

**21.06**08/12/2016  
C346**21.06-1**06/05/2021  
C395ggee**SETTLEMENT AND HOUSING****Key issues and influences**

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**

Geelong is expected to grow by an additional 152,000 people by 2036 based on an average annual growth rate of 2.5 per cent. 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**

Suburban detached family homes make up 85 per cent 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.

**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 per cent 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.

**21.06-2**06/05/2021  
C395ggee**Spatial Distribution of Growth and Land Supply****Objectives**

- 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 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.
- Deliver defensible long-term settlement boundaries via a consultative boundary review process.
- Limit rural-living developments to existing zoned land in Lara, Drysdale/Clifton Springs, Wallington, Waurin 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.

**21.06-3**06/05/2021  
C395ggee**Managing future growth****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.

**21.06-4**06/05/2021  
C395ggee**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

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### 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.

#### 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 Neighbourhood Residential Zone (Schedule 8) areas.
  - Limiting change in the Neighbourhood Residential Zone (Schedules 1 - 7) 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.

## 21.06-6

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### 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.

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### 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 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.

21.06-8

### Implementation

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Proposed C434ggee 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.



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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 environmental or landscape values of local, state or national importance and consider options to help preserve and manage these areas into the future.

Undertake a consultative settlement boundary review process.

Undertake a strategic planning program to increase the contribution of the train station environs to future housing needs and mixed use development 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.

### **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, 2018-2022.*

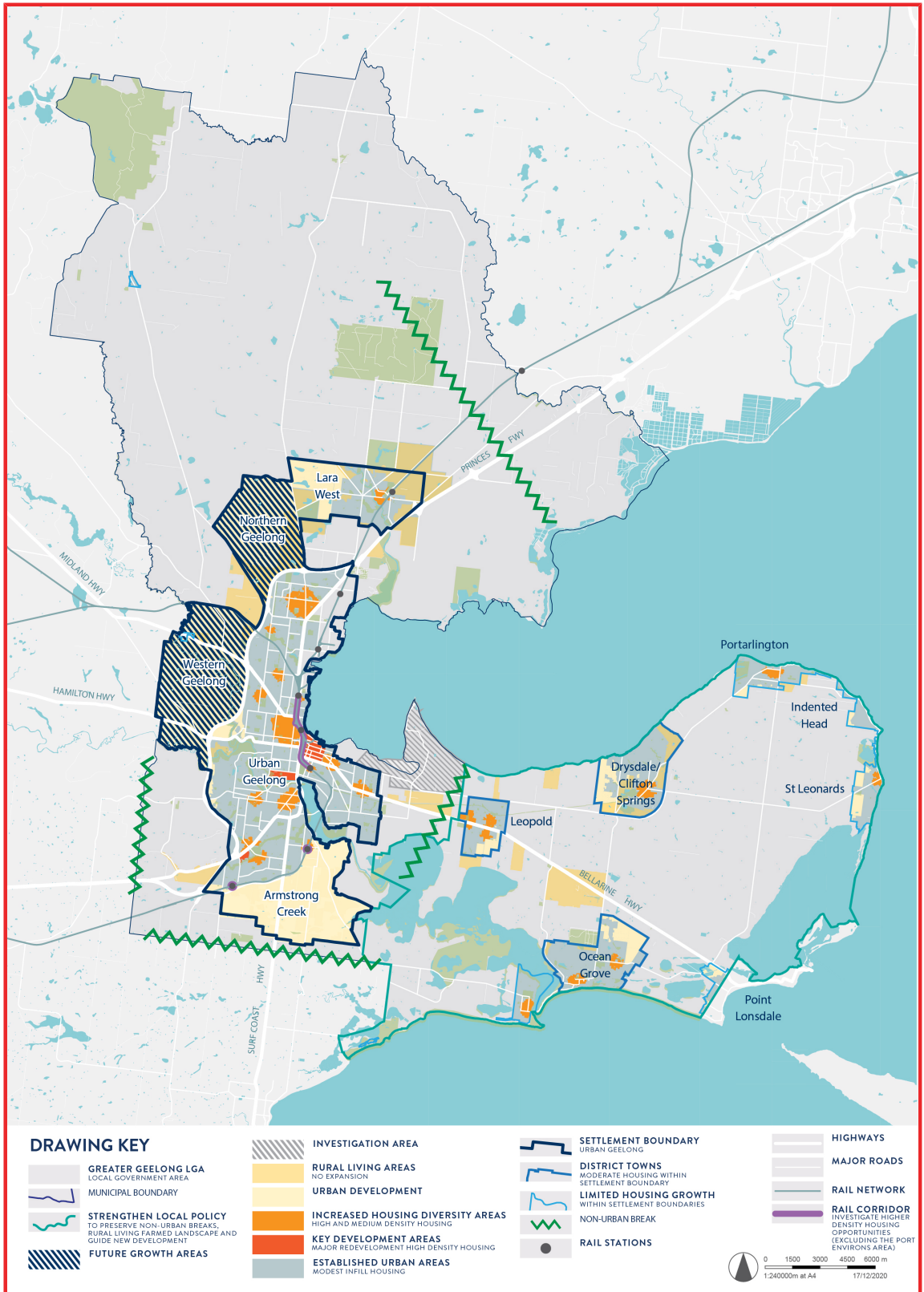
*Geelong Verandah Study, Authentic Heritage Services P/L and Wendy Jacobs, 2006.*

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

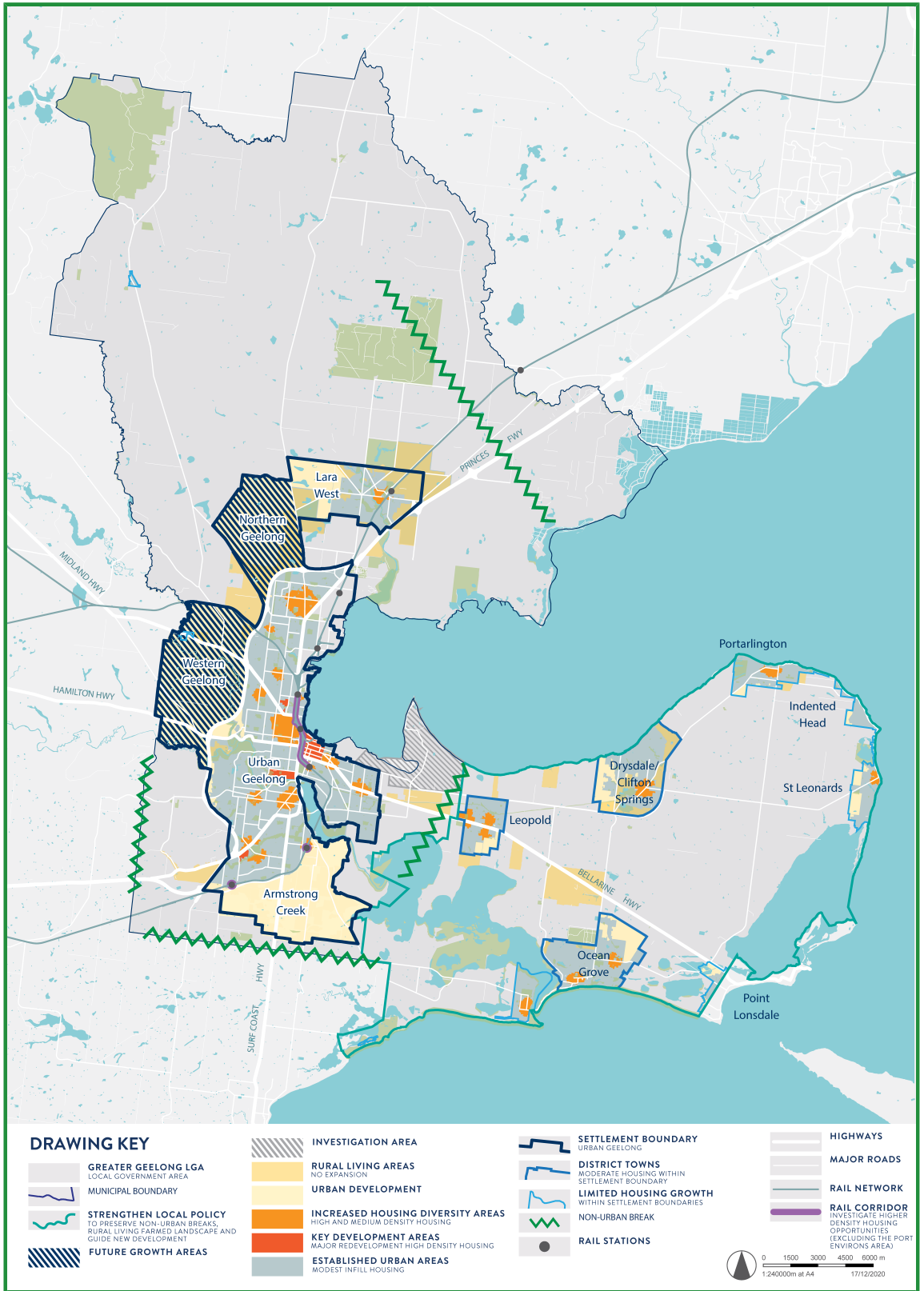
*City of Greater Geelong Urban Furniture Style Manual, Taylor and Cullity Pty Ltd for City of Greater Geelong, 1996.*

*City of Greater Geelong Settlement Strategy, City of Greater Geelong, August 2020.*

Housing and Settlement Framework Plan



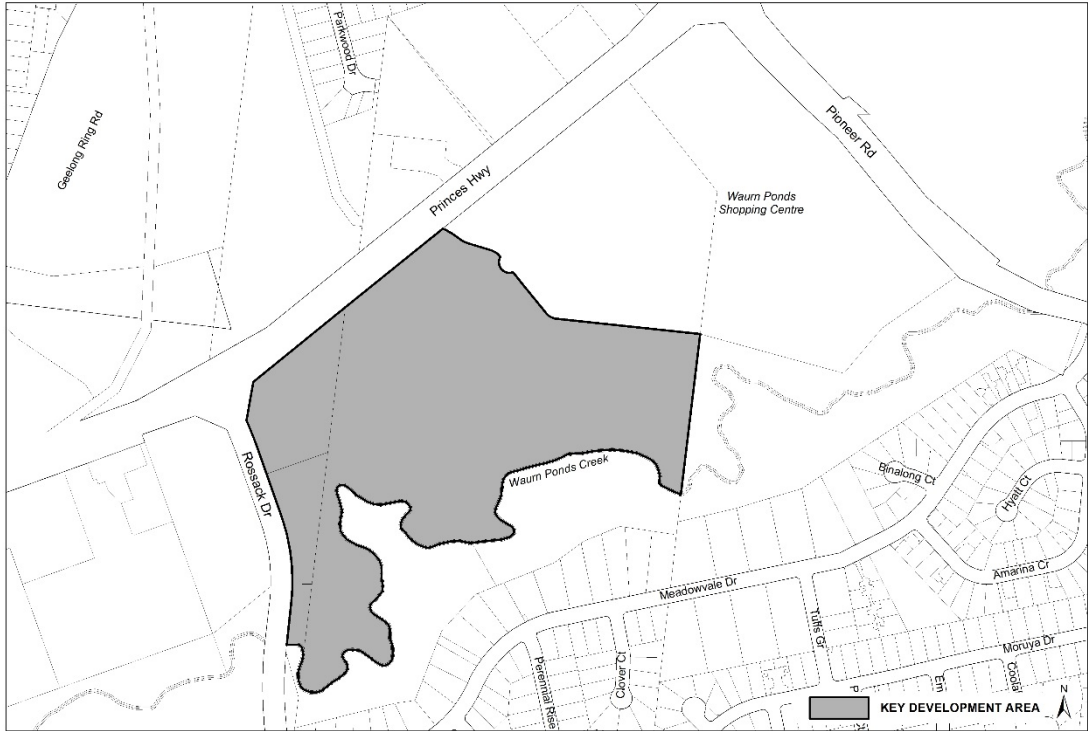
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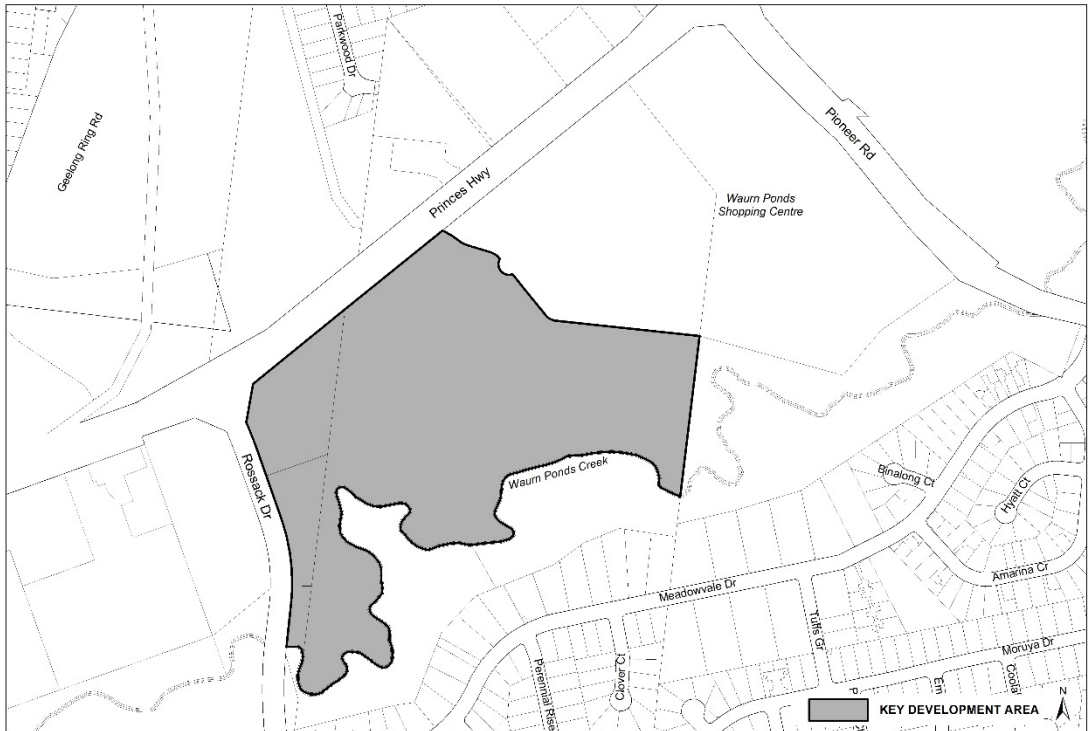


# GREATER GEELONG PLANNING SCHEME

## WAURN PONDS KEY DEVELOPMENT AREA



## WAURN PONDS KEY DEVELOPMENT AREA



WEST FYANS KEY DEVELOPMENT AREA



WEST FYANS KEY DEVELOPMENT AREA

