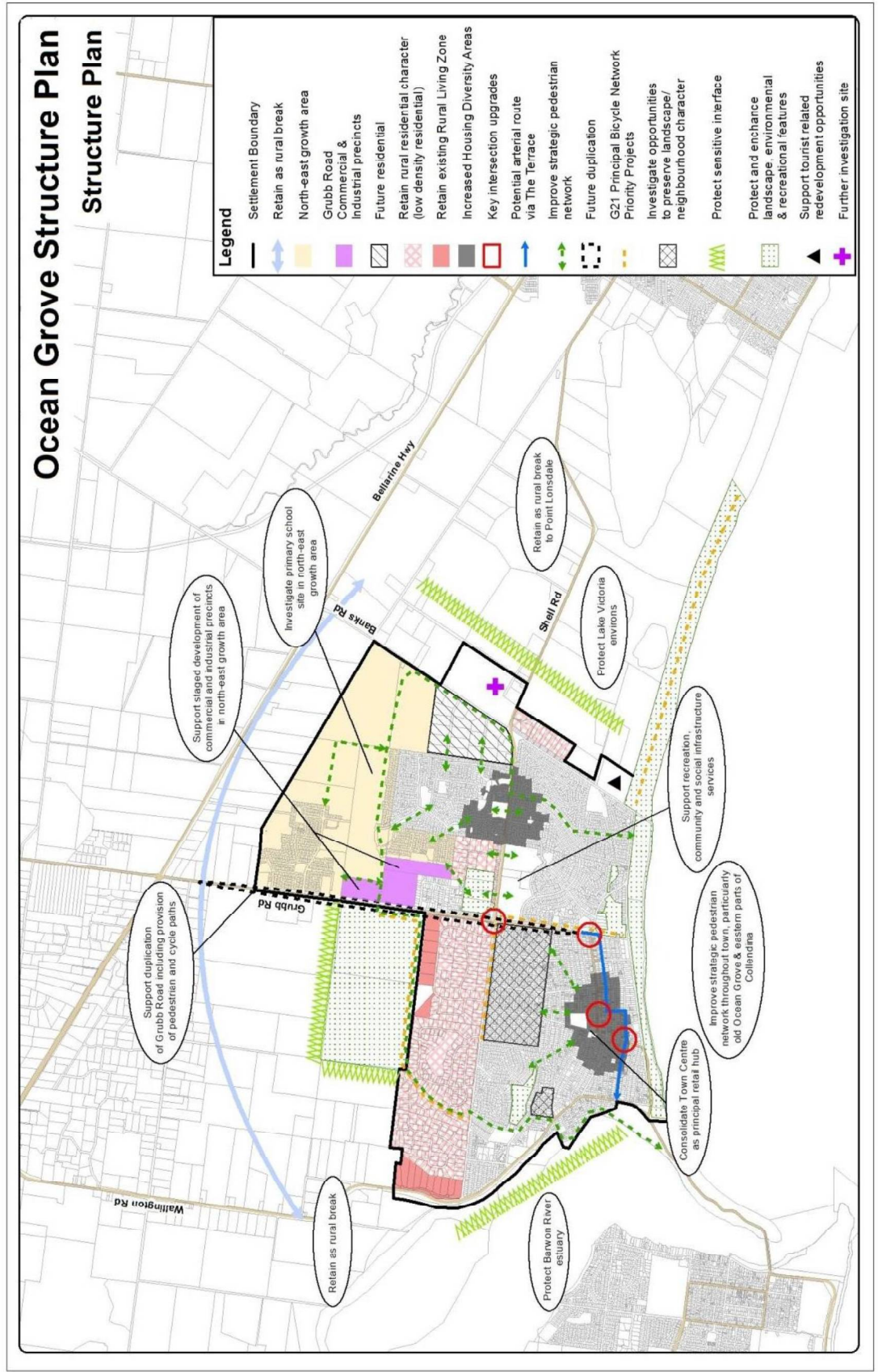
Drysdale Bypass Access Management Strategy, VicRoads October 2017.

[City of Greater Geelong Settlement Strategy, City of Greater Geelong, October 2018.](#)

21.14-8

Ocean Grove Structure Plan map

31/01/2019
C376pt1ggee



Map No.4



Prepared by City of Greater Geelong - August 2016
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21.16 ANAKIE

28/01/2010
~~C129(Part 1)~~
[Proposed C395](#)

21.16-1 Key Issues and Influences

28/01/2010
~~C129(Part 1)~~
[Proposed C395](#)

Anakie is located 35 kilometres north west of Geelong on the Geelong-Ballan Road. It is a small rural township which fulfils a limited service role for the rural hinterland and visitors to the area.

Anakie is the gateway to a number of tourist destinations and facilities such as the Brisbane Ranges, Anakie Gorge, small art/craft outlets, Fairy Park and a number of wineries.

Anakie has largely developed in a ribbon form along the Geelong-Ballan Road. However, continued development in this form would create problems in efficiently providing utility services and access to community and commercial facilities. Continued ribbon development may also impact on the landscape qualities to the north of the town.

~~Development is possible to the west and east of the existing Township zone and south beyond Brownes/DeMotts Roads. This land is relatively flat, suffers few known environmental constraints and could be serviced with reticulated water.~~

A distinctive feature of Anakie is the relatively large allotments (usually 1,000-2,000m²). These are necessary to allow for the on-site disposal of sewage. Many of the lots are also used for growing vegetables or keeping a small number of livestock and home based industries. They consequently reinforce the rural atmosphere of the township.

Anakie is in a high risk area for wildfire.

21.16-2 Objectives

28/01/2010
~~C129(Part 1)~~
[Proposed C395](#)

- To ~~ensure~~ ~~provide for new urban~~ development ~~which~~ respects the rural character of Anakie and does not impact upon surrounding natural environments or agricultural land.
- To ensure that commercial services and facilities are conveniently located.
- To consolidate the location of community and recreation facilities.
- To minimise the risks and impact of wildfire.
- To increase tourism visitation to Anakie.

Strategies

~~Maintain the compact shape of the Anakie Township to achieve an efficient use of physical infrastructure.~~

~~Support expansion of the Township Zone in accordance with the Structure Plan Map accompanying this clause.~~

~~Discourage expansion of the town to the north or into environmentally significant areas.~~

[Maintain the extent of Anakie to the existing township zone limits.](#)

Require lots for residential purposes to have a minimum lot size of 1,000m² in order to facilitate the on-site disposal of sewage and to preserve the rural atmosphere of the town.

Encourage new commercial development to locate on the Geelong-Ballan Road within the township.

Ensure that all service business/industrial developments are well buffered from existing residential lots.

Ensure that all service business and industrial developments are designed to respond to the rural character of the township.

Locate any future community facilities close to the primary school and community house.

Locate any future active recreational facilities adjoining the existing oval.

Ensure all land use and development is undertaken in accordance with CSIRO and CFA guidelines for construction in Bushfire Prone Areas.

Encourage new tourism businesses to establish in the area.

Improve the amenity of the Ballan Road streetscape and the entrances to the town.

21.16-3 Implementation

28/01/2010
C129(Part 1)
[Proposed C395](#)

These strategies will be implemented by:

Using policy and the exercise of discretion

Applying Discretionary Uses in Rural Living and Low Density Residential Areas Policy at Clause 22.04.

Applying Agriculture, Rural Dwellings and Subdivision Policy at Clause 22.05.

Applying Tourism Development in Rural Areas Policy at Clause 22.06.

Applying Racing Dog Keeping and Racing Dog Training Policy at Clause 22.07.

Applying Zones and overlays

Apply the relevant zones and overlays.

References

~~*Anakie Structure Plan, City of Greater Geelong, 1996.*~~

Building in Wildfire Management Overlay Areas, CFA 2002.

[*City of Greater Geelong Settlement Strategy, City of Greater Geelong, October 2018.*](#)

21.20 NORTHERN AND WESTERN GEELONG GROWTH AREAS

DD/MM/YYYY
Proposed C395

21.20-1 Overview

DD/MM/YYYY
Proposed C395

This Policy applies to the Northern and Western Geelong Growth Areas, as delineated on the Northern and Western Geelong Growth Areas Framework Plan map.

The Northern and Western Geelong Growth Areas will provide for significant population growth in proximity to the existing urban area of Geelong, with the capacity to accommodate over 112,000 people. At capacity, the Northern Geelong Growth Area is anticipated to accommodate approximately 17,000 dwellings and 48,000 people. At capacity, the Western Geelong Growth Area is anticipated to accommodate approximately 23,00 dwellings and 64,500 people.

21.20-2 Objectives

DD/MM/YYYY
Proposed C395

- To create neighbourhoods where residents can live locally and meet most of their everyday needs within a 20 minute walk, cycle or local public transport trip of their home.
- To provide a network of activity centres that support employment, retail, commercial, entertainment and community uses for local residents.
- To develop a Clever and Creative Corridor as a consistent and unifying design element of the growth areas to ensure development is sustainable, self-sufficient, distinctive and connected by active and public transport options.
- To deliver urban development that establishes carbon neutral neighbourhoods.
- To provide light industrial employment areas that minimise impacts on surrounding neighbourhood amenity and provide direct access to the external transport network.
- To promote mode shift from private vehicles to active and public transport throughout and between the growth areas and extending into the balance of urban Geelong.
- To maintain the landform of the Lovely Banks monocline escarpment as part of urban development.
- To protect the ongoing operations of the Batesford Quarry in the short to medium term and achieve the transition of the Batesford Quarry to a recreational lake in the long term.
- To protect and enhance the Moorabool River, Barwon River and Cowies Creek corridors.

21.20-3 Strategies

DD/MM/YYYY
Proposed C395

- Ensure land use and development proceeds generally in accordance with the Northern and Western Geelong Growth Areas Framework Plan.
- Develop Precinct Structure Plans for each growth area in accordance with the sequencing set out in the Northern and Western Geelong Growth Areas Framework Plan.
- Ensure the number, location, size and function of activity centres within the growth areas provides for the needs of local residents within walkable catchments without adversely impacting on the broader Geelong activity centre network, particularly central Geelong, Lara, Corio and Waurn Ponds.

- Develop the Clever and Creative Corridor as a tree-lined, boulevard style transit corridor that prioritises public transport, walking and cycling between activity centres and education, community and recreation facilities, and provides a focal point for the design of sustainable neighbourhoods that are interconnected and support housing diversity.
- Identify an employment precinct in each growth area to provide for a wide range of industrial and commercial uses, supported by efficient transport connections to the freeway and regional highway network.
- Design neighbourhoods and integrated transport networks that provide for comprehensive, safe and convenient active transport.
- Prioritise public transport over private vehicles in the design of neighbourhoods and integrated transport networks.
- Locate high and medium density housing within proximity of sub-regional activity centres, neighbourhood activity centres, the Clever and Creative Corridor and a potential new railway station on the Geelong-Ballarat railway adjacent to Geelong-Ballan Road.
- Establish a buffer of lower density residential development to the north and east of the Batesford township and to proposed permanent settlement boundaries including municipal boundaries and non-urban interfaces.
- Complete rehabilitation of the Batesford Quarry to an urban standard prior to urban development in its proximity. Complete detailed master planning of the transformation of the quarry to a recreational lake and detailed geotechnical and groundwater assessment prior to commencement of a precinct structure plan.
- Avoid urban development in the precinct between Midland Highway and McCanns Lane in the short to medium term to ensure that ongoing transition of the Batesford Quarry is undertaken in a comprehensive and appropriate manner.
- Maintain a 500 metre blasting buffer around the Work Authority boundary of the Batesford Quarry.
- Undertake detailed master planning for the Moorabool River, Barwon River and Cowies Creek corridors to integrate protection and enhancement of natural flows, biodiversity and cultural heritage values with recreational use within the urban landscape.

21.20-4 Implementation

DD/MM/YYYY
Proposed C395

These strategies will be implemented by:

Applying Zones and Overlays

Apply the Urban Growth Zone to most land in the Northern and Western Geelong Growth Areas, but excluding:

- Batesford township and a surrounding buffer.
- Rural Conservation Zone applying to Dog Rocks Sanctuary and adjacent land.
- Further investigation areas.
- Existing rural living properties identified for Employment.
- Existing Special Use Zone applying to the Batesford Quarry and adjacent land.
- Other existing zones reflecting existing and intended ongoing land use.

Further work

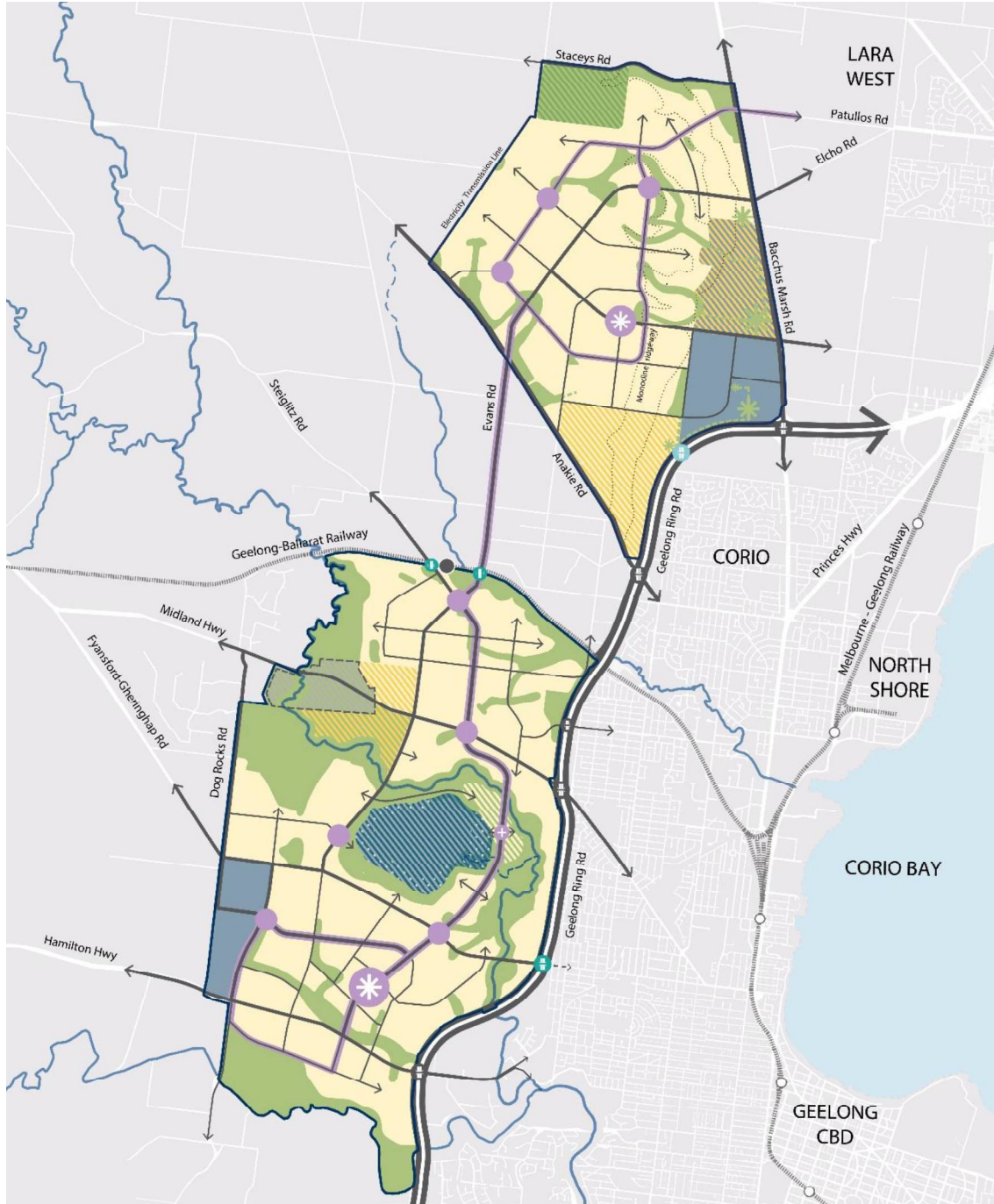
Include the Batesford Quarry and adjacent land in the Urban Growth Zone at a time when quarry operations have ceased and detailed geotechnical and groundwater investigations and monitoring have assessed the subject land and proven the viability of the proposed end use.

Background Document

Northern and Western Geelong Growth Areas Framework Plan (City of Greater Geelong, March 2019).

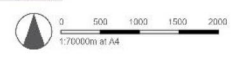
21.20-5 Northern and Western Geelong Growth Areas Framework Plan map

DD/MM/YYYY
Proposed C395



DRAWING KEY

STUDY AREA	RESIDENTIAL	BATESFORD TOWNSHIP	RAILWAY CROSSING GRADE SEPARATION
GEELONG RING ROAD	RURAL LIVING FUTURE INVESTIGATION OF RESIDENTIAL	LAKE WATERBODY	WATERWAYS
ARTERIAL ROAD	RURAL LIVING FUTURE INVESTIGATION OF EMPLOYMENT	CLEVER AND CREATIVE CORRIDOR	MAJOR WATERCOURSE
CONNECTOR STREET	EMPLOYMENT	ACTIVITY CENTRE SUB-REGIONAL / SPECIALIZED NEIGHBOURHOOD	POTENTIAL WATERWAYS
FUTURE RAILWAY STATION	AGRICULTURE FUTURE INVESTIGATION OF CONSERVATION	GEELONG RING ROAD PEDESTRIAN CONNECTION	MONOCLINE ESCARPMENT
PUBLIC TRANSPORT POTENTIAL CONNECTION	AGRICULTURE FUTURE INVESTIGATION OF RURAL LIVING	GEELONG RING ROAD NEW CONNECTION	
	LAKESIDE RESIDENTIAL FUTURE INVESTIGATION OF CONSERVATION	GEELONG RING ROAD UPGRADE CONNECTION	



DD/MM/YYYY
Proposed C395

SCHEDULE TO CLAUSE 72.08 background documents

1.0

Background documents

DD/MM/YYYY
Proposed C395

Name of background document	Amendment number - clause reference
<i>City of Greater Geelong Settlement Strategy</i> (City of Greater Geelong, October 2018)	C395 Clause 21.06 Clause 21.08 Clause 21.14
<i>Northern and Western Geelong Growth Areas Framework Plan</i> (City of Greater Geelong, March 2019)	C395 Clause 21.20

Appendix C Submission regarding exhibited Am C395 by
Spiire Australia on behalf of Shell Road Development Pty
Ltd

26 July 2019

Peter Smith
Co-ordinator, Strategic Implementation Unit
City of Greater Geelong
PO Box 104
GEELONG VIC 3220
by email: planningstrategy@geelongcity.vic.gov.au

Dear Peter

Amendment C395 to the Greater Geelong Planning Scheme

Spiire Australia acts on behalf of Shell Road Development Pty Ltd (**Shell Road Development**). Shell Road Development is the owner and developer of the Kingston Estate in Ocean Grove, including both residential and commercial zoned landholdings.

Background

This letter sets out Shell Road Development's submission to the public exhibition of Amendment C395 to the Greater Geelong Planning Scheme (the **Amendment**), which among other things, seeks to:

1. introduce a new *City of Greater Geelong Settlement Strategy* (**Settlement Strategy**), which generally has the effect of:
 - (a) seeking to "reframe" the designation of Ocean Grove from a "growth area" to a "district town";
 - (b) redirecting growth away from the Bellarine Peninsula to Geelong and its associated northern and western growth areas; and
 - (c) proposing permanent settlement boundaries for Ocean Grove (and other towns on the Bellarine Peninsula) in accordance with those incorporated pursuant to the Ocean Grove Structure Plan 2016.
2. make various changes to Clauses 21.06 (Settlement and Housing), 21.08 (Development and Community Infrastructure) and 21.14 (The Bellarine Peninsula) to reflect the intention of the Settlement Strategy, by removing and / or amending various policy supporting:
 - (a) further residential growth in Ocean Grove; and
 - (b) further strategic work in relation to the Ocean Grove Structure Plan, including the determination of ultimate settlement boundaries.

Submission

Shell Road Development objects to the Amendment in its current form, as it relates to the designation of Ocean Grove and its growth potential moving forward. This is for the following reasons:

1. Failure to appropriately recognise status of Ocean Grove

It is Shell Road Development's position that the Amendment and Settlement Strategy fail to acknowledge the role of Ocean Grove as a growth area for both the Bellarine Peninsula and, more broadly, the City of Greater Geelong.

Ocean Grove is clearly designated as a growth node within the Greater Geelong Planning Scheme, and numerous strategic documents which support it. The Amendment, including the Settlement Strategy and

Clause 21.14, seek to inappropriately curtail the role of Ocean Grove and other "district towns" by removing their status as residential growth areas.

2. **Failure to respond to the "distinctive area and landscape" process**

As noted by the Amendment documentation, including the Settlement Strategy and proposed Clause 21.14, the State Government is currently undertaking work to potentially declare the Bellarine Peninsula as a "distinctive area and landscape" (**DAL**) pursuant to the *Planning and Environment Act 1987* (Vic).

The process involved to declare the Bellarine Peninsula as a DAL will necessary include, post-declaration, further development of a Statement of Planning Policy (**SPP**) which would include the confirmation of permanent settlement boundaries for towns within the declared DAL area.

It is Shell Road Development's submission that the Amendment is premature, as it fails to consider what the outcome of the DAL and SPP process for the Bellarine Peninsula might be.

3. **Failure to provide for further strategic work**

Further, previous strategic work undertaken in relation to Ocean Grove makes it clear that the current town boundaries applying to Ocean Grove should be subject to further investigation, with the possibility of undergoing potential expansion.

This was confirmed by the comments of the Panel into Amendment C346 to the Greater Geelong Planning Scheme, which made various comments regarding the need to undertake "further work", including a review of the Ocean Grove Structure Plan, to determine the ultimate settlement boundary for Ocean Grove.

Until this further strategic work has been completed, in the form of a further review of the Ocean Grove Structure Plan, the settlement boundary for Ocean Grove should not be presented as the ultimate boundary. It is Shell Road Development's submission that the current policy for, and designation of, Ocean Grove ought to be preserved until this work has been completed.

Shell Road Development reserves its rights in respect of its participation in the Amendment process moving forward. Should you wish to discuss any aspect of this submission, please contact **[insert details]**.

Yours faithfully
[insert]

Appendix D Amendment C346 Economic Expert
Statement of Justin Ganly, 22 April 2016



Shell Road Developments Pty Limited
Amendment C346 Greater Geelong Planning Scheme

Economic Witness Statement

Justin Ganly

22 April 2016

This report has been prepared by:
deep end services pty ltd
suite 304 / 9-11 claremont street
south yarra vic 3141
t: +613 8825 5888
f: +613 9826 5331
w: www.deependservices.com.au

Managing Director	Justin Ganly justin.ganly@deependservices.com.au (03) 8825 5800
Senior Associate	Anna Kilroy anna.kilroy@deependservices.com.au (03) 8825 5896
Project Code	DS1605
Date	22 April 2016

Disclaimer

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1. Introduction

1. This statement examines a number of economic issues relevant to the future planning for residential land within Ocean Grove.
2. The statement has been prepared for Shell Road Developments Pty Limited ("Shell Road Developments"), an owner of land within the North East Growth Area ("NEGA") of Ocean Grove.
3. The statement is to assist the Panel formed to consider Amendment C346 ("Am C346") to the Greater Geelong Planning Scheme ("Scheme").

1.1 Approach

4. The tasks completed in the preparation of this statement have included:
 - Inspecting large residential development sites within Ocean Grove;
 - Reading and considering relevant background documents to Am C346 and other documents produced or commissioned by the City of Greater Geelong Council ("Council") and the G21 Alliance;
 - Considering and analysing data provided by a number of external data providers such as the Australian Bureau of Statistics ("ABS"), Australian Property Monitors, G21 Alliance .id and nearmap; and
 - Considering relevant submissions made regarding Am C346.

1.2 Abbreviations

5. The following abbreviations are used in this statement:

2007 Structure Plan	<i>Ocean Grove Structure Plan, adopted 27 February 2007 (amended 23 September 2008), City of Greater Geelong</i>
2015 Structure Plan	<i>Ocean Grove Structure Plan, December 2015, City of Greater Geelong,</i>
ABS	Australian Bureau of Statistics
Am C60	Greater Geelong Planning Scheme Amendment C60
Am C346	Greater Geelong Planning Scheme Amendment C346
CCD	Census Collector District
Council	City of Greater Geelong
Council Delegate Report	Delegated Authority Report prepared on 22 March 2016 by Council officers to consider submissions to Am C346
Growth Plan	<i>G21 Regional Growth Plan (2013), G21 Alliance</i>
ha	hectare
NEGA	North East Growth Area
SA1	Statistical Area 1
Scheme	Greater Geelong Planning Scheme
Shell Road Developments	Shell Road Developments Pty Limited
SLA	Statistical Local Area
SSC	State Suburb

1.3 Expert witness details

The following expert witness details are provided as required in Planning Panels Victoria's G2 – *Guide to Expert Evidence* practice note.

Name and address of expert

Mr Justin Ganly
Managing Director
Deep End Services Pty Ltd
Suite 304 / 9-11 Claremont Street
South Yarra Victoria 3141

Expert's qualifications and experience

- Graduate Diploma of Applied Finance & Investment, Securities Institute of Australia.
- Bachelor of Engineering (Chemical) (First Class Honours), University of Melbourne.
- Managing Director of Deep End Services since 2003.
- Retail and property consultant for KPMG, Coopers & Lybrand and Coles Myer from 1993 to 2003.
- A full CV is included at **Appendix 1**.

Expert's area of expertise

- Preparation and presentation of economic expert witness evidence.
- Feasibility analysis for property owners and developers of all forms of property.
- Demographic analysis.
- Population and land use forecasting.

Expert's expertise to make report

- 23 years of demographic consulting experience.
- Thorough understanding of residential land use and development patterns in Melbourne and regional Victoria.
- Detailed knowledge of the Ocean Grove area.

Instructions that defined the scope of the report

My brief was provided by Minter Ellison on behalf of Shell Road Developments in writing on 31 March 2016 with instructions as follows:

You are requested to advise whether you could support our client's position in relation to the Structure Plan, and if so, prepare expert evidence on the land supply matters raised by the Review. You would also be required to present to the Panel regarding your evidence.

Facts, matters and assumptions upon which the report proceeds

- None unless otherwise stated.

Documents, materials and literature used in preparing this report

- Stated in relevant sections of my report.

Identity of the person who carried out any tests or experiments relevant to this report

- I was assisted by Anna Kilroy, Senior Associate, Deep End Services in the preparation of this report.

Summary of the opinions of the expert

- The 2015 Structure Plan should plan for 210-250 new dwellings per year to be provided within greenfield estates in Ocean Grove.
- Adoption of the mid-point of this range results in Ocean Grove's population reaching a forecast figure of 21,886 at 2030, still well below the capacity population of 25,000 – 30,000 documented in the 2007 Structure Plan.
- This increase in population would represent an average growth rate of 2.9% per annum from 2015 to 2030, a figure both in line with the medium growth scenario from the 2007 Structure Plan and reasonable for a town with the status and infrastructure of Ocean Growth.
- However, Ocean Growth will run out of greenfield land towards the end of the 2015 Structure Plan's planning horizon.
- The 2015 Structure Plan should therefore acknowledge further work is required on the settlement boundary with two logical extension areas to be contemplated:
 - Limited land to the north of the Ocean Grove Nature Reserve and west of Grubb Road where appropriate access to nearby retail, community and employment facilities would be available.
 - Land between the current northern edge of the NEGA and the Bellarine Highway with a rural break maintained at the Highway interface.

Provisional opinions not fully researched

- None.

Questions outside the expert's expertise

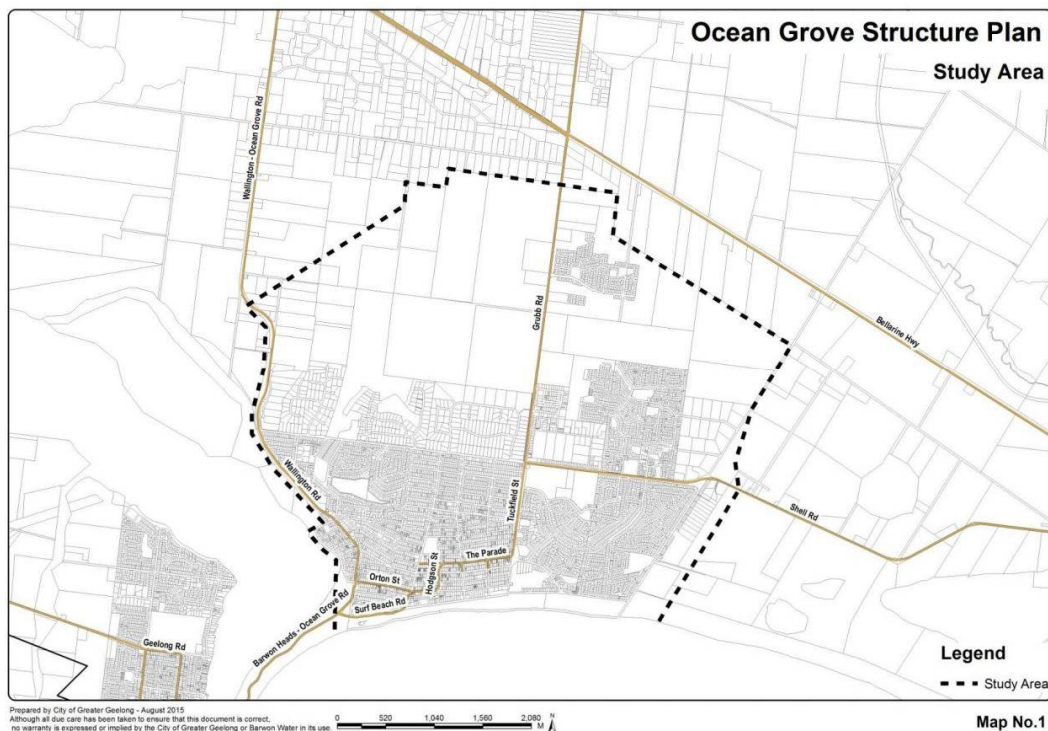
- None.

Report incompleteness or inaccuracies

- None.

2. Amendment C346

6. Am C346 has been prepared by the City of Greater Geelong (“Council”), the Planning Authority for this amendment.
7. The Amendment has been prepared by Council.
8. Am C346 applies to the township of Ocean Grove, with the Amendment’s specific study area boundary shown on the map below:



Source: City of Greater Geelong

9. Am C346 seeks to implement the findings of the following Council-adopted documents into Scheme:
 - *Ocean Grove Structure Plan (December 2015) (“2015 Structure Plan”); and*
 - *Ocean Grove Town Centre Urban Design Framework (June 2014).*
10. The Amendment will:
 - *Amend Clause 21.14 Bellarine Peninsula to include the key strategies of the Ocean Grove Structure Plan (December 2015) and the updated Ocean Grove Structure Plan Map, and the recommendations of the Ocean Grove Town Centre Urban Design Framework Plan (June 2014)*
 - *Insert a new schedule 39 to Clause 43.02 Design and Development Overlay to implement key urban design recommendations for the Grubb Road activity centre and restricted retail precinct in the north-east growth area*

- *Insert a new schedule 40 to Clause 43.02 Design and Development Overlay to implement the key design recommendations of the Ocean Grove Town Centre Urban Design Framework (2014) for the Town Centre*
 - *Delete schedule 16 to Clause 43.02 Design and Development Overlay (Presidents Avenue Ocean Grove)*
 - *Delete schedule 27 to Clause 43.02 Design and Development Overlay (Hodgson Street Mixed Use Precinct)*
 - *Apply schedule 20 to Clause 43.02 Design and Development Overlay (Industrial 1, 2 and 3 Zones) to the Industrial 3 Zone land within the north-east growth area.*
 - *Amend Planning Scheme Maps 81DDO and 82DDO.*
11. The Am C346 Explanatory Report lists the following reasons for the Amendment being necessary:

The Amendment is required to give effect to the adopted Ocean Grove Structure Plan (December 2015) and the adopted Ocean Grove Urban Design Framework (June 2014) within the Greater Geelong Planning Scheme.

The existing Clause 21.14 of the Greater Geelong Planning Scheme acknowledges the need for additional work to be undertaken for the Town Centre, specifically stating:

“Prepare an Urban Design Framework and Parking Precinct Plan for the Ocean Grove Town Centre.”

The Town Centre Urban Design Framework sought to address movement within and around the Town Centre, provision of space for future growth of commercial, community and social facilities and how to preserve and build on Ocean Grove’s character and identity.

As part of five year strategic work plan review, Council undertook a review of the 2007 Ocean Grove Structure Plan.

The review built upon the current Structure Plan (2007) but has been amended to include updated State and Local Planning Policies, population growth, lot supply and dwelling construction rates, the location of the settlement boundary, environmental and social considerations including further service provisions for the town and a future review period.

Based on the high population growth rate adopted by the 2007 Structure Plan, it was necessary to undertake a review of population change since this time and the forecast population over the lifetime of the updated Structure Plan 2015. This assisted in determining the relevance of the existing and indicative long-term settlement boundaries identified on the 2007 Structure Plan map. The town has seen significant land use and development changes since 2007 resulting in the need to update the 2007 Structure Plan in terms of its principles and directions.

This Amendment gives effect to the principles and directions contained within the Ocean Grove Structure Plan and Town Centre Urban Design Framework.

In order for the new principles and directions to have statutory weight in the consideration of planning permits and rezoning requests, it is necessary for the Ocean Grove Structure Plan to be included in the Greater Geelong Planning Scheme.

The accompanying overlay changes are required to give effect to the recommendations contained within the Structure Plan and Urban Design Framework.

12. Of particular relevance to me are the following proposed changes to Clause 21.14 (The Bellarine Peninsula) within the Scheme:

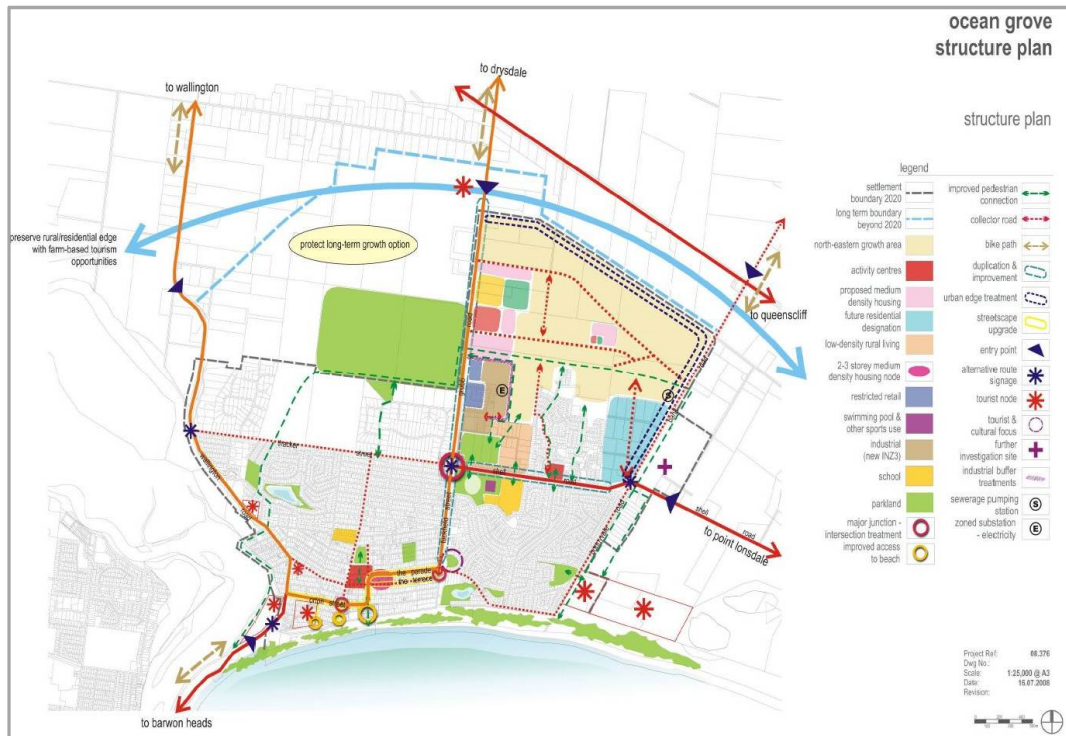
21.14-2 (Strategies)

- *Ensure that development outside of settlement boundaries (as shown in the Structure Plan maps included in this clause) does not compromise the rural, environmental and landscape values of the non-urban breaks ~~or longer term growth opportunities.~~*

21.14-2 (Ocean Grove)

- *Contain urban development within the defined settlement boundary on the Structure Plan map.*
- *Support the continued development of the north-east growth area as shown on the Structure Plan map. ~~Direct new greenfield residential development to the designated growth area in the north-east of the township, as shown on the Structure Plan map.~~*
- *Support the provision of community and social infrastructure commensurate with population growth, including the investigation of a site for a new primary school in the north-east growth area.*

13. The existing Ocean Grove Structure Plan map at 21.14-7 was adopted from the 2007 Structure Plan as follows:



Source: City of Greater Geelong

14. It is proposed that this map will be replaced at 21.14-7 with the following map from the 2015 Structure Plan:



Source: City of Greater Geelong

15. The Delegated Authority Report prepared on 22 March 2016 by Council officers to consider submissions to Am C346 (“Council Delegate Report”) describes the differences between the two Structure Plans as follows:

Key changes in the new Structure Plan included the deletion of the indicative long-term settlement from the Structure Plan map including the wording “protect long-term growth option” that affects land outside the existing settlement boundary west of Grubb Road; the realignment of the eastern settlement boundary along Banks Road and the proposed implementation and review of planning controls to guide future land use and development, particularly for commercial areas and older parts of the town.

16. The Council Delegate Report states that 42 submissions were made regarding the exhibited Am C346 with key “issues/themes” as follows:

- *Removal of the indicative long term boundary*
- *Changes to the settlement boundary east of Banks Road*
- *Request to extend the settlement boundary to the Bellarine Highway*
- *Grubb Road Neighborhood Activity Centre – Design & Development Overlay (DDO39)*
- *Town Centre Urban Design Framework and DDO40*
- *Traffic Issues (Grubb Road/ The Terrace)*
- *Other Planning Issues*
- *Footpath Issues*
- *Structure Plan Consultation process.*

3. Policy background

3.1 Ocean Grove

17. The City of Greater Geelong is the second largest city in Victoria and the largest urban area covered by the *G21 Regional Growth Plan (2013)* (“Growth Plan”).
18. The Growth Plan is referenced within the Scheme at Clause 11.05 (Regional settlement) as a document which must be considered where relevant.
19. Specific excerpts of the Growth Plan are then referenced within Clause 11.07 (Geelong (G21) regional growth).
20. The Growth Plan states in its Executive Summary at page III:

*The **G21 Regional Growth Plan (Growth Plan)** manages growth and land use pressures to 2050. 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.*

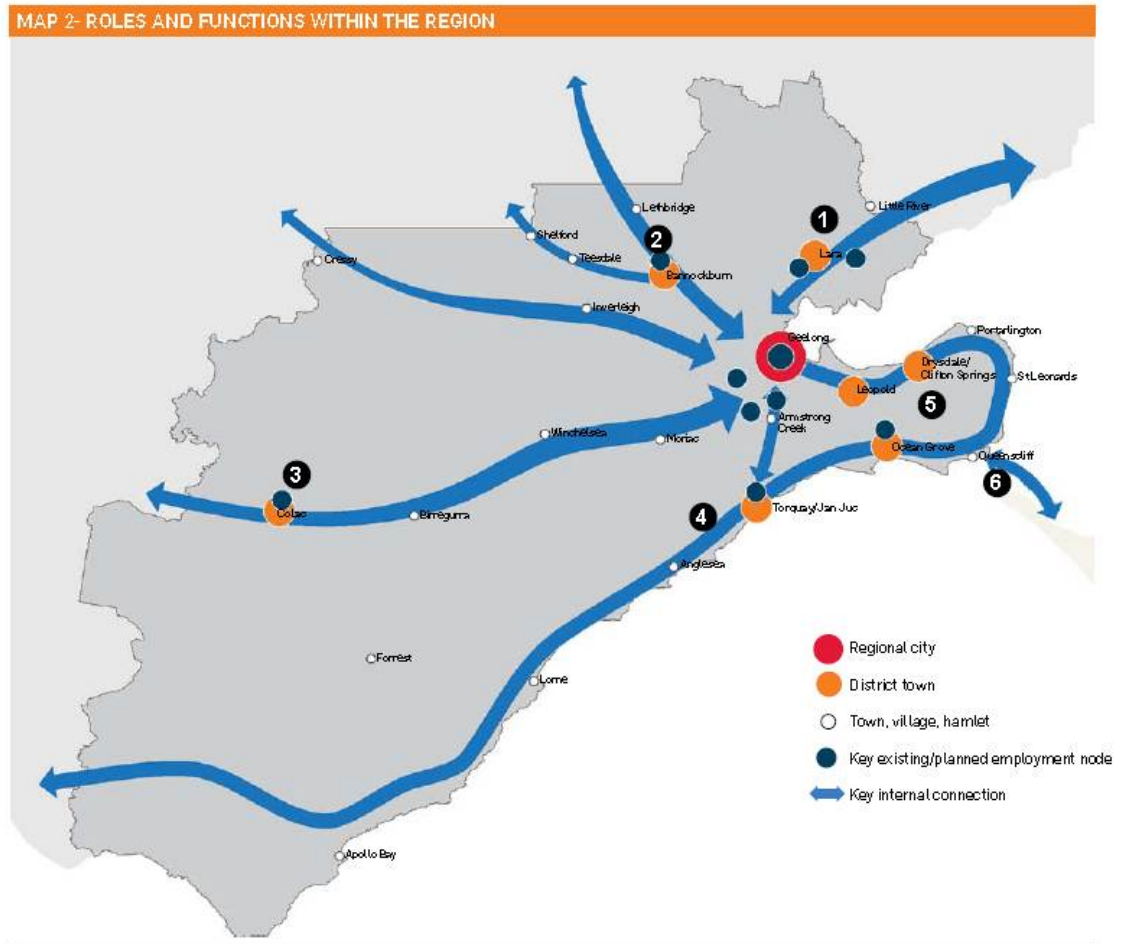
*The strategic planning work already done by G21 councils over the recent years has mapped out a 20-30 years supply of zoned and strategically identified residential and employment land. This regional picture of planned growth, along with the proposed growth directions, tells us that over the next 30-40 years we are likely to reach a population of 500,000, consistent with the population target identified in the **G21 Geelong Regional Plan –A sustainable growth strategy (2007)**.*

21. In terms of specific growth areas within the G21, the Growth Plan states at page 24 (my emphasis added):

Central Geelong, Armstrong Creek, Ocean Grove, Drysdale/Clifton Springs, Leopold, Lara, Torquay/Jan Juc, Bannockburn and Colac are identified for significant growth. These settlements will contain the majority of new residents and jobs. They play an important role in supporting surrounding communities and our productive farming activity.

22. The role of Ocean Growth within the G21 is that of a District Town which is to ultimately contain a population of between 10,000 and 100,000.

23. The designation is confirmed on Map 2 (page 9) of the Growth Plan which also shows that Ocean Grove is the only District Town on the Bellarine Peninsula with a key existing/planned employment node:

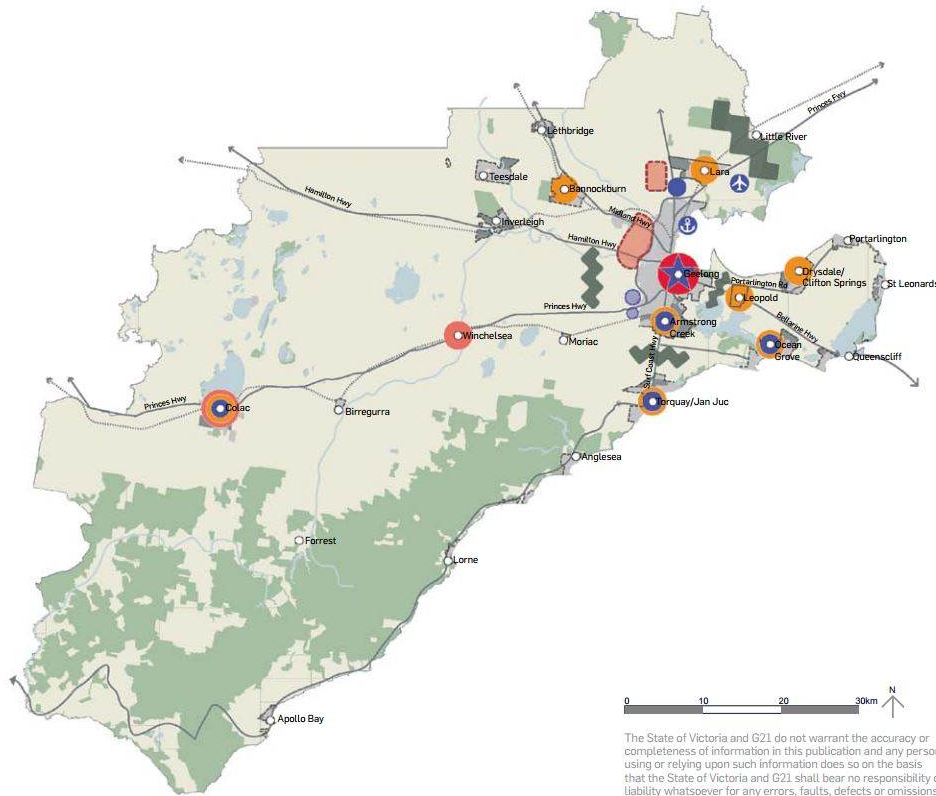


Source: G21

24. Ocean Grove’s role as the key provider of both residential and employment growth on the Bellarine Peninsula is reinforced by Map 7 on page 27 of the Growth Plan:

4.0 THE G21 REGIONAL GROWTH PLAN

MAP 7 – SETTLEMENT AND EMPLOYMENT GROWTH DIRECTIONS



The State of Victoria and G21 do not warrant the accuracy or completeness of information in this publication and any person using or relying upon such information does so on the basis that the State of Victoria and G21 shall bear no responsibility or liability whatsoever for any errors, faults, defects or omissions in the information.

★ Reinforcing the role of Central Geelong as a regional city and Victoria’s second largest city

Major infill is proposed to support the revitalisation and strengthening of central Geelong.

● Supporting the growth of Geelong with a focus on infill housing opportunities

A focus on infill housing opportunities at targeted activity centres and Key Development Areas as identified in the Greater Geelong Planning Scheme.

● Supporting planned growth and reinforcing the role of district towns

Encourage growth of district towns or centres consistent with existing Structure Plans/Growth Plans. With Armstrong Creek, this will accommodate a further 125,000 people over the next 20 – 30 years. Development of underutilised sites and urban infill is actively recommended within these settlements to ensure a range of housing choice.

● Introducing new targeted growth nodes

Grow Colac to a town of 20,000 and Winchelsea to a town of 10,000. Further strategic work will need to be undertaken for both towns to identify the most appropriate areas for growth and to identify major incentives to support growth. These areas are not anticipated to be required until at least 2030-2040.

● Identification of two Further Investigation Areas in Geelong

Potential development of these areas, is not likely to be required ahead of identified planned growth. They will require further assessment of suitability and capacity for growth and the monitoring of land supply within the region to determine timing. The Lovely Banks area near Lara potentially has a higher priority, given greater connection to Melbourne and links with proposed national transport logistics employment areas.

● Strengthening and protecting the identified existing and planned employment areas (shown on map)

As well as tourism precincts and district town activity centres (not shown on map).

● Maintain productive agricultural areas

Consistent with existing Rural Land Use Strategies and includes opportunities for broadacre cropping and livestock, intensive livestock and horticulture, irrigated agriculture, forestry and emerging agricultural activities.

● Identifying new employment nodes

A new Education, Health and Research Hub at Deakin University, the long term potential employment hub at Waurn Ponds South, subject to further investigation, and the expansion of industrial employment areas in Colac and Winchelsea, subject to more detailed planning.

● Identification of four key settlement breaks

Discussion provided in section 4.11.

● Designation of settlement boundaries for all towns

The region’s other rural and coastal settlements will continue to experience modest growth and play an important tourism and agricultural role to surrounding areas. Growth will be limited to identified structure plan settlement boundaries.

● Maintain and enhance natural assets

Protect and build on our natural assets by maximising key opportunities to link and rehabilitate ecosystems and enable sustainable and planned productive uses. Sustain the health of our natural assets by considering future challenges in the management, planning and development of these assets.

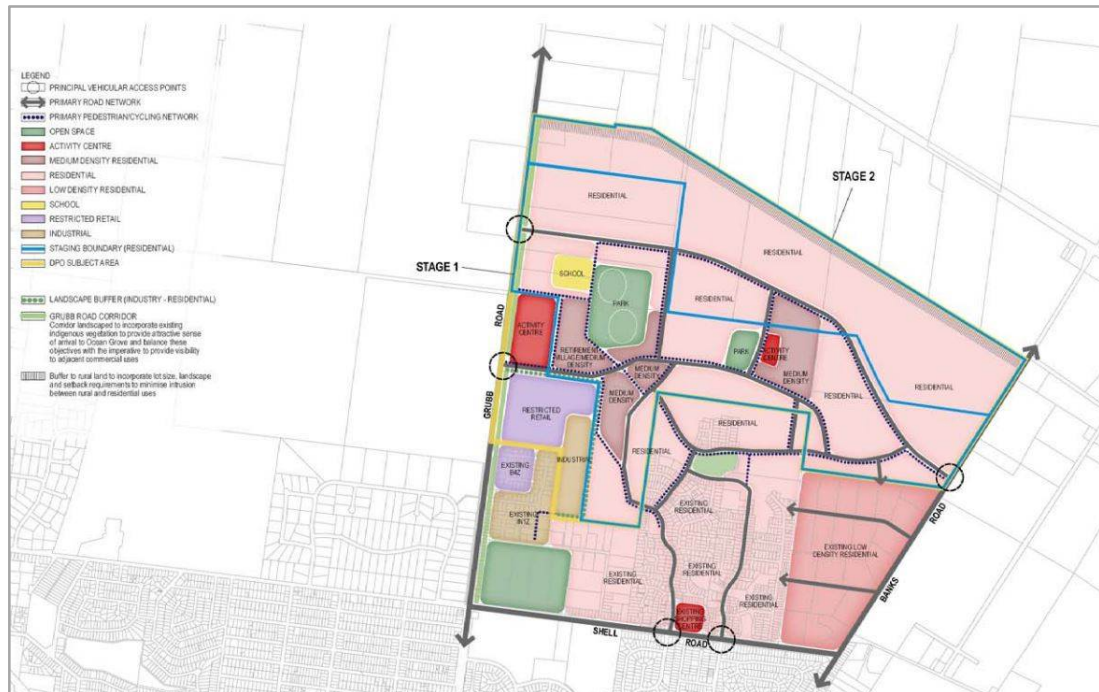
Source: G21

3.2 North East Growth Area

25. The term North East Growth Area (“NEGA”) is used in the 2015 Structure Plan to identify the land which was rezoned via Amendment C60 (“Am C60”) to accommodate long-term residential development needs for Ocean Grove.
26. This area has also been referred to in the past as the “North-Eastern Residential Development Corridor” (2007 Structure Plan) or the “North East Residential Corridor” (Am C60 Panel report).
27. The NEGA is located north of Shell Road and east of Grubb Road in Ocean Grove.
28. Am C60 resulted in the 312 ha of land within the NEGA being rezoned from Farming Zone as follows:

Zone	Area (ha)
Residential 1	291.3
Industrial 3	6.8
Business 4	13.1
Business 1	6.8
Total	312.0

29. The land rezoned is as per the DPO Subject Area delineated on the map below for the Ocean Grove Growth Area Masterplan and found at Schedule 22 to the Development Plan Overlay:



Source: City of Greater Geelong

30. The Am C60 report included the following quotes of relevance for that Amendment and for Am C346 (at page 6 and 10 respectively):

***The Coastal Strategy 2008** identifies Ocean Grove as ‘High Growth Capacity: Large scale residential growth can be accommodated within and beyond current zoned urban limits.’*

and

*As Mr McGurn’s evidence highlighted, State policy aims to “accommodate population growth over **at least** a 10 year period” (Clause 14.01) and recent state policy reinforces that a 10 year supply should be treated as a minimum. For example, the Government response to the Melbourne 2030 Audit identified the need to ‘**ensure up to 25 years supply** for future growth (**with a minimum of 15 years supply**) in areas that are served by major transport infrastructure and close to employment opportunities”.*

31. The timeline for Am C60 was:

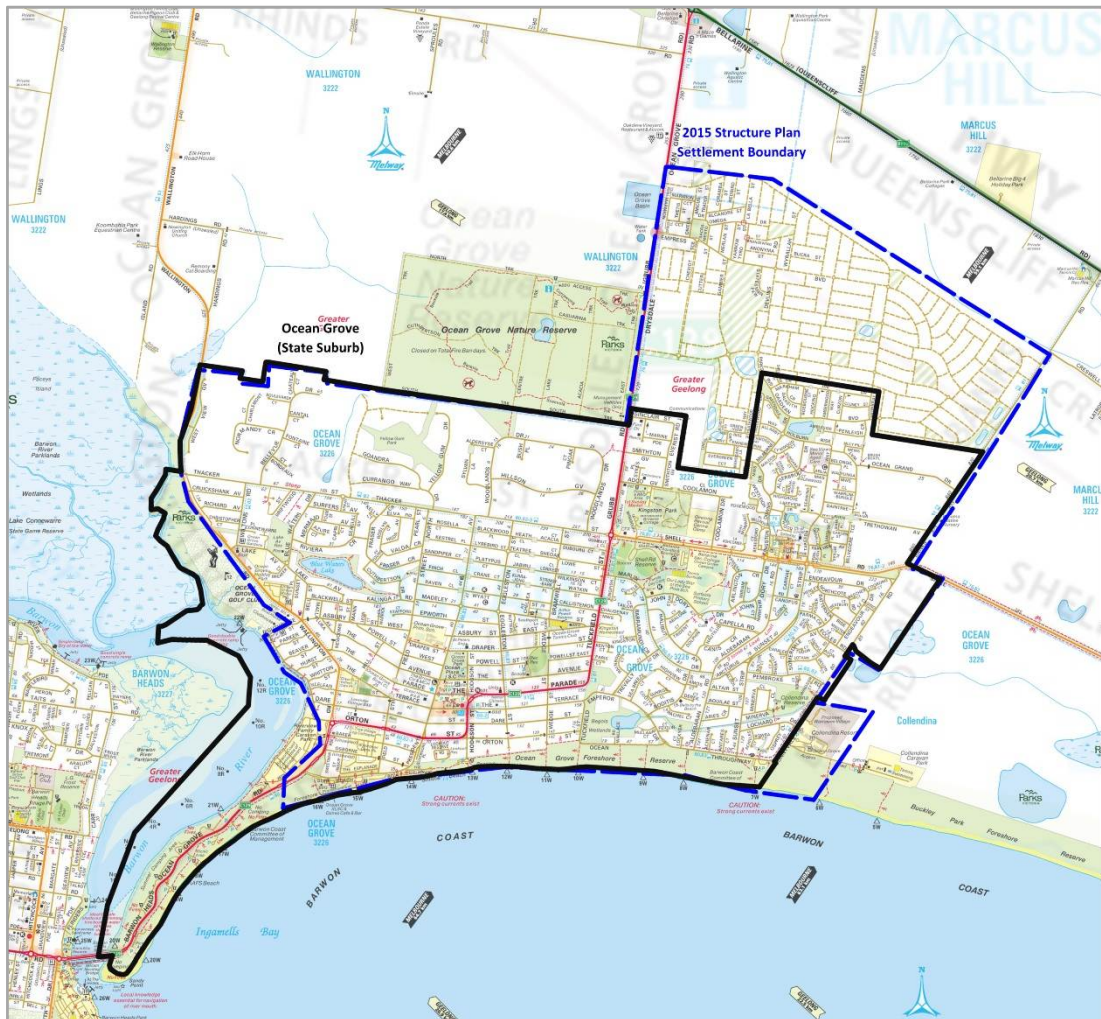
- Exhibition May 2009
- Panel hearing September 2009
- Panel report October 2009
- Council adoption December 2009
- Rezoning gazettal August 2010.

32. As discussed in the next section of my statement, the timing of gazettal has had implications for the subsequent supply of new greenfield land within Ocean Grove.

4. Residential land – demand and supply

4.1 Introduction

33. This section of my statement examines residential land and supply issues relevant for Ocean Grove.
34. The map below shows the current state suburb boundary for Ocean Grove in black. This is referred to as the Ocean Grove SSC:



Source: ABD; Ausway

35. The Ocean Grove SSC includes the older southern section of Kingston Estate as well as the historical heart of Ocean Grove and Collindina to the east.
36. However, the NEGA is not contained within the SSC and this must be added to the SSC to effectively match the settlement boundary proposed in the 2015 Structure Plan.
37. From this point forward, reference to “Ocean Grove” in a population, land or dwelling sense relates to the area within the settlement boundary.

4.2 Demand

38. The table below sets out the number of occupied and unoccupied private dwellings contained within the Ocean Grove SSC at each Census from 1986 to 2011:

Year	Occupied dwellings (No.)	Unoccupied dwellings (No.)	Total dwellings (No.)	Occupied dwellings as prop. of total ("Occupancy rate") (%)	Average annual growth in total dwellings (No./yr)
1986	2,568	806	3,374	76.1%	-
1991	3,089	995	4,084	75.6%	142
1996	3,556	1,113	4,679	76.0%	119
2001	3,990	1,225	5,245	76.1%	113
2006	4,332	1,495	5,827	74.3%	116
2011	5,148	1,424	6,572	78.3%	149

Source: *Towns in Time 2006/2011*, Department of Environment, Land, Water and Planning

39. Between 1986 and 1991, an average of 142 dwellings was constructed each year within the Ocean Grove SSD. The pace of residential development slowed after 1991, and remained relatively steady over the next 15 years to 2006, averaging 116 new dwellings per annum during this 15-year period.
40. New dwelling growth increased markedly after 2006, with an average of 149 being added within the Ocean Grove SSD each year to 2011 during this 5-year period.
41. During the 25-year period examined, occupancy rates have remained in a relatively narrow band between 74% and 78%.
42. Such rates are substantially lower than the Victorian average of 89%, reflecting the coastal nature of Ocean Grove and resulting high holiday-home representation. This will always mean that Ocean Grove will require more dwellings than would typically be needed to cater for local population growth,

43. The table below sets out the population reported by the ABS annually for the Ocean Grove SSD from 2001 to 2015:

Year at June	Population (No.)	Annual growth (No.)	Annual growth (%)
2001	10,835	-	-
2002	11,204	369	3.4%
2003	11,361	157	1.4%
2004	11,485	124	1.1%
2005	11,525	40	0.3%
2006	11,492	-33	-0.3%
2007	11,787	295	2.6%
2008	12,064	277	2.4%
2009	12,259	195	1.6%
2010	12,587	328	2.7%
2011	12,885	298	2.4%
2012	13,068	183	1.4%
2013	13,362	294	2.2%
2014	13,898	536	4.0%
2015	14,343	445	3.2%

Ave. 2001-06	-	1.2% pa	131 pa
Ave. 2006-13	-	2.2% pa	267 pa
Ave. 2013-15	-	3.6% pa	491 pa

44. It is apparent that the pace of population growth has been consistently increasing within Ocean Grove over the course of the past 13 years.
45. This is the case in both percentage and absolute terms, with growth reaching almost 4% or 500 people per annum during the two years to June 2015.
46. These numbers exclude growth taking place within the NEGA as it is not defined by the ABS to be part of the Ocean Grove SSD.
47. However, it is apparent that lots are being sold, dwellings constructed and population starting to grow within the NEGA.
48. Indeed, data provided by Shell Road Developments indicates that the first Kingston Estate lots settled within the NEGA in mid 2013, with a total of 232 settled since then.
49. Lots have also been available for purchase within Oakdene since 2013.

50. Significant housing activity within the NEGA is translating to increasing building approvals activity across Ocean Grove – comprising the area within the SSD and NEGA – as set out below:

	Allocated building approvals			Residual building approvals*	Total building approvals
Year end June	Ocean Grove SSD	NEGA	Ocean Grove	Ocean Grove	Ocean Grove
2007	90	0	90	14	104
2008	124	0	124	30	154
2009	147	0	147	5	152
2010	169	0	169	23	192
2011	138	0	138	22	160
2012	102	0	102	5	107
2013	88	0	88	27	115
2014	84	101	185	8	193
2015	88	109	197	10	207

Source: ABS; Deep End Services

*Residual building approvals are those which were not allocated to an SA1 (2012-2015) or CCD (2007-2011) – these have been allocated to Ocean Grove on a pro rata basis according to its share of attributable approvals within the relevant SA2 (2012-2015) or SLA (2007-2011)

51. With the volume of land sales rapidly increasing within Ocean Grove – as discussed in the next section of this statement – it is inevitable that numbers of building approvals will continue to increase for at least 2015/16 and 2016/17.

4.3 Supply

52. Ocean Grove was first settled as a coastal hamlet in the 1880s and was not pronounced a township until 1958.
53. The town core – south of Thacker Street and west of Grubb Road – provided land for most housing development until the 1970s and 1980s when development commenced within Collendina (east of Grubb Road and south of Shell Road).
54. This remained the key area for new housing until land was released within the first stage of Kingston Estate (and the adjoining Parks Estate to the east) in 1992, with the local population supporting the opening of the Collendina Shopping Centre on Shell Road in 2005.
55. The southern part of Kingston Estate was developed as 22 stages through until 2012 when the supply of zoned land within the Ocean Grove SSD was almost exhausted within this area.
56. Stage 23 was subject to VCAT proceedings and the 40 lots within this stage were released in early 2013.
57. The rezoning of land within the NEGA was not gazetted until August 2010. This led to a gap of new supply in the Ocean Grove residential market, with lots only being available for sale in the NEGA at Kingston Estate and Oakdene from mid 2013.
58. Since then, the following has occurred within the two active estates in the NEGA:

Estate	Stages released	Lots released	Lots sold	Lots available at 19 April 2016
Kingston	9	273	232	41
Oakdene	8	353	291	62
Total	17	626	523	103

Source: Shell Road Developments; www.oakdeneestate.com.au

59. It is apparent, therefore, that land is being supplied at a rate of about 210 lots per year within the NEGA, with less than 6 months of supply available within active stages at the current time.

60. Data provided within the *G21 Land Supply Monitor, 2015* (“2015 Monitor”) indicates the following land as being available for residential development beyond the active stages at Kingston Estate and Oakdene within the NEGA:

Land	Undeveloped stock	Notes
Kingston Estate	1,158	Stage 33 onward
Kingston Coast	1,220	Land fronting Banks Road – 1 st stage to be released in January 2017 (2015 Monitor incorrectly indicates development not to commence for 11 years+)
Oakdene	414	Stage 8 onward
The Oaks	50	Medium density development site on Grubb Road surrounded by Oakdene
Daffey	24	NW corner of Oakdene
Total	2,866	-

61. The land recently rezoned to allow for residential development in the Trethowan Avenue/Ocean Grand Drive area should also be added to this supply, although its development could be delayed due to fragmented land ownership patterns within this area.
62. The 2015 Monitor identifies development potential of 436 lots for this area, bringing total future greenfield supply to 3,302 lots for Ocean Grove.

4.4 Demand/supply analysis

63. The pace of residential development within Ocean Grove has been constrained for some time by a lack of greenfield development opportunities.
64. However, the rezoning and release of land within the NEGA has seen unconstrained demand of 210 lots per annum for the past three years within this area alone.
65. This has been occurring at the same time as development continues on the ever-dwindling supply of land within infill locations in the traditional heart of Ocean Grove and the older Collendina and southern Kingston Estate areas.
66. It is also apparent that infrastructure investment within the NEGA is accelerating.
67. Land within Kingston Coast – accessed from Banks Road – will be available for purchase from 2017 when sewerage infrastructure will be in place. This will open up a major new growth front for the NEGA.
68. This will also be the case when the imminent development of the Grubb Road neighbourhood centre and surrounding aged care and child care super lots results in a new east-west road being built into Kingston Estate from Grubb Road.
69. It is therefore reasonable to assume that residential land within the NEGA will continue to be consumed at a rate of 210 lots per annum and that this could increase to 250 lots per annum.
70. **On this basis, and adopting the previously zoned future supply estimate of 3,302 lots, the NEGA contains between 13 and 16 years of supply.**

5. Strategic considerations

5.1 Dwelling and population forecasts

71. Much is said in the 2015 Structure Plan, the Council report of December 2015 (“Ocean Grove Structure Plan Review 2015”) and the Council Delegate Report of March 2016 regarding the use of a forecast population growth figure of 4% per annum to determine the needs of an Ocean Grove population of 21,000 by 2020 in the 2007 Structure Plan.
72. The 2007 Structure Plan actually contemplated three population growth scenarios from an estimated population base of 10,850 in 2005:

Scenario	2020 population
Low (2%pa)	14,648
Medium (3%pa)	17,632
High (4%pa)	21,185

Source: City of Greater Geelong

73. I note:
- The actual population base in 2005 was 6% higher at 11,525;
 - The estimated population at 2015 was 14,343;
 - The average rate of growth between 2005 and 2015 was 2.2% pa; and
 - If the average rate of growth for the past 10 years was continued, Ocean Grove’s population would reach 16,000 by 2020.
74. However, Ocean Grove’s population growth rate has accelerated to an average of 3.6% per annum between 2013 and 2015 as a result of increased greenfield land activity around and within the NEGA.
75. Application of this average growth rate to the estimated population at 2015 would result in Ocean Grove’s population reaching 17,117 by 2020 (i.e. close to the figure contemplated in the medium growth scenario in the 2007 Structure Plan).
76. Continued growth at 3.6% per annum would result in the high-growth scenario figure being reached in 2026 (i.e. 10 years from now). This is four years before 2030, the end point of the lifespan of the Structure Plan 2015.
77. Council relies heavily upon the population and dwelling forecasts provided by .id in May 2015 to arrive at the key conclusion on page 15 of the Structure Plan 2015 that “The anticipated demand for housing can be accommodated within the nominated settlement boundary based on the adequacy of land supply”.

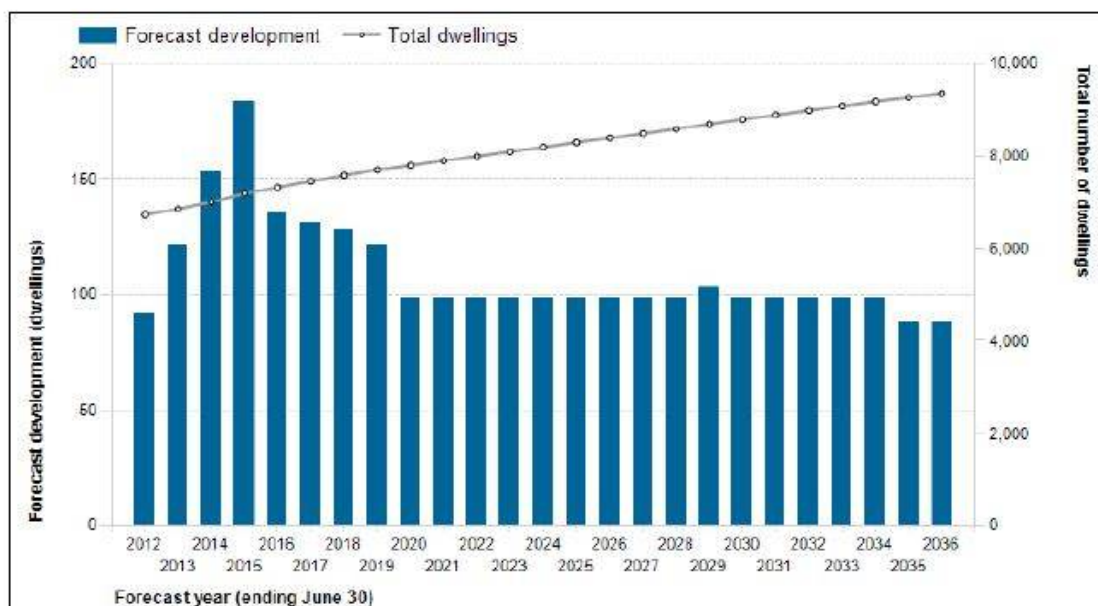
78. The key .id assumptions regarding dwelling construction within Ocean Grove are set out within Table 13 and Figure 15 on page 92 of the Structure Plan 2015. These are copied below:

Table 18 .id forecast residential development trends

Development Area	Output (Dwelling construction)	Timing
Kingston (north-east growth area)	809	2014-2036
Oakdene (north-east growth area)	795	2013-2036
Kingston Downs Tareeda	135	2012-2019
Yellow Gums Estate	161	2012-2029
Low level in-centre	4	Per annum
Moderate level infill	24-35	Per annum

Source: .id, City of Greater Geelong

Figure 15 Forecast residential development- Ocean Grove



Source: .id, City of Greater Geelong

79. As stated in the text in the middle of page 92, the assumptions "... have been collated in collaboration between Council officers and .id forecasters".
80. My understanding is that Shell Road Developments was not consulted regarding the assumptions, despite being the largest owner and developer of the land being modelled.
81. It is my opinion that the work completed by Council and .id has resulted in the production of a set of dwelling and population forecasts which substantially underestimate the future dwelling and population growth of Ocean Grove.
82. First, the numbers bear little resemblance to those provided within the G21 Monitor 2015, with Kingston Estate in the NEGA indicated as having 809 lots to be developed while the G21 Monitor 2015 shows 2,560 lots (including 1,220 lots within Kingston Coast on Banks Road).
83. Second, the contemplated timeframe for development is inconsistent with recent market activity.
84. Hence, the resultant forecast pace of dwelling growth (including infill activity) of 120-140 lots between 2016 and 2019 and 100 dwellings per annum thereafter is substantially lower than current lot sales within the NEGA alone of more 200 per annum.
85. As an example, the forecasts contemplate Oakdene's 795 dwellings within the Ocean Grove section of the estate being delivered over 23 years from 2013 to 2036 at an average rate of 35 per year.
86. On current trends, the remaining 335 lots within this part of Oakdene (and The Oaks) will be sold in 4-5 years' time and have dwellings constructed on them by 2024 at the latest. This is 12 years before the date modelled by .id.
87. Finally, Council's analysis excludes the northern section of Oakdene (and the Daffey land) which is located within the suburb of Wallington but is inside the Settlement Boundary.
88. .id contemplated the development of 180 lots in this area as per the assumptions listed for "Rural Bellarine", with construction to take place between 2022 and 2034.
89. The G21 Monitor 2015 identifies 215 lots on this land with development expected between 2018 and 2020. This would appear a reasonable assumption.
90. It is therefore my opinion that the .id forecasts of dwelling and population growth prepared for Ocean Grove should not have been the only forecasts relied upon by Council in determining the future residential land needs of Ocean Grove in the 2015 Structure Plan.

91. Instead I suggest the following is appropriate for modeling population to 2030:
- Greenfield dwellings 230 per year
 - Other dwellings 40 per year
 - Average household size 2.4
 - Occupancy rate 77.6%
92. As a result, I calculate that the Ocean Grove population will increase at an average rate of 2.9% from 14,343 in 2015 to 21,886 in 2030.
93. However, the supply of greenfield land will be exhausted before the end of this period without extension of the settlement boundary as 3,450 lots will be consumed with only 3,302 available.

5.2 Ocean Grove's role within Greater Geelong and on the Bellarine Peninsula

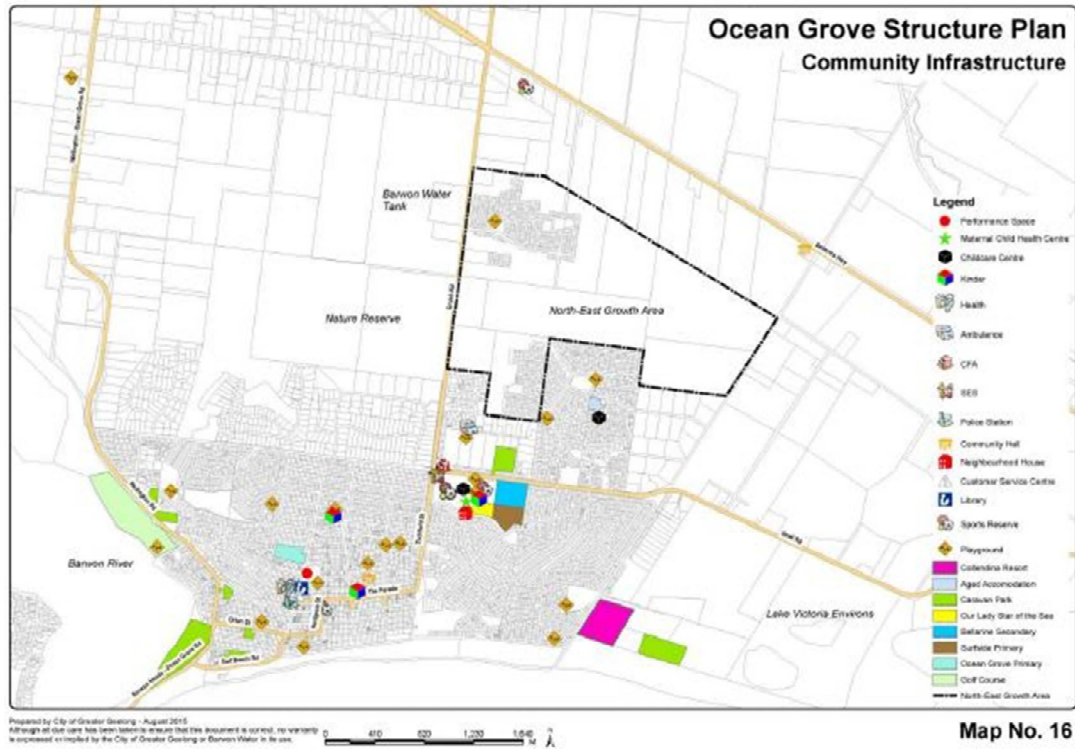
94. The G21 Growth Plan contemplates the region's population growing from approximately 300,000 to 500,000 in the next 30-40 years.
95. The majority of this growth will be accommodated within Geelong, and particularly within Armstrong Creek.
96. However, Ocean Grove must also play its role in supporting this growth, particularly as it is one of only three District Towns on the Bellarine Peninsula.
97. It is also the only Bellarine Peninsula location with a key existing/planned employment node. This is a node which is to be enhanced as the NEGA continues to be developed.
98. Keeping the settlement boundary as it is effectively locks in a population expectation of 21,000 for the foreseeable future for Ocean Grove.
99. This 'vision' provides for just 6,000 more residents for Ocean Grove, or 3% of those contemplated for the G21 region over the next 30-40 years.
100. The 2007 Structure Plan states the following at page A-8:
- Long term, ongoing expansion of the town beyond a total population of between 25,000 – 30,000 is not advocated as it is considered that this would result in the significant loss of the unique setting and character of the town that makes it popular for residents and tourists alike and runs contrary to coastal planning principles.*
101. The same document does not appear to state how the capacity population of 25,000 – 30,000 was reached but should Ocean Grove be allowed to grow to this size it would provide for between 5% and 7.5% of the G21 region's population growth over the next 30-40 years, certainly a more reasonable proportion than 3%.

102. The 2015 Structure Plan provides none of this form of analysis, instead falling back on the assessment that a population of 21,000 can be accommodated within the existing settlement boundary by 2030.
103. No mention is made of the capacity figure of 25,000 – 30,000 and, other than the assertion that adequate residential land exists elsewhere on the Bellarine Peninsula and in Greater Geelong for 15 years of growth, no analysis is made of the expected contribution of Ocean Grove to dwelling and population growth within Greater Geelong or the G21 region.
104. This is a key failing of the 2015 Structure Plan.

5.3 Capitalising on infrastructure

105. Ocean Grove’s residents are the beneficiaries of the most comprehensive supply of public and private sector infrastructure on the Bellarine Peninsula, with much of this added or upgraded in recent years.
106. Important assets include:
 - Bellarine Aquatic and Sports Centre (the only facility of its type on the Bellarine Peninsula)
 - Other sporting facilities such as the recently upgraded Shell Road Reserve and the Ocean Grove Surf Lifesaving Club
 - Grubb Road industrial node
 - Numerous bus routes around the town and linking it to Geelong, Barwon Heads and the Bellarine Peninsula
 - 3 primary schools and a secondary school
 - Police station (new in 2014)
 - Fire station (2007)
 - Ambulance station (24 hours, opened in 2007)
 - 2 supermarkets and Target (the Peninsula’s only DDS).

107. Many of these assets are readily accessible by residents of the NEGA, with several positioned on Shell Road or Grubb Road as shown on Map 16 from the Structure Plan 2015 as copied below:



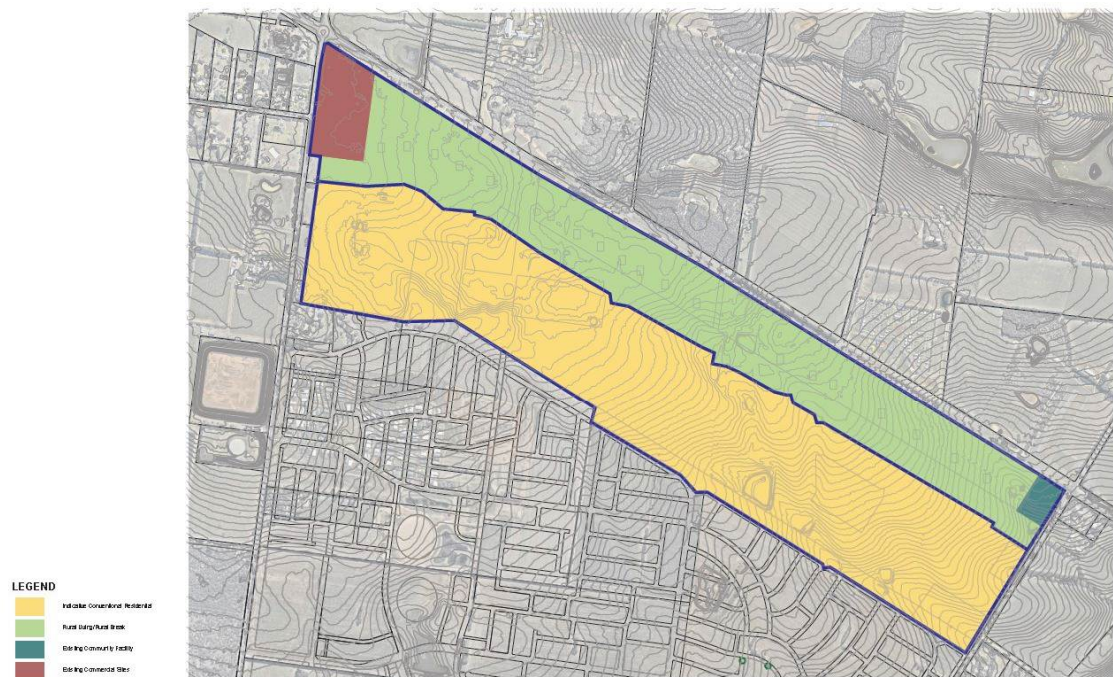
Source: City of Greater Geelong

108. Directing residential growth elsewhere will, in many cases, result in similar assets having to be duplicated in those areas.
109. The 2015 Structure Plan does not identify the need for the provision of significant further public sector infrastructure within Ocean Grove, with the exception of an additional primary school which may be required within the NEGA.
110. My brief does not involve consideration of whether this school is required.
111. However, the location of the new school within the NEGA would provide further impetus for development of this area and be consistent with the current and future desired growth pattern for Ocean Grove.

5.4 Logical development progression

112. Both the 2007 and 2015 Structure Plans identify the coast (south), Barwon River estuary (west) and Lake Victoria and surrounding region (east) as being sensitive areas towards which residential development should not be allowed.
113. Growth has therefore been directed to the north of Ocean Grove, with the rezoning of the NEGA the most obvious manifestation of such direction.
114. The location of the environmentally sensitive Ocean Grove Nature Reserve on the western side of Grubb Road has eliminated the ability for the township to develop significantly to the north of Thacker Street (i.e. on the western side of Grubb Road).

115. The long-term settlement growth boundary contained within the 2007 Structure Plan contemplated growth 'jumping' the Ocean Grove Nature Reserve on Grubb Road and continuing north and west from there.
116. It is my opinion that such development should continue to be considered but in a limited capacity where access would be provided from Grubb Road and new residents in this area would be served by the retail, community and employment facilities to be developed within the Grubb Road activity centre and nearby industrial node.
117. It is also my opinion that residential development should be contemplated within the area between the current northern edge of the NEGA and the Bellarine Highway as shown below:



6. Conclusion

119. The 2015 Structure Plan should plan for 210-250 new dwellings per year to be provided within greenfield estates in Ocean Grove.
120. Adoption of the mid-point of this range results in Ocean Grove's population reaching a forecast figure of 21,886 at 2030, still well below the capacity population of 25,000 – 30,000 documented in the 2007 Structure Plan.
121. This increase in population would represent an average growth rate of 2.9% per annum from 2015 to 2030, a figure both in line with the medium growth scenario from the 2007 Structure Plan and reasonable for a town with the status and infrastructure of Ocean Grove.
122. However, Ocean Grove will run out of greenfield land towards the end of the 2015 Structure Plan's planning horizon.
123. The 2015 Structure Plan should therefore acknowledge further work is required on the settlement boundary with two logical extension areas to be contemplated:
 - Limited land to the north of the Ocean Grove Nature Reserve and west of Grubb Road where appropriate access to nearby retail, community and employment facilities would be available.
 - Land between the current northern edge of the NEGA and the Bellarine Highway with a rural break maintained at the Highway interface.
124. In arriving at this conclusion I have made all the inquiries that I believe are desirable and appropriate. No matters of significance that I regard as relevant have, to my knowledge, been withheld.



JUSTIN GANLY
Managing Director, Deep End Services
22 April 2016

Appendix 1 Curriculum vitae for Justin Ganly



Current Position:

Managing Director, Deep End Services Pty Ltd

Previous Positions:

Associate Director, KPMG

February 1999 - June 2003

National Real Estate Analyst, Coles Myer

January 1998 - February 1999

Managing Consultant, Coopers & Lybrand Consultants

August 1993 - December 1997

Senior Consultant, Andersen Consulting

January 1990 - July 1993

Academic Qualifications:

Graduate Diploma of Applied Finance and Investment

Securities Institute of Australia, 2003

Bachelor of Chemical Engineering (First Class Honours)

University of Melbourne, 1989

Professional Affiliations:

Board Member, MAB Corporation Advisory Board

Board Member, The Good Foundation Advisory Board

Member, Property Council of Australia

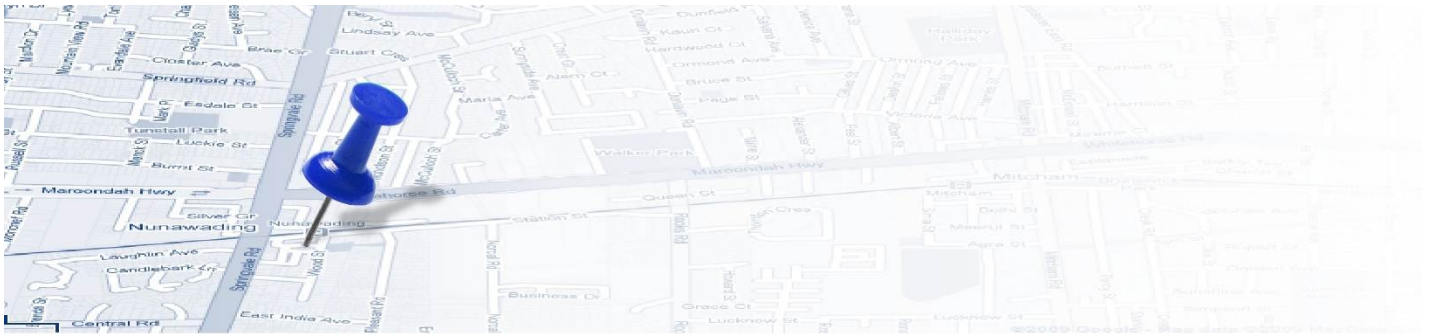
Associate Member, Large Format Retail Association

Member, Victorian Planning & Environmental Law Association

Member, Urban Land Institute

Skills / Attributes:

- Experienced economic expert
- Well developed modelling and forecasting skills
- Clear and thorough communicator in both written and verbal presentations
- Experience in dealing with all major retailers in Australia and New Zealand
- Detailed knowledge of all major property classes within Australia and New Zealand
- Developing knowledge of new markets in Asia, USA and the Middle East
- Well known in the business community via involvement with clients and through regular commentary in publications such as the *Australian Financial Review*, *The Australian*, *The Age* and the *Sydney Morning Herald*



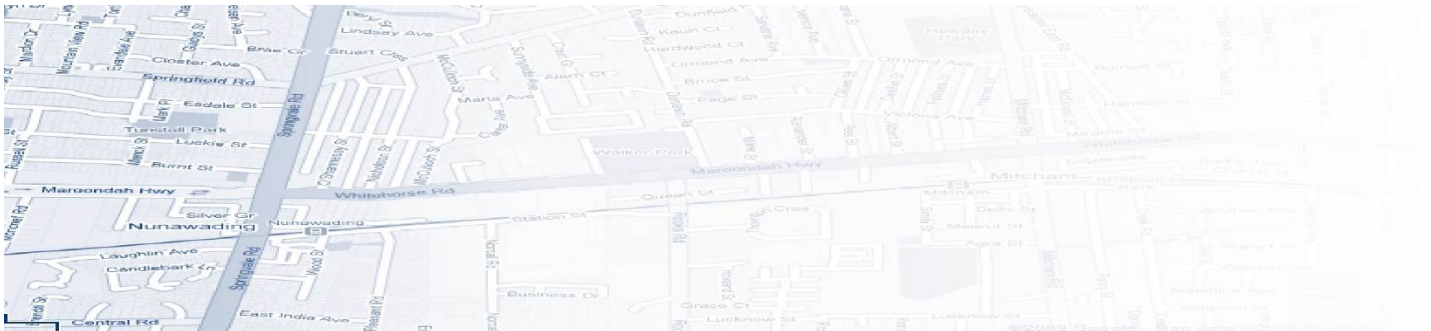
Professional Experience

Managing Director, Deep End Services (July 2003 - current)

- Justin established Deep End Services in July 2003 and now employs fifteen staff based in Melbourne and one based in Sydney
- Deep assists clients with a common requirement - the need to quantify the effects of the location of their business or property on sales, profitability, growth and income. "DEEP" represents three core service areas:
Demand Evaluation
Economics
Planning
- Within each of these three areas, Deep End Services provides consulting advice to retailers, property owners, property developers and others such as financial institutions, infrastructure providers and industry associations. The products offered included:
 - ♦ Store network planning and sales forecasting
 - ♦ Acquisition due diligence
 - ♦ Feasibility analysis
 - ♦ Economic impact assessment
- Deep's property clients include:
 - ♦ AMP, Australand, Axiom Properties, Brookfield Multiplex, Cbus Property, Charter Hall Retail REIT, Dennis Family Corporation, Harvey Norman, ISPT, Lend Lease, MAB Corporation, Macquarie Bank, Mirvac, Orica, Pellicano, Places Victoria, Stockland, Vicinity Centres, Villawood, Walker Corporation and Westfield
- Deep's retail clients include:
 - ♦ ALDI, Anaconda, Baby Bunting, Beacon Lighting, Clark Rubber, Coles, Costco, Gazal Group, Harris Scarfe, Officeworks, Petbarn, Pillow Talk, Spotlight, The Good Guys and Woolworths
- Deep's other clients include:
 - ♦ Archer Capital, InterContinental Hotels Group, KPMG, Large Format Retail Association, Medibank Private, Melbourne Racing Club, Newcastle Permanent Building Society, NSW Department of Planning & Environment and Reading Entertainment

Associate Director, KPMG (February 1999 - 2003)

- Based in Melbourne, but working on assignments throughout Australia and New Zealand, Justin worked closely with Bernard Salt, Australia's leading business demographer, to provide consulting services to clients requiring independent assistance on retail, property, demand and/or demographic issues.
- Services and clients at KPMG and Coopers & Lybrand Consultants included:
 - ♦ Planning & litigation support (AMP, Coles, Myer, Macquarie CountryWide)
 - ♦ Shopping centre development (AMP, Gandel, Leda, Macquarie CountryWide)
 - ♦ New location feasibility studies (Bunnings, Melbourne Museum, Reading Cinemas)
 - ♦ Store location network strategies (Freedom Furniture, Barbeques Galore, Rebel Sport)
 - ♦ Demand analysis (Strandbags, Just Jeans, Jeans West)
 - ♦ Specialty store micro-siting (Australia Post, Terry White, Strandbags).



Professional Experience continued

National Real Estate Analyst, Coles Myer (January 1998 - 1999)

- Employed as Coles Myers' National Estate Analyst in a position within the Shared Services team based at Tooronga in Melbourne.
- The key responsibilities in this position were the development of store sales forecasting models for all major Coles Myer brands (including Myer Grace Bros, Kmart, Target, Coles and Bi-Lo) plus delivery of sales forecasts for proposed new or refurbished stores for use in capital allocation decisions.

Managing Consultant, Coopers & Lybrand Consultants (August 1993 - December 1997)

- Employed as a Managing Consultant in C&LC's Property Group, which comprised up to 40 staff located in offices in Melbourne, Sydney, Brisbane, Adelaide and Canberra.
- The Melbourne operation was responsible for providing consulting advice to clients involved in retail, property ownership and property development in Australia, New Zealand and South East Asia. This group transferred to KPMG in early 1998.

Senior Consultant, Andersen Consulting (January 1990 - 1993)

- Employed as a Senior Consultant in the Systems Integration Group in the Melbourne office and was involved in systems installation such as the design and installation of a retail property management system in Auckland.

Appendix E Amendment C346 Joint Land Economist
Statement, 28 April 2016

Memorandum

To:	Planning Panels Victoria
From:	Justin Ganly Paul Shipp Dale Stokes
Date:	28 April 2016
Subject:	Greater Geelong Amendment C346 – Draft Joint Land Economist Statement

1.1 Introduction

The Panel considering Am 346 to the Greater Geelong Planning Scheme has directed that:

“Expert witnesses presenting evidence in the same field (land economics and supply, planning and agriculture) are to consult in order to meet to identify points of agreement and narrow any points of difference, including in relation to the assumptions and methodology (where relevant) that underpin the experts’ opinions. If any expert witness directed by the Panel to consult with another expert is instructed not to reach agreement in respect of points of difference, the fact of such instructions must be reported in writing to the Panel by the expert witness.

A document setting out agreed points and all remaining points of difference as a result of the consultation between expert witnesses must be tabled at the start of the Hearing.”

1.2 Meeting

The three land economists involved in this matter met at the offices of Deep End Services on 27 April 2016 as follows:

- Justin Ganly (JG), Deep End Services – Shell Road Developments Pty Ltd;
- Paul Shipp (PS), Urban Enterprise – Morgan and Griffin; and
- Dales Stokes (DS), Spatial Economics – City of Greater Geelong.

Our joint statement follows.

1.3 General approach

All experts adopted a similar approach in assessing the adequacy of broadhectare residential land stocks within Ocean Grove.

The common approach involved assessment of a number of data sources to arrive at views on future demand for and supply of broadhectare residential land within Ocean Grove. Dividing the former into the latter provided the number of years of broadhectare residential land supply.

1.4 Data sources

The experts considered some common datasets and information sources as follows:

- ABS Census, 2006 and 2011;
- ABS Building Approvals (various timeframes and geographies);
- *G21 Land Supply Monitor*, 2015; and
- .id Population and Household Forecasts, May 2015.

Other datasets and information sources were used by one or two of the experts such as:

- *A Guide to Property Values*, 2015
- ABS ERP estimates (2006-2015);
- Aerial imagery (Google Maps, Nearmap);
- Barwon Water residential connections;
- Building approvals sourced from the City of Greater Geelong;
- Cadastral information;
- *G21 Land Supply Monitor* data (2006-2015);
- Lot sales information provided by developers;
- Various Council and G21 reports and documents;
- *Victoria in Future*, 2012, 2014 and 2015

Whilst the experts regarded some data and information sources as more important than others, there was general agreement that the range of such sources was appropriate.

However, it was also agreed that whilst the .id Population and Household Forecasts prepared for the City of Greater Geelong in May 2015 needed to be considered the forecasts significantly understated likely future dwelling and population growth within Ocean Grove.

1.5 Findings

The key findings of each expert are set out below for Ocean Grove:

Item	JG	PS	DS
Demand (lots/annum)			
Total	250-290	200-230	200-250
Broadhectare	210-250	n/a	148-185 (74% of total)
Supply (lots)			
Broadhectare	3,302 (April 2016)	3,000-3,529 (October 2015)	3,557 (March 2016)
Years of supply			
Total	n/a	15-17 years	n/a
Broadhectare	13-16 years	n/a	19-24 years

The experts agreed that the supply data was generally quite consistent, particularly when timing differences were taken into account.

The key differences are in the demand projections and these will be considered at the Panel hearing.

1.6 Conclusion

In arriving at this joint statement we have made all the inquiries that we believe are desirable and appropriate. No matters of significance that we regard as relevant have, to our knowledge, been withheld.



JUSTIN GANLY



PAUL SHIPP



DALE STOKES