

NORTHERN & WESTERN GEEELONG GROWTH AREAS

Preparing the framework plan

NAT ANSON

PROJECT MANAGER

NORTHERN AND WESTERN GEEELONG GROWTH AREAS

CITY OF GREATER GEEELONG

Preparing the framework plan

1. Project timeline
2. Consultation
3. Framework plan and future urban structure
4. The Clever and Creative Corridor
5. Orderly sequencing of growth
6. Precinct structure planning in the Northern and Western Geelong Growth Areas



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Project timeline

Policy		Framework Plan				Precinct Structure Plan		
2013	2015	2016	2017	2018	2019	2020	2021	2022
G21 RGP identifies land	Resolution to commence framework plan	Technical reports	Technical reports	Prepare plan	Planning scheme amendment	Technical reports / Urban structure	Preparation / Consultation / PSA	PSA / Approval

PSP pre-planning in 2018/19:

- Proponents in the “priority” PSPs outline commitment to a clever and creative future
- City selects initial PSP(s)



PSP Pre-planning

2019

Selecting priority PSP / Third party funding agreements)

Bringing forward the preparation of PSPs...

- Minister for Planning’s *Statement of Expectations 2018/19*:
 - Finalise the framework plan
 - Commence two PSPs (one PSP in the North, one PSP in the West)
- Council adopts Framework Plan and resolves to commence PSPs on 26 March 2019

Technical studies that inform the framework plan (and future PSPs)

ENVIRONMENT

- *Stormwater Management Strategy and Flood Impact Assessment: Volume 2 Developed Conditions (draft)* – Western Geelong Growth Area – Water Technology – February 2019
- *Stormwater Management Strategy and Flood Impact Assessment: Volume 2 Developed Conditions (draft)* – Northern Geelong Growth Area – SMEC – February 2019
- *Stormwater Management Strategy and Flood Impact Assessment: Volume 1 Existing Conditions* – Western Geelong Growth Area – Water Technology – January 2019
- *Stormwater Management Strategy and Flood Impact Assessment: Volume 1 Existing Conditions* – Northern Geelong Growth Area – SMEC – September 2018
- *Geotechnical, Hydrogeological and Contamination Assessment* – Western Geelong Growth Area – Douglas Partners – May 2017
- *Geotechnical, Hydrogeological and Contamination Assessment* – Northern Geelong Growth Area – Ground Science – April 2017
- *Post Contact Heritage Assessment* – Northern Geelong Growth Area – Ecology and Heritage Partners – December 2016
- *Post Contact Heritage Assessment* – Western Geelong Growth Area – Ecology and Heritage Partners – December 2016
- *Aboriginal Heritage Assessment* – Northern Geelong Growth Area – Ecology and Heritage Partners – November 2016
- *Aboriginal Heritage Assessment* – Western Geelong Growth Area – Ecology and Heritage Partners – November 2016.
- *Integrated Water Cycle Management Position Paper* – Barwon Water and the City of Greater Geelong – September 2018
- *Flora and Fauna Technical Report* – Northern Geelong Growth Area – Ecology and Heritage Partners – September 2017
- *Flora and Fauna Technical Report* – Western Geelong Growth Area – Ecology and Heritage Partners – August 2017

NEIGHBOURHOOD

- *ESD Action Plan* – Hip v Hype – Ongoing
- *Social Infrastructure Report* – Tap Consulting – March 2019
- *ESD Opportunities Report* – Hip v Hype – March 2017.

ECONOMY

- *Employment Land Report* – SGS – December 2017
- *Activity Centres Assessment Report* – Tim Nott – September 2017
- *Activity Centre Catchment Analysis Discussion Paper* – Northern Geelong Growth Area – Essential Economics – August 2017
- *Lovely Banks Urban Form and Capacity Assessment* – Northern Geelong Growth Area – Essential Economics – July 2017
- *Retail and Activity Centre Technical Report* – Western Geelong Growth Area – Urban Enterprise – June 2017.

MOVEMENT

- *Geelong Growth Areas Transport Infrastructure Strategy* – Transport for Victoria and Victorian Planning Authority partnership – Ongoing project
- *Movement and Access Strategy Report (draft)* – GTA – March 2019
- *Clever and Creative Corridor* – AECOM – November 2018
- *Road and Rail Planning Investigations* – AECOM – September 2017
- *Active Transport Principles Report* – Movendo – August 2017.

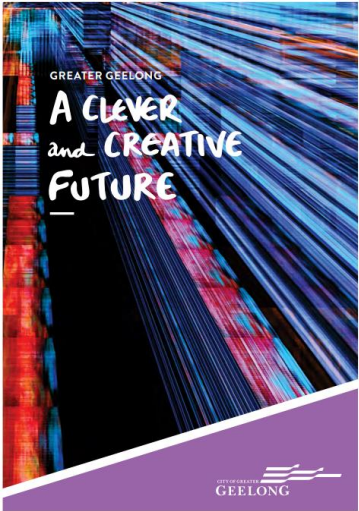
DELIVERY

- *Integrated Water Management Strategy* – Barwon Water and DELWP partnership – Ongoing project
- *Infrastructure Futures* – Deakin University partnership – Ongoing project
- *Utilities Servicing Strategy Report (draft)* – GHD – January 2019
- *APA Gas Pipeline Safety Management Workshop Report* – GPA Engineering – Northern Geelong Growth Area – January 2017.

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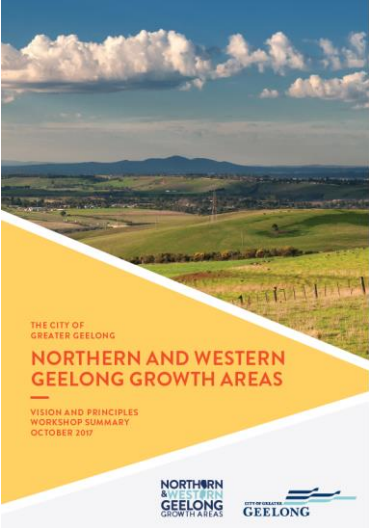
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Established project vision and objections.



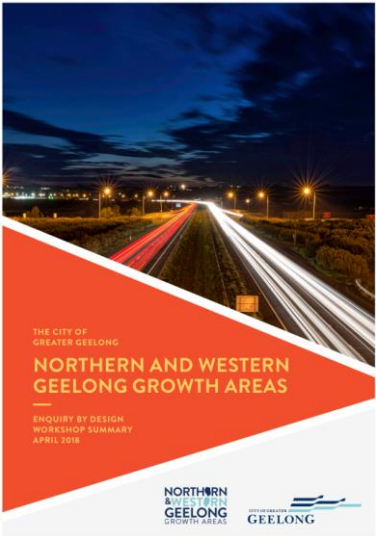
A CLEVER AND CREATIVE FUTURE

16,000+ MEMBER COMMUNITY PANEL



VISION + PRINCIPLES

100+ KEY STAKEHOLDERS



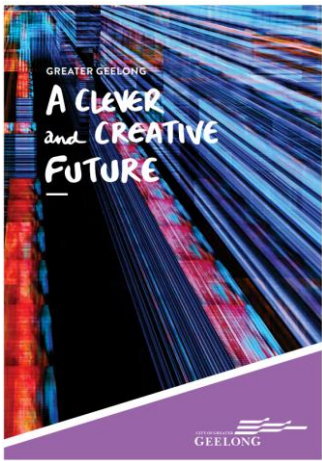
ENQUIRY BY DESIGN

250+ KEY STAKEHOLDERS



ONE PLANET LIVING

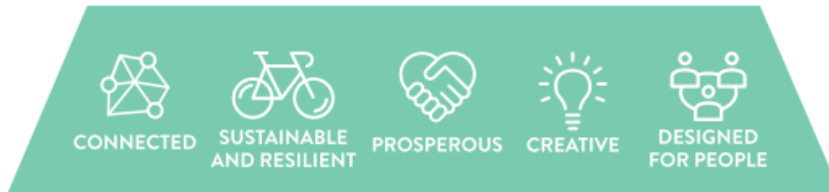
ONE PLANET COUNCIL



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

Representing the voices of more than 16,000 members of our community, **Greater Geelong: A Clever and Creative Future** is a guide for all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to our city-region.

SUCCESSFUL COMMUNITY ELEMENTS



COMMUNITY ASPIRATIONS



	<p>Local and sustainable food</p> <p>Promoting sustainable humane farming and healthy diets in local, seasonal organic food and vegetable protein</p>
	<p>Materials and products</p> <p>Using materials from sustainable sources and promoting products which help people reduce consumption</p>
	<p>Travel and transport</p> <p>Reducing the need to travel, and encouraging walking, cycling and low carbon transport</p>
	<p>Zero waste</p> <p>Reducing consumption, reusing and recycling to achieve zero waste and zero pollution</p>
	<p>Zero carbon</p> <p>Making buildings and manufacturing energy efficient and supplying all energy with renewables</p>
	<p>Health and happiness</p> <p>Encouraging active, sociable, meaningful lives to promote good health and wellbeing</p>
	<p>Equity and local economy</p> <p>Creating safe, equitable places to live and work which support local prosperity and international fair trade</p>
	<p>Culture and community</p> <p>Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living</p>
	<p>Land and nature</p> <p>Protecting and restoring land for the benefit of people and wildlife</p>
	<p>Sustainable water</p> <p>Using water efficiently, protecting local water sources and reducing flooding and drought</p>

Stakeholder consultation

MAY / OCT 2017



OPEN HOUSES

Landowner information sessions at project milestones

ALL LANDOWNERS

JULY 2017



VISION + PRINCIPLES

Workshops to identify the vision and set of urban development principles to guide the project

100+ KEY STAKEHOLDERS

NOV 2017

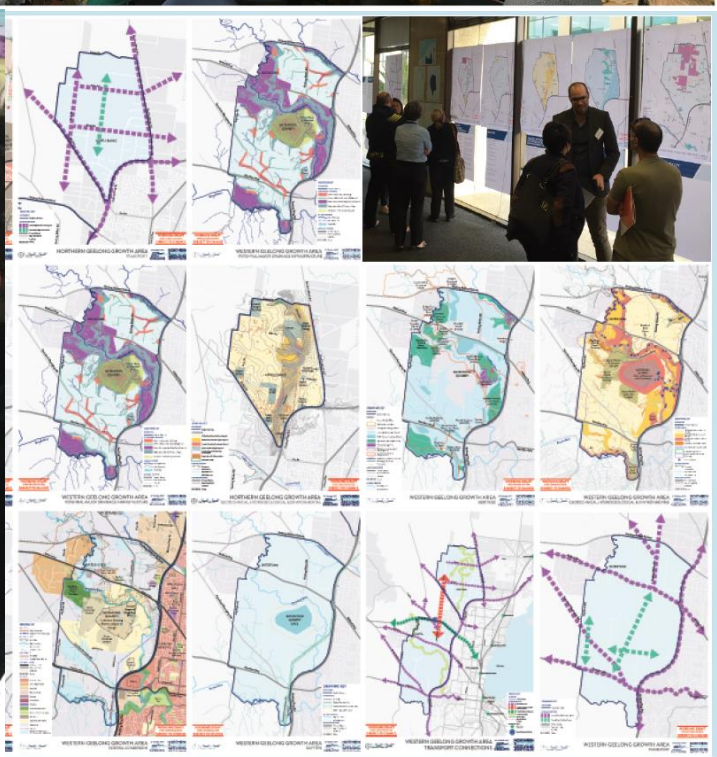
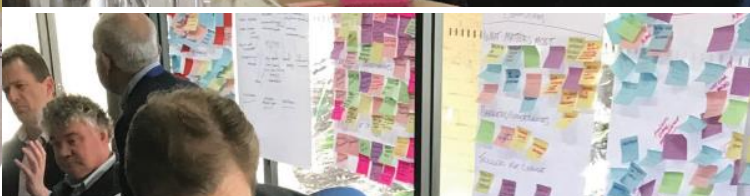


ENQUIRY BY DESIGN

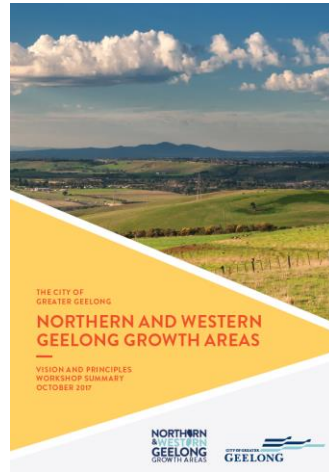
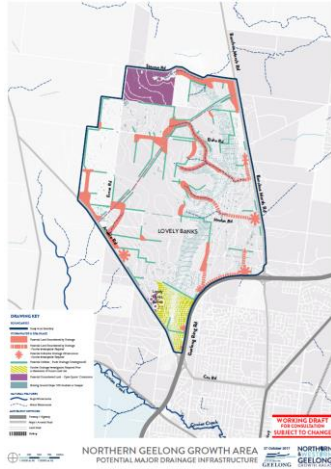
Workshops to identify an urban structure based on technical studies and urban design principles

250+ KEY STAKEHOLDERS

Landowners of the Northern and Western Geelong Growth Areas, City officers from Planning and Development, Community Life and City Services, Department of Environment, Land Water and Planning (DELWP), Department of Health and Human Services (DHS), Department of Justice and Regulation (DJR), Department of Education and Training (DET), Victorian Planning Authority (VPA), Regional Development Victoria (RDV), Transport for Victoria (TFV), VicRoads, Barwon Health, Barwon Water, Corangamite Catchment Management Authority (CCMA), Ambulance Victoria, Country Fire Authority (CFA), Victoria Police, Golden Plains Shire, The Gordon, Geelong Regional Library Corporation, Catholic Education Melbourne, Deakin University, APA Group, AusNet Services, Powercor Australia, Telstra, Southern Rural Water, Sustainability Victoria, and Barwon South West Waste Resource Recovery Group.



Future urban structure establish in consultation with stakeholders with a shared understanding of the vision and objectives, supported by technical information

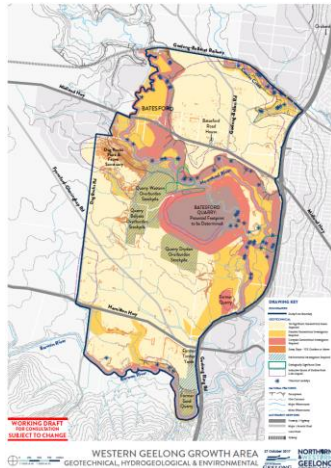


VISION FOR NORTHERN GEELONG

Northern Geelong will be distinguished by neighbourhoods with panoramic views across the region and built around diverse and accessible employment hubs that epitomise Geelong's creativity, innovation and enterprise.

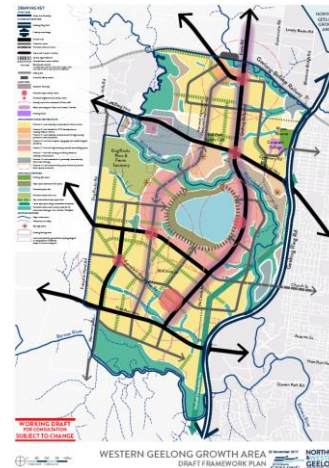
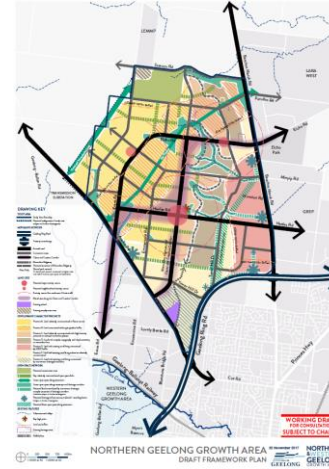
VISION FOR WESTERN GEELONG

Western Geelong will prosper as a district of lakeside neighbourhoods connected by healthy waterways and attractive open spaces that strengthen Geelong's identity as a city built around water.

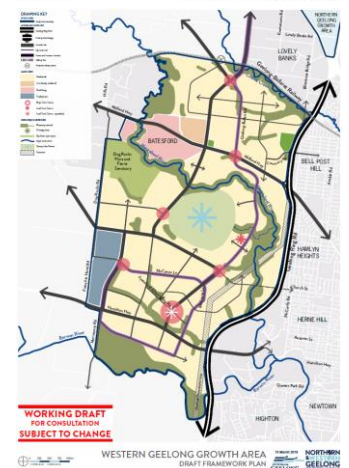
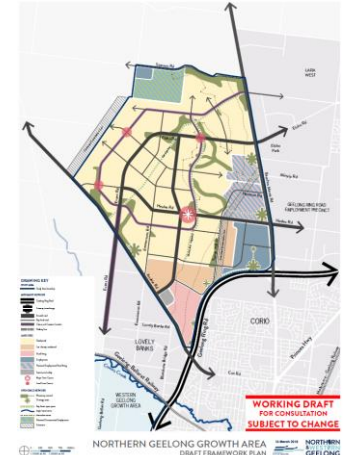


TECHNICAL STUDIES

VISION + PRINCIPLES WORKSHOP



ENQUIRY BY DESIGN WORKSHOP



DRAFT FUTURE URBAN STRUCTURE

Community consultation

COMMUNITY ENGAGEMENT STATISTICS – 9 MAY TO 22 JUNE 2018



45 DAYS

of community engagement



4 OPEN HOUSES

held in Corio, Batesford and Central Geelong



250+

open house participants



497

project brochures sent to landowners



14

print adverts in four local newspaper



120,000

Community Update newsletters circulated



22,228

Facebook project update views (average: ~2,000)



10,790

YouTube views

293 SOCIAL MEDIA REACTIONS



90% LIKE / LOVE



4% SAD / ANGRY



6% OTHER

79 TOTAL SUBMISSIONS

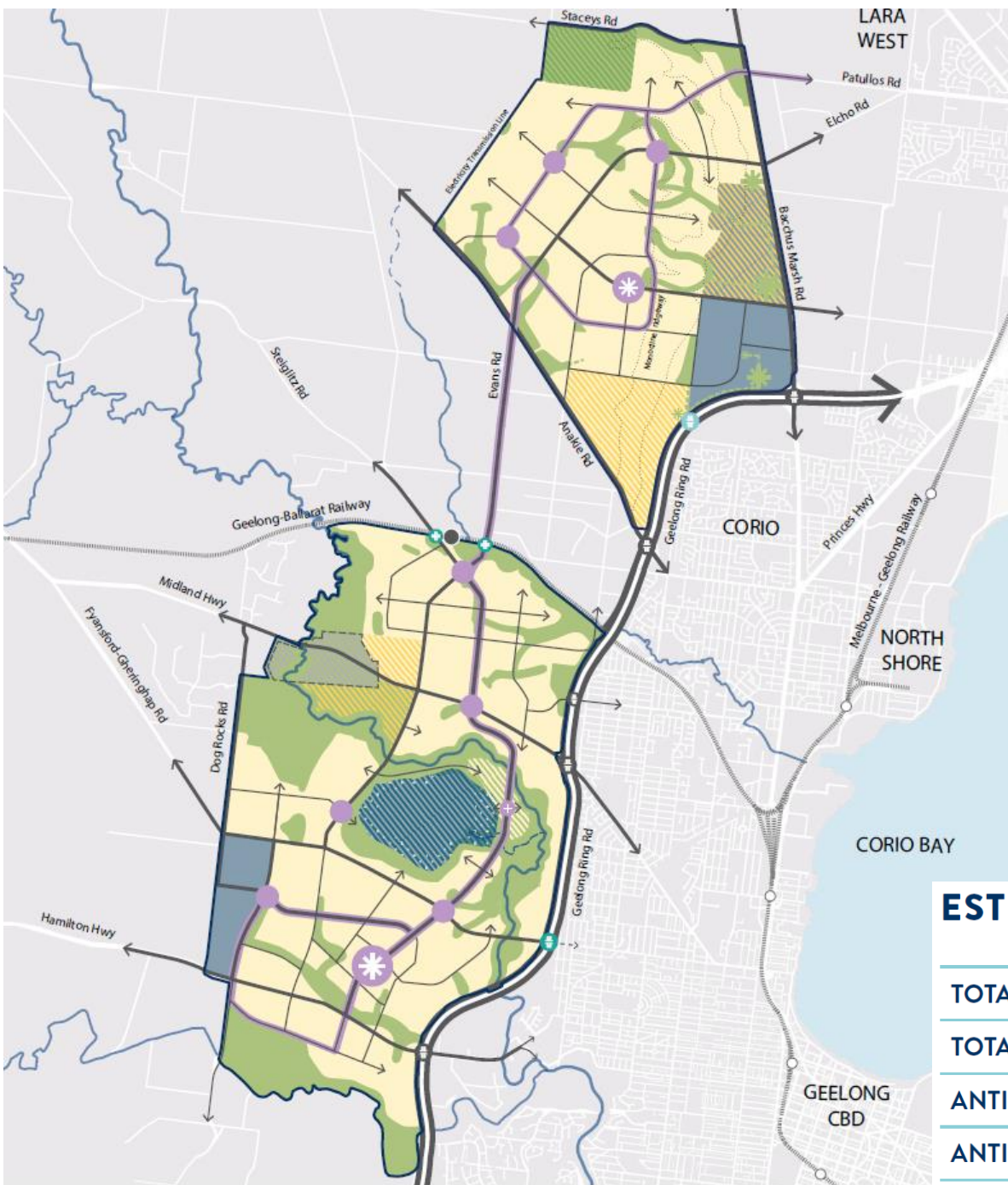
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THE CITY OF GREATER GEELONG

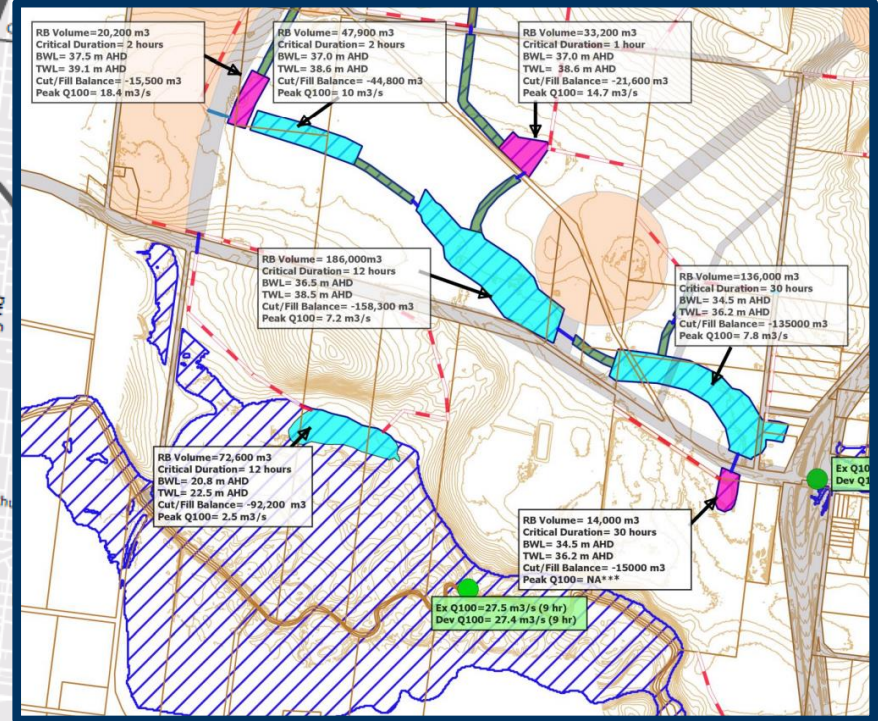
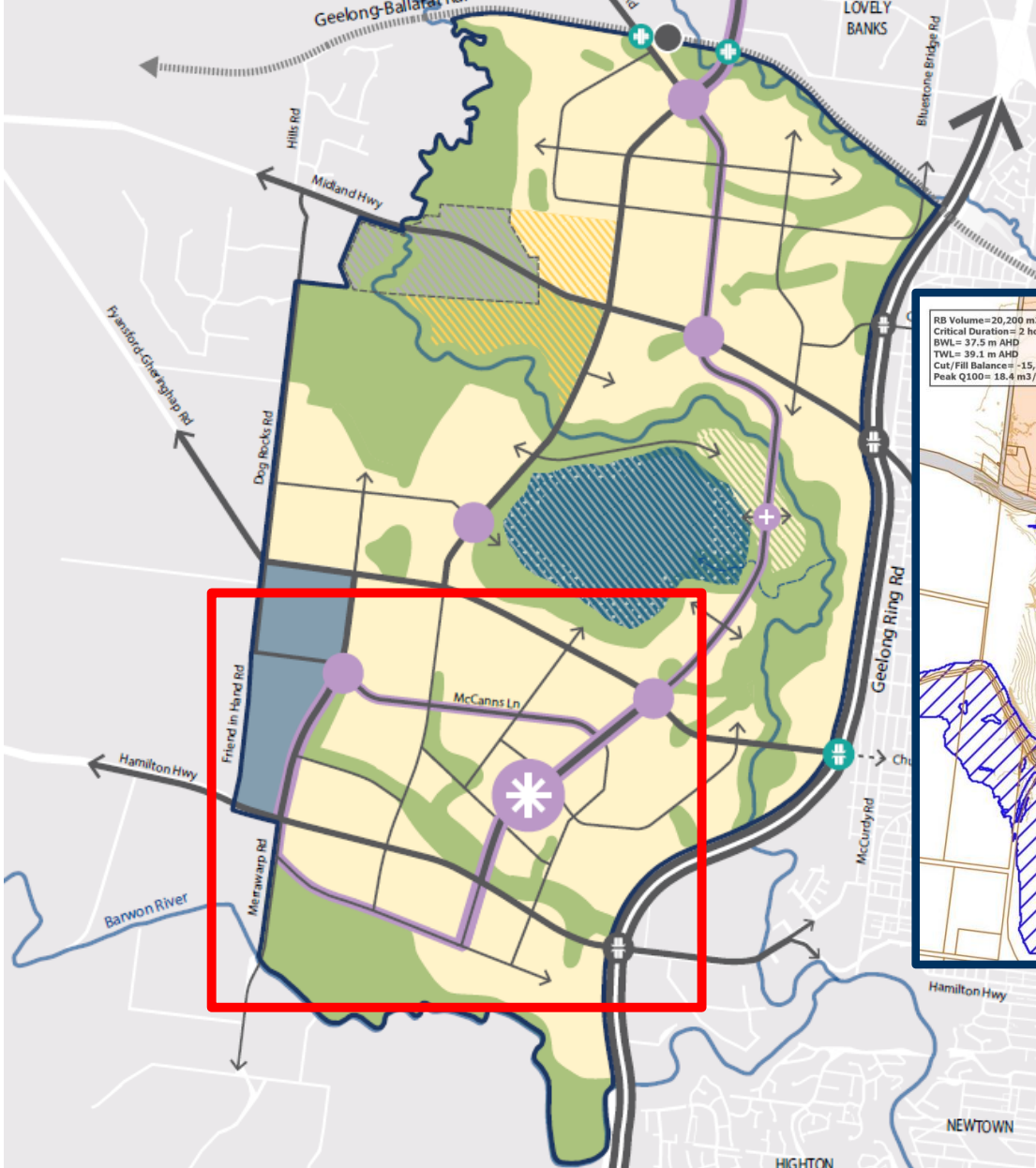
NORTHERN & WESTERN GEELONG

FRAMEWORK PLAN - MARCH 2019



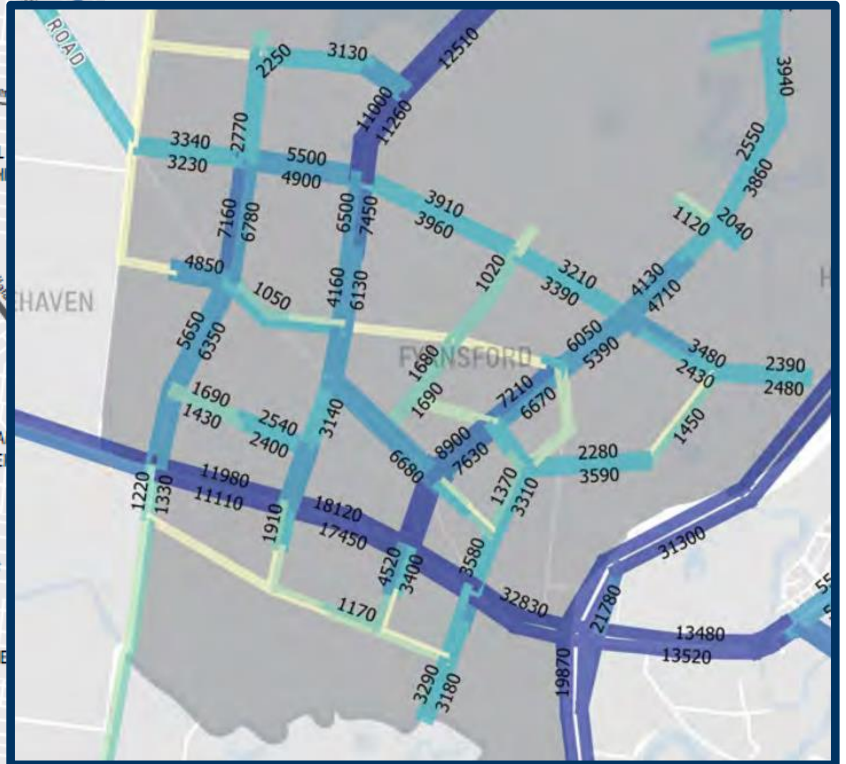
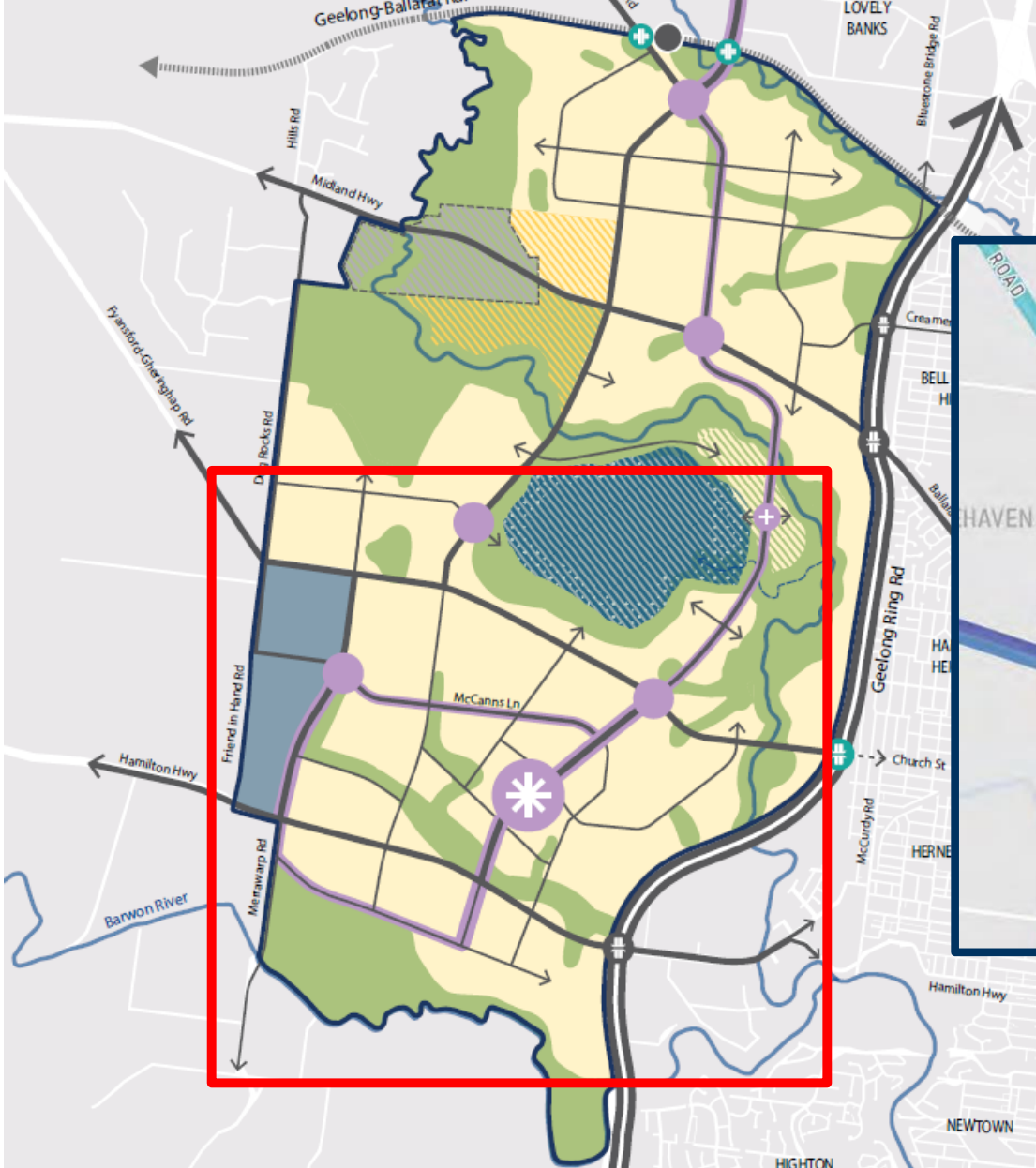
ESTIMATED GROWTH POTENTIAL

TOTAL GROWTH AREA	5,331 hectares
TOTAL RESIDENTIAL AREA	3,309 hectares
ANTICIPATED DWELLINGS	40,028
ANTICIPATED POPULATION	112,078*



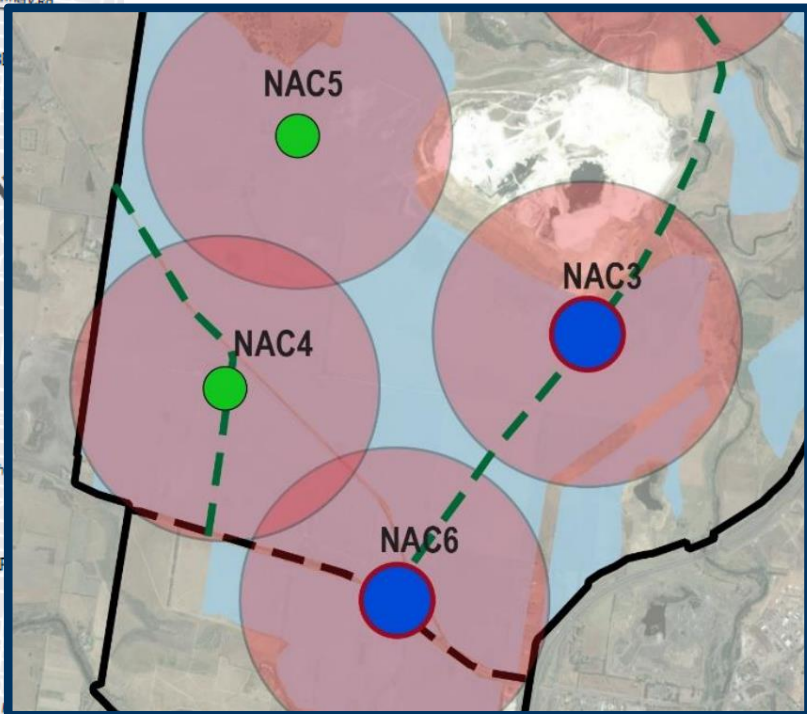
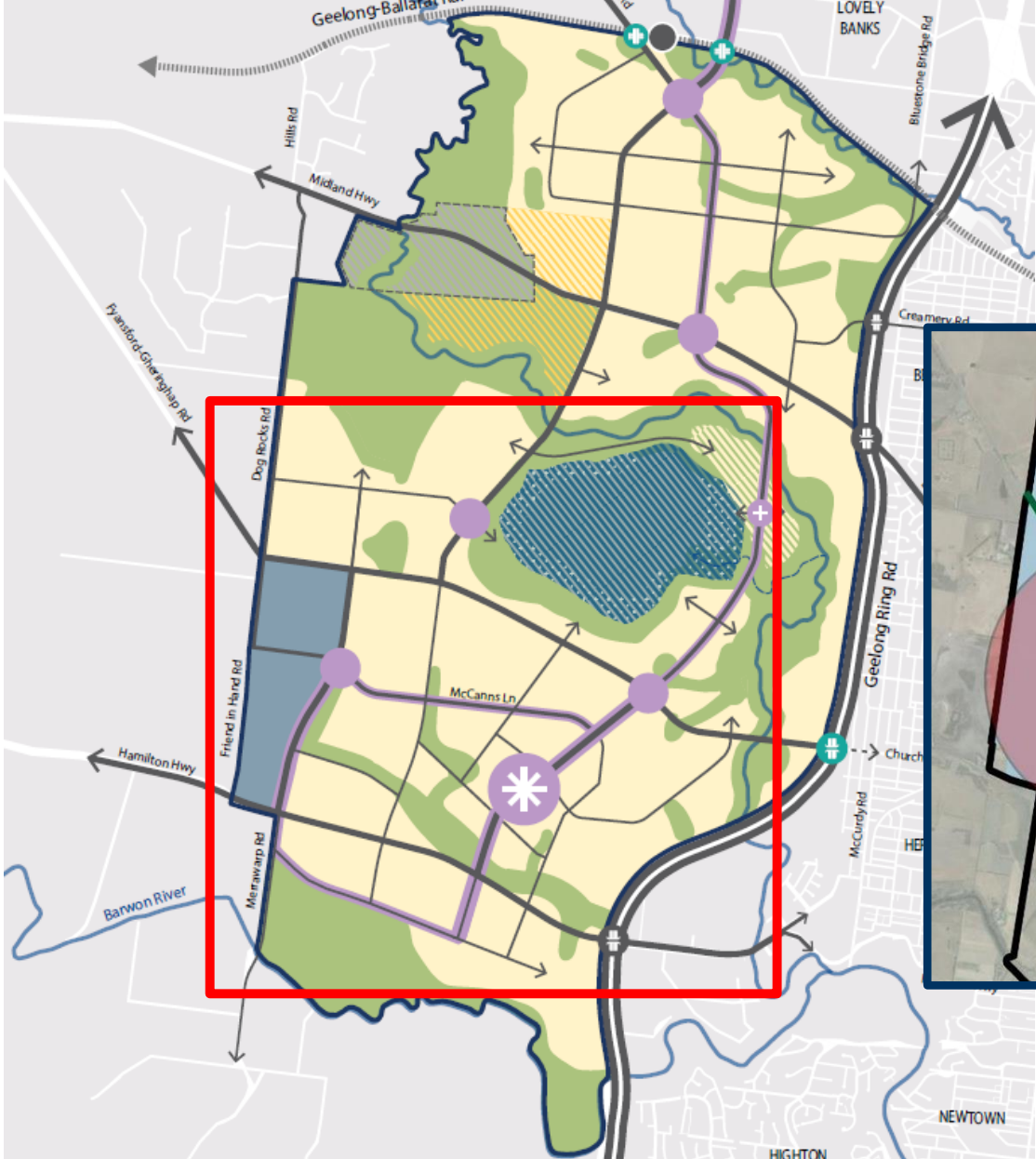
DRAWING KEY

- | | | | | | | | |
|--|--|--|---|--|--|--|--|
| | STUDY AREA | | RESIDENTIAL | | LAKESIDE RESIDENTIAL
FUTURE INVESTIGATION OF CONSERVATION | | GEELONG RING ROAD
UPGRADE CONNECTION |
| | GEELONG RING ROAD | | RURAL LIVING
FUTURE INVESTIGATION OF RESIDENTIAL | | WATERWAYS | | RAILWAY CROSSING
GRADE SEPARATION |
| | ARTERIAL ROAD | | LAKE WATERBODY | | CLEVER AND CREATIVE CORRIDOR | | FUTURE RAILWAY STATION |
| | CONNECTOR STREET
INDICATIVE ALIGNMENT | | EMPLOYMENT | | ACTIVITY CENTRE
SUB-REGIONAL / SPECIALIZED | | PUBLIC TRANSPORT
POTENTIAL CONNECTION |
| | MAJOR WATERCOURSE | | AGRICULTURE
FUTURE INVESTIGATION OF RURAL LIVING | | ACTIVITY CENTRE
NEIGHBOURHOOD | | 0 200 400 600 800 1000
1:40000 at A4 |
| | | | BATESFORD TOWNSHIP | | GEELONG RING ROAD
NEW CONNECTION | | |



DRAWING KEY

- | | | | | | | | |
|--|--|--|---|--|--|--|--|
| | STUDY AREA | | RESIDENTIAL | | LAKESIDE RESIDENTIAL
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| | MAJOR WATERCOURSE | | AGRICULTURE
FUTURE INVESTIGATION OF RURAL LIVING | | ACTIVITY CENTRE
NEIGHBOURHOOD | | 0 200 400 750 1000
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| | | | BATESFORD TOWNSHIP | | GEELONG RING ROAD
NEW CONNECTION | | |



DRAWING KEY

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



Structure of the framework plan

**CLEVER
AND CREATIVE**

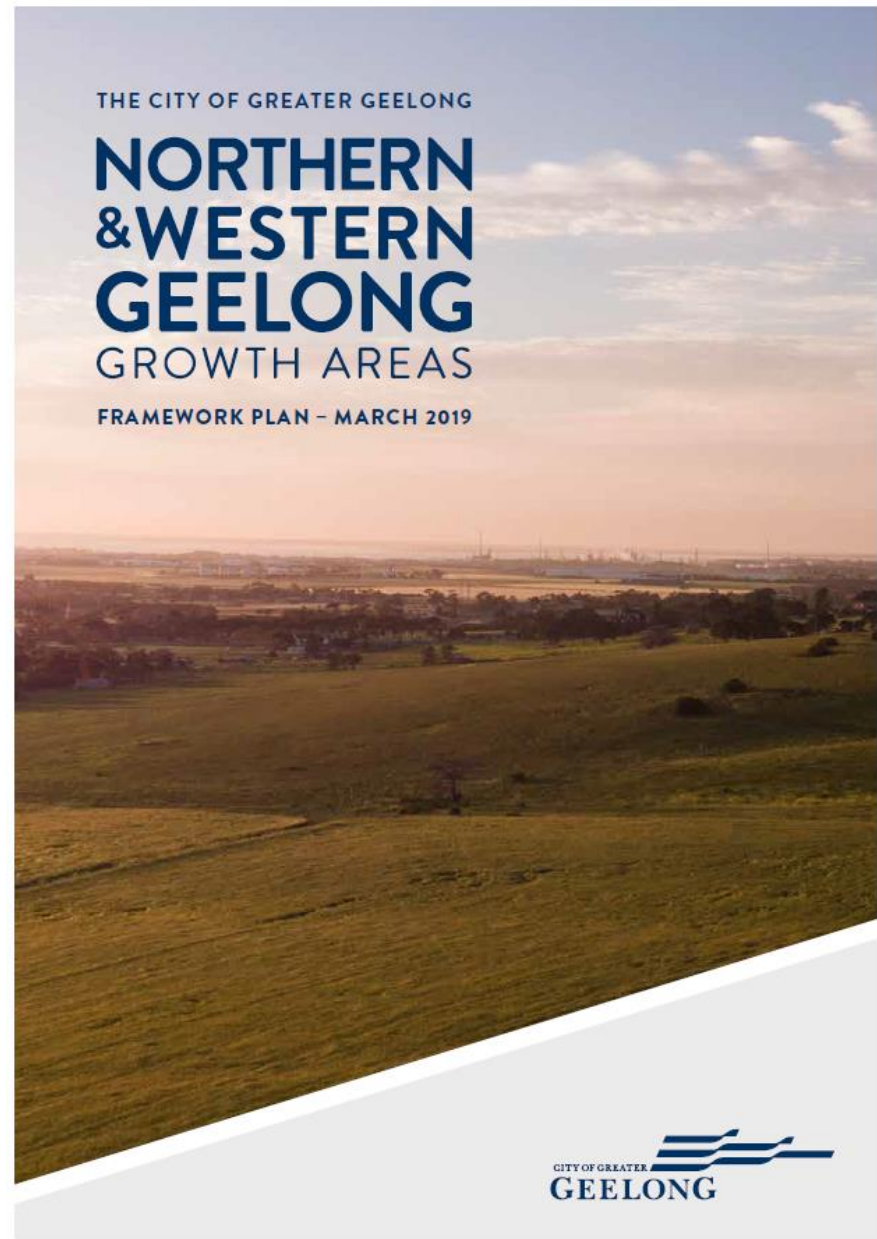
ENVIRONMENT

NEIGHBOURHOOD

ECONOMY

MOVEMENT

DELIVERY



ENVIRONMENT



ENVIRONMENT consists of a series of actions relating to:

- Landform and view lines
- Stormwater
- Biodiversity
- Aboriginal cultural heritage
- Post contact heritage
- Built environment (current)
- Surrounding uses

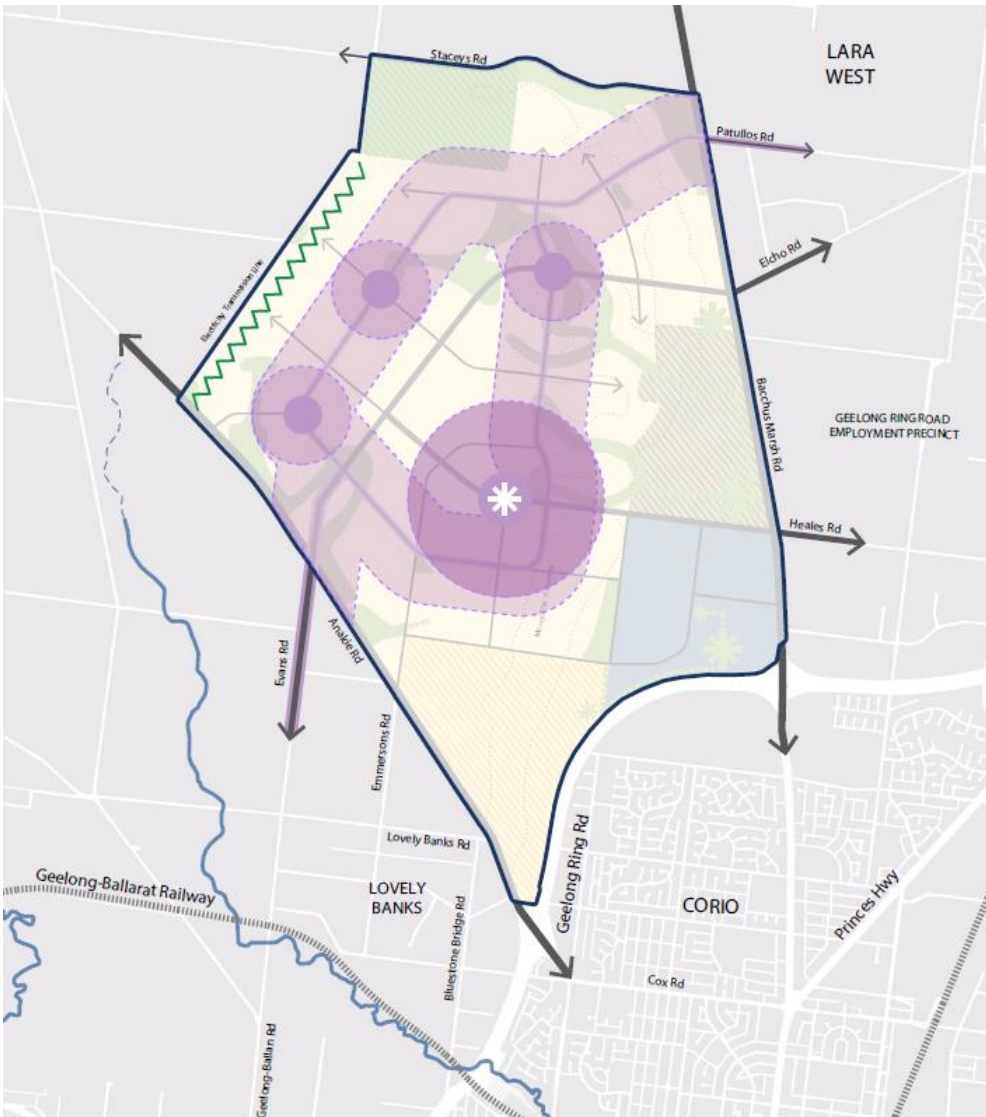
Key actions:

- ✓ Biodiversity conservation strategy
- ✓ Biodiversity linkages
- ✓ River and creek corridor master plans
- ✓ Batesford quarry rehabilitation and master planning
- ✓ Comprehensive waterway and open space networks
- ✓ Aboriginal and post-contact heritage protection
- ✓ Land use buffers to existing industrial areas and utilities
- ✓ Bushfire management at non-rural interfaces

ENVIRONMENT is the element that distinguishes Geelong's growth areas and provides the canvas for creating our new neighbourhoods



NEIGHBOURHOOD



NEIGHBOURHOOD consists of a series of actions relating to:

- Neighbourhood design
- Neighbourhood amenity
- Neighbourhood sustainability
- Housing
- Social infrastructure

Key actions

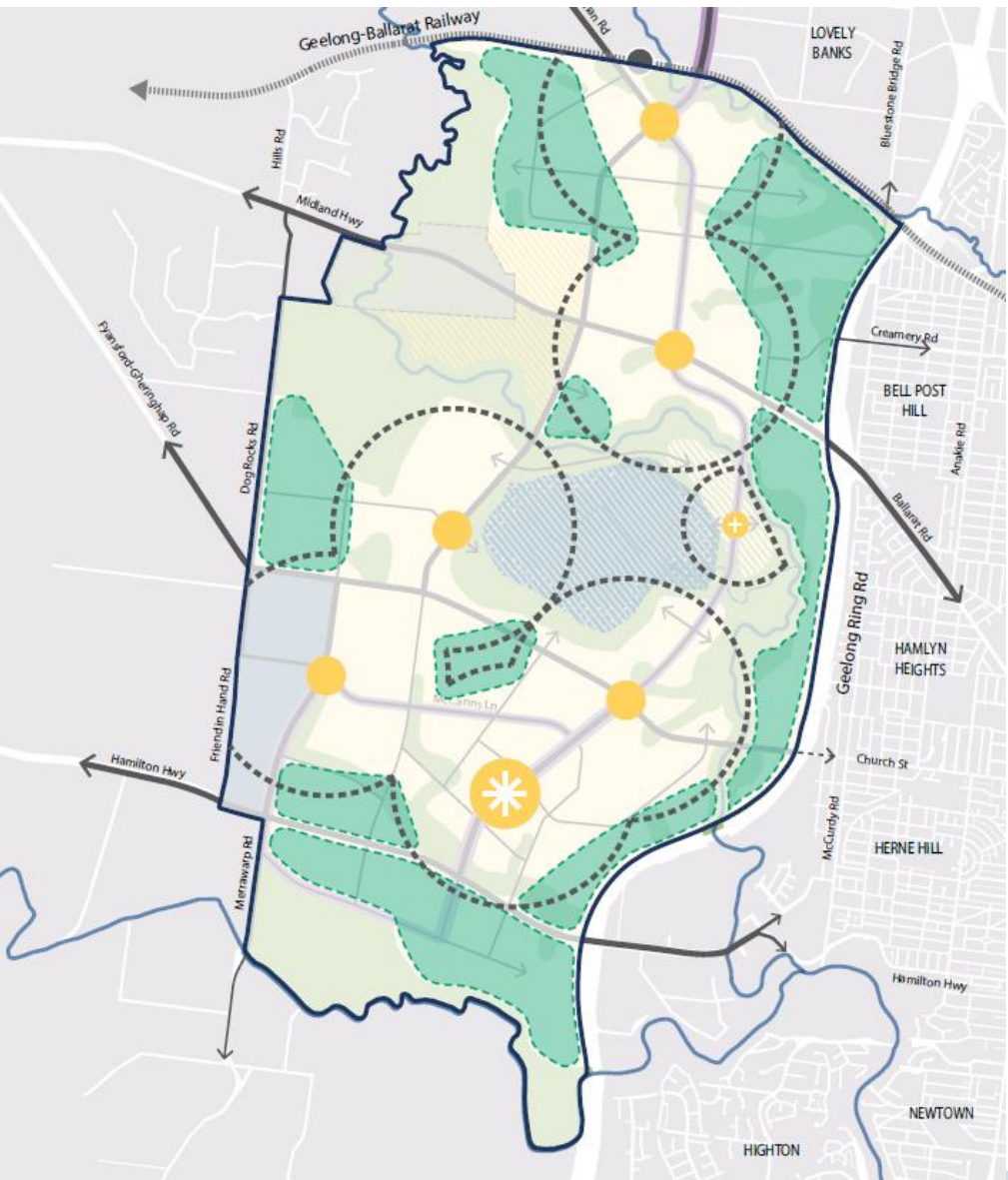
- ✓ '20-minute neighbourhoods' and walkability
- ✓ Carbon neutral neighbourhoods
- ✓ Medium density housing
- ✓ ESD action plans for each precinct
- ✓ Integrated water management strategy
- ✓ Detailed planning for Batesford township and Lovely Banks
- ✓ Potential sites for sub-regional sports reserves identified
- ✓ Place-based social and community housing

NEIGHBOURHOOD considers the elements that support localised, self-sufficient communities with a sense of place in their design, amenity, sustainability, diversity and social infrastructure.

DRAWING KEY



ECONOMY



ECONOMY consists of a series of actions relating to:

- Activity centres
- Employment precincts.

Key actions:

- ✓ Urban design frameworks across activity centre network
- ✓ Employment precincts for local job creation

Retail hierarchy:

- Two sub-regional activity centres
 - Sub-regional activity centres deliver a comprehensive range of large-scale retail, commercial, entertainment and community uses required in the region and support high density residential development in the surrounding neighbourhoods.
- Eight neighbourhood activity centres
 - Neighbourhood activity centres deliver a mix of everyday shopping needs and local services, co-locating with community facilities and services to create the local heart of the surrounding neighbourhoods.

ECONOMY considers the future economic landscape including the network of activity centres and employment precincts that will support a resilient, adaptive and innovative workforce.

DRAWING KEY

- STUDY AREA
- SUB-REGIONAL ACTIVITY CENTRE
- NEIGHBOURHOOD ACTIVITY CENTRE
- LOCAL ACTIVITY CENTRE
- SPECIALISED ACTIVITY CENTRE
- 1KM CATCHMENT
- 0 250 500 750 1000
1:400000 at A4

MOVEMENT

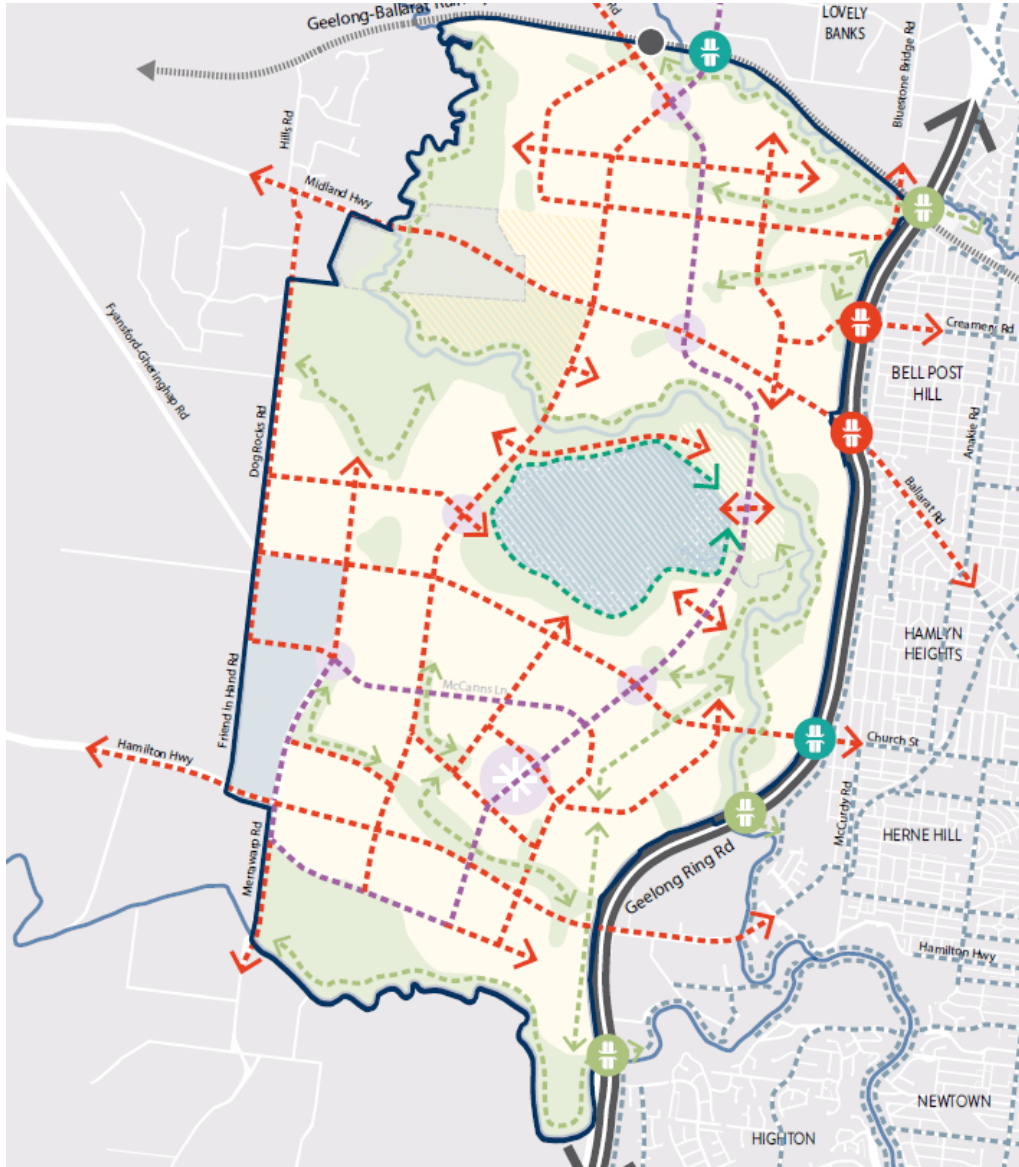
MOVEMENT consists of a series of actions relating to:

- Active transport
- Public transport
- Integrated transport

Major infrastructure:

- ✓ Opening the Geelong-Ballarat railway corridor to commuter services between Geelong and Bannockburn
- ✓ A new railway station in proximity to Evans Road, Lovely Banks
- ✓ Upgrade of interchanges on the Geelong Ring Road
- ✓ Upgrade and duplication of Bacchus Marsh Road, Midland Highway and Hamilton Highway
- ✓ Pedestrian bridge connecting Lovely Banks and Corio
- ✓ Rail overpass at Evans Road and Geelong-Ballan Road, subject to rail corridor improvements
- ✓ A new half-diamond interchange on the Geelong Ring Road in proximity to Church Street, subject to detailed future investigation of traffic demand
- ✓ High frequency bus services throughout the growth areas connecting to Lara, Corio, North Geelong and Geelong railway stations.
- ✓ Clever and Creative Corridor providing dedicated, separated active and public transport

MOVEMENT considers the integrated transport network to establish neighbourhoods that encourage walking and cycling, reduced car dependency and promote community safety and connectivity.



DRAWING KEY

	STUDY AREA		PRINCIPAL BICYCLE NETWORK
	SHARED PATH WATERSHEDS		ACTIVE TRANSPORT CONNECTION UPGRADE
	SHARED PATH CLEVER AND CREATIVE CORRIDOR		ACTIVE TRANSPORT CONNECTION NEW
	SHARED PATH INTEGRATED TRANSPORT NETWORK		ACTIVE TRANSPORT CONNECTION RIVER AND CREEK CORRIDORS

Scale: 0 200 400 700 1000
1:1000m at A4

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DELIVERING 'A CLEVER AND CREATIVE FUTURE' IN THE GROWTH AREAS

- *A Clever and Creative Future*: community-led vision
 - *By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.*

Some measures of success for a clever and creative future by 2047 include:

- **25 per cent** suburban tree canopy
- **100 per cent** of all public places in Greater Geelong are disability access compliant
- **95 per cent** of dwellings in urban areas are within 400 metres of public open space
- **50 per cent** of journeys to work are made by public transport, walking or cycling
- Being able to **access all parts of Greater Geelong within 30 minutes** through a variety of travel options
- Greater Geelong being a **carbon neutral** city-region.

DELIVERING A CLEVER AND CREATIVE FUTURE IN THE GROWTH AREAS

– ‘Clever and Creative Corridor’

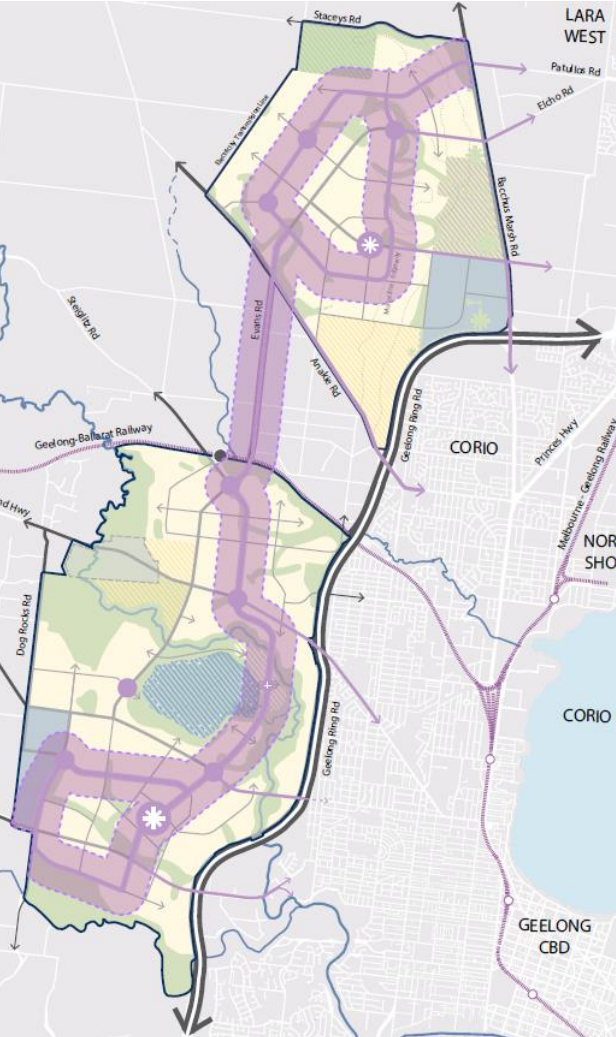
- Tree-lined, boulevard-style transit corridor to prioritise public transport, walking and cycling between activity centres, schools and community facilities, sports reserves and local parks in each neighbourhood.

- | | |
|--|--|
| <input type="checkbox"/> Public transport | <input type="checkbox"/> Carbon neutral / positive |
| <input type="checkbox"/> Autonomous vehicles | <input type="checkbox"/> Mode shift |
| <input type="checkbox"/> View lines | <input type="checkbox"/> Trunk services |
| <input type="checkbox"/> Visual amenity | <input type="checkbox"/> Local jobs |
| <input type="checkbox"/> Walking | <input type="checkbox"/> Constraints |
| <input type="checkbox"/> Cycling | <input type="checkbox"/> Activity centres |
| <input type="checkbox"/> Native vegetation and ‘bio-links’ | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Water sensitive urban design | <input type="checkbox"/> High density housing |
| <input type="checkbox"/> Tree canopy | <input type="checkbox"/> Medium density housing |
| <input type="checkbox"/> Walkability | <input type="checkbox"/> Local parks |
| <input type="checkbox"/> Private vehicles | <input type="checkbox"/> Sports reserves |
| <input type="checkbox"/> Safety and access | <input type="checkbox"/> Social housing |
| <input type="checkbox"/> Integrated water management | <input type="checkbox"/> Housing diversity |
| <input type="checkbox"/> Waste | <input type="checkbox"/> Housing affordability |

CLEVER and CREATIVE CORRIDOR

'Clever and Creative Corridor'

Tree-lined, boulevard-style transit corridor to prioritise public transport, walking and cycling between each neighbourhood.

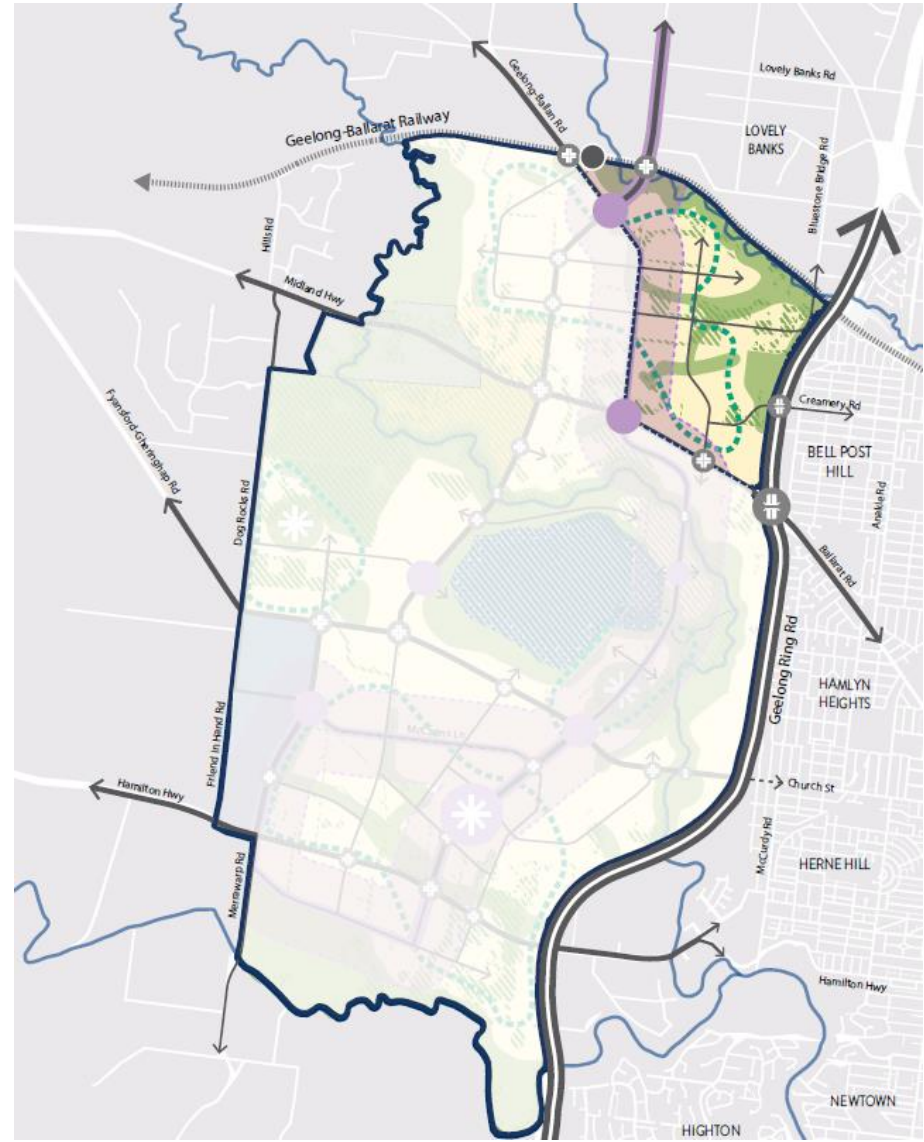
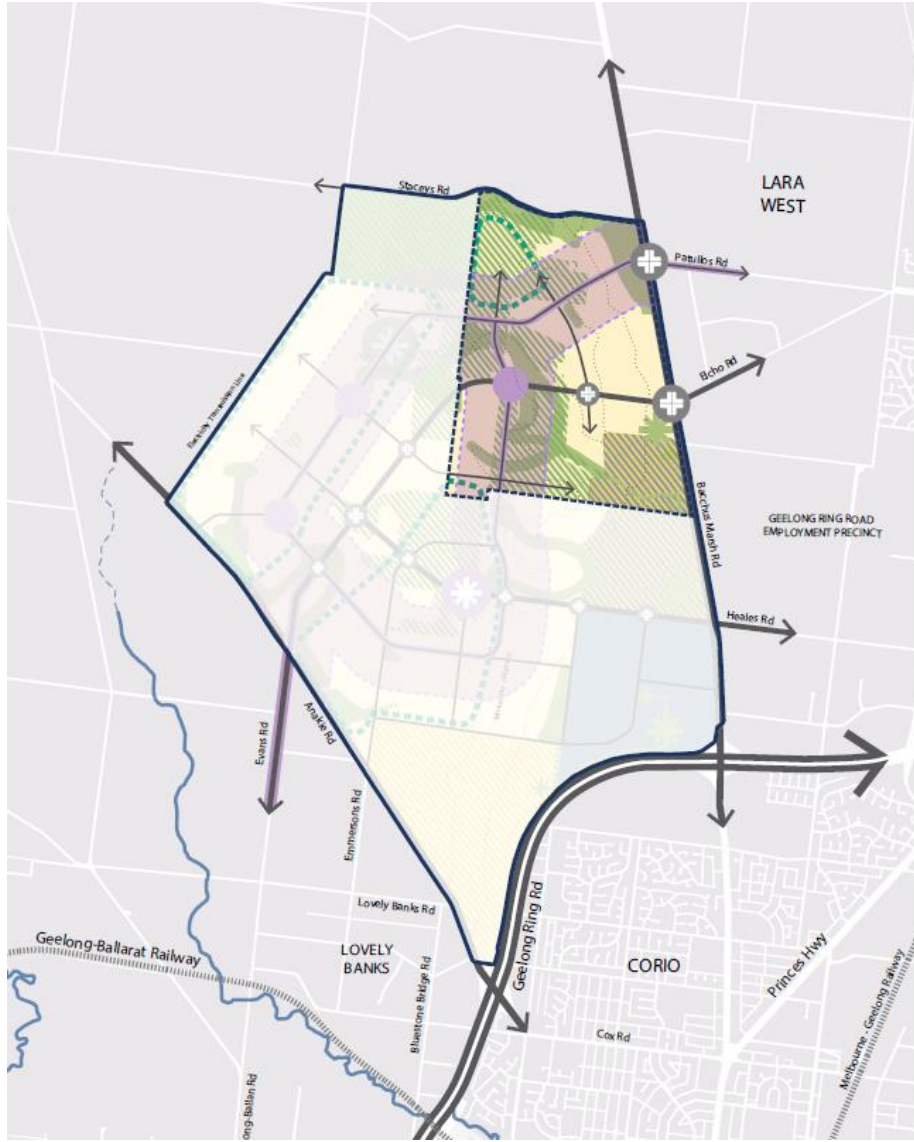


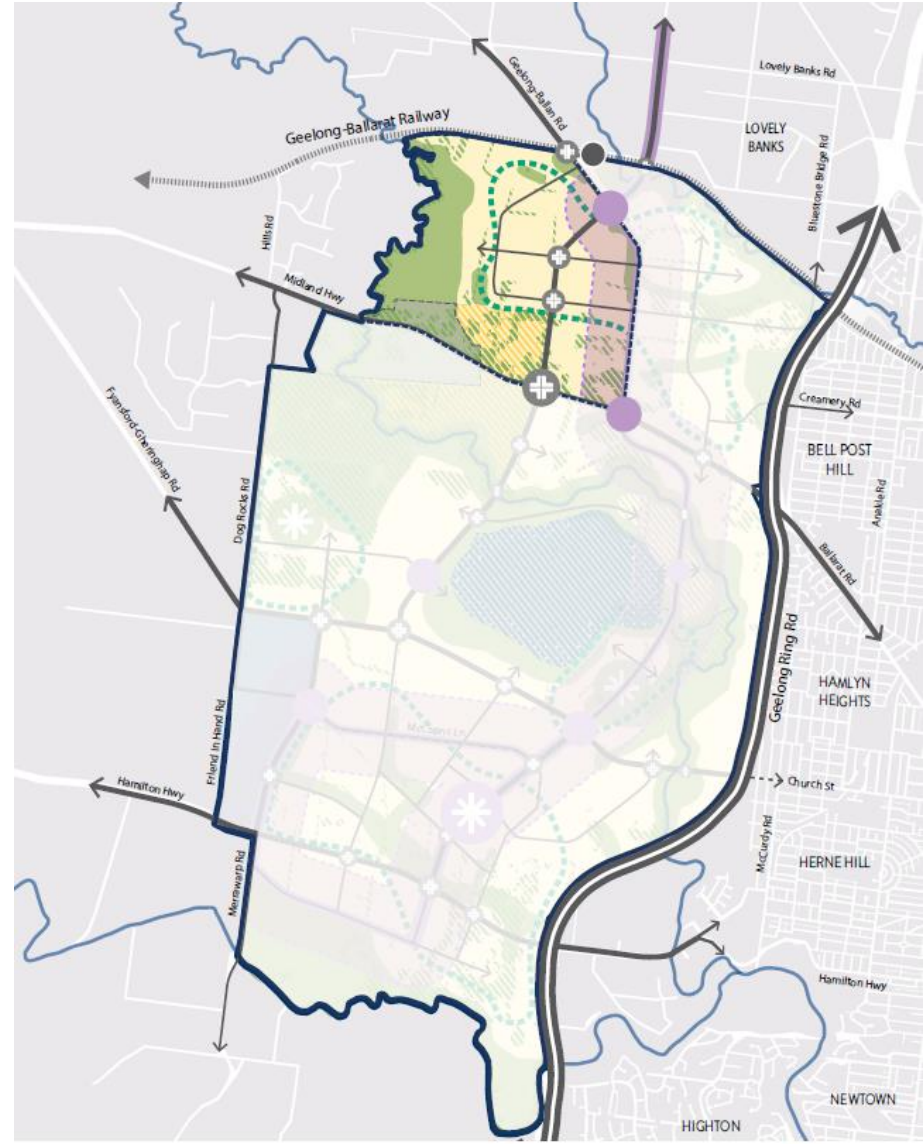
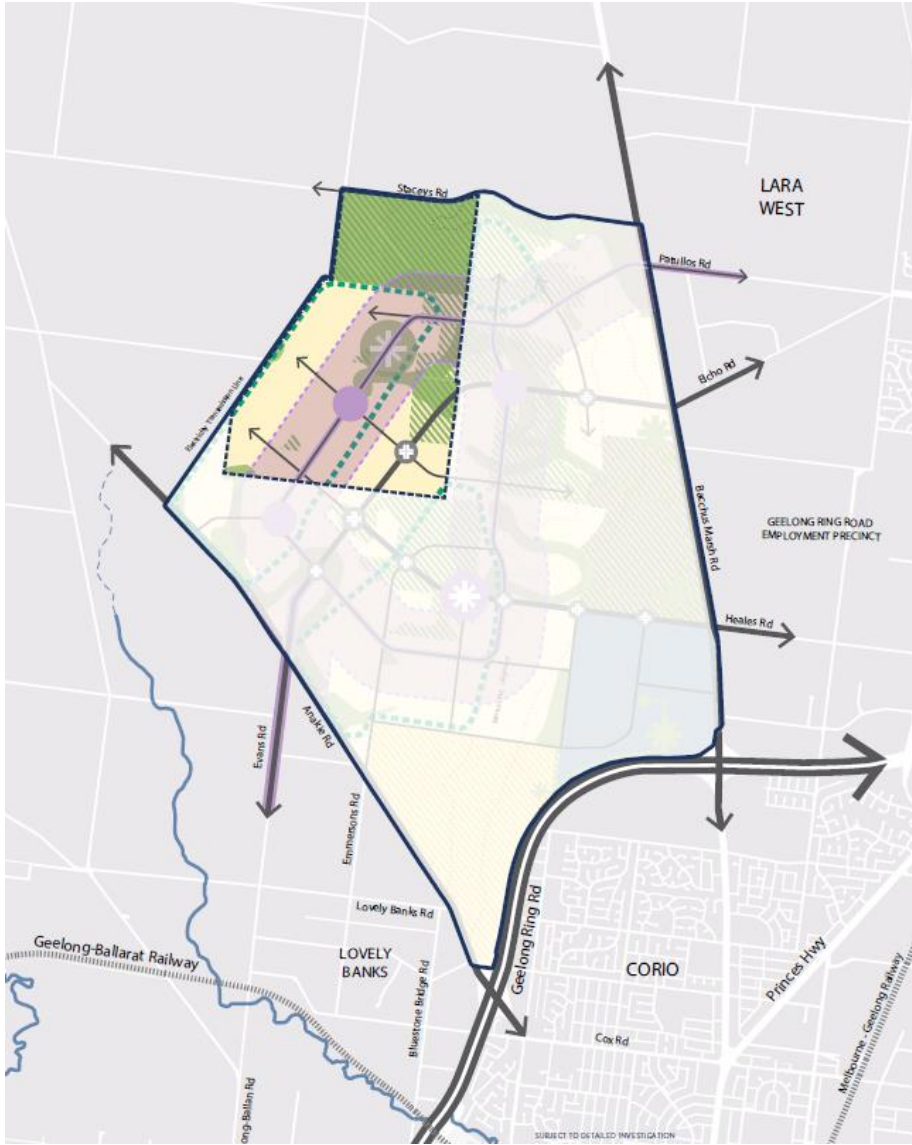
Short-medium term configuration: 14-metre reserve within street with dedicated shared path

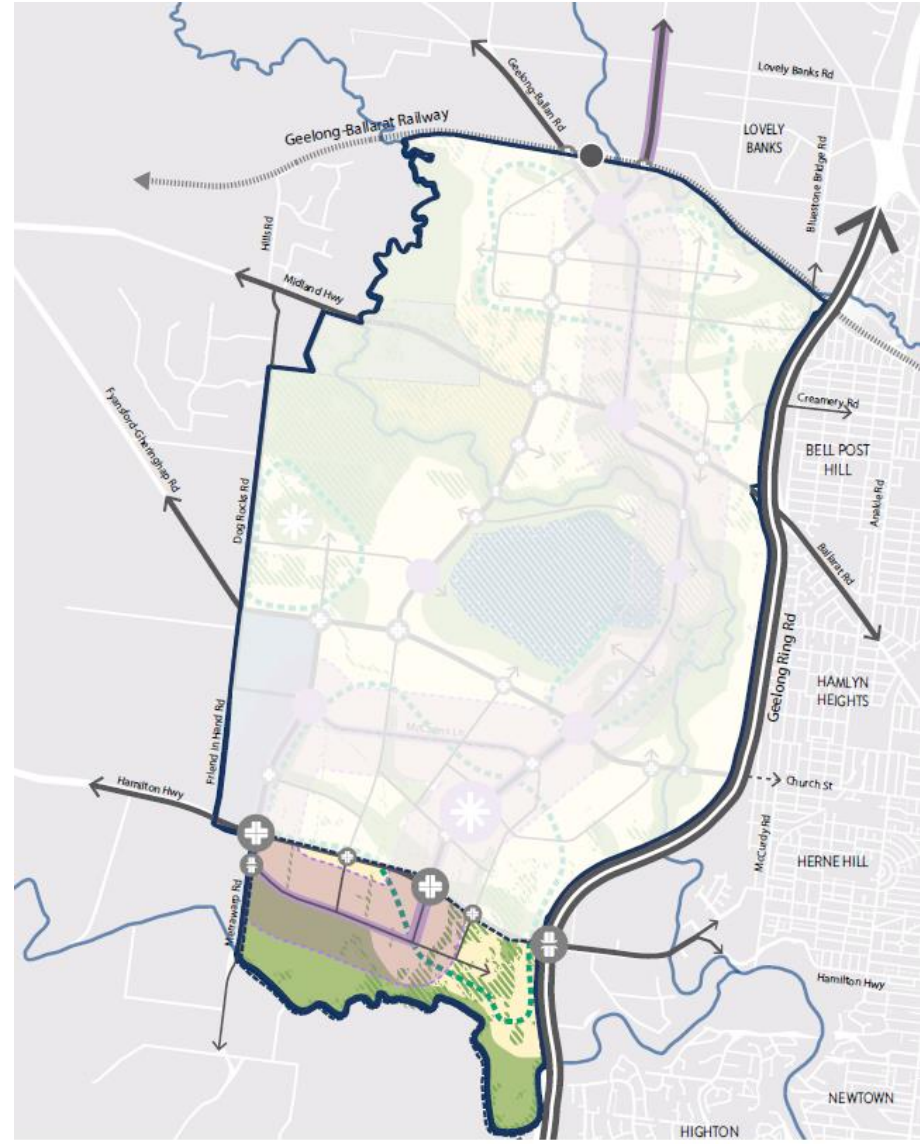
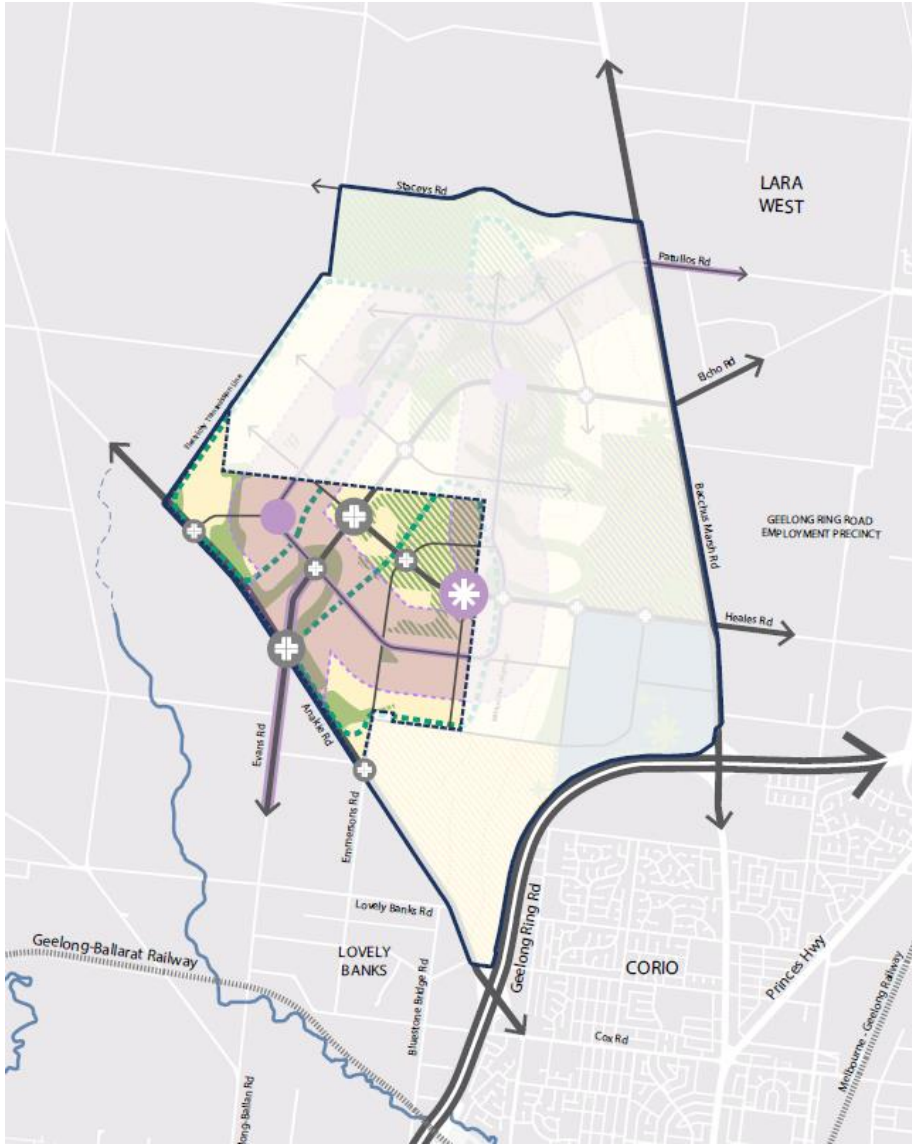


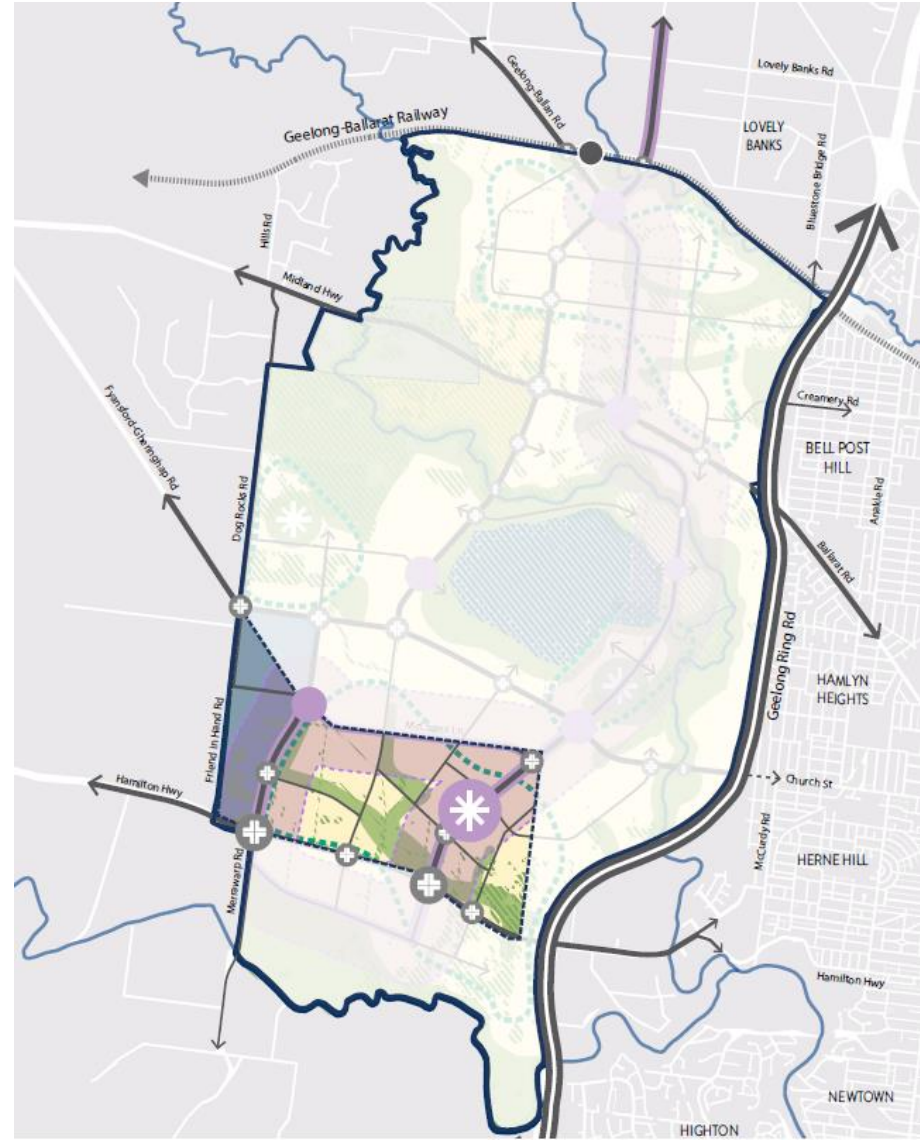
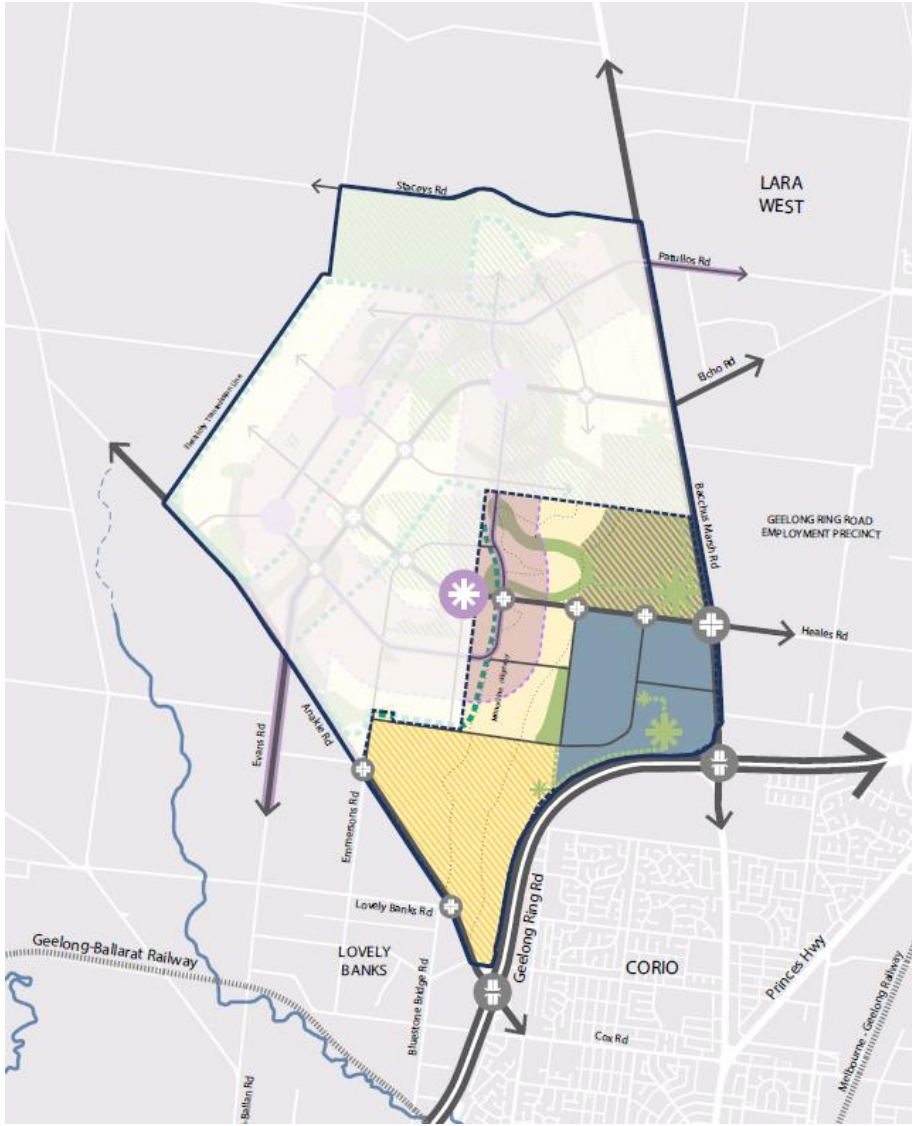
Long term configuration: 14-metre reserve within street with dedicated public transport capacity









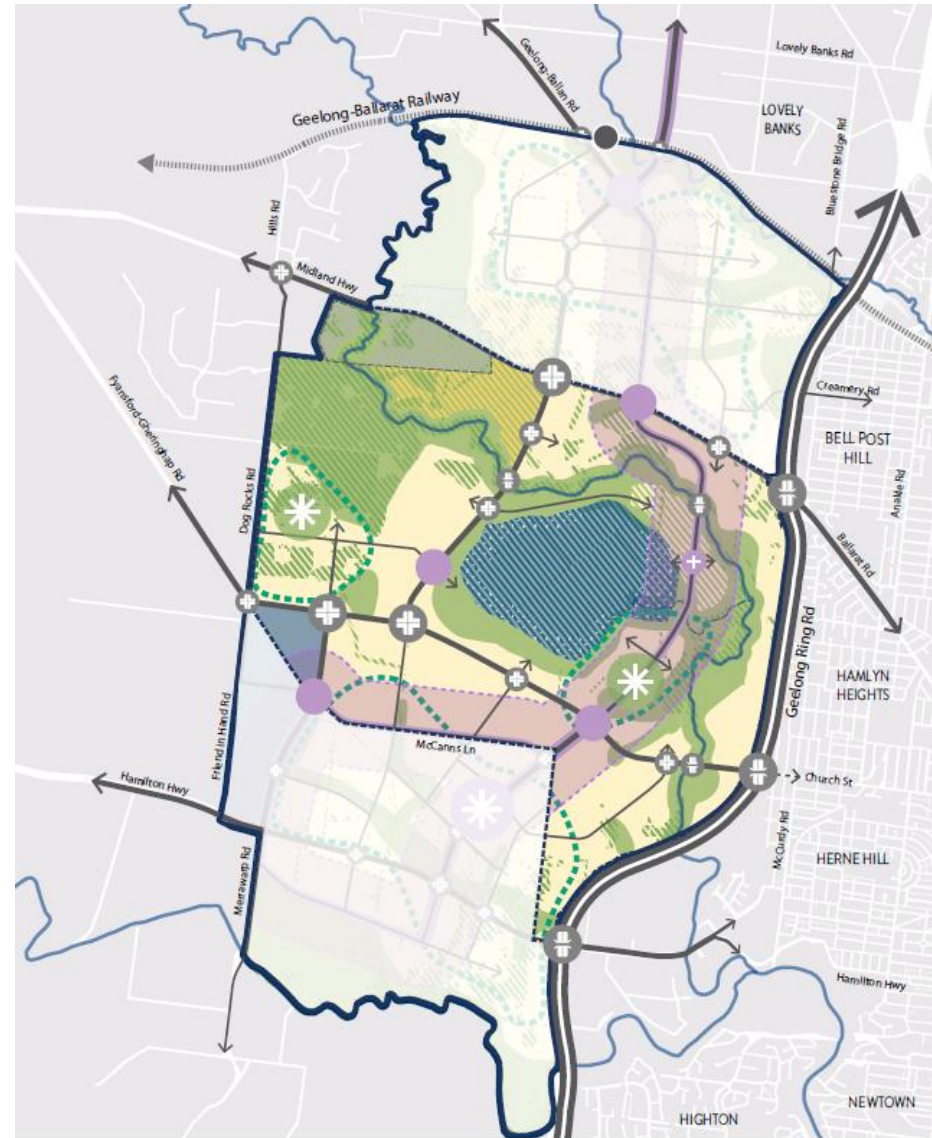


The Clever & Creative Corridor

How the Monocline, Town Centre, and neighbourhoods are linked is of huge importance.

Tree lined avenues on the plateau will act as braided green links, connecting the Monocline to each neighbourhood. A loop of uninterrupted pathways will encourage walking and cycling above all else.

From day one public transport will service the corridor. Our vision is to employ the latest technology with Trackless Trams eventually providing a sustainable and forward-thinking public transport solution.



NORTHERN AND WESTERN GEELONG GROWTH AREAS CLEVER AND CREATIVE CORRIDOR

Recommended station design footprint

Adaptability to land uses

The proposed general station configuration – particularly as related to its arrangement and width – is well suited to any potential adjacent uses. In recognition that some aspects of the built stations may vary according to the nature and intensity of the land uses surrounding them, the proposed platform footprint allows for linear extension to support multiple stopping bays or larger accumulations of waiting passengers.

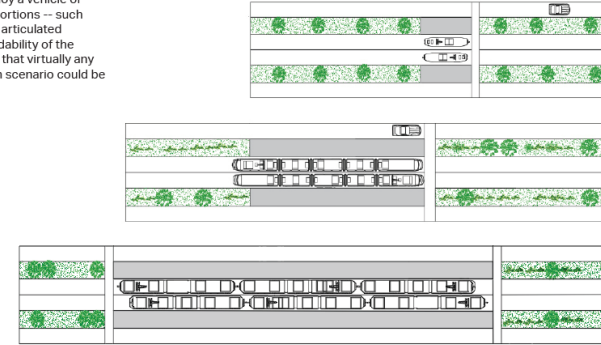
Extended platforms, for instance, may be warranted at major activity centres, transfer stations (for instance, to any potential independent service along the western rail corridor), and stations serving any special-event centres such as sporting grounds where passenger flows can be periodically very heavy.

The proposed dimensions are intended to allow for the continuation of attractive buffer strips through the platform areas, and to cater to peak passenger flows in an undefined long-term future. For comparison, Public Transport Victoria (PTV) design guidelines for modern tram stops in Melbourne allow for minimums of 3.1 metres for split platforms and 4.5 metres for shared central platforms, noting the highly directional nature of Melbourne commuting flows and stops that are generally more closely spaced (allowing for passenger spreading) than is likely to be the case in outer Geelong.

Variations

The flexible nature of the proposed platform configuration could accommodate any practical vehicle length in the longer term, given that the expansion of platforms would entail only their extension further along the adjoining landscaped buffer strips.

While it would be anticipated that early versions of the public transport service would most likely employ a vehicle of relatively modest proportions – such as a mid-sized tram or articulated bus – the linear expandability of the platforms would mean that virtually any potential future growth scenario could be accommodated.



Adaptability of the green corridor concept to larger vehicles and longer platforms

Recommendations for short term use

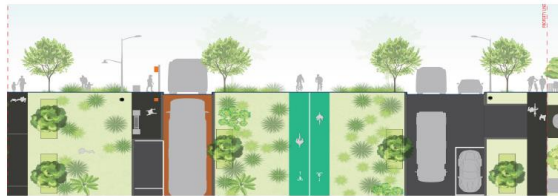
Potential for median pathway

Interim use of the median for a cycling or pedestrian path may be a viable option pending the preservation of sufficient space elsewhere in the corridor to support its relocation when the public transport service is implemented. This can be achieved by setting aside an additional nature strip beyond the outer kerbs.

The benefits of this staged approach would include:

- It establishes the median as a transport orientated land use in the short term.
- It has long term utility if ultimate transition does not occur.
- It encourages active transport movements.
- It allows rapid active transport movements that avoid frequent cross overs.

The main short term challenge of this approach would be designing major road intersections to safely accommodate cyclist movements, which may require car turning restrictions or a dedicated signal phase for cyclists.



Potential interim median pathway treatment with additional kerbside green reserve



Long term relocation of cycle path to accommodate public transport implementation

Part 4 - Staging of the corridor

This chapter identifies the strategies that could potentially be employed to ensure effective staging of the Clever and Creative Corridor. In particular it focusses on the short-term spatial components needed to ensure a healthy and attractive interim use while not inadvertently creating a high-value amenity that would be difficult to later convert to its final intended public transport use.

The range of options potentially suited to this task include:

- Passive landscaping
- Active or informal landscaped areas
- Pedestrian paths
- Cycle paths
- Bus lanes (either within the reservation or along the outer kerb lanes with the implication that buses and general traffic lanes would be later transposed).

As some of the more formalised treatments (i.e. pedestrian and cycle paths) could run the danger of being difficult to convert to public transport use in the future – due to community attachment – it is critical to carefully consider the before/after conditions.

Key factors

The choice amongst these options would be based on a variety of key factors including the following:

- Short term value
- Short term appearance
- Implications of short-term use
- Potential for community attachment
- Consistency of appearance

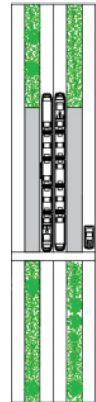
These will also be dependent on whether the corridor is median or side-aligned, whether it is co-located with a planned cycling or greenway corridor, and on the type of street in which it is embedded.

Options

The primary options in the context of the Northern and Western Geelong Growth Areas can be consolidated into the following specific treatments:

- Passive green strip
- Formalised landscaped areas
- Pathways
- Parking lanes
- Bus lanes
- Additional traffic lanes

The following pages introduce the key variables to consider when choosing an appropriate short term form for any segment of the Clever and Creative Corridor. This is followed by an evaluation of each of the primary options against each of these factors, which in turn results in a recommended short term treatment.

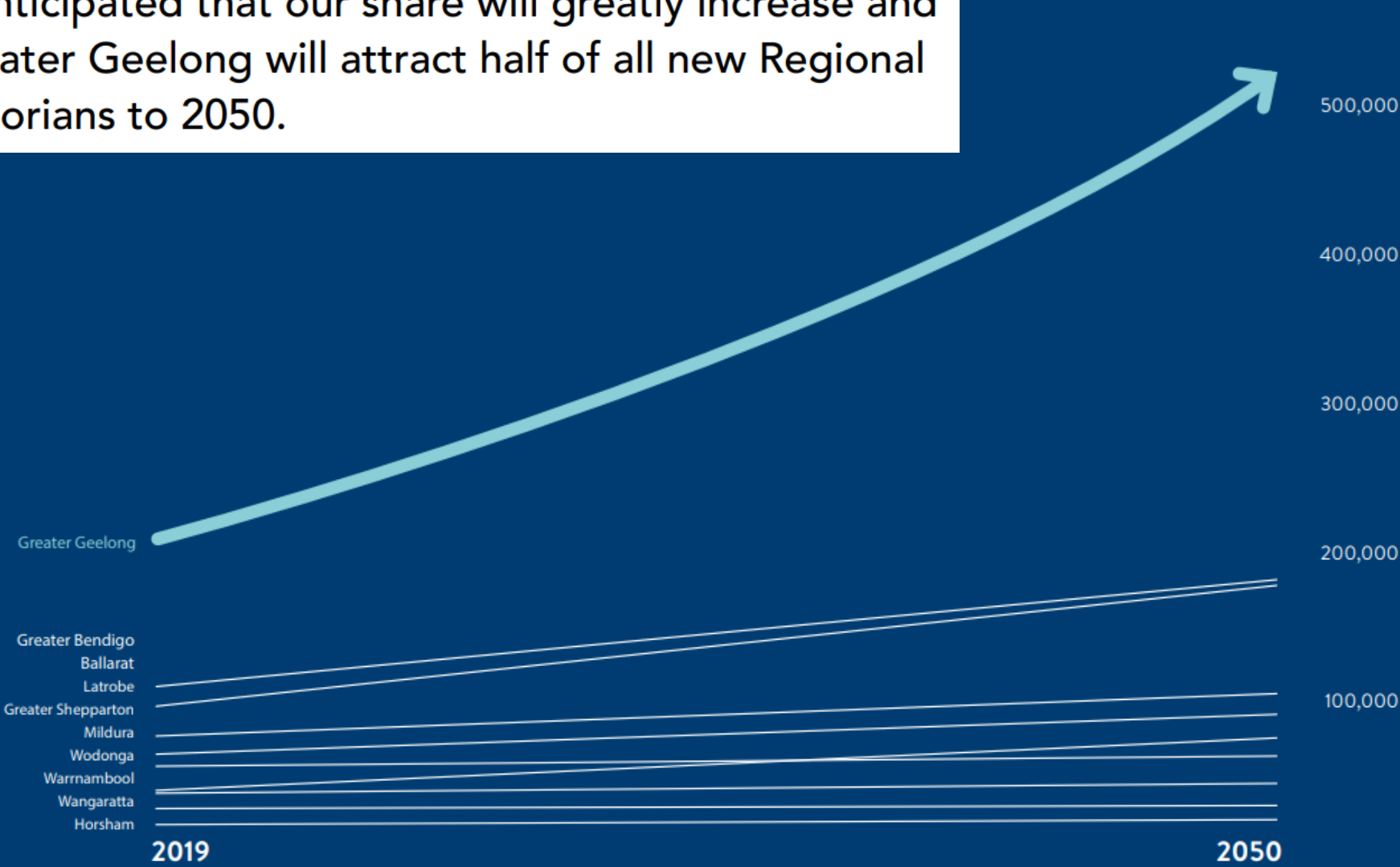


Proposed long-term corridor arrangement showing LRT

Preparing the framework plan

1. Project timeline
2. Consultation
3. Framework plan and future urban structure
4. The Clever and Creative Corridor
5. **Orderly sequencing of growth**
6. Precinct structure planning in the Northern and Western Geelong Growth Areas

Greater Geelong is currently home to one in every ten Regional Victorians. Over the coming decades, it is anticipated that our share will greatly increase and Greater Geelong will attract half of all new Regional Victorians to 2050.





**ARMSTRONG
CREEK
GROWTH
AREA**

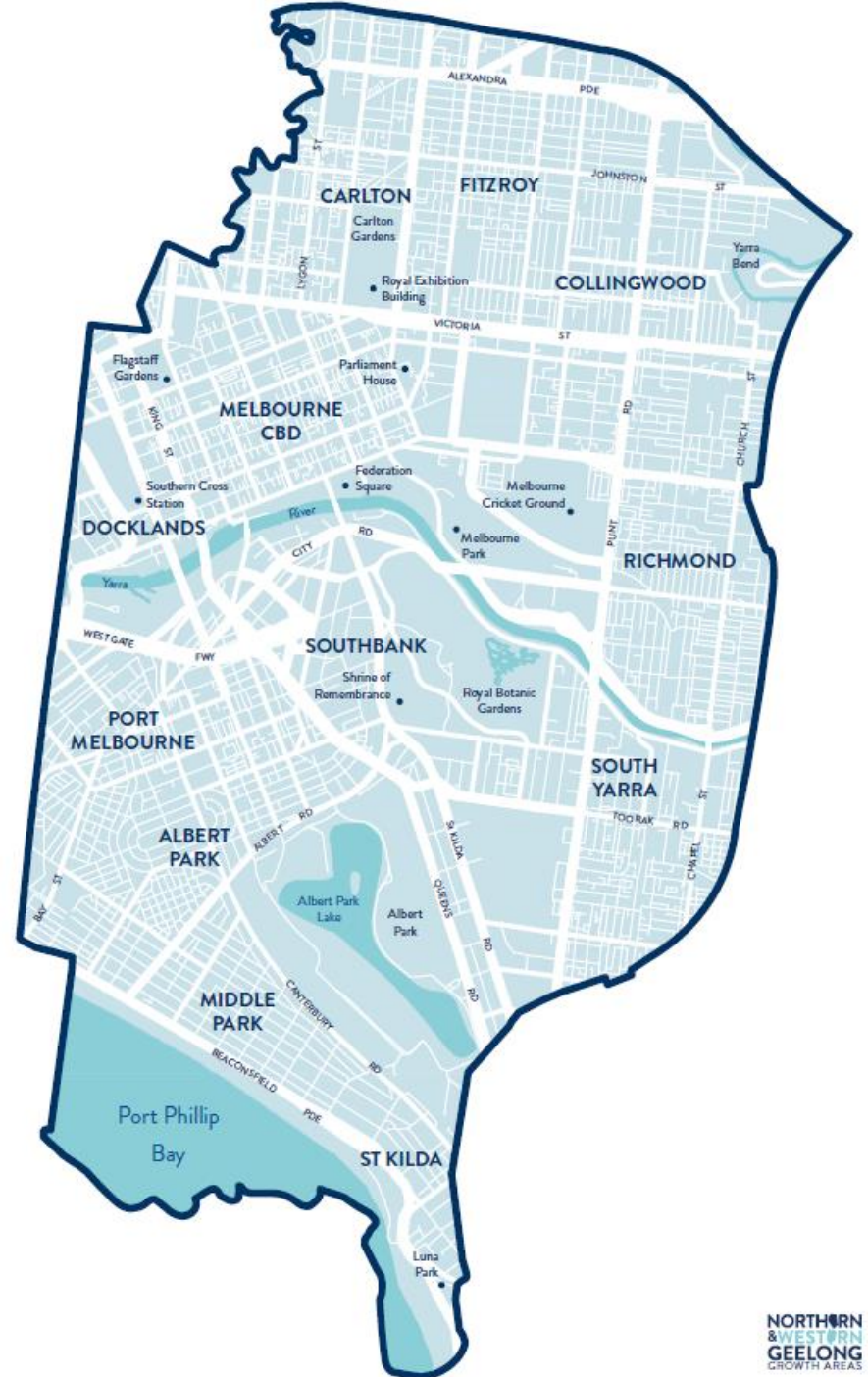
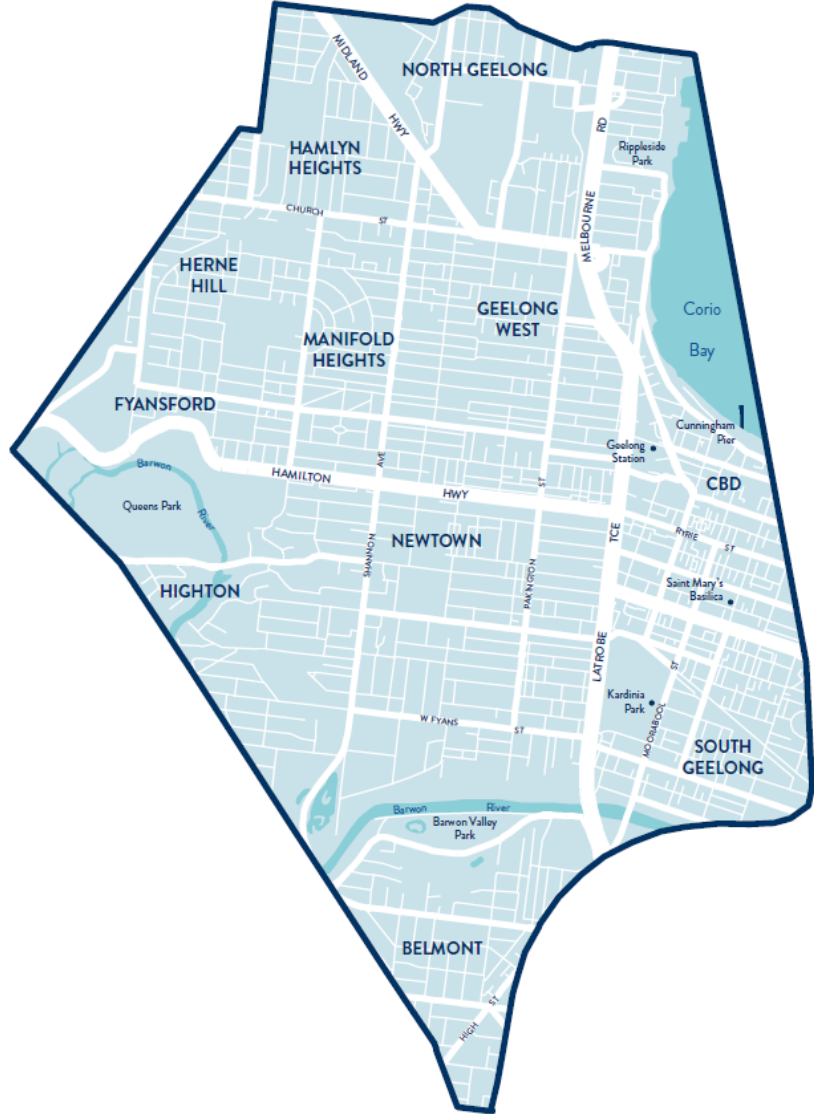


**NORTHERN
GEELONG
GROWTH
AREA**



**WESTERN
GEELONG
GROWTH
AREA**

**GEELONG'S GROWTH AREAS HAVE THE POTENTIAL TO
WELCOME 175,000 NEW RESIDENTS TO THE CITY**





STATE SIGNIFICANT PROJECT

LARGEST URBAN GROWTH PROJECT IN REGIONAL VICTORIA

5,367 HECTARES

110,000 NEW GEELONG RESIDENTS

COLAC

WARRNAMBOOL

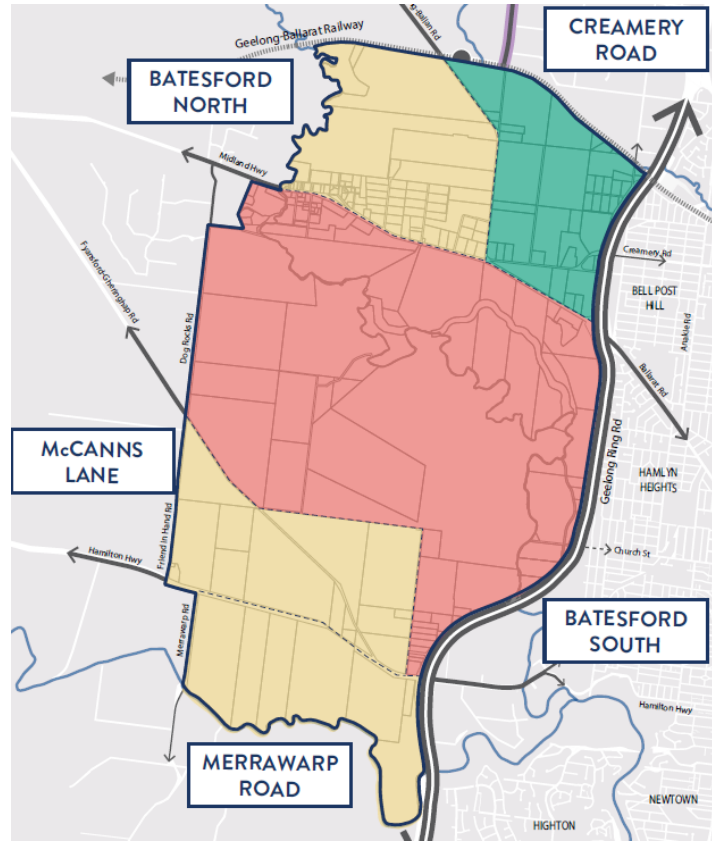
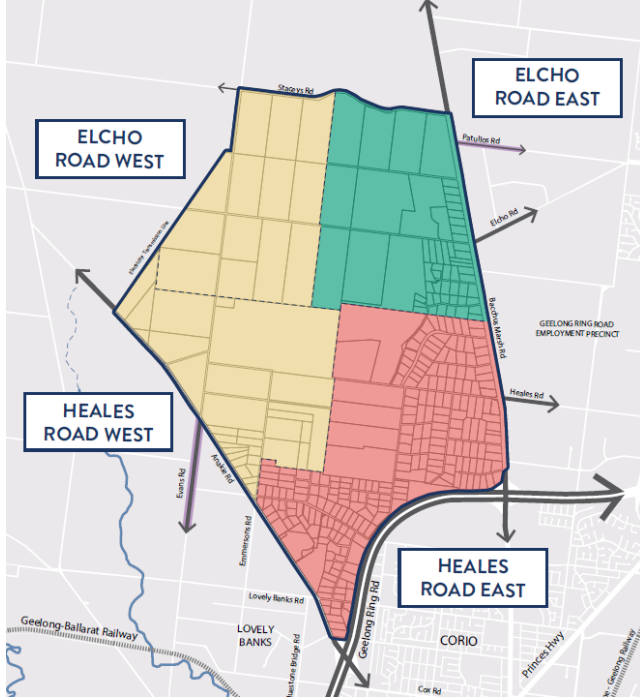
BALLARAT

NORTHERN AND WESTERN GEELONG GROWTH AREAS

BENDIGO



DELIVERY



Northern Geelong – four precincts:

- 1 short / 2 medium / 1 long term
- Key precinct features
- Estimated growth yield
- Estimated infrastructure requirements:
 - Transport
 - Drainage
 - Social infrastructure

Western Geelong – five precincts:

- 1 short / 3 medium / 1 long term
- Key precinct features
- Estimated growth yield
- Estimated infrastructure requirements:
 - Transport
 - Drainage
 - Social infrastructure

DELIVERY consists of a series of actions relating to:

- Utilities and infrastructure
- Development sequencing
- ✓ **Major actions:**
- ✓ Precinct structure plans are 'city-led'
- ✓ Precinct structure plans prepared in succession, not concurrently in each growth area
- ✓ Timely provision of infrastructure

DELIVERY considers the sustainable sequencing of development by prioritising precincts and projecting the essential infrastructure and services required to support Geelong's new neighbourhoods.

Learnings from Armstrong Creek and other growth areas

- ✘ Too many simultaneous precinct structure plans in preparation
- ✘ Lack of strategic policy for initiating precinct structure planning
- ✘ Lack of strategic development sequencing
- ✘ Multiple, distributed initial development fronts
- ✘ Premature identification of detailed infrastructure and costings
- ✘ Framework plan that prescribes detailed development outcomes
- ✘ Developer-led precinct structure plans

Preparation of PSPs: comparative analysis of timing

NORTHERN GEELONG GROWTH AREA - PRECINCT STRUCTURE PLAN SEQUENCING																	
Precinct Structure Plan	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Precinct 1																	
Precinct 2																	
Precinct 3																	
Precinct 4																	
WESTERN GEELONG GROWTH AREA - PRECINCT STRUCTURE PLAN SEQUENCING																	
Precinct Structure Plan	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Precinct 1																	
Precinct 2																	
Precinct 3																	
Precinct 4																	
Precinct 5																	
City-led PSPs (annual)	1	2	2	2	2	2	1	2	2	2	2	2	2	1	1	1	1
ARMSTRONG CREEK URBAN GROWTH PLAN (MODELLED SEQUENCING)																	
Precinct Structure Plan	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Precinct 1																	
Precinct 2																	
Precinct 3																	
Precinct 4																	
Precinct 5																	
Precinct 6																	
Precinct 7																	
Developer-led PSPs (annual)	2	3	5	4	4	3	2	0	0	0	1	2	2	1	0	0	0

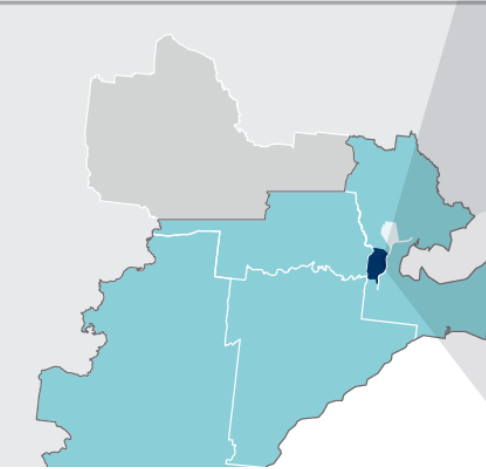
Preparing the framework plan

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Establishing the project, creating the vision

G21 REGIONAL GROWTH PLAN

- Guides high level land use and development
- Identifies regional infrastructure, project priorities and analyses the region's provision for growth in terms of employment, housing and land supply.



GROWTH AREA FRAMEWORK PLANS

- High-level and broad strategy that sets out the future vision for the area
- Guides sustainable future growth and development
- Defines key projects and infrastructure required to support growth and provides an improved and more certain environment for making both public and private investment decisions
- A framework plan will inform the preparation of precinct structure plans.



- Underlying land use (residential, employment)
- Major road network (general alignment)
- Activity centre network (general location)
- Open space network
- Social infrastructure benchmarks
- Anticipated dwelling and population yield
- Precinct boundaries
- Precinct timing

PRECINCT STRUCTURE PLANS (PSP)

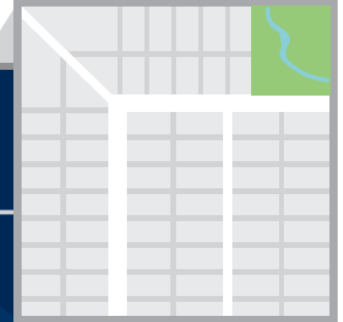
- Housing yields
- Employment land provision & location
- Transport networks
- Open space & natural systems
- Activity centres
- Community facilities



- Applied zones
- Residential dwelling densities
- Arterial road and key local roads
- Road cross sections
- Infrastructure design and costings
- Stormwater drainage infrastructure and costings
- Activity centre concept plan and floor space
- Social infrastructure locations and costings
- Integrated water management plan
- Local parks
- Open space networks and shared paths
- Biodiversity conservation
- Property-specific dwelling and population yield
- Detailed infrastructure costing and development levies

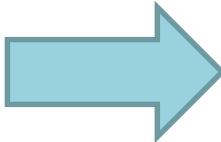
PLANNING PERMITS (SUBDIVISIONS)

- Precise road layouts including connector & local roads
- Lot mix
- Open space including local parks
- Non-residential land uses
- Pedestrian and cycling paths



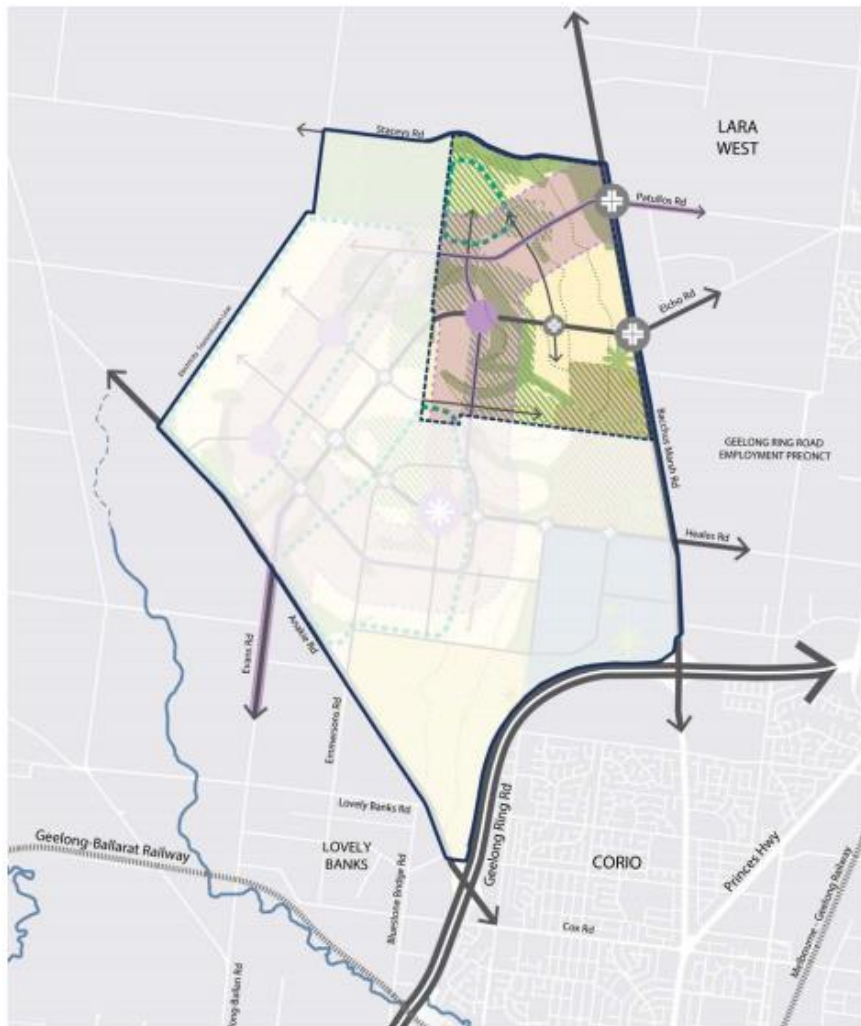
PSPs

THIS PROJECT



Implementing the framework plan

PLAN 41 ELCHO ROAD EAST PRECINCT NORTHERN GEELONG GROWTH AREA



DRAWING KEY



DELIVERY

ELCHO ROAD EAST PRECINCT STRUCTURE PLAN NORTHERN GEELONG GROWTH AREA

INFRASTRUCTURE REQUIREMENTS

Integrated transport infrastructure

The estimated integrated transport infrastructure required to support new communities includes:

State infrastructure

- Upgrade and duplication of Bacchus Marsh Road*
- Public transport services*

Local infrastructure

- The Clever and Creative Corridor*
- Local arterial road duplication and partial realignment of Elcho Road within the growth area with external upgrades on Patullos Road and Elcho Road towards Lara Railway Station*
- A minimum of five Clever and Creative Corridor intersections on the arterial road and connector street network*
- Two arterial road intersections on Bacchus Marsh Road
- One local arterial road intersection on Elcho Road
- A connector and local street network including upgrades to Stacey's Road
- Linear active transport corridor along the gas pipeline easement
- Linear active transport corridor along the monocline ridgeway.

Waterway infrastructure

The estimated waterway infrastructure required to support new communities includes:

Local infrastructure

- Integrated water management that retains water within the urban environment and conveys stormwater flows to the Hovells Creek catchment and Elcho Road catchment.

Social infrastructure

The estimated social infrastructure required to support new communities includes:

- One multi-purpose community centre incorporating a neighbourhood house, flexible community meeting spaces and community gardens that is co-located with other uses such as seniors and youth centres and/or a men's shed*
- One integrated children's centre incorporating maternal and child health services, community meeting spaces, a kindergarten and long and occasion care centres*
- One long day child care centre
- One health and wellbeing centre incorporating a community health centre, flexible community meeting spaces, youth and seniors spaces and services to support aged, disabled and culturally and linguistically diverse members of the community*
- Two primary schools*
- A network of active open space (sports and recreation) and passive open space (local parks) for residential land equivalent to 10% of the net developable area
- Internal demand for a sub-regional sport reserves and facilities to be provided outside the precinct
- An indoor recreation centre.*

ESTIMATED GROWTH

TOTAL GROWTH AREA 485 hectares

TOTAL RESIDENTIAL AREA 346 hectares

ANTICIPATED DWELLINGS 4,162

ANTICIPATED POPULATION 11,652

NON DEVELOPMENT AREA 96 hectares

FUTURE EMPLOYMENT POTENTIAL 43 hectares

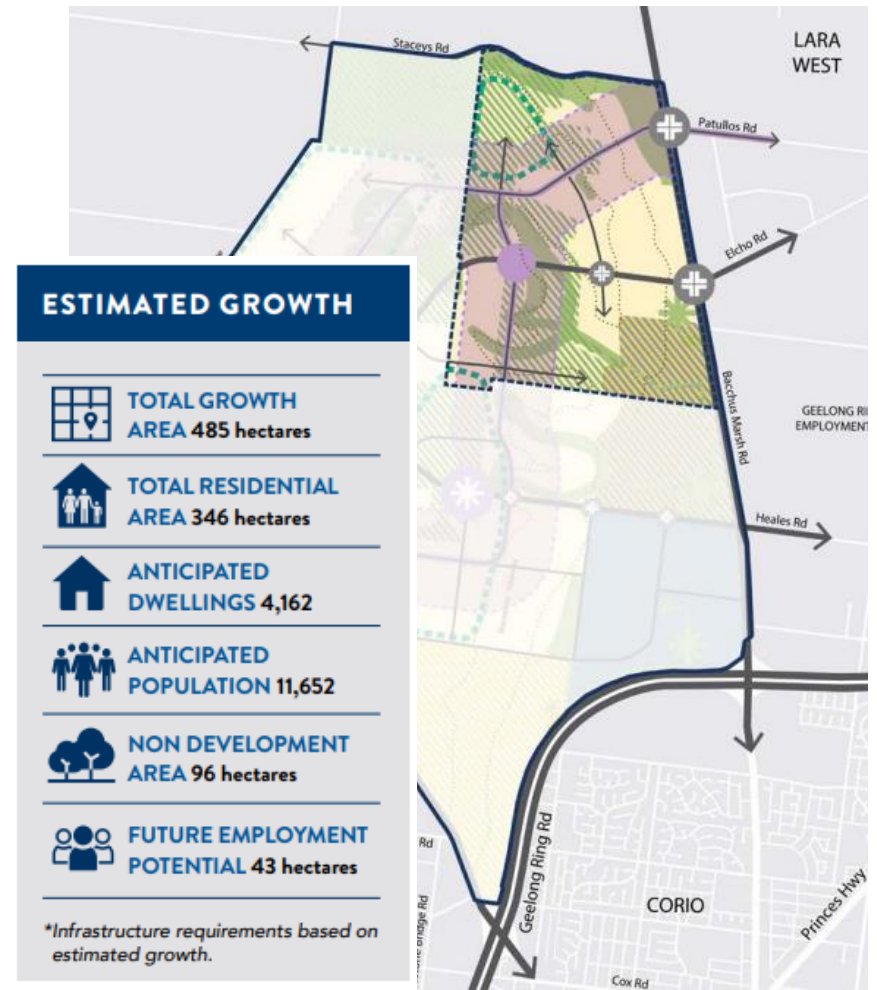
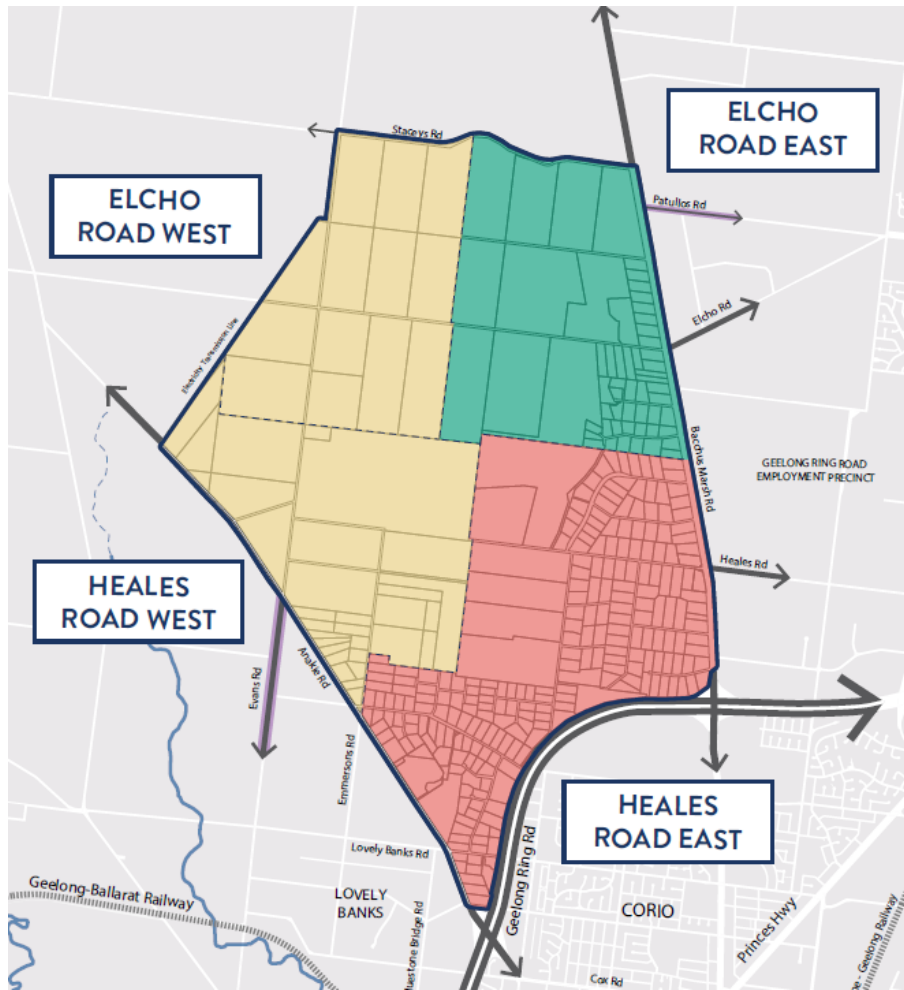
*Infrastructure requirements based on estimated growth.

PRECINCT FEATURES

- The Clever and Creative Corridor
- A neighbourhood activity centre located on the monocline ridgeway and the Clever and Creative Corridor
- The monocline ridgeway, a linear park providing public access to the precinct's best view lines
- The monocline escarpment with its iconic landform and view lines
- Elcho Homestead heritage precinct
- The gas pipeline linear corridor, a linear park providing dedicated active transport movements
- The constructed waterway network.

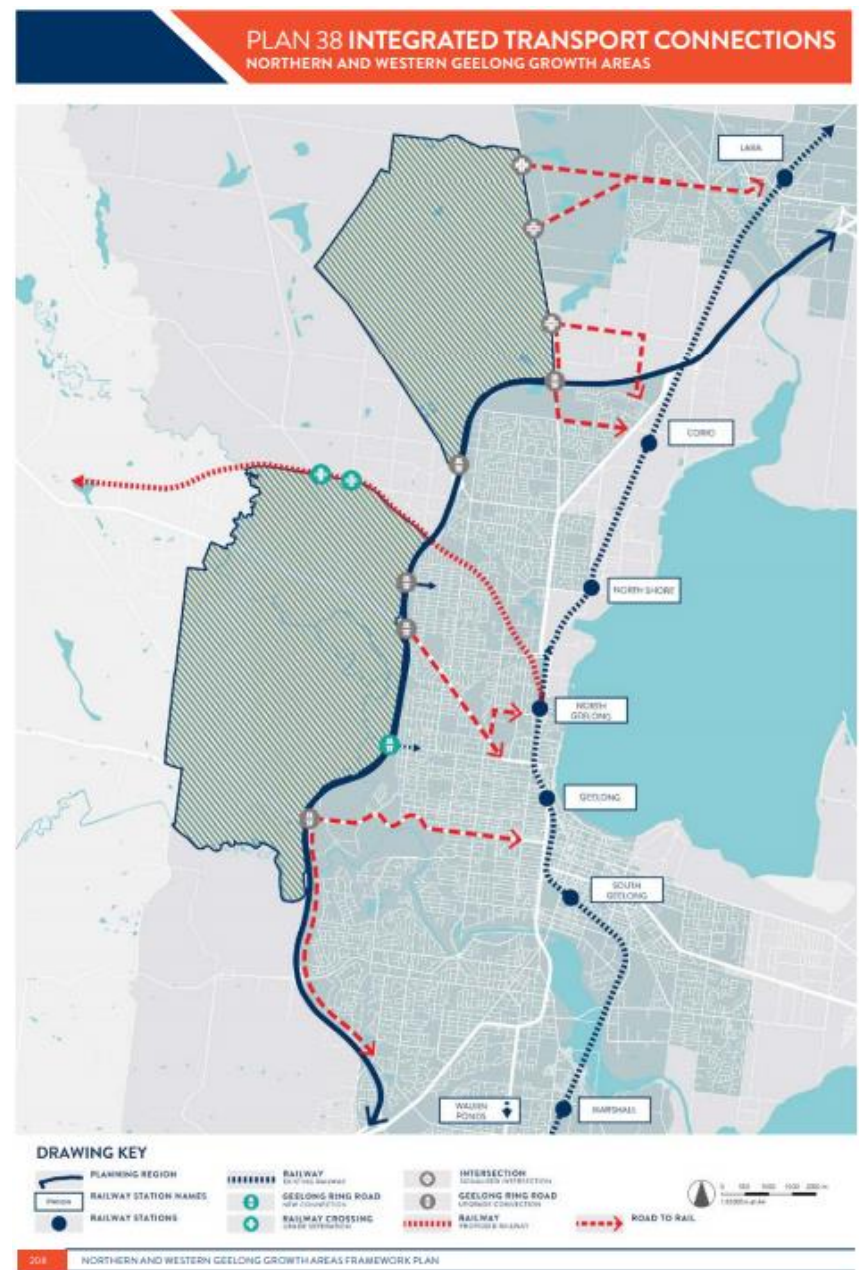
*Infrastructure required to support multiple precincts.

More certainty on timeframes and deliverables.



Continued collaboration with our stakeholders

- **Geelong Growth Areas Transport Infrastructure Strategy**
 - Identifying and prioritising state infrastructure for road and rail as advocacy to government
 - Project partners: VPA, DOT, RRV
- **Biodiversity Conservation Strategy**
 - Protection of state and commonwealth-listed biodiversity values
 - Project partners: DELWP, VPA
- **Integrated Water Management Strategy**
 - Large-scale IWM infrastructure requirements
 - Project partners: Barwon Water, DELWP
- **ESD Action Plan**
 - Zero carbon neighbourhoods
 - Project partners: Deakin University
- **Infrastructure Futures**
 - Systems based thinking for precinct structure plans
 - Project partners: Deakin University



PSPs informed by this framework plan

Informed by detailed framework plan

- Established community vision
- Established stakeholder vision
- Early engagement on strategic planning with project stakeholders
- No need for individual PSP vision and objectives
- Identifies 'city-shaping' components
- Potential to inform development levy policies

Community engagement

- Based on existing / established community vision
- Leverage for negotiating better outcomes with stakeholders
- Provides developers with guidance on projects
- Creates political capital

Orderly sequencing of development

- Short, medium and long term growth
- Provides more certainty to landowners / developers
- Decisions based on data (land supply) and budget
- Provides basis for prioritising PSPs

Integrated land use

- A unifying concept: the Clever and Creative Corridor
- Spatial expression for integrating land uses (IWM, ESD, housing density, activity centres, social housing)
- Allows for landform- and design-based approach to PSP planning, less generic planning principles

Streamlined processes

- Three-year PSP process (incl. PSA)
- Place-based vision established
- Targeted specialist RFQs
- Stakeholders already engaged in the process
- Allows early master planning by developers
- Full amendment process

Framework plan-scaled sister projects

- Basis for ongoing engagement
- Potential infrastructure efficiencies
- Innovation
- Advocacy



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