



THE CITY OF  
GREATER GEELONG

**CREAMERY ROAD  
PRECINCT STRUCTURE PLAN  
PLANNING REPORT**

---

NOVEMBER 2025

*PSP*2.0

CITY OF GREATER  
**GEELONG**



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# 1 INTRODUCTION

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The City of Greater Geelong (council) has prepared a precinct structure plan (PSP) for the Creamery Road Precinct. A PSP is a land use and infrastructure plan which guides the development of an area over time. It provides certainty for community members by providing a long-term vision for how an area will develop in the future.

The Creamery Road Precinct is included in the *Northern and Western Geelong Growth Areas Framework Plan*, City of Greater Geelong, August 2020 (the NWGGA Framework Plan) which sets a strategy for long term greenfield development of Geelong.

In summary, the Creamery Road PSP:

- Sets out plans to guide the delivery of quality urban environments in accordance with the *Precinct Structure Planning Guidelines: New Communities in Victoria*, VPA, October 2021 (the PSP Guidelines).
- Enables the transition of non-urban land to urban land.
- Sets the vision for how the land should be developed and the outcomes to be achieved.
- Outlines the infrastructure projects required to ensure that future residents and visitors within the area can be provided with timely access to services and transport necessary to support a quality and affordable lifestyle.
- Sets out objectives, requirements and guidelines for land use, development and subdivision.
- Provides government agencies, the council, developers, investors and local communities with certainty about future development.

## 1.1 Purpose of this report

The background report summarises the key planning assessment and outcomes that have informed the preparation of the Creamery Road PSP and the development contributions plan (DCP).

More specifically, this report:

- Summarises the strategic and physical context of the precinct
- Identifies the land use and development needs for the precinct
- Identifies the planning assessment and balanced outcomes to key issues impacting the PSP
- Outlines how the precinct performs against the PSP Guidelines performance targets
- Outlines how the technical studies have helped to inform the preparation of the PSP.

**Note:** The background report does not provide an assessment of each of the PSP Guidelines features, as they may not be applicable to this precinct.

## 1.2 PSP Guidelines & PSP 2.0 process

The PSP Guidelines is a Victorian Government initiative to ensure the VPA and other planning authorities prepare plans for places that enable best practice, liveable new communities. The PSP Guidelines ensures a consistent, best-practice approach to the PSP process and outlines the intended performance of new 20-minute neighbourhoods to be articulated by PSPs.

In accordance, with Ministerial Direction 12 Urban Growth Zone,

*"in preparing an amendment to incorporate a precinct structure plan in the scheme, or change an incorporated precinct structure plan, a planning authority must demonstrate and show in the explanatory report that the precinct structure plan or any changes to it are in accordance with any applicable Precinct Structure Plan Guidelines approved by the Minister for Planning".*

The PSP 2.0 process is established under the PSP Guidelines and sets aspirational targets including co-design of the PSP, streamlining PSP preparation, and optimising the PSP product to embrace innovation, delivering government policy.

The Creamery Road PSP was prepared as these Guidelines were developed and incrementally rolled out. This report discusses how the Creamery Road PSP generally aligns with the hallmarks and targets of the Guidelines.

The PSP 2.0 process aims to:

- Achieve up-front, early resolution of issues
- Gain better and earlier information on infrastructure demands to inform agency planning and budget bids
- Update guidance on PSP content reflecting new government policy and promoting innovation
- Provide stronger guidance in PSPs for development staging

Further information on the PSP 2.0 process can be found on the [VPA website](#).

## 1.3 PSP 2.0 Guidelines in Creamery Road

The Creamery Road Precinct Structure Plan (PSP) seeks to deliver outcomes responsive to the precinct features and the surrounding area. The context of the surrounding area is set out within this report and rationalises the nuanced approach undertaken in this PSP.

The PSP has been prepared in consideration of the PSP 2.0 Guidelines (VPA, 2021), which outlines a hierarchy of relevant considerations and delivery outcomes. These elements are grounded in state policy and strategy, or key future directions for greenfield precincts. In accordance with Clause 11.03-2S Growth Areas, the Creamery Road PSP aims to:

- Establish a sense of place and community.
- Create greater housing choice, diversity and affordable places to live.
- Create highly accessible and vibrant activity centres.
- Provide for local employment and business activity.
- Provide better transport choices, with a focus on active and public transport.
- Respond to climate change and increase environmental sustainability.
- Deliver accessible, integrated and adaptable community infrastructure.
- Deliver 30 per cent tree canopy cover within the public realm and in open spaces (excluding areas dedicated to biodiversity or native vegetation conservation).

The framework for delivering PSPs in accordance with the PSP Guidelines includes a purpose and place-based vision, place-based objectives, principles and performance targets which sit within the hierarchy of elements under the 20-minute neighbourhood metric. Successful implementation of both the coordination and innovation pathways will require significant stakeholder buy-in, and a greater effort and commitment from stakeholders will be required to pursue the innovation pathway for desired outcomes.

PSPs make use of these (and other tools) to give expression to the vision and objectives, including plans, diagrams, tables, and requirements. Further, PSPs provide a mechanism for implementation through guiding the preparation and assessment of planning permit applications for subdivision, use and development.

The PSP Guidelines identify 20 performance targets to deliver improved outcomes and achieve the hallmarks. Table 1 sets out which targets have been met and which have been varied in the context of the Creamery Road PSP. Variations to several targets are proposed in consideration of the particular context of Greater Geelong. Reasons why these have been varied are noted in relevant sections of the report.

The NWGGA Framework Plan, an incorporated document in the Greater Geelong Planning Scheme, and the objectives and strategies of Clause 11.02-2L Northern and Western Geelong Growth Areas (see 2.1.3) also strongly influenced the development of the PSP provisions.

Table 1. Creamery Road PSP 2.0 Guidelines Summary

#	Target Summary	Approach
<b>T1</b>	<b>Amenity areas</b>	<p><b>Regional Specific Adaptation</b></p> <p>Amenity area target density refined to 23 dwellings per developable hectare within the identified catchments.</p> <p>Extent to which the amenity area applied to identified catchments refined.</p>
<b>T2</b>	<b>Density Target</b>	<p><b>Target achieved</b></p> <p>Average minimum of 20 dwellings per developable hectare.</p>
<b>T3</b>	<b>Housing Typologies</b>	<p><b>Target achieved</b></p> <p>At least 3 distinct housing typologies included in higher density areas.</p>
<b>T4</b>	<b>Affordable Housing</b>	<p><b>Target achieved</b></p> <p>4.5% target provision.</p>
<b>T5</b>	<b>Arterial Network</b>	<p><b>Target achieved</b></p> <p>Safe and efficient access to arterial network.</p>
<b>T6</b>	<b>Bicycle Paths</b>	<p><b>Regional Specific Adaptation</b></p> <p>Off-road bicycle paths on CCB and arterials. Separated bike lanes on connector roads.</p>
<b>T7</b>	<b>Pedestrian Paths</b>	<p><b>Target achieved</b></p> <p>All street types have footpaths on either side (except Blue Stone Bridge Road Modified Connector).</p>
<b>T8</b>	<b>Pedestrian/Cycling Crossings</b>	<p><b>Target achieved</b></p> <p>Road network supports provision of pedestrian/cyclist crossings every 400-800 metres, where appropriate.</p>
<b>T9</b>	<b>Public Transport</b>	<p><b>Target achieved</b></p> <p>95+% of dwellings within 400 metres of a bus capable road.</p>
<b>T10</b>	<b>Local Employment</b>	<p><b>Regional Specific Adaptation</b></p> <p>Minimum of 870 jobs (1 per every 5 dwellings).</p>
<b>T11</b>	<b>Open Space Land Take</b>	<p><b>Regional Specific Adaptation</b></p> <p>Total open space provision 8.64% of net developable area (18.171 hectares)</p> <p>Local parks = 2.99%</p> <p>Sports reserves = 5.66%</p>
<b>T12</b>	<b>Open Space Catchments</b>	<p><b>Regional Specific Adaptation</b></p> <p>Majority of dwellings within:              800 metres of a sports reserve or open space of 1+ hectares              400 metres of a local park or other green space.</p>
<b>T13</b>	<b>Tree Canopy Coverage</b>	<p><b>Target achieved</b></p> <p>30% canopy cover in public realm and open space achievable.</p> <p>Local land use specific minimums also encouraged.</p>
<b>T14</b>	<b>Passively Irrigated Street Trees</b>	<p><b>Target achieved</b></p> <p>Target will be achieved at planning permit.</p>
<b>T15</b>	<b>Solar Orientation</b>	<p><b>Target achieved</b></p> <p>Target will be achieved at planning permit.</p>

#	Target Summary	Approach
<b>T16</b>	<b>Conservation Areas</b>	<p><b>Target achieved</b></p> <p>Conservation values, including Cowies Creek, identified and protected.</p>
<b>T17</b>	<b>IWM Solutions</b>	<p><b>Target achieved</b></p> <p>PSP designed in response to relevant drainage strategies and catchment management policies. Target will be achieved at planning permit.</p>
<b>T18</b>	<b>Education &amp; Community Facilities</b>	<p><b>Regional Specific Adaptation</b></p> <p>Government primary school target 56%</p> <p>Government secondary school target 100% (target achieved)</p> <p>Community facility target 51%</p>
<b>T19</b>	<b>Activity Centres</b>	<p><b>Regional Specific Adaptation</b></p> <p>64% of dwellings within 800m of the Neighbourhood Activity Centre (NAC)</p> <p>80+% of dwellings within 800m of Local Convenience Centre (LCC) or NAC</p>
<b>T20</b>	<b>Basic and Essential Infrastructure</b>	<p><b>Target achieved</b></p> <p>Key infrastructure includes drainage assets; key intersections; bridges; community and education facilities; and open spaces.</p> <p>DCP levy \$823,453.91 per net developable hectare.</p>

## 2 STRATEGIC CONTEXT

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### 2.1 Policy and legislation context

#### 2.1.1 State policy & strategies

##### G21 Regional Growth Plan

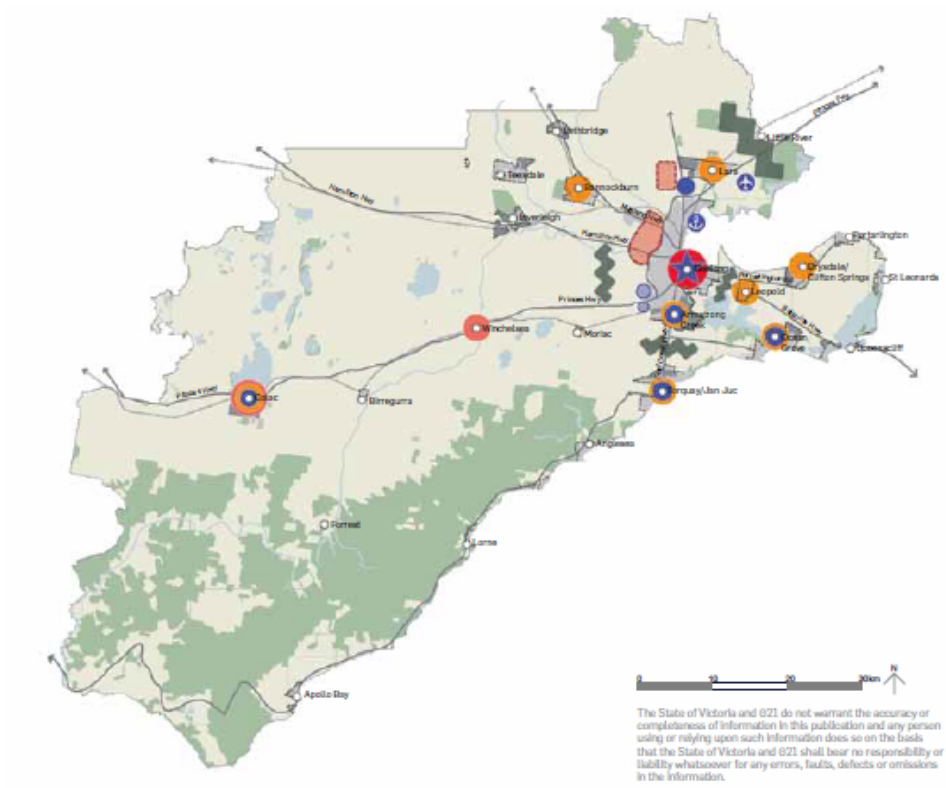
*“The Geelong region is Australia’s most desirable destination for living, working and investing; it is renowned for its vibrant cohesive community, exceptional physical environment and vigorous economy.”*

— G21 Regional Growth Plan Vision

The G21 Regional Growth Plan covers the municipalities of City of Greater Geelong, Colac Otway Shire, Surf Coast Shire, Borough of Queenscliffe and the southern portion of Golden Plains Shire. The plan provides broad direction for directing regional land use and development in the G21 region to 2050 by identifying opportunities for future residential and employment growth to support an anticipated 500,000 population. G21 identified NWGGA as ‘future investigation areas’ for its proximity to major urban areas and employment nodes, access to infrastructure and ability to integrate and connect efficiently to existing services and communities.

The G21 Regional Growth Plan (Geelong Regional Alliance, 2013) identified two investigation areas for future urban growth in Greater Geelong at Batesford and Lovely Bank (see Figure 1). Following this, the Northern and Western Geelong Growth Areas Framework Plan (the Framework Plan) was developed between 2016-2019.

Figure 1. G21 Regional Growth Plan Settlement and Employment Growth Directions



- ★ **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.

## 2.1.2 Regional & local policies

### Northern and Western Geelong Growth Areas Framework Plan, August 2020

The Northern and Western Geelong Growth Area (NWGGA) is the largest urban growth project in regional Victoria and has an expected population of 112,000 residents. The NWGGA Framework Plan is a high-level strategic document that outlines considerations related to the future urban structure, development, transport, utilities, and infrastructure and provides a vision and set of urban development objectives and actions to inform the preparation of precinct structure plans within NWGGA.

The Framework Plan sets out the following vision for the NWGGA:

*The Northern and Western Geelong Growth Areas will exemplify Geelong's transformation as a clever and creative city by building diverse, localised and sustainable neighbourhoods that prioritise self-sufficiency whilst maximising connections to the Geelong community, economy and identity.*

The Framework Plan seeks innovation in the design and development of the NWGGA PSPs and includes the following objectives:

- Develop comfortable climate resilient communities.
- Develop zero carbon and zero waste communities.
- Build integrated water management systems around major catchments.
- Support a Clever and Creative Corridor (CCC) and prioritise active transport and transit to develop 20-minute neighbourhoods.
- Enable and support the delivery of smart city infrastructure; and
- Enable environmentally sustainable development (ESD), in line with the Framework Sustainability Action Plan.

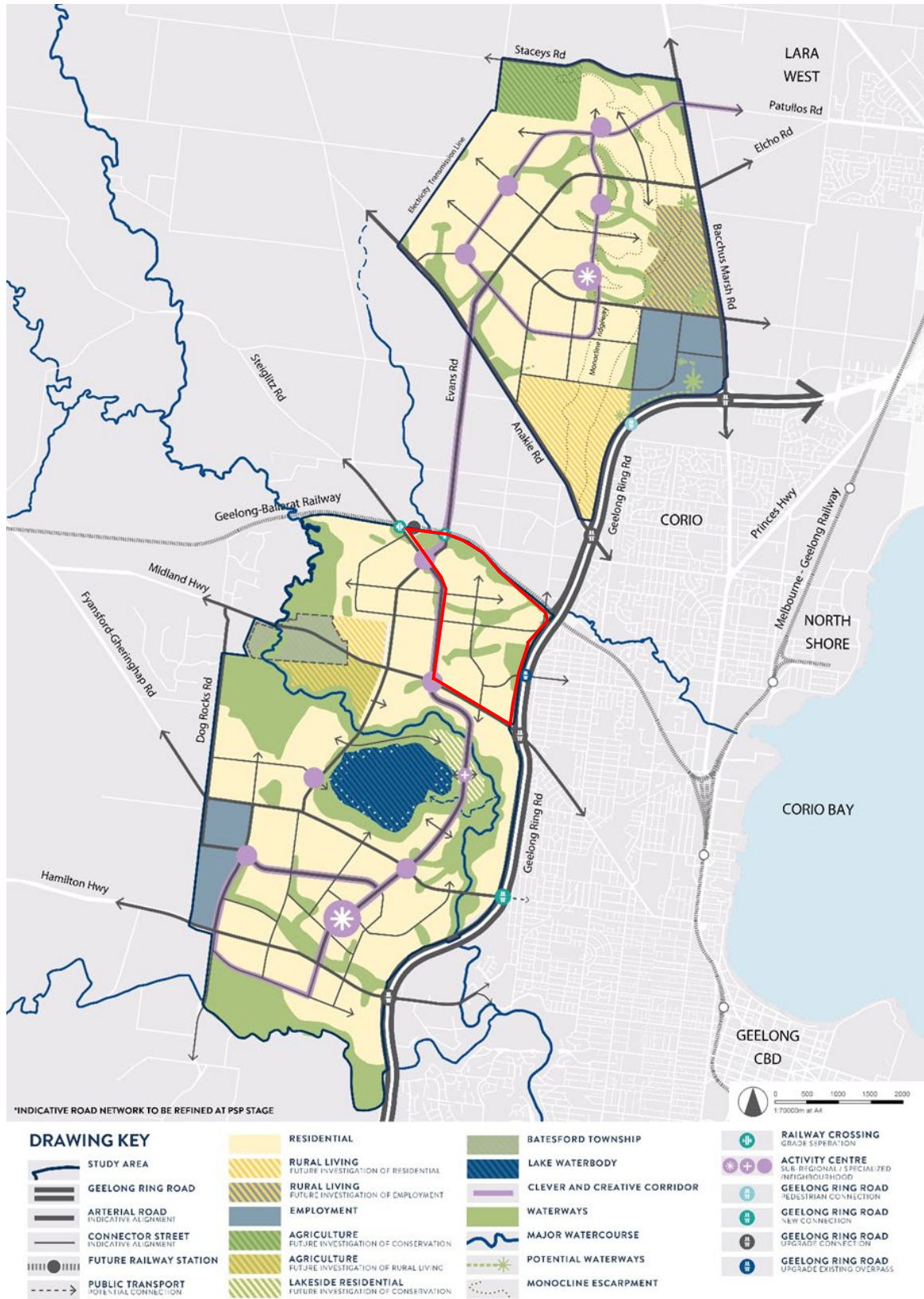
The Framework Plan along with a municipal wide Settlement Strategy was gazetted into the Planning Scheme through Amendment C395ggee on 6 May 2021. All precinct structure plans developed across the NWGGA should be generally in accordance with strategies and map at Clause 11.02-2L (Northern and Western Geelong Growth Areas) of the Greater Geelong Planning Scheme. Amendment C395ggee included the introduction of a new local policy for NWGGA at Clause 11.02-2L (formerly Clause 21.20) and the plan at **Figure 2** below.

Following 28 days of hearings a Ministerially appointed planning panel considering Amendment C395ggee stated "The Panel commends Councils for taking a visionary approach to growth area and settlement planning to accommodate the growth in a logical planned manner".

Since endorsement of the Framework Plan, the City has worked towards delivery of the first residential precinct, the Creamery Road precinct. The City's work on this ambitious project has been guided by a combination of internal resources, leading external consultancies and formal/informal agency and stakeholder consultation

The preparation of the Creamery Road PSP has been guided by the Framework Plan. While the plan does deviate in some areas where a localised response proved more appropriate, the Creamery Road PSP is generally in accordance with the Framework Plan and its objectives.

Figure 2. Northern and Western Geelong Growth Areas Framework Plan (Creamery Road Precinct outlined in red)



## Deviations from the Framework Plan

Following the adoption of the NWGGA Framework Plan, and in order to implement the Creamery Road PSP, substantial further work has been undertaken to determine how best to develop the precinct. Additional expert advice has been obtained and guidance around site constraints, and opportunities to improve upon the outcomes identified in the framework plan. As a result, some deviations from the Framework Plan have been made to facilitate improved community outcomes. These are identified below:

- i. **Density:** The Framework Plan estimated a minimum average residential density of 15 dwellings per hectare for the Western Geelong Growth Area, in line with state policy at the time. Amendment VC283, gazetted on 2 September 2025, introduces provisions relating to the PSP 2.0 Guidelines, including a strategy at Clause 11.03-2S (Growth areas) to deliver an average of at least 20 dwellings per net developable hectare. The minimum densities for residential land in the Creamery Road precinct were revised to achieve the target of 20 dwellings per NDHA.

See section [4.2.1 Housing density](#).

- ii. **Clever and Creative Corridor (CCC):** The Framework Plan provides the CCC along Geelong-Ballan Road on the western boundary of the Creamery Road Precinct and shared with the adjoining Batesford North Precinct. However, the CCC was relocated centrally within the Batesford North precinct. The rationale for this change includes: enabling a higher proportion of residents to live within walking distance of the CCC; increasing safety and comfort for pedestrians and cyclists due to lower traffic volumes compared to Geelong-Ballan Road; constraints posed by a 15-metre electricity easement on the west of Geelong Ballan Road; and making walking, cycling and public transport convenient modes for accessing the Neighbourhood Activity Centre (NAC). Realignment of the CCC allows Geelong Ballan Road to prioritise north-south traffic movements and continued use for heavy vehicles, as per advice received from the Department of Transport and Planning. The realignment offers development sequencing benefits and improved view lines.

Within the Creamery Road Precinct, the core internal north-south road is the **Clever and Creative Boulevard (CCB)**, a 28-metre-wide Connector Road equivalent which connects into the main CCC network through the wider growth area. Its central location linking the Neighbourhood Activity Centre (NAC), government primary school, and community hub, the CCB anchors the precinct. Adjacent increased residential densities, active and public transport prioritisation measures, and landscaping contribute to the significant placemaking function of the CCB.

See section [4.3.2 Movement and place](#).

- iii. **Location of the future train station:** The Framework Plan envisions locating a future train station along the existing rail line at the northern PSP boundary; however, this location is not feasible for a train station due to the proximity of the Cowies Creek Conservation Area to the south, which restricts opportunities for higher density, transit-oriented development around the station. Further, the topography in this location makes the provision of train station facilities extremely challenging. As such, the preferred location for a future train station is west of Geelong-Ballan Road within the Batesford North PSP area.

See section [4.3.4 Public transport](#).

- iv. **Cowies Creek Conservation area:** This strategic conservation area has been amended to include native vegetation patches identified through the Native Vegetation Precinct Plan (NVPP) and removal of areas near Coolangatta Homestead which are not required for Growling Grass Frog (GGF) conservation. The boundary of the Cowies Creek conservation area includes a proposed 100-metre buffer surrounding Cowies Creek, measured from the centreline of the creek.

See [4.5.3 Environmental and biodiversity value](#).

- v. **Neighbourhood Activity Centre (NAC):** The Framework Plan shows two NACs along the CCC, located on the western boundary of the Creamery Road Precinct. During design of the future place-based plan (see Figure 3), this evolved into a single neighbourhood activity centre (NAC), located centrally in the precinct whilst fronting the CCB. The benefits of this change include: a concentrated activity in one location rather than two separate smaller locations; a more pedestrian-oriented centre; and greater local population access to the NAC and other services via active and public transport.

See section [4.7.1 Activity centres](#).

## 2.1.3 Planning Policy Framework

The Planning Policy Framework (PPF) contains statewide, regional and local planning policies, which articulate the land use and development outcomes sought by the Greater Geelong Planning Scheme (the Planning Scheme). The below section highlights key policies that have directed the preparation of the Creamery Road PSP. These policies are implemented via various mechanisms forming this draft Amendment, including the use of the bushfire planning provisions, environmental controls, climate change considerations and response. See the C450ggee Explanatory Report for further information on relevant state policies and discussion of chosen implementation mechanisms.

### Clause 11 Settlement

Clause 11 Settlement sets out the policy for directing growth in Victoria. The Victoria Settlement Framework Plan identifies Geelong, of which the Creamery Road Precinct is a new growth suburb, as a major regional city.

### Clause 11.02-2L Northern and Western Geelong Growth Areas

Local policy at 11.02-2L directs growth particular to the Northern and Western Geelong Growth Areas, in accordance with the Framework Plan incorporated via Planning Scheme Amendment C395ggee. Local variations to PSP 2.0 Guideline targets are made in accordance with the objectives and strategies of this clause. In accordance with this clause, the Creamery Road PSP:

- Facilitates the creation of a sustainable neighbourhood 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.
- Provides activity centres to support employment, retail, commercial, entertainment and community uses for local residents.
- Promotes mode shift from private vehicles to active and public transport throughout and between the growth areas and extending into the balance of urban Geelong.
- Links into the Clever and Creative Corridor network which is 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.
- Protects valuable environmental features and biodiversity assets, such as Cowies Creek.

Table 2. Response to Relevant Clause 11.02-2L Strategies in This Report

Strategy	See Chapter
Ensure Precinct Structure Plans are generally in accordance with the Northern and Western Geelong Growth Areas Framework Plan map forming part of this clause.	2.1.2 Regional & local policies
Support development that is sequenced generally in accordance with the Development Sequencing Northern Geelong Growth Area Map or the Development Sequencing Western Geelong Growth Area Map forming part of this clause.	2.3 Creamery Road local context
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.	4.4 Connect people to jobs and higher order services
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.	4.3 Safe, accessible, and well-connected
Ensure urban development delivers carbon neutral neighbourhoods.	4.5 High quality public realm
Design neighbourhoods and integrated transport networks that provide for and prioritise comprehensive, safe and convenient active transport.	4.3 Safe, accessible, and well-connected
Prioritise public transport over private vehicles in the design of neighbourhoods and integrated transport networks.	4.3 Safe, accessible, and well-connected
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.	2.1.2 Regional & local policies 4.2 Viable densities
Maintain a buffer around the Work Authority boundary of the Batesford Quarry sufficient to minimise land use conflicts with quarry activities.	4.5 High quality public realm
Ensure development protects and enhances the Moorabool River, Barwon River and Cowies Creek corridors.	4.5 High quality public realm
Ensure development retains and protects or, where that is not possible, offsets valuable biodiversity assets, including grassland areas.	4.5 High quality public realm

### Clause 11.03-2S Growth areas

The Creamery Road PSP is located close to transport corridors and services and provides efficient and effective infrastructure to create sustainability benefits while protecting valued environmental areas. In accordance with Clause 11.03-2S Growth Areas of the Greater Geelong Planning Scheme, the Creamery Road PSP implements a growth area structure plan that:

- Includes objectives for the Creamery Road precinct.
- Identifies the long-term pattern of urban growth.
- Identifies the location of broad urban development types, including activity centres, residential, employment, and mixed use.
- Identifies landscape values and how land uses in the urban break will be managed.
- Identifies transport networks and options for investigation, including a future railway station and arterial roads.
- Identifies the location of open space to be retained for recreation, and/or biodiversity protection and/or flood risk reduction purposes guided and directed by regional biodiversity conservation strategies.
- Shows significant waterways as opportunities for creating linear trails, along with areas required to be retained for biodiversity protection and/or flood risk reduction purposes.
- Identifies appropriate uses for constrained areas, including quarry buffers.

Table 3. Response to Clause 11.03-2S Strategies in This Report

Strategy	See Chapter
Concentrate urban expansion into growth areas that are served by high-capacity public transport.	4.3 Safe, accessible, and well-connected
Implement the strategic directions in the growth corridor plans.	2.1.2 Regional & local policies
Deliver residential densities in the growth areas of Melbourne and Major regional cities of an average of at least: <ul style="list-style-type: none"> <li>• 30 dwellings per net developable hectare in locations within walkable distance of existing and proposed activity centres, train stations, major transport routes and public open spaces.</li> <li>• 20 dwellings per net developable hectare in other growth area locations.</li> </ul>	4.2 Viable densities
Provide housing diversity and choice through a mix of housing types, particularly in areas suitable for higher residential densities.	4.2 Viable densities
Deliver accessible, integrated and adaptable community infrastructure, including a high-quality network of public open space with opportunities for passive and active recreation.	4.5 High quality public realm 4.6 Services and destinations
Plan for the timely and adequate provision of public transport and local and regional infrastructure and services, in line with a preferred sequence of land release.	4.3 Safe, accessible, and well-connected 4.8 Infrastructure co-ordination
Provide for significant amounts of local employment opportunities and in some areas, provide large scale industrial or other more regional employment generators.	4.4 Connect people to jobs and higher order services
Create a network of mixed-use activity centres that are high quality, well designed and create a sense of place.	4.7 Thriving local economies
Provide a diversity of housing type and distribution.	4.2 Viable densities
Retain unique characteristics of established areas impacted by growth.	2.2 Creamery Road precinct context
Protect and manage natural resources and areas of heritage, cultural and environmental significance.	5.2 Technical report summaries
Create well planned, easy to maintain high amenity, environmentally resilient and safe public realms that contribute to a sense of place, support cooling and greening, reduce opportunities for crime, improve perceptions of safety and increase levels of community participation.	4.5 High quality public realm
Develop precinct structure plans consistent with <i>the Precinct Structure Planning Guidelines: New Communities in Victoria</i> (Victorian Planning Authority, 2021).	1.3 PSP 2.0 Guidelines in Creamery Road

## Clause 16 Housing

Clause 16 Housing sets out the policy for the provision of appropriate provision of housing and relevant infrastructure. The Creamery Road PSP ensures the long-term sustainability of new housing in the Creamery Road precinct, including access to services, walkability to activity centres, public transport, schools and open space. In accordance with Clause 16, the PSP includes mechanisms to support the provision of land for affordable housing.

### Clause 16.01-1S Housing supply

The Creamery Road PSP facilitates well-located, integrated and diverse housing that meets a broad range of community needs. At least 4,204 dwellings are forecast for the precinct which supports the Greater Geelong Housing Target identified in Clause 16.01-1S. Table 4 below highlights the impact of the precinct's contribution towards the targets.

Table 4. Creamery Road Contribution to Greater Geelong Housing Targets

Creamery Road Dwelling Forecast	Greenfield Area Target (51,100)	Total Housing Target (128,600)
4,204	=8.23%	=3.27%

Table 5. Response to Relevant Clause 16.01-1S Strategies in This Report

Strategy	See Chapter
Plan to accommodate housing targets specified in this clause by ensuring zones and overlays deliver sufficient realisable development capacity.	4.2 Viable densities
Ensure that an appropriate quantity, quality and type of housing is provided, including aged care facilities and other housing suitable for older people, supported accommodation for people with disability, rooming houses, student accommodation and social housing.	4.2 Viable densities
Encourage higher density housing development on sites that are well located in relation to jobs, services and public transport.	4.2 Viable densities 4.4 Connect people to jobs and higher order services
Identify opportunities for increased residential densities to help consolidate urban areas.	4.2 Viable densities
Facilitate diverse housing that offers choice and meets changing household needs by widening housing diversity through a mix of housing types.	4.2 Viable densities
Encourage the development of well-designed housing that: <ul style="list-style-type: none"> <li>Provides a high level of internal and external amenity.</li> <li>Incorporates universal design and adaptable internal dwelling design.</li> </ul>	4.2 Viable densities
Support opportunities for a range of income groups to choose housing in well-serviced locations.	4.2 Viable densities
Plan for growth areas to provide for a mix of housing types through a variety of lot sizes, including higher housing densities in and around activity centres.	4.2 Viable densities

## 2.2 Creamery Road precinct context

The Creamery Road Precinct is the first precinct proposed to be developed as part of the Western Geelong Growth Area (WGGA). It is understood that the WGGA, when developed, is anticipated to deliver approximately 22,000 new dwellings and house a population exceeding 60,000 persons. Creamery Road precinct is expected to accommodate approximately 4,200 dwellings housing around 11,770 residents.

Creamery Road PSP is located to the north-west corner of the WGGA. It is bounded by the Midland Highway/Ballarat Road to the south, the Princes Freeway/Geelong Ring Road to the east, Geelong-Ballan Road to the west and the Cowies Creek corridor and the Geelong-Ballarat rail line to the north. Cowies Creek runs from east to west just inside the northern boundary of the precinct.

The Creamery Road PSP abuts the future Batesford North PSP to its immediate west (separated by Geelong- Ballan Road) and Batesford South PSP to its immediate south (separated by the Midland Highway/Ballarat Road). Land north of the railway corridor is utilised for rural living. East of the precinct and Geelong Ring Road is the established suburb of Bell Post Hill. The majority of the land contained within the precinct is currently within the boundaries of Bell Post Hill. Land south of Creamery Road is contained in the township of Batesford, the triangular corner of the precinct, located west of Evans Road at present belongs to the locality of Moorabool.

Figure 3. Creamery Road Precinct Future Place-based Plan



## 2.2.1 Lot size and ownership pattern

The Creamery Road Precinct encompasses approximately 350 hectares of land. It includes a total of 49 individual land parcels (including 3 existing road reserves), of which most are largely underdeveloped and used for farming and/or other agricultural uses as well as rural homesteads. Several large landholdings are owned by registered companies. Other land parcels are owned by individuals as sole or joint proprietors. The City, the Geelong Christian Education Association and the Department of Health and Human Services also have landholdings within the PSP.

The existing landscape character within the PSP boundary is predominantly farming featuring substantial areas of cropping and grazing, as reflected in the land use zoning. Residential properties within precinct represent a diversity in style and block size. Built form is typically characterised by single storey rural residences with farming infrastructure, with some historical architecture.

Myers Reserve located within the precinct offers open space and sporting facilities to the existing community and is of significant value to the community both recreationally and historically. Covenant College is located to the south-west of Myers Reserve with large blocks of built form and established trees scattered through the school grounds.

## 2.2.2 Cultural heritage values

The Creamery Road Precinct, like the rest of the Greater Geelong municipality, is on the Country of the Wadawurrung people. The precinct includes places of identified Aboriginal cultural heritage, including the Cowies Creek corridor and adjacent land. The *Paleert Tjaara Dja: Let's make Country good together 2020-2030* Wadawurrung Country Plan, prepared by the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) who are the appointed Registered Aboriginal Party (RAP) for the area under the Victorian Aboriginal Heritage Act 2006, identifies the core cultural values and threats to those values.

*“Our Dja (Country), is more than a place. Our coastal cliffs, wetlands, grassy plains and people were all formed by Bundjil and our ancestor spirits who continue to live in the land, water and sky. Kareet Bareet (Black Hill near Gordon) is where Bundjil created Wadawurrung people. Lal Lal Falls near Ballarat is where Bundjil created the waterways and where he returned to before heading to his resting places in the stars continuing to watch over us.*

*Our Country is interwoven with relationships no matter whether the shape of that relation is human, granite hills, Waa (crow) or Larrap (Manna gum). Country is filled with relations, speaking language, sharing stories and following lore. These spirits link us back through time in a continuing connection with our past, our cultural practices and our stories. These spirits links us to our Country and each other which gives us ongoing respect for and obligation to care for our Country.”*

*– Paleert Tjaara Dja: Let's make Country good together 2020-2030*

Urban development poses a threat to the cultural values of Country. Through the preparation of a cultural values assessment and consultation with representatives of the Wadawurrung, the PSP seeks to mitigate harmful impact from future development on the extant cultural values.

Of particular importance in the Creamery Road Precinct are the replenishing and conserving of cultural flows; ensuring sightlines from the Cowies Creek escapement towards Coriayo (Corio Bay), upstream to the headwaters, and towards Anakie Youang (the Anakies) and Wurdi Youang (the You Yangs); ensuring sightlines up and down Cowies Creek within the watercourse; protecting waterways including the accompanying ecosystems e.g. through use of indigenous plantings; ensuring environmental offsets can be addressed within the precinct boundaries; increasing canopy cover with a focus on retention of existing established trees and indigenous plantings; opportunities for co-design, e.g. of linear parks; the provision of shared paths connecting the precinct and Bell Post Hill, especially along the Cowies Creek corridor; and the consideration of WSUD and universal design principles particularly in road design. This is a non-exhaustive summary. See [Appendix 2 \(5.3.1 Aboriginal Cultural Heritage\)](#) for further detail.

The PSP includes provisions which respond to the identified values. These include provisions to protect key view lines, support indigenous ecological systems, increase canopy cover, and provide a shared path connection along Cowies Creek through to Bell Post Hill, among others.

### **2.2.3 Post-contact cultural heritage**

Two properties were identified as being of post-contact heritage value and nominated for inclusion in the Heritage Overlay. These were the Avonlea Homestead (HO2026) at 85-105 Bluestone Bridge Road, Bell Post Hill, a c.1892 Victoria-era homestead in the Italianate style with associated sugar gum lined driveway; and Coolangatta Homestead (HO2027) at 20 Evans Road, Bell Post Hill, an inter-war homestead in the Georgian Revival style with associated gardens. The Avonlea Homestead Heritage Assessment and Coolangatta Homestead Heritage Assessment and were prepared by City of Greater Geelong, with peer review by GML Heritage in 2022. Final updates to the assessments in August 2024 ensured the assessments were accurate to current conditions, reflected wording changes to the associated statements of significance, and were in accordance with Planning Practice Note 1: Applying the Heritage Overlay.

### **2.2.4 Topography & waterways**

Cowies Creek runs along the northern edge of the precinct and is one of few primary water courses in the WGGA. The topography within the study area is generally flat to gently undulating, with moderate to steep slopes adjacent to Cowies Creek. The central area plateaus before transitioning to a more varied topography. The You Yangs are approximately 20km to the north of the site. Vegetation within the study area includes introduced species, pasture grasses, and remnant native vegetation, along with scattered shrubs and understory vegetation.

## 2.3 Creamery Road local context

### 2.3.1 Surrounding land use

The Creamery Road Precinct is the north-eastern-most precinct of the Western Geelong Growth Area and directly abuts the established Geelong urban form. To the east, across the ring road, is the established residential area of Bell Post Hill. To the north, on the far side of the railway line, is rural living and farming land. This land forms an urban break between the northern and western growth areas. Land to the east and south is designated Urban Growth Zone and forms part of the Western Geelong Growth Area. It is currently largely undeveloped. Batesford Township is approximately 1 kilometre west of the Creamery Road Precinct. The Batesford Quarry is located outside the precinct, to the south of Ballarat Road/Midland Highway adjacent to the Moorabool River. See Figure 4.

Figure 4. Precinct aerial (Nearmap, 2025)



### 2.3.2 Existing transport network

#### Arterial Road – Midland Highway

Midland Highway (Ballarat Road) is a dual carriageway state arterial which connects Geelong to Ballarat via Batesford, Bannockburn, and a number of other regional townships. In the section which forms the southern boundary of the Creamery Road Precinct, Midland Highway has a speed limit of 70km p/h and an estimated road reserve width of 40 metres. Duplication of Midland Highway is underway at various locations. Duplication of the portion which forms the Creamery Road Precinct's southern border is forecast to be delivered in the medium term. Land for the widening has been accounted for in the Creamery Road Precinct's land use budget. Two significant intersection projects on Midland Highway are identified in the Creamery Road PSP: the upgrade of the intersection with Geelong-Ballan Road (IN\_05); and a three-leg intersection with the new Clever and Creative Boulevard (CCB).

#### Arterial Road – Geelong-Ballan Road

Geelong-Ballan Road is a dual carriageway state arterial which connects Geelong to Ballan and beyond via Anakie. In the section which forms the western boundary of the Creamery Road Precinct, Geelong-Ballan Road has a speed limit

of 100km p/h and an estimated road reserve width of 25 metres. This road is a key link for freight trucks. A number of significant intersection projects on Geelong-Ballan Road are identified in the Creamery Road PSP including for connector roads and the connection of the Clever and Creative Corridor (CCC) into the Batesford North Precinct. Geelong-Ballan Road forms the border between the Creamery Road and Batesford North Precincts. Land widening for Geelong-Ballan Road is accommodated within the Creamery Road Precinct land use budget.

## Public transport/bus routes (Regional – V/Line and local services)

Public transport access is a key objective of the NWGGA Framework Plan and the PSP. An existing V/Line coach route runs along Midland Highway, which is the southern border of the precinct, connecting the Geelong Railway Station to Ballarat Railway Station and from there on to Bendigo, Mildura (via Donald), and Adelaide (via Ararat). The nearest stop is currently at Bridge Street, Batesford, approximately 1200 metres from the south-western corner of the precinct.

The Geelong to Ballarat coach runs up to four times a day Monday-Saturday, and twice on Sunday. It connects to:

- Bendigo via coach twice a day Monday to Friday;
- Mildura via coach once on Friday and Sunday (a partial service to Donald runs once on Monday, Tuesday, Thursday, and Saturday);
- Ararat via train three times a day Monday-Friday and once on Saturday. From Ararat, a coach service connects through to Adelaide.

Bus Route 25 Geelong Station - Bell Post Hill skirts the east of the precinct. The nearest stop is approximately 330 metres east of the eastern edge of the precinct on the continuation Creamery Road which becomes Braund Avenue on the eastern side of the Geelong Ring Road. The design of the precinct will facilitate the delivery of additional local bus services.

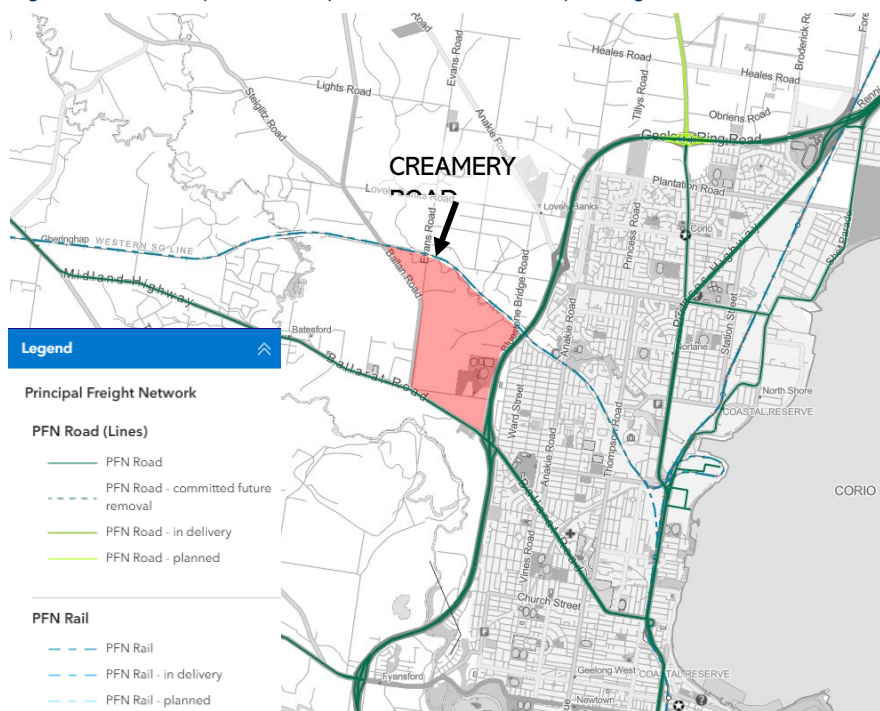
## Walking and cycling

Existing dedicated walking and cycling infrastructure within the precinct is quite limited. A footpath runs along the southern border of the precinct, within the Midland Highway road reserve. Footpaths on both sides of the road connect the existing school and Myers Reserve over the ring road overpass to Bell Post Hill. The PSP will deliver a significant increase in connected walking and cycling infrastructure.

## Freight rail lines

The railway line which forms the northern border of the Creamery Road Precinct is part of the Principal Freight Network (see Figure 5). There is an existing level crossing with boom gates at Evans Road (inside the precinct) and at Geelong-Ballan Road (on the border of Creamery Road Precinct and the adjacent Batesford North Precinct). Once the Northern and Western Geelong Growth Areas are fully developed, there may be a need to upgrade the level crossings.

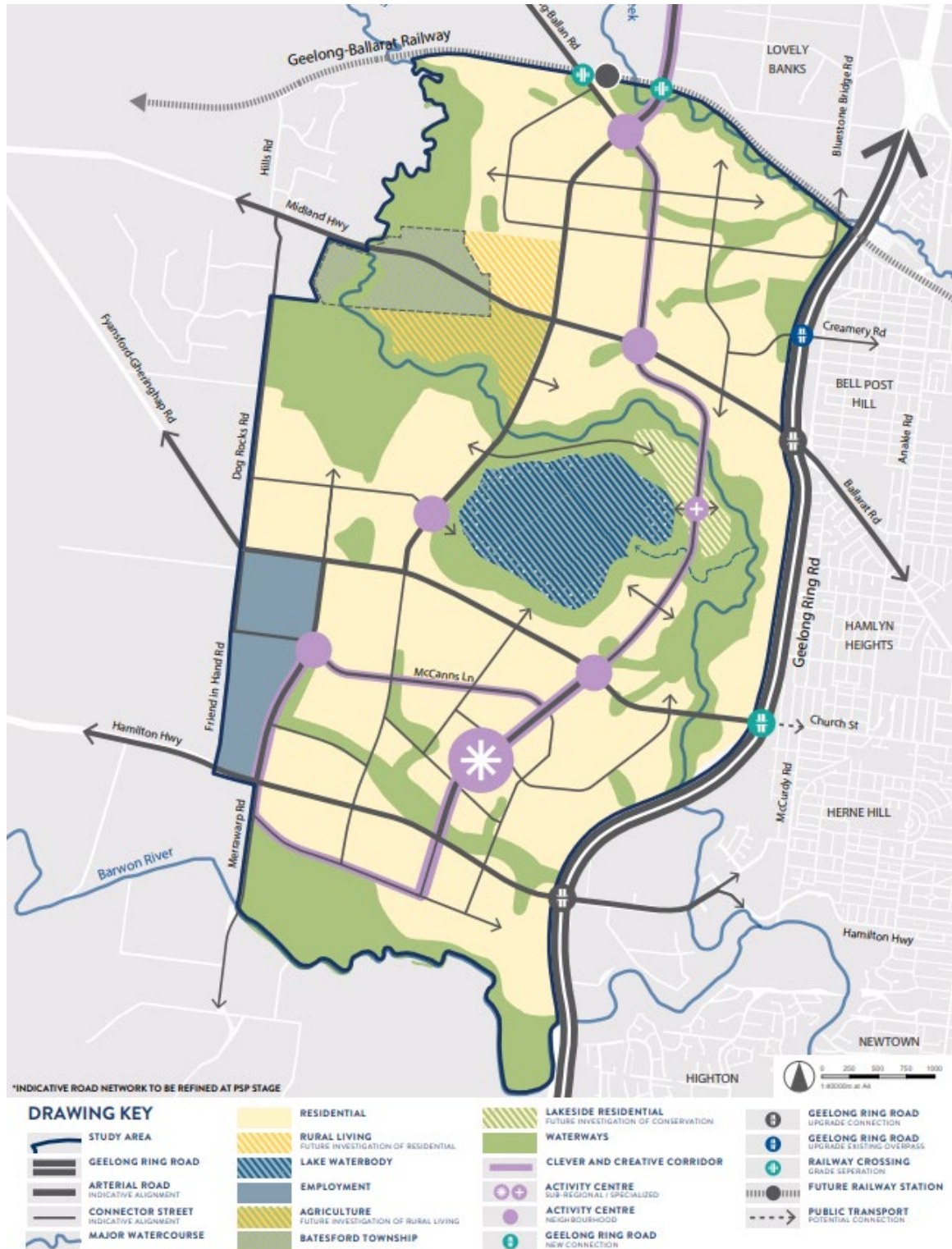
Figure 5. Relationship of Creamery Road Precinct to Principal Freight Network



### 2.3.3 Surrounding PSPs and Growth Areas

The Creamery Road Precinct is a part of the Western Geelong Growth Area (WGGA), a growth area of approximately 3,241 hectares. The WGGA is an iconic landscape characterised by the Barwon and Moorabool Rivers with views across the Barrabool Hills and the Batesford Quarry as its centrepiece. The growth area is generally bounded by the Geelong Ring Road to the east, the Barwon River to the south, the Geelong-Ballarat rail line to the north and Batesford township to the west (see Figure 7). Creamery Road is the first of five precincts to be planned for in the WGGA.

Figure 6. Western Geelong Growth Area



## 3 CREAMERY ROAD PSP PREPARATION

This section provides an overview of the PSP process for preparation of the Creamery Road PSP, including details of the background reports undertaken to inform the PSP.

### 3.1 Vision & themes for Creamery Road PSP

#### PSP vision

***The Creamery Road PSP will support a thriving, well connected and climate resilient community.***

*The Clever and Creative Boulevard (CCB) will form a dedicated active and public transport link, and connect the activity centres and key land uses to the wider growth area.*

*Increased housing density and diversity along the CCB and within and around the Neighbourhood Activity Centre (NAC) will allow residents to live within walking distance of day-to-day necessities and public transport. The precinct will support a range of housing typologies that support varying housing needs.*

*The street network will showcase 'blue-green' infrastructure, support canopy trees and prioritise walking and cycling and the creation of environments that are attractive and designed to a human scale. Best practice stormwater management and water sensitive urban design will deliver functional, high-amenity community spaces.*

*The precinct's open space system will recognise cultural values and perform an important role in conservation, recreation, greening and cooling.*

*Community facilities will be provided to ensure access to community services and spaces for social connection.*

*The PSP provides a framework to achieve zero carbon operation subdivision and development including the delivery of a fully electric precinct that includes energy efficient buildings and supports neighbourhood scale renewable energy opportunities.*

*The PSP will contribute to zero waste initiatives by encouraging the use of sustainable and locally sourced materials with low embodied carbon and high recycled content.*

#### PSP themes

**Theme 1 – SITE LAYOUT, LIVEABILITY AND CHARACTER**

**Theme 2 – STREETS AND PUBLIC REALM**

**Theme 3 – ENERGY AND TECHNOLOGY**

**Theme 4 – BIODIVERSITY, THREATENED SPECIES AND NATIVE VEGETATION**

**Theme 5 – INTEGRATED WATER MANAGEMENT**

**Theme 6 – CLIMATE RESILIENT COMMUNITIES**

**Theme 7 – CIRCULAR ECONOMY**

**Theme 8 – DELIVERY**

## 3.2 Plan preparation and agency validation

Agencies and council are integral participants and essential to validate and support the opportunities presented through the PSP. Following the co-design workshop, a working draft Place-based Plan, PSP, and planning ordinances were prepared by the City for consultation with key agencies and stakeholders. The City commenced initial agency consultation in mid-2023. During this phase, the City held regular discussions with key agencies. Agencies were further invited to participate in the Standing Advisory Committee hearing process in early 2025.

As part of the further work to address the Committee recommendations, the City worked with representatives from Barwon Water and the Department of Transport and Planning.





## 3.3 Standing Advisory Committee Initial Review

In January 2025, in accordance with the NWGGA Standing Advisory Committee Terms of Reference (2022), the Minister for Planning appointed a Standing Advisory Committee to conduct an initial review of the draft amendment. The purpose of this process was to determine how to increase the net developable area (NDA) in the Creamery Road Precinct and reduce the applicable development infrastructure levy (DIL) to ensure a more balanced and deliverable development outcome. Over the following months, the Committee invited submission from landowners, agencies, and other relevant stakeholders, culminating in a roundtable discussion held the week beginning 7 April 2025.

The Committee subsequently released the *NWGGA Standing Advisory Committee Referral 1 Report – Volumes 1 & 2 (Creamery Road Precinct Structure Plan and Development Contributions)* which made a number of findings and recommendations. The City's response to the Committee recommendations, including summary of actions taken and resulting changes, is found at **Appendix 1 (Response to Standing Advisory Committee Referral 1 Report Recommendations)**.

The Committee's findings and recommendations guided the further technical work completed in the preparation of the Creamery Road Precinct Structure Plan (PSP) and Development Contributions Plan (DCP) dated November 2025. Table 6 below summarises the key changes.

Table 6. Summary of Changes - Creamery Road PSP & DCP Key Figures

	<u>August 2024</u>	<u>November 2025</u>	
 <b>NDA</b>	195.717 Ha 56.8%	210.22 Ha 61%	+ 14.503 Ha + 4.2%
 <b>DIL (per hectare)</b>	\$1.599m	\$823,453.91	Reduction of \$775.5k per hectare
 <b>Dwelling forecast</b>	3,645 7.13% of greenfield target	4,204 8.23% of greenfield target	+559
 <b>Population forecast</b>	10,200	11,770	+1,570

Note: Clause 16.01-15 nominates a Greenfield Area Target for Greater Geelong of 51,100 additional dwellings.

## 3.4 Background reports and technical studies

The background reports and technical studies listed below provide specific detail on the key elements outlined in this background report and identifies key site and context issues that the precinct design must respond to. A summary of the reports is at **Appendix 2 (Technical report summaries)** and the full reports are available on the [C450ggee webpage](#).

Technical studies prepared for the Creamery Road Precinct informed the planning and land use outcomes. Some of these studies expand on [technical work done as part of Amendment C395ggee](#) which introduced the Northern and Western Geelong Growth Area Framework Plan.

## 4 PSP OUTCOMES AND COUNCIL POSITION

This section describes how the City of Greater Geelong has provided a place-based response to the features and performance targets within the Creamery Road PSP and therefore follows the PSP Guidelines structure.

### 4.1 Target summary and adaptation

The PSP 2.0 Guidelines (VPA, October 2021) identify 20 performance targets to deliver improved outcomes and achieve the hallmarks. The Guidelines acknowledge the diversity of new communities, particularly in regional Victoria, and state:

*While the Guidelines maintains a focus on preparing PSPs in Melbourne's new communities, PSPs will also be prepared across regional Victoria's growing cities and towns. While a more nuanced approach to the application of the Guidelines in these areas is required, the same principles, features and targets should be considered in the regional context, particularly where larger growth areas are proposed.*

Some of these targets have been adapted in the Creamery Road Precinct to ensure an appropriate place-based response. Adaptations to performance targets are guided by local policy and intended to support the existing character and values of the area, while meeting the needs of future communities. Reasons for why these have been varied are noted in relevant sections of the report.

### 4.2 Viable densities

#### 4.2.1 Housing Density

The Creamery Road PSP seeks to deliver housing and population at densities that make local services and public transport viable.

#Target	Target	Target Achieved?
<b>T1</b>	<p>The PSP should facilitate increased densities with an average of 30 dwellings or more per Net Developable Hectare (NDHA) within:</p> <ul style="list-style-type: none"><li>• 400m walkable catchment of an activity centre or train station</li><li>• 50m of open space (both credited and encumbered open space), boulevards and major public transport routes, including but not limited to the Principal Public Transport Network (PPTN) or similar.</li></ul>	<p><b>Regional Specific Adaptation</b></p> <p>Amenity area target density refined to 23 dwellings per NDA within the identified catchments.</p> <p>Extent to which the amenity area applied to identified catchments refined.</p>
<b>T2</b>	<p>The PSP should facilitate increased densities with an average of 20 dwellings or more per NDHA across the entire PSP area.</p>	<p><b>Target achieved</b></p>

#### Planning assessment

The PSP seeks to facilitate increased densities with an average of 20 dwellings or more per NDHA in a manner that is suitable for the Greater Geelong context. Submissions from developers suggest that the market for medium and higher density housing in growth areas is relatively immature in the Geelong region (Referral 1 Report Vol.1, pp.91). Greater flexibility on dwelling density throughout the precinct may enable development sooner and allow for higher densities in appropriate locations such as near open space or other amenity. Therefore, an amenity-based density model, which directs higher densities to locations with close proximity to amenity, was used to identify areas best suited to higher densities was applied to the precinct. This produced two types of residential catchments, the amenity area and the

standard residential. The amenity area includes the catchment within 400 metres of the Neighbourhood Activity Centre (NAC) and the catchment within 50 metres of areas with higher amenity such as the Clever and Creative Boulevard (CCB), public open space, bus routes, and drainage assets where appropriate. The Conventional Residential Area (CRA) makes up the balance of land beyond the identified amenity areas. The intent of this methodology is to clearly identify where higher density can be supported however, there should be flexibility in where density is delivered and scope for higher density across the precinct to maximise use of amenity and support catchment demand for shops and public transport routes. The amenity area maximises opportunities for future residents to be close to jobs and services, clustered along public transport routes, and in close proximity to green spaces.

Review of the average density being delivered in Greater Geelong's current growth areas at Armstrong Creek/Mount Duneed and Lara West indicated yields of 20 dwellings per hectare are achievable in the Geelong context within the current market conditions.

The amenity area designation was applied to:

- A 400-metre catchment around the commercial core of the Neighbourhood Activity Centre (NAC)
- A 50-metre catchment of open space and bus capable routes, except where higher density might negatively impact the adjoining land uses, such as:
  - Along the Cowies Creek Conservation reserve.
  - To the north of WLRB\_06, where overshadowing may impact effectiveness of the drainage asset.
  - Along WW\_01 beyond the 400-metre NAC catchment on land at risk of landslide susceptibility.
  - Along the arterial roads (Geelong-Ballan Road and Midland Highway) where development requires additional acoustic treatment due to noise impacts from sources including road traffic and the Batesford Quarry.

The amenity area is applied regardless of underlying applied zone. The areas outside the amenity area are considered Conventional Residential Area (CRA) regardless of the underlying applied zone.

## Council position

A flexible approach is taken to density, with a range of typologies and locations across the precinct identified as suitable for higher density. The PSP incorporates an approach which will ensure an average yield of 20 dwellings per hectare across the precinct, accounting for variation between amenity areas which support a higher minimum density of 23 dwellings, and the balance areas which support a minimum density of 17 dwellings. Balancing flexibility for delivery of density across the precinct while supporting economic, social and transport functions reliant on certain density distributions was a key consideration in determining appropriate density minimums for the precinct.

Variation to the target of 30 dwellings within 400-metres of the NAC is appropriate in the context of Creamery Road given the relative immaturity of the development market in Geelong compared to metro Melbourne growth areas. A lower minimum target allows development to commence, delivering residential uses critical to the early success of the NAC precinct, community facilities, and public transport delivery. 23 dwellings per hectare was determined to be the minimum number of dwellings needed to deliver a diversity of residential typologies and achieve the minimum number needed, on balance of the amenity area, for the target of 20 dwellings per hectare. As the market develops overtime, it is likely to deliver densities within the NAC catchment that exceed the minimum target of 23 dwellings per hectare and achieve outcomes more in line with the VPA target. The criteria for assessing density delivery in the PSP provides scope to account for future dwelling yield expectations of super lots. This is a mechanism by which lower density might be delivered in short-term but overall targets can still be achieved once market matures sufficiently.

Note: After the release of the Referral 1 Report which recommended a revision of density targets in the Creamery Road Precinct, Amendment VC283 (Gazetted on 2 September 2025) introduced a strategy to Clause 11.03-2S (Growth areas) to deliver residential densities in growth areas of an average of at least:

- 30 dwellings per net developable hectare in locations within walkable distance of existing and proposed activity centres, train stations, major transport routes and public open spaces.
- 20 dwellings per net developable hectare in other growth area locations.

This is similar to Target 2 of the PSP 2.0 Guidelines.

## 4.2.2 Housing diversity

The PSP delivers a diversity of housing, including lot size and built form, to meet community needs, increased housing densities and integrated housing located close to existing and/or proposed services, transport and jobs.

#Target	Target	Target Achieved?
<b>T3</b>	The PSP should facilitate increased housing diversity, with at least three distinct housing typologies to be included in higher density areas (defined by T1).	<b>Target achieved</b>
<b>T4</b>	Set a minimum target for provision of affordable housing in accordance with affordable housing policy, evidence, and guidance.	<b>Target achieved</b>

### Planning assessment

The preferred residential type differs within the catchments to facilitate diverse housing options and create unique character within the precinct itself. The built form types encouraged in the precincts is summarised below. The PSP includes Table 3 Housing Delivery Guide which specifies the target typologies that are expected within the development areas. The below is a high-level summary. Refer to Table 3 Housing Delivery Guide of the Creamery Road PSP for detail when preparing an application.

#### CATCHMENT: Amenity area

Facilitate walkable neighbourhoods, activate and promote surveillance and activity within the centre.

#### TARGET TYPOLOGIES:

- Walk-up low-rise apartment-style development with concealed integrated car parking
- Shop-top retail low-rise (2–3 storey) residential development for sites closer to the local town centre
- Social, affordable and key worker accommodation located near the activity centre
- Soho-type dwellings
- Co-housing
- Townhouses & terraced housing
- Semi-detached/duplex-style development/ Small Lot Housing Code product
- Detached traditional style housing (outside extent of NAC Precinct only)
- In mixed-use areas, the mix of typologies should include, but is not limited to, mixed-use developments that incorporate non- residential uses at the ground floor with shop top housing.

#### CATCHMENT: Balance area – standard density residential

Applies to land located outside of the nominated amenity areas.

#### TARGET TYPOLOGIES:

- Townhouses & terraced housing
- Semi-detached/duplex-style development/ Small Lot Housing Code product
- Detached traditional style housing
- Social, affordable and key worker accommodation

Retirement villages, residential aged care facilities, disability and special needs housing could be potentially included within the Creamery Road future land uses via private development.

## Council position

The Creamery Road precinct will facilitate the delivery of at least three different housing typologies within the residential development areas of the precinct.

The implementation of this will be achieved by subdivision with varied lot size, use of the Small Lot Housing Code which is also to be incorporated into the Scheme and, subsequent permits which may be issued.

### 4.2.3 Affordable housing options

The Creamery Road PSP sets a target of 4.5% affordable housing to facilitate the delivery of affordable housing options – including social housing – that provide choices for very low, low and moderate-income households. Developers are encouraged to support the delivery of 4.5% affordable housing target through guidelines in the Creamery Road PSP and associated UGZ schedule.

#### Planning assessment

Delivery of affordable housing, including social housing, is a key objective of the City. The City's Settlement Strategy (City of Greater Geelong, August 2020) identifies increasing the level of affordable and social housing in Greater Geelong as a key principle of housing diversity. To determine the demand for provision of social and affordable housing in the Creamery Road Precinct, the City commissioned the preparation of *Providing social housing as essential infrastructure in the Creamery Road precinct* (SGS Economics and Planning, 17 May 2022). The report identified a need gap in affordable housing provision of 14.5% and recommends a three-way split between state government, local government, and developers to minimise the burden to any one party to deliver all affordable housing, and optimise the diversity of typology and location delivered.

The SGS report is based on data from 2016, the most recent census data available at the time of preparation. Census data from 2021 suggests while the number of people in Greater Geelong in social housing has increased by 10% since 2016, the number of people in need of affordable and social housing has also risen. Between 2016 and 2021, the number of households in Greater Geelong increased by over 17,000. 30.5% of those new households were resident non-family households. In the same period, the number of households in Greater Geelong identified in the census as homeless rose 117% and the number of those classified as 'marginally housed' rose 48%.

The City's Social Housing Plan 2020-41 (City of Greater Geelong, February 2020) identifies Geelong as a community with a higher than state average of lone and single parent households. As of the 2021 census, the percentage of lone person households (26.5%) and one parent family households (10.6%) in Greater Geelong remains higher than the state average. In Greater Geelong, the disparity between entry level rental prices for houses or units and the affordability thresholds for these household types continues to grow (see Table 7).

Table 7. Difference between entry level house rental prices and the affordability threshold in Greater Geelong

	House		Unit	
	December 2021	June 2025	December 2021	June 2025
<b>Lone person households</b>				
Low income	-\$ 240.00	-\$ 291.00	-\$ 160.00	-\$ 211.00
Moderate income	-\$ 164.00	-\$ 202.00	-\$ 84.00	-\$ 122.00
<b>One parent family households</b>				
Low income	-\$ 103.00	-\$ 129.00	-\$ 23.00	-\$ 49.00
Moderate income	\$ 41.00	\$ 41.00	\$ 121.00	\$ 121.00

Source: id. (informed decisions) using data from PropTrack Pty Ltd (ABN 43 127 386 298).

In June 2020, 31.1% of rental listings were available in Greater Geelong for low-income households. By December 2021, following the census, that number had reduced to 16.6%. As of June 2025, it is 11.1%. For a low income one parent household, or other low-income household seeking a dwelling with more than one bedroom, the percentage of affordable properties available has dropped from 11.3% in December 2021 to 6.8% in June 2025.

## Council position

There is an identified need for an increase in affordable and social housing in Greater Geelong. House prices are escalating while private rental, social and public housing options are unable to meet the increasing demand. The PSP sets a 4.5% target affordable housing, including social housing, within Creamery Road. The delivery of affordable housing requires coordination between state and local governments, housing bodies, and private interests. The City is committed to advocating for the provision of affordable and social housing in Greater Geelong, including in the growth areas. Growth areas provide opportunity to deliver fit-for-purpose affordable housing that is well-serviced and well-connected. Noting the voluntary nature of the contributions at this stage, the City seeks to encourage the delivery of affordable housing in the precinct, and to work with developers and housing providers to facilitate good housing outcomes for the whole community.

## 4.3 Safe, accessible, and well-connected

#Target	Target	Target Achieved?
<b>T5</b>	The arterial road network should provide a 1.6km road grid with safe and efficient connections, adjusted where necessary to reflect local context.	<b>Target achieved</b>
<b>T6</b>	Off-road bicycle paths should be provided on all connector streets and arterial roads, connecting where possible with the Principal Bicycle Network and Strategic Cycling Corridors.	<b>Regional Specific Adaptation</b>  Off-road bicycle paths on CCB and arterials. Separated bike lanes on connector roads.
<b>T7</b>	All streets should have footpaths on both sides of the reservation.	<b>Target achieved</b>
<b>T8</b>	Pedestrian and cyclist crossings should be provided every 400–800m, where appropriate, along arterial roads, rail lines, waterways, and any other accessibility barriers.	<b>Target achieved</b>
<b>T9</b>	95% of dwellings should be located within either of the following walking distances: <ul style="list-style-type: none"> <li>• 800m to a train station</li> <li>• 600m to a tram stop or</li> <li>• 400m to a future bus route or bus capable road</li> </ul>	<b>Target achieved</b>  95+% of dwellings within 400 metres of a bus capable road.

### 4.3.1 Movement and place

The PSP supports a transport network that balances the role of the movement of goods, people and places, and that delivers safe streets and spaces which support accessible active transport.

#### Planning assessment

The City undertook a strategic transport modelling and integrated transport assessment to understand and validate the future road network within the Creamery Road. The assessment explored connectivity within the precinct and to its surrounding contexts, whilst also examining pedestrian and cycling movement networks. Impacts on the transport system were analysed and the City liaised with key state government agencies during the preparation of the PSP in relation to public transport provision, impacts on existing arterial roads and future road and transport networks. Traffic modelling informed the location, number and size of intersections and other pieces of road infrastructure in

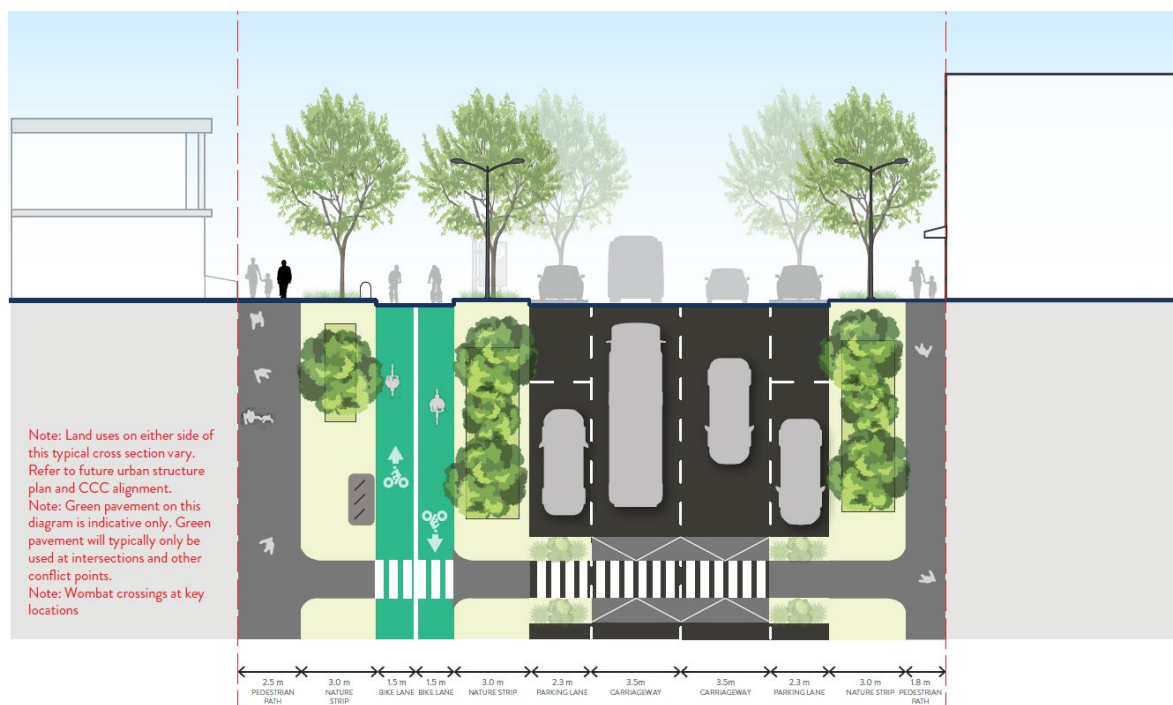
the precinct. This modelling was based on an assumption of a significant mode-shift towards active and public transport compared to business as normal principals.

The Clever and Creative Corridor (CCC) is intended to be a multi-modal transport network which loops across the Northern and Western Geelong Growth Areas. It prioritises public transport, walking and cycling modes and connects key land uses together, such as activity centres, schools and open space. The CCC network is expected to have a greater place function (whilst maintaining a movement function for pedestrians, cyclists and buses) compared to a traditional connector or arterial road. The CCC network will support methods beyond car dependency.

The CCC was initially considered in the Creamery Road Precinct however in response to the Committee's recommendations, and acknowledging that as a spur line branching from the rest of the CCC network with an equivalent connector-level road function, the design of the core north-south road in the Creamery Road Precinct was reconsidered.

Therefore, the core connector road through the heart of the precinct which serves a placemaking and transport network function will be the Clever and Creative Boulevard (CCB), a 27.9-metre boulevard-style road which promotes public and active transport and can contribute towards canopy cover targets (see Figure 7). The CCB links into the wider CCC network in the north-west of the precinct and serves similar placemaking functions while its reduced cross-section accounts for lower traffic volumes expected as a result of the deviation of the CCC away from Geelong-Ballan Road.

Figure 7. Clever and Creative Boulevard Cross-Section (27.9m)



## Council position

The City has ensured that the road network provides for safe and efficient connections. The PSP provides an outcome that responds to the current movement networks of the surrounding context, whilst integrating a future transport network based on equitable and efficient access to key destinations both within and outside the precinct boundaries. Creamery Road will provide a permeable and safe network for alternative modes of transport to promote cycling and walking, instilling both cycling and shared paths throughout the precinct through connector and arterial roads and linear open space. Access for private vehicles is also facilitated. Truck access to the local activity centre will be facilitated through the connector road network.

The precinct has been designed to provide for innovative solutions and best practice outcomes. The proposed urban structure, layout and residential densities support access to and use of public and active transport nodes and walkable neighbourhoods where feasible. The Creamery Road Precinct's strong focus on creating a walkable community, and prioritisation of public and active transportation, encourages active and public transport modes over private vehicle use.

The PSP outlines performance measures for the urban structure of the residential precinct and local activity centre, and its movement and place requirements, to guide safe, permeable, and pedestrian-focused outcomes. Guidance for safe streets and spaces are provided by the requirements and guidelines stipulated in the PSP.

The road network and set of cross sections in the PSP have been reviewed by key agencies. Council continues to work with the Department of Transport and Planning to try to achieve the early provision of public transportation infrastructure and services in the precinct.

### **Parking Overlay**

A Parking Overlay is proposed for the Creamery Road Precinct. Mode shift away from private vehicles is a key element of the NWGGA Framework Plan. A key element of mode shift, in addition to encouraging and facilitating active and public transport, is to provide viable and attractive alternatives to private vehicle use. In the expectation that private vehicle use in the Creamery Road Precinct will be lower than average, the Parking Overlay clarifies expectations and supports developers to vary standard parking requirements more easily. The Parking Overlay removes the need for a permit to vary (including to zero) the number of parking spaces, supports climate resilient choices, and includes design standards for car parking to ensure the below objectives:

- To provide for the future adaptation of car parking to other uses and innovations in transport technology.
- To encourage alternative forms of parking to be provided including car share.
- To provide for increased provision of parking with people with disabilities.
- To provide spaces that are capable of having electric vehicle chargers installed as required.
- To minimise the negative impacts of parking facilities on the public realm and transport networks.

## **4.3.2 Walkability and safe cycling networks**

The PSP encourages mode-shift towards active transport by providing a high amenity, safe, accessible, direct and comfortable walking and cycling environment.

### **Planning assessment**

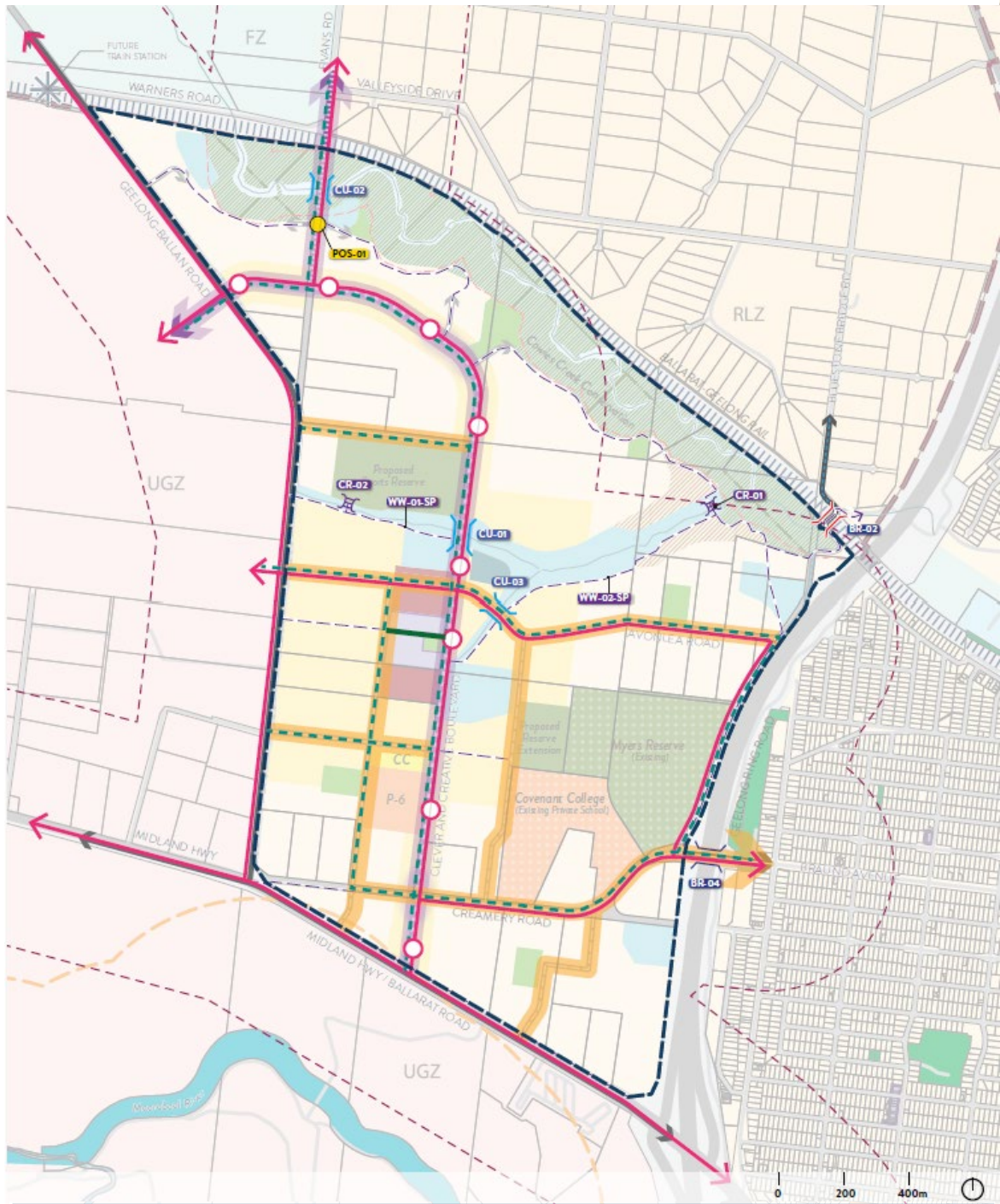
Design of the street network and key transport infrastructure sought to facilitate opportunities for active transport connectivity. Off-road cycle and pedestrian networks were identified throughout the street network to ensure both direct access to jobs and services from local and wider catchments, and to provide for recreational and tourist use. A combination of separated cycling and walking paths, and shared paths, are proposed. The interconnected network links to anticipated public transport routes, and via the Creamery Road Pedestrian Bridge (BR\_04/DI\_BR\_04) into the established suburb of Bell Post Hill. The extensive network of active transport will support better health and job outcomes and additionally promote other types of travel such as micro-mobility.

### **Council position**

Creamery Road includes an extensive on- and off-road active transport network (see Figure 8). All PSP cross sections support active transport. Off-road bicycle paths, separate from footpaths, are provided on the Clever and Creative Boulevard (CCB) and along arterial roads. Bicycle lanes are provided on connector roads and are separated from vehicle traffic by a 0.8-metre buffer. While bidirectional bicycle paths are suited in some circumstances, such as constrained corridors or low-conflict environments, and included along the CCB cross-section, unidirectional bicycle lanes are preferred in other contexts e.g. standard connector and lower order roads. The extensive use of bidirectional bicycle paths across the network adds complexity at intersections and driveways, often requiring additional signalisation and careful design to manage safety and flow. They may also reduce accessibility to properties on the opposite side of the road and complicate pedestrian crossings. Other than for the CCB, where conflicts are appropriately managed within the PSP, unidirectional bicycle lanes are preferred to better support safety, connectivity, and long-term network integration. All streets have footpaths on both sides of the road reservation, with the exception of the Bluestone Bridge Road modification, where the eastern side of the road offers no development or need for access. For areas of higher usage, wider (than minimum standard) footpaths are included to support accessibility.

To ensure safe and effective movement patterns, pedestrian and cyclist crossings will be applied every 400–800m, where appropriate, along the arterial road, rail lines, waterways, and any other accessibility barriers. While this is attainable within the precinct, this target cannot be achieved across the Geelong Ring Road and Cowies Creek Conservation Reserve. For this reason, the delivery of active transport infrastructure via the Creamery Road Pedestrian Bridge and Evans Road upgrade are crucial to the active travel beyond the precinct.

Figure 8. Creamery Road Public and Active Transport Network



**LEGEND**

- |                                  |   |   |  |
|----------------------------------|---|---|--|
| Precinct Boundary                | Public Transport Link (Bus Route)       | Clever & Creative Corridor              | Existing Bridge (Active Travel Upgrade)            |
| Railway Corridor                 | Indicative Public Transport Stop        | Key Pedestrian Street                   | Existing Road under Bridge (Active Travel Upgrade) |
| Potential Future Railway Station | Bus Capable Street                      | Indicative Recreational Transport Links | Indicative Culverts                                |
| On Road Major Bicycle Path       | Pedestrian Operated Signalised Crossing | 400m Bus Capable Street Buffer          |  |

### 4.3.3 Local public transport

The PSP delivers a public transport network that is supported by high-intensity uses and connectivity between key destinations and major trip generating facilities.

#### Planning assessment

Delivery of functional and accessible public transport is a key objective of the NWGGA Framework Plan and the Creamery Road PSP. It is critical to facilitate the timely and adequate provision of public transport. Therefore, delivery of public transport services formed a key part of the technical transport work completed for the precinct, and the street network was designed with optimal delivery of public transport in mind. The network of bus capable streets throughout the precinct will facilitate delivery of bus routes, which will be determined by the Department of Transport and Planning (Transport Services). Indicative bus routes for the Creamery Road Precinct are indicative, subject to confirmation and service delivery timing being confirmed by DTP.

#### Council position

Creamery Road delivers more than 95% of dwellings within 400m of a future bus route or bus capable road. If the proposed train station in the adjoining Batesford North precinct goes ahead, a number of dwellings within the Creamery Road Precinct will be within an 800-metre catchment of that facility.

The majority of cross sections included in the PSP are bus capable carriageways to allow flexibility for routes. Bus jump lanes at intersections along the Clever and Creative Boulevard (CCB) prioritise public transport movement over private vehicle usage while supporting the capacity for higher bus frequency. The restriction of cross-overs on the eastern edge of the CCB, considered location of bus stops, and signalised intersections will ensure the smooth running of key public transport services running north-south through the precinct. A network of bus-capable connector roads running east-west through the precinct will support additional bus route provision. The City maintains ongoing advocacy for greater investment in regional public transport and will continue to advocate to the necessary bodies for delivery of these bus routes as the precinct develops.

## 4.4 Connect people to jobs and higher order services

The PSP delivers quality public and active transport to connect people to higher order services and over 870 jobs.

#Target	Target	Target Achieved?
T10	The provision of land for local employment and economic activity should be capable of accommodating the minimum job density target of one job per dwelling located within the wider growth corridor.	<b>Regional Specific Adaptation</b>  Minimum of 870 jobs (1 per every 5 dwellings)

### 4.4.1 Local employment opportunities

The precinct supports local economic activity and employment opportunities that provide jobs and services close to where people live. The Neighbourhood Activity Centre (NAC) will offer the majority of the job opportunities in the precinct.

#### Planning assessment

To determine whether the neighbourhood level activity centre identified was appropriate for the Creamery Road Precinct, and to determine a location-appropriate floor space cap, the City commissioned the *Creamery Road Retail and Employment Analysis* (SGS, April 2022). The analysis recommended a single centrally located NAC within Creamery Road, in addition to being supported by two mixed use nodes outside the walkable catchment of the NAC. A single

centre ensures that there is no cannibalisation of the trade area between two centres and concentrates around one point. Two Local Convenience Centres (LLC) are located at the north and south of the precinct respectively, outside the 400-metre catchment of the NAC.

The analysis determined a job yield of one job per dwelling is difficult to achieve in this precinct, but the proximity of Geelong can provide additional job opportunities for the residents. Central Geelong is approximately 8 kilometres from the Creamery Road Precinct.

### Council position

Land for local employment and economic activity is centred in the Neighbourhood Activity Centre (NAC) at the heart of the precinct. Two Local Convenience Centres (LCC) at the north and south ends of the precinct offer further employment and commercial opportunity. The NAC and LCCs are located on the Clever and Creative Boulevard, the bus priority connector road at the core of the precinct. The CCB also supports active travel, offering flexibility for residents to access jobs and services easily from their homes. It is also likely a number of people will work from home or run home-based businesses.

Creamery Road achieves the following minimum indicative job yields:

- residential areas (incl. jobs from schools, community facilities, home occupation): 391+ jobs
- activity centres and surrounding small local enterprise (commercial/mixed use): 479+ jobs

Exact job yield in the precinct is to be confirmed, subject to an update of the employment assessment which accounts for the higher population figures predicted and changes to land use which emerged through the further work completed in response to the Standing Advisory Committee recommendations.

Timely delivery of appropriate public transport services and upgrades to key infrastructure such as the Creamery Road Pedestrian Bridge will be instrumental for residents to access job opportunities in other parts of Geelong.

## 4.5 High quality public realm

### 4.5.1 Open space targets

The PSP delivers an open space network that optimises the use of available land and provide equitable access to sport and recreation, leisure, environmental benefits, cultural benefits and visual amenity.

#Target	Target	Target Achieved?
<b>T11</b>	<p>The open space network should seek to meet the following minimum targets:</p> <ul style="list-style-type: none"> <li>• Within residential areas (including activity centres): <ul style="list-style-type: none"> <li>○ 10% of net developable area for local parks and sports field reserves.</li> <li>○ 3–5% of net developable area set aside for local parks.</li> <li>○ 5–7% of net developable area set aside for sports field reserves.</li> </ul> </li> <li>• Within dedicated employment and/ or economic activity areas, 2% of the net developable area for local parks.</li> </ul>	<p><b>Regional Specific Adaptation</b></p> <p>Total open space provision 8.64% of net developable area (18.171 hectares)</p> <p>Local parks = 2.99%</p> <p>Sports reserves = 5.66%</p>
<b>T12</b>	<p>Open space and sports reserves should be located to meet the following distribution targets:</p> <ul style="list-style-type: none"> <li>• A sports reserve or open space larger than 1 hectare within an 800m safe walkable distance of each dwelling</li> <li>• A local park within a 400m safe walkable distance of each dwelling.</li> </ul>	<p><b>Regional Specific Adaptation</b></p> <p>Dwellings within: 800 metres of a sports reserve or open space of 1+ hectares = 95%</p> <p>400 metres of a local park = 90%</p>

## Planning assessment

The City commissioned a community infrastructure and open space assessment (NWGGA Social Infrastructure and Open Space Peer-Review and Costing, HillPDA, June 2024) to determine the required provision and land take of recreation reserves within Creamery Road. This assessment considered not only the future population of the precinct, but also the needs of the wider district including the existing Creamery Road township and future growth areas. This assessment determined that access to adequate grounds for training and competition is a key factor affecting the viability of successful sport clubs, and that good sports reserve design can lead to increased participation, increased physical activity and mental health benefits associated with exercise and social connections in the local area.

In response to Recommendation 4 of the Committee's *Referral 1 Report – Volume 1* (21 May 2025), the City prepared the Creamery Road PSP Open Space Network Investigation and Analysis Report (City of Greater Geelong, October 2025) which informed the size and location of sports reserves and local parks proposed in Creamery Road. The analysis includes an assessment of active open space provision across the NWGGA and a capacity analysis of the existing Myers Reserve. It found that Myers Reserve is nearing a critical point in its ability to support existing sporting user groups. Currently, the infrastructure at Myers Reserve adequately supports the participation levels of the cricket, lawn bowls and netball. However, the netball courts and soccer fields are already at capacity, and the AFL ovals are close to capacity, presenting significant constraints on the ability for user grounds to expand or respond to increased community demand and to maintain appropriate playing surface conditions without reducing weekly activity levels. Overall usage remains high. To sustain and grow community sport, additional facilities will be essential, especially noting the new population of the Creamery Road PSP.

The analysis agreed with the HillPDA open space assessment's recommended provision of one new free-standing sports reserve plus an extension to the existing Myers Reserve. However, the City's analysis was able to identify opportunity to reduce the size of the new free-standing reserve, resulting in a proposed total of 11.891 hectares (5.66 % of total residential net developable area) being allocated to active open space. This land could facilitate sports infrastructure including:

- 2 winged football/cricket ovals; plus 1 additional football oval as an extension to Myers Reserve in accordance with the Myers Reserve Masterplan (City of Greater Geelong, July 2023);
- 4 soccer pitches (as alternative to or cooccurring with AFL oval provision);
- 2 netball courts;
- Pavilion;
- Or alternative facilities as determined by need at time of construction.

The proposed location of the Northern Sports Reserve (SR\_02/DI\_OS\_02(\_L)) west of the CCB is appropriate as it:

- Offers access within 1-kilometre to a larger percentage of the dwellings than alternative locations.
- Is sited within a single property boundary.
- Can be obtained via simple acquisition methods in one transaction, encouraging earlier delivery, rather than needing to be subject a Public Acquisition Overly (PAO).
- Can achieve >15% canopy cover in accordance with localised canopy targets.
- Is within 400 metres of the NAC.

The reports also identified the need for a network of local parks and opportunities for links between encumbered and unencumbered open space. However, the Creamery Road PSP Open Space Network Investigation and Analysis Report (City of Greater Geelong, October 2025) does not support the use of encumbered open space land as equivalent to credited open space. Land equivalent to 2.99% of the NDA is earmarked for local park provision.

## Council position

The PSP supports the delivery of an integrated open space network. The distribution of sports reserves and local parks guarantees more than 95% of dwellings will be within walking distance of a useable green space. View lines to encumbered green space, such as the Cowies Creek Conservation Area, are encourage. The PSP facilitates higher density residential development in close proximity to future open space and recreation paths alongside drainage

assets and conservation area to support this outcome. The following considerations were made when locating open space:

- Flat topography to limit the need and associated cost with earthworks.
- Elevation to avoid current and future flood risk.
- Co-locate with community infrastructure such as schools, community facilities and the transport network.
- Proposed open space is located in close proximity to stormwater infrastructure which will provide cooling benefits.
- Distribution across the precinct.

While the PSP 2.0 Guideline target for 10% open space delivery remains the in-principle position of the City and was supported by the Peer Review: Creamery Road PSP Open Space Network (SGS Economics & Planning, November 2025), the constraints of the Creamery Road Precinct have meant that only 8.64% open space can be delivered. The location and size of these various sports reserves and parks is considered to maximise equitable access to usable open space across the precinct. Given the changing nature of sports demand, planning for flexibility of design is critical. Under provision of open space will have to be accounted across existing and future open spaces.

## 4.5.2 Green streets and spaces

The PSP delivers a public realm (including public infrastructure) that creates a safe, comfortable, high amenity and resilient environment.

#Target	Target	Target Achieved?
<b>T13</b>	Potential canopy tree coverage within the public realm and open space should be a minimum of 30% (excluding areas dedicated to biodiversity or native vegetation conservation).	<p><b>Target achieved</b></p> <p>30% canopy cover in public realm and open space achievable.</p> <p>Local land use specific minimums also encouraged.</p>
<b>T14</b>	All streets containing canopy trees should use stormwater to service their watering needs.	<p><b>Target achieved</b></p> <p>Target will be achieved at planning permit.</p>
<b>T15</b>	Design of the street network should be capable of supporting at least 70% of lots with a good solar orientation.	<p><b>Target achieved</b></p> <p>Target will be achieved at planning permit.</p>

### Planning assessment

The PSP Guidelines stipulates a 30% canopy coverage across all PSPs and allows this coverage to include trees located in passive open space as well as road reserves. An Urban Greening Review was prepared by Verve Projects Australia Pty Ltd on behalf of the City of Greater Geelong which included assessment of the feasibility of initially proposed canopy cover, recommendations on the appropriate mechanisms to enact the canopy targets via the planning scheme, and provided analysis of the proposed streetscape cross sections. The report noted that streetscapes are affected by lot typology and urban design principles, not just the street section.

The City amended the PSP in accordance with the matters raised in the report. An addendum to the original review assesses the City's response to initial feedback on the ambitiousness of the initial canopy cover targets proposed in the Creamery Road precinct. It confirmed that the current canopy cover targets proposed in the Creamery Road PSP are in align with approaches in other PSPs.

## Council position

Guidelines and requirements in the PSP are tailored to promote good solar orientation and ensure that applications to subdivide land are accompanied by a landscape plan illustrating a tree canopy coverage of an average of 30%. The PSP also includes cross sections that identify protected trees within central medians and nature strips, and local parks are located where possible to include existing large trees.

Lots along arterial, connector, and local access roads (with the exception of Bluestone Bridge Road at the north-eastern corner of the precinct, will be able to deliver more than 70% of lots with good solar orientation. The exact layout of subdivisions and percentage of lots with good solar orientation achieved will be determined at the planning permit stage. The localised canopy targets for different land uses have been informed by Urban Greening Review (Verve, June 2024). Canopy cover provisions have been updated in the wake of the introduction of Plan for Victoria (DTP, 2025) which introduced a state-wide canopy target of 30%. The PSP outlines the critical and high trees to be retained on [Plan 17. Biodiversity & Threatened Species](#).

### 4.5.3 Environmental and biodiversity value

Creamery Road Precinct contains significant federal, state and local biodiversity values. The PSP protects and enhances areas of significant environmental and biodiversity value, such as native vegetation, waterway corridors and grasslands. Of particular importance is the Cowies Creek Conservation Area along the north of the precinct.

#Target	Target	Target Achieved?
T16	All conservation areas identified in relevant Commonwealth, state and local government strategies should be retained in accordance with relevant legislation.	<b>Target achieved</b> Conservation values, including Cowies Creek, identified and protected.

## Planning assessment

The arboriculture assessment (ENSPEC, 2022) identifies 4 trees with 'critical' retention value and 33 trees with 'high' retention value. The report recommends that where practical, 'critical and high' retention valued trees should be retained via compliance with; AS49702009 *Protection of trees on development sites* for all trees retained, including where they are on neighbouring properties. A requirement in the PSP has been introduced to retain and protect critical and high retention value trees.

The Cowies Creek Conservation Area is located at the northern boundary of the precinct and includes significant national, State and local biodiversity values. A Conservation Management Plan (CMP) (Biosis, 2023) has been developed and will guide the ongoing management of Growling Grass Frog (GGF) populations and other biodiversity values within the Cowies Creek Conservation Area.

NWGGA contains significant ecological values including Commonwealth and state listed species such as the Growling Grass Frog, Golden Sun Moth and Striped Legless Lizard. Development within the growth areas will lead to impacts to biodiversity values of national, state and local significance. A Biodiversity Conservation Strategy (BCS) has been prepared to outline how impacts will be addressed. The BCS focuses conservation efforts on the most important biodiversity values and integrating actions to improve biodiversity within urban areas and offsetting values where appropriate.

In addition to the BCS, a strategic assessment under Part 10 of the Commonwealth Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act) has been undertaken to support development within the growth areas and to protect matters of national environmental significance (MNES). This process is given effect through the NWGGA EPBC Plan. The purpose of the EPBC Plan is to ensure development within the growth areas and associated infrastructure development outside the growth areas protects MNES and proceeds in accordance with the requirements of the EPBC Act.

## Council position

The PSP identifies critical flora and fauna values for retention or offset. The Cowies Creek Conservation Area, an approximately 42-hectare section along the northern border of the precinct, is set aside to protect and enhance the biodiversity values of the Growling Grass Frog. It also protects important cultural values. The PSP prevents public access to the conservation reserve. The boundary of the Cowies Creek conservation area is proposed as a 100-metre buffer surrounding Cowies Creek, measured from the centreline of the creek per the CMP. The conservation boundary has been amended to include native vegetation patches identified through the *Creamery Road Native Vegetation Precinct Plan* (NVPP) (Biosis, 2023) and removal of areas near Coolangatta Homestead not required for GGF conservation. Maintaining a buffer of at least 100 metres is important to encompass the aquatic and vast majority of terrestrial habitat likely to be currently utilised by GGF. This buffer area provides a reasonable amount of land that encompasses the humid microenvironments along the length of Cowies Creek. This area also allows sufficient area for habitat creation and enhancement, and protection of native vegetation identified in the NVPP. A buffer of 100 metres provides further benefit in that it maximises the proximity from disturbance associated with developments including lighting, increased pollution as well as human and vehicle traffic. It also provides additional capacity for inclusion of management tracks, lookout locations, or other suitable infrastructure to be located away from primary habitat.

The Creamery Road Native Vegetation Precinct Plan (NVPP) has been prepared alongside the PSP. The NVPP seeks to retain native vegetation within the Cowies Creek Conservation Reserve. Outside of the Conservation Reserve, the NVPP identifies native vegetation that will be lost through development and will therefore need to be offset. The NVPP will be incorporated into Clause 52.16 and is referred to in the PSP.

Chapter 3.4 Biodiversity and Threatened Species within the PSP outlines the requirements for biodiversity within the precinct with specific requirements relating to the Cowies Creek Conservation Area and associated masterplan. A Construction Environment Management Plan is required for works within 50 metres of the conservation area. A Kangaroo Management Plan is required for subdivision applications within the precinct given the recorded presence of Eastern Grey Kangaroos.

Provisions in the PSP support the sensitivity of the conservation area identified along Cowies Creek. Two designated open space reserves along the southern aspect of the conservation area will enhance the site's cultural heritage themes and sense of place. The Conservation Interface Street will be constructed to the southern side of the conservation area to provide pedestrian access to vistas and rest spots proposed to view significant landscape and local features. Culturally themed landscape elements including signage, text inscriptions and patterns will be integrated into the conservation area in collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) and the City. Implications of the Strategic Assessment are addressed through the *Environment Protection and Biodiversity Conservation Act 1999*.

### 4.5.4 Sustainable water management

The PSP supports the delivery of sustainable water, drainage and wastewater systems that enhance catchment resilience and maintain or enhance the safety, health and wellbeing of people and property now and in the future.

#Target	Target	Target Achieved?
T17	IWM solutions should meaningfully contribute towards the actions and targets from the relevant Catchment Scale Public Realm & Water Plans and any relevant water-related strategies, plan, or guideline (including the Healthy Waterways Strategy 2018–2028).	Target achieved

### Planning assessment

A Development Services Scheme (Alluvium, 2022) was prepared for the Creamery Road Precinct. The Development Services Scheme (DSS) incorporated the relevant recommendations of supporting strategic documents including IWM Forum – Barwon Strategic Directions Statement (SDS) and the Stormwater Services Strategy 2020-2030 (Greater Geelong). The DSS identified a number of drainage assets including wetland retarding basins, sediment basins, bio-retention filters and constructed waterways. A portion of land at the north-east corner generally in the landslip risk

area along Waterway 1 and Cowies Creek remains untreated by the proposed basin assets. Gross-pollutant traps are recommended to treat flows from that area.

Supplementary design work (see [Appendix 2 \(5.2.7 Drainage\)](#)) revised the form and layout of key drainage assets to reduce land take while maintaining water treatment capability.

1% AEP of existing flood extent has been identified. The 1% AEP flood extent can be shown to be contained within Cowies Creek and the tributary. Localised flooding is also apparent in the overland flow path from Geelong-Ballan Road connecting with the tributary. Localised pooling is also present in the southern portion of the precinct, near Myers Reserve.

## Council position

The integrated water management system in the Creamery Road precinct is designed to provide a safe, secure and affordable supply of water in a manner that manages existing and future flood risks. In accordance with Recommendation 2 of the Committee's *Referral 1 Report - Volume 1* (21 May 2025), the City incorporated online drainage assets to the precincts' water management system at relevant locations. Modelling suggests that in this case, subject to appropriate construction and maintenance, the online assets can offer water acceptable treatment outcomes of flows from the precinct entering the waterway network. The City coordinated with key agencies, including Barwon Water, in the design and redesign of the water management system.

The PSP includes provisions to support considered treatment of wastewater, management of water systems, and opportunities for co-locating recreation and active transport uses with drainage assets.

## 4.5.5 Climate Resilience (incl ESD)

The Creamery Road PSP has regard to minimising greenhouse gas (GHG) emissions, addressing impacts of climate change on natural hazards, and increasing climate change resilience within the Creamery Road Precinct.

### Planning assessment

Climate change will create escalating economic costs for all communities. Effective adaptation requires long-term planning, inclusive community engagement, and investment in resilient infrastructure. The technical reports prepared for the PSP took into account climate change factors, such as bushfire, urban heat, increased temperatures, and the impact of more frequent and intense storm events. The PSP also seeks to mitigate emissions through changes in behaviour and technology.

The PSP focuses growth in designated growth areas, and introduces provisions to encourage active and public transport use, to reduce transport related emissions. The urban structure, layout, and residential densities are designed to support access to, and use of, public and active transport, and facilitate these transport modes to access essential day to day needs e.g. education and community facilities, open space, and commercial/employment areas. Canopy targets (see 4.5.2) assist to mitigate the urban heat island effect.

The environmentally sustainable provisions incorporated into the PSP are supported by the *Zero Carbon Precincts Strategic Assessment* (Hansen Partnership, March 2023). These provisions encourage consideration of alternative energy strategies such as solar, demonstration of circular economy principles, and other strategies to support the PSP's objective to achieve zero carbon operational developments. The City engaged with Powercor about the impact of proposed renewable energy provisions in the precinct. Powercor nominated several electrical infrastructure options to accommodate the increased load per household and to support solar export. Detailed assessments will be required at the developer masterplan stage as well as individual customer connection requests. See [Plan 15. Utilities, Energy and Technology](#) of the Creamery Road PSP which nominates existing and future electrical infrastructure.

As the precinct is within a designated Bushfire Prone Area, a bushfire assessment was undertaken for the precinct. The Precinct in its current state is considered to have a low to moderate level of bushfire risk with some locations identified as having a higher risk. Provided fire-wise development occurs within and adjacent to the precinct, the bushfire risk is expected to reduce across most of the precinct. See [Appendix 2 \(5.2.5 Bushfire Risk\)](#) for detail. Relevant bushfire mitigation measures are addressed in the PSP and associated documents. The PSP outlines the information to be included in the Bushfire Management Plan to satisfy the objectives of the Bushfire Resilience Chapter.

Climate change scenarios were adopted within the hydrologic models which underpin the relevant drainage and water management strategies for the precinct. The purpose of adopting climate change scenarios is not to design assets to these increased peaks, but to perform a sensitivity check on how increased peak flows will move through the systems

designed. For example, how an increased peak 1% AEP will sit within the provided freeboard in a proposed retarding basin. Results of climate change modelling on the drainage system indicate no overtopping of the retarding basins under a 1% AEP (RCP 8.5) scenario.

## Council position

Planning for new urban environments is well-placed to support climate mitigation and emissions targets. In accordance with the NWGGA Framework Plan and the City's *Climate Change Response Plan 2021-2030* (City of Greater Geelong, 2020), the Creamery Road PSP has been developed in consideration of climate change responsiveness. It introduces provisions to support sustainable development outcomes and climate resilient communities by improving building performance and reducing carbon emissions. To reduce greenhouse gases and negative environmental impacts from development, the PSP seeks to deliver a zero-carbon operational precinct in accordance with the objectives of the NWGGA Framework Plan.

The PSP includes several provisions which support renewable energy and the projected increase in zero emissions vehicles, including those relating to:

- the installation and usage of solar PV infrastructure
- infrastructure to support electric or alternative zero emission vehicles, e.g. EV charging
- the use of best practice environmental performance tool in retail, community and education facilities greater than 2,000m<sup>2</sup> gross floor area
- Neighbourhood scale battery storage

Other provisions which support climate change resilience include measures to encourage a modal shift towards active and public transport and reducing waste through encouraging the use of recycled materials and consideration of circular economy principles. In response to temperature increases, the PSP provides guidance on land use specific canopy cover and encourages the use of lighter-coloured roofs to mitigate urban heat island effects in the precinct. Proposed open space is located in close proximity to stormwater infrastructure which will provide cooling benefits. The provisions in the PSP which support these climate resilient outcomes are supported by the technical reports outlined in Appendix 2. Revision of ESD specific provisions also took into account the C278ggee panel report and feedback from key stakeholders.

Note: Amendment C450ggee is exempt from preparing a Climate Change Consideration Report under s.230 of the *Planning and Environment Act 1987* (the Act) because the Minister for Planning referred the amendment to a committee under s.151 for advice prior to 26 March 2025.

Note: the changes to the drainage system may impact the area to which the identified BAL restrictions apply. This information is to be finalised once all submissions and further recommendations have been addressed, prior to submission to the Minister under S20(4) of the Act.

## 4.5.6 Contaminated land

### Planning assessment

Urban development in potential areas of high and medium land contamination will need to be undertaken following conventional planning, assessment and remediation methods in accordance with EPA Victoria guidelines and local policy. A Land Capability Assessment (LCA) was undertaken as part of the technical studies. Based on the review of site history and screening against potentially contaminating industries as detailed in PPN30-2021, no properties were given a "high" potential for contamination. Two properties located at 10 Evans Road, Bell Post Hill VIC 3215 and 85-105 Bluestone Bridge Road, Bell Post Hill VIC 3215 were deemed to have a "medium" potential for contamination. Further correspondence occurred with the EPA, who advised that in line with PPN30, all properties would be classified as 'medium' potential for contamination. As such, the entire precinct will require a PRSA to be undertaken, and the Environmental Audit Overlay will be applied to Properties 4 and 13.

Land Capability Assessment recommends the Creamery Road PSP to consider the current quarrying operations of limestone and fine sands to the south of the PSP, Moorabool Road and the Moorabool River. The operations may lead to the release of dust that has adverse amenity impacts and noise impacts to the properties within the PSP. In accordance with EPA guidelines (*EPA Publication 1518*), a 500m buffer has been recommended which precludes sensitive uses within the approximately 1 ha of land within the PSP which is subject to the buffer. It is recommended that the use of this land for sensitive use is tied to the rehabilitation/ceasing of quarry operations. *EPA Publication 1518*

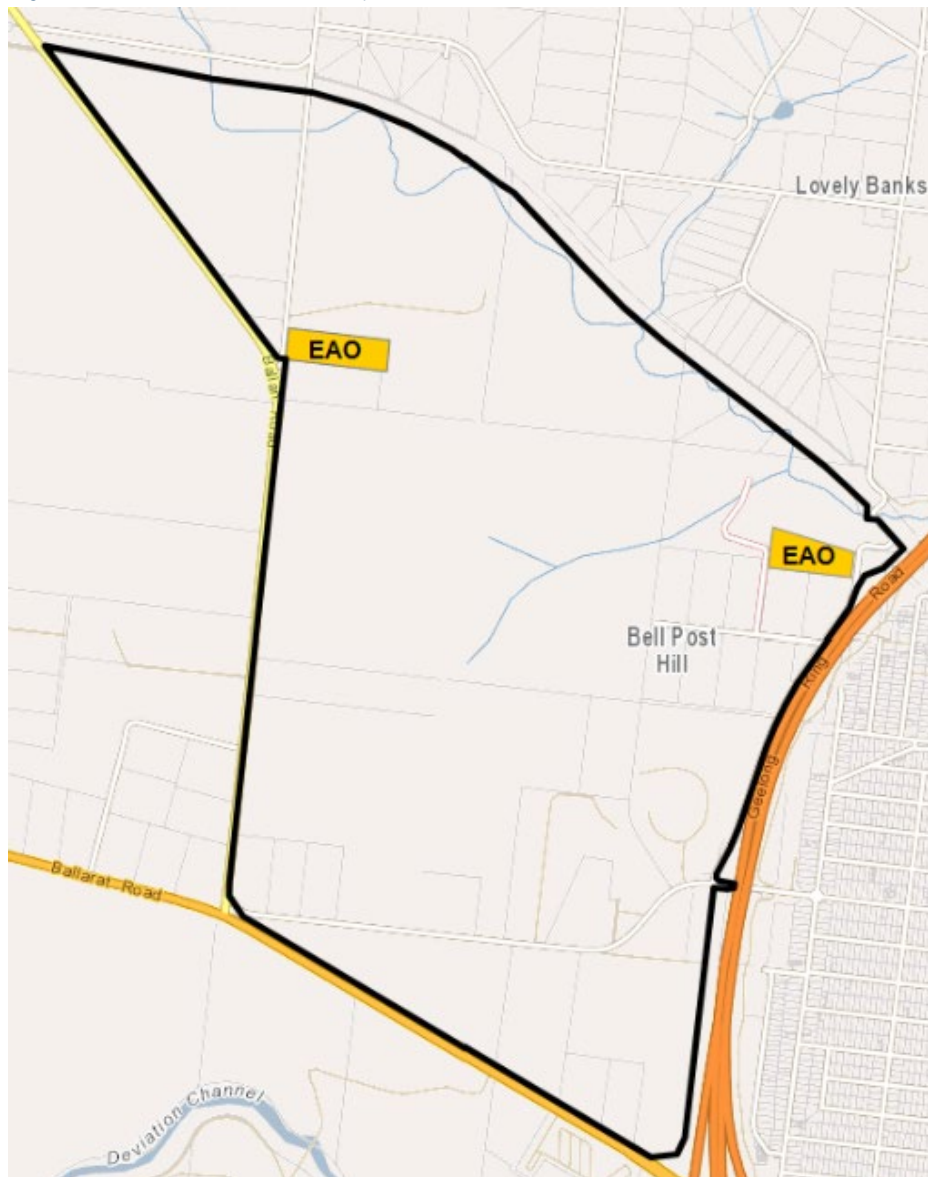
defines sensitive land use as “any land uses which require a particular focus on protecting the beneficial uses of the air environment relation to human health and wellbeing, local amenity and aesthetic enjoyment, for example residential premises, childcare centres, pre-schools, primary schools, education centres or informal outdoor recreation sites”. Non-sensitive land uses as per EPA Publication 1518 are permissible in this portion of land while the quarry is in operation. Non-sensitive uses include agriculture, car parks, cinema-based entertainment facilities, emergency services facilities, natural systems, offices, research centres, service stations and veterinary clinics.

### Council position

An Environmental Audit Overlay (EAO) is proposed for the two properties identified as having most risk of potential contamination, i.e. 10 Evans Road, Bell Post Hill and 85-105 Bluestone Bridge Road, Bell Post Hill (see Figure 9). The Urban Growth Zone Schedule will require a Preliminary Risk Screen Assessment (PRSA) for sensitive uses at all other properties. This is to ensure Council is satisfied any land contamination from previous uses, including agricultural uses, is addressed prior to development in accordance with PPN30.

The 500-metre buffer from the quarry is marked on the future place-based plan and all other relevant plans in the PSP to ensure necessary measures are accounted for during any development proposed for the affected area while the quarry remains in operation.

Figure 9. Environmental Audit Overlay



## 4.5.7 Other amenity impacts

The Creamery Road Precinct is within the Western Volcanic Plains, which is made of both volcanic plains from the Newer Volcanics Group, and marine sedimentary plains. Landslips susceptibility areas are identified in the Creamery Road Precinct (see Figure 10). Development within the 'high susceptibility' area is not recommended unless a detailed subsurface investigation and risk evaluation (for both individual risk and societal risk) are conducted and the assessment outcomes achieves low to very low risk levels, to allow development in accordance with Australian Geomechanics Guidelines for Landslide Risk Management (2007). Any mitigation required to address the risk will be at the cost of the permit applicant. Requirements to this effect have been included in the PSP and UGZ schedule.

The adjoining transport land uses (including arterial roads, railway line, and Geelong Ring Road) and the nearby Batesford quarry pose negative amenity impacts on residential areas if not appropriately mitigated. Areas of 'noise sensitivity' are identified in the PSP and will require an acoustic report be submitted with the application, with consideration of future road usage levels in accordance with *Australian/New Zealand Standard AS/NZS 2107-2016 Acoustics – Recommended design sound levels and reverberation times for building interiors*.

See [Appendix 2 \(5.2.3 Amenity Impact\)](#) for more detail on relevant technical reports for geotechnical and acoustic impacts.

Figure 10. Other amenity impacts\*



## 4.6 Services and destinations

Education and community facilities in the Creamery Road Precinct are located to equitably and efficiently maximise their accessibility and shared use.

#Target	Target	Target Achieved?
<b>T18</b>	<p>The location of dwellings should achieve the following accessibility targets in relation to education and community facilities:</p> <ul style="list-style-type: none"> <li>• 70% of dwellings located within 800m of a government primary school</li> <li>• 100% of dwellings located within 3,200m of a government secondary school</li> <li>• 80% of dwellings located within 800m of a community facility</li> <li>• 80% of dwellings located within 800m of a health facility.</li> </ul>	<p><b>Regional Specific Adaptation</b></p> <p>Government primary school target 56%</p> <p>Government secondary school target 100%</p> <p>Community facility target 51%</p> <p>Health facility target – N/A</p>

### 4.6.1 Local schools

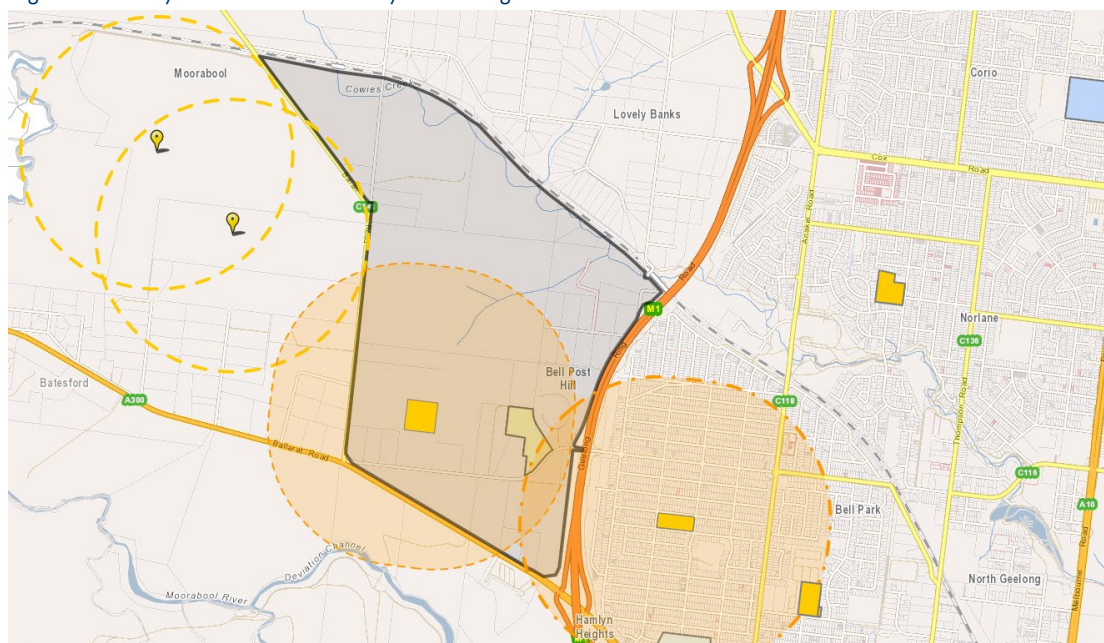
#### Planning assessment

A community infrastructure and open space needs assessment for Creamery Road was completed demonstrating quantitative estimates of the community infrastructure demand generated by primary, secondary and tertiary study areas. The assessment indicated that at full development, Western Geelong Growth Area will be generating upwards of 7,185 primary and 5,544 secondary non-government school students. Of this, approximately 15.8% of primary school enrolments (at least 1,137) will be generated within Creamery Road. A new government primary school, early learning centre, and community hub are proposed for the Creamery Road Precinct.

#### Government primary school

The assessment determined that Creamery Road would need to provide for one government primary school of 3 hectares to cater to the precinct's residents. This school (PS\_01) is to be collocated with the combined Early Learning Centre and Community Hub (CF\_01/DI\_CF\_01) in the south-west of the precinct. The location and configuration of the site is generally in accordance with the *Victorian Government School Site Selection Criteria – Toolbox (Department of Education, April 2025)*. It is estimated that 56% of dwellings will be within 800m of a government primary school (see Figure 11).

Figure 11. Primary school catchment analysis (showing an 800 metre catchment)

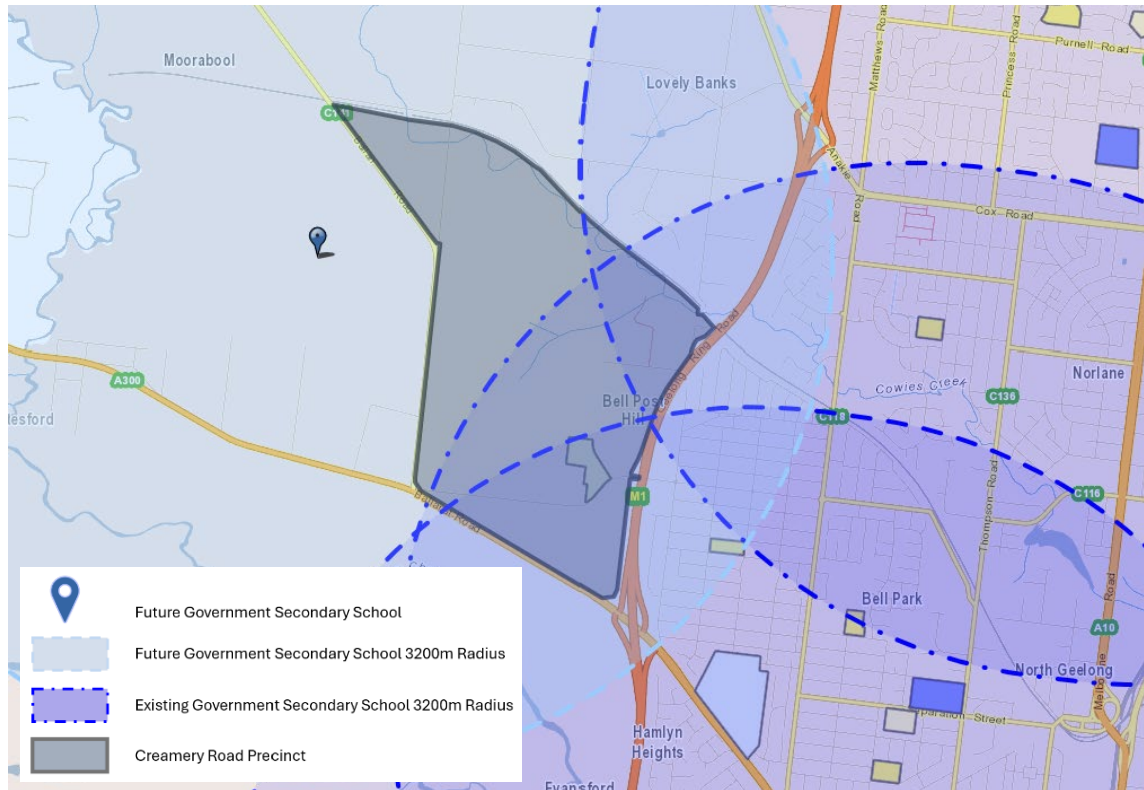


## Government secondary school

The report indicates the delivery of a government secondary school in the neighbouring Batesford North Precinct will be able to accommodate the demand from the Creamery Road population. It is estimated that 100% of dwellings will be within 3,200m of a government secondary school once the precinct has developed and the secondary school in the adjacent precinct is constructed (see Figure 12).

In the meantime, the eastern portion of the Creamery Road Precinct sits within a 3,200m catchment of three established government secondary schools: North Geelong Secondary College; Western Heights Secondary College; and Corio Bay Secondary College.

Figure 12. Secondary school catchment analysis (showing a 3.2 kilometre catchment)



## Council position

One new government primary school of 3-hectares is proposed for the Creamery Road Precinct. It is estimated that 56% of dwellings in the precinct will be within 800m of the new government primary school (PS\_01). This is below the 70% target.

While the community needs assessment identified the need for an additional non-government primary school in the precinct, conversations with the Melbourne Archdiocese Catholic Schools indicated a preference for a site in the neighbouring Batesford North Precinct. Given the lack of interest from the relevant bodies in delivering a non-government primary school and the overall low NDA of the precinct, it is not recommended that any further land be set aside for a non-government primary school site within Creamery Road. It should also be noted that the precinct includes an existing non-government school, Covenant College, which offers primary and secondary education.

The future government secondary school in the Batesford North Precinct will be capable of supporting the Creamery Road population. The eastern portion of the precinct is also within the catchment of a number of established government secondary schools in Geelong (see Figure 12).

## 4.6.2 Community infrastructure

### Planning assessment

The community infrastructure needs assessment (HillPDA, 2024) determined the level of community facility required for the demand generated from the precinct. The assessment demonstrated that a community facility of 1.3-hectares (2,200 sqm floorspace) was required to support the essential services required for Creamery Road.

In June 2022 the State Government announced its \$9 billion package over the next decade, for four-year-old kinder to be recast as 'pre-prep', with every Victorian four-year-old entitled to a free, 30-hour-a-week program, up from the current 15 hours. The NWGGA Social Infrastructure and Open Space Peer-Review and Costing (HillPDA, 2024) estimates demand for approximately 6 kindergarten rooms in the Creamery Road Precinct area to cater for both 3- and 4-year-old sessional kindergarten programs. This facility (CF\_01/DI\_CF\_01) is to be located directly adjacent with the proposed government primary school (PS\_01). The community infrastructure assessment recommends that 6 kindergarten rooms should ideally be incorporated into a level 2 multipurpose community centre proposed for Creamery Road.

Community facilities in future precincts will also serve the Creamery Road population, namely the Batesford North Integrated Children's Centre, which will provide additional early learning education beyond the scope of the Early Learning Centre in Creamery Road, and the McCanns Lane Cultural Hub (CF\_ML\_01/CI\_CF\_ML\_01) which will incorporate a district library, museum, arts and cultural spaces and meeting rooms.

### Council position

The Creamery Road PSP combines the community hub and early learning centre (including kindergarten) into a single facility (CF\_01/DI\_CF\_01). The facility is located on the west of the Clever and Creative Boulevard and near to the NAC, with good links to public and active transport routes, providing active transport access to the local community and safeguarding public transport access for the wider community in the future. The future urban structure situates the combined community facility within easy access to residential development and closely connected to schools. It is estimated that 51% of dwellings will be within 800m of the community hub.

CF\_01 is the core community facility in the Creamery Road Precinct. While a 1.3-hectare site was nominated in the community infrastructure needs assessment (HillPDA, 2024), it was determined that a 1-hectare site, which aligns with the VPA benchmark size for a level 2 facility, can appropriately deliver the community hub and collocated Early Learning Centre. It is proposed to accommodate the following uses (noting each room can be used for multiple purposes):

- 4 kinder rooms
- 2 maternal child health consult suites
- 1 visiting professional consult suite
- Multi-purpose rooms (e.g. suitable for playgroup, toy library provision, meetings)
- Kitchen

Private kindergarten provision, including that available at Covenant College, will supply any gap in provision not catered for via the Council early learning facility.

There are no planned health facilities within the Creamery Road Precinct. However, an emergency hub (CF\_03) is planned for the western side of Geelong-Ballan Road, within the Batesford North Precinct. Advice from the CFA and FRV indicates that an emergency hub to serve Creamery Road is not required in the immediate term and is better suited to being provided in one of the medium-term precincts. The preference was the Batesford North Precinct, due to access to Geelong-Ballan Road, and its proximity to the Creamery Road Precinct. Following these discussions, an indicative location for an emergency hub on the west side of Geelong-Ballan Road is nominated in the Creamery Road Place-Based Plan. This location with easy access to the arterial road network will maximise coverage and reduce response times. Other emergency service providers were contacted for feedback on the PSP during agency and landowner consultation, however no submissions were received.

## 4.7 Thriving local economies

### 4.7.1 Activity centres

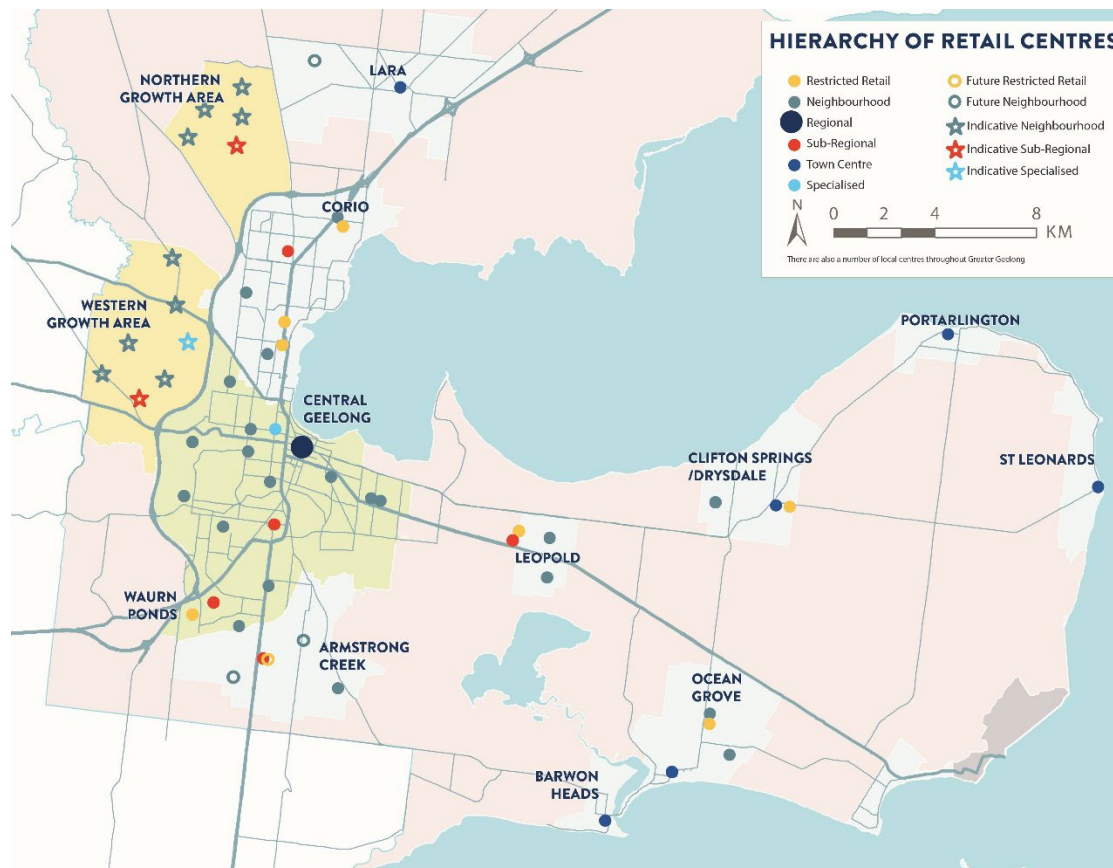
The PSP delivers a neighbourhood activity centre capable of accommodating a range of jobs, services, amenities, activities and housing that sustains the centre’s vibrancy and meets the changing economic, climate and social needs of the Creamery Road Precinct. Two Local Convenience Centres further support these outcomes.

#Target	Target	Target Achieved?
T19	80–90% of dwellings should be located within 800m of an activity centre.	<p><b>Regional Specific Adaptation</b></p> <p>64% of dwellings within 800m of the Neighbourhood Activity Centre (NAC)</p> <p>80+% of dwellings within 800m of Local Convenience Centre (LCC) or NAC</p>

### Planning assessment

The *Retail Strategy 2020-36* (City of Greater Geelong, 2020) nominates a neighbourhood level activity centre (NAC) for Creamery Road (see Figure 13). The strategy identifies neighbourhood activity centres in areas experiencing greenfield growth should have a floor space cap between 3,000 and 11,000 square metres. Floor space caps make new centres more attractive and help them to establish, supporting the timely delivery of good access to essential retail services for residents in new communities.

Figure 13. Greater Geelong Retail Activity Centre Hierarchy



The *Creamery Road Retail and Employment Analysis* (SGS, 2022) recommended a single, centrally located NAC which offered convenient shops, small cafes, and office uses close to residential areas should be delivered in the Creamery

Road Precinct. The central location of the activity centre within the precinct is prioritised to ensure that it is appropriately removed from existing Geelong town and suburban centres to maintain the centre hierarchy, and so that it is convenient to access via active transport such as walking or cycling.

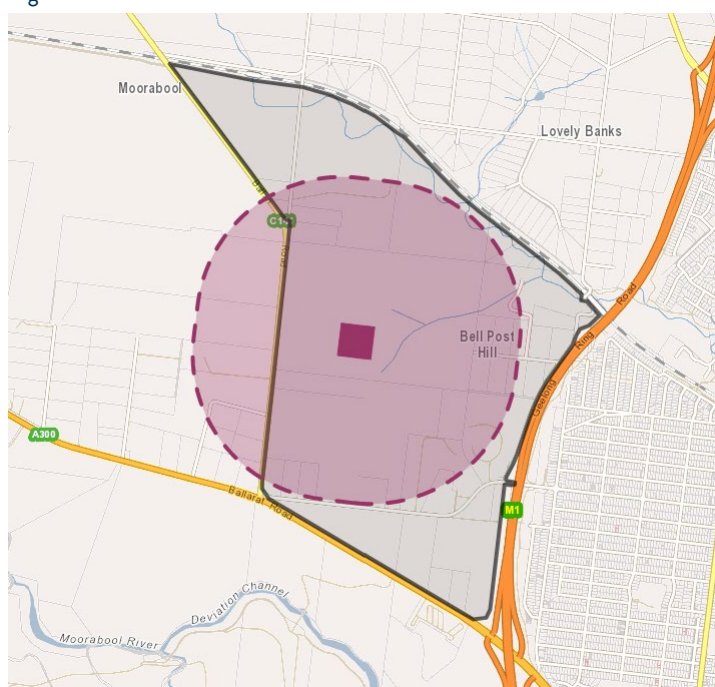
The centralised NAC aligns with the Framework Plan actions in terms of catchment and retail floor space. The Retail and Employment Analysis (SGS, 2022) estimates that the residents of the Creamery Road precinct at full development will require around 13,796 sqm of shop area and recommended to keep the retail supply threshold 25% below the demand for flexibility in the future. Accordingly, the report recommends restricting the initial supply within the NAC to 7,500sqm and introducing new supply gradually. SGS advised that the residual floorspace supply, attaining the predicted supply threshold, can be utilised in two mixed use nodes outside the walkable catchment of the NAC to help support the development of 20-minute neighbourhoods.

## Council position

The City determined that the neighbourhood activity centre will be 3-hectares in size to support the estimated population of approximately 11,770 residents within the Creamery Road precinct. The proposed NAC is located centrally within the precinct to maximise its accessibility and is to be supported by higher density within the 400-metre walkable catchment. It is estimated 64% of dwellings will be within 800 metres of the NAC (see Figure 14).

Two Local Convenience Centres (LCC), equivalent to a local centre, are proposed for the north and south ends of the precinct. The purpose of the LLCs is to allow a combination of smaller convenience shops/offices incorporated into high residential development (e.g., shop-top housing). This increases the total forecast of dwellings within 800 metres of an activity centre to more than 80%. The combined impact of the NAC and LLCs will ensure that more than 80% of the dwellings across the precinct achieve the target of proximity to an activity centre.

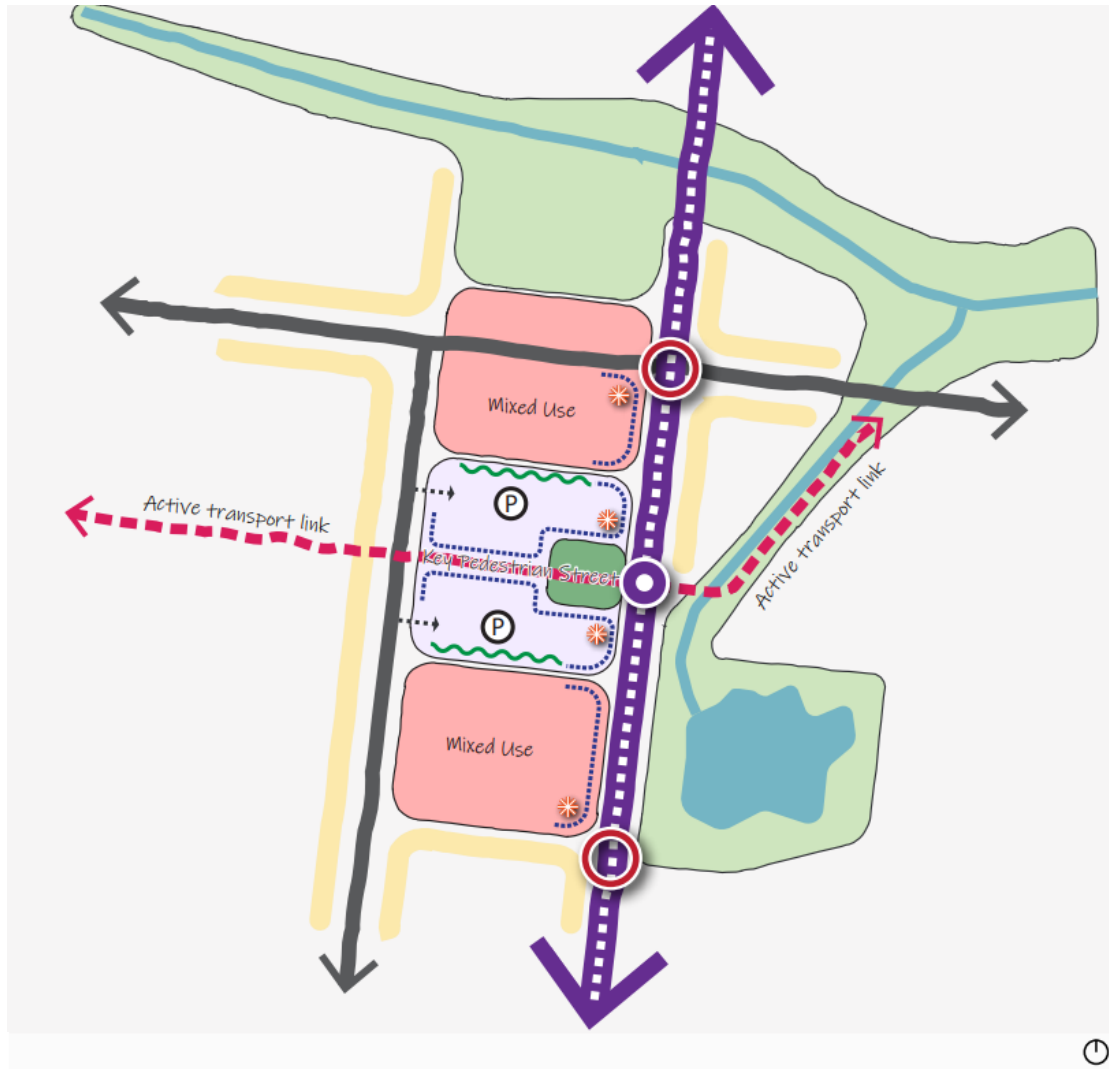
Figure 14. 800 metre catchment of the NAC Commercial core



The NAC Precinct is made up of a Commercial 1 Zone core of 2.7 hectares, plus a 0.3-hectare town square, and flanked to the north and south by an area of mixed use zone (see Figure 15). It is capable of supporting a full line supermarket, ancillary shops, car parking, childcare centre, and commercial buildings. The requirements and guidelines of the PSP will ensure a well-designed NAC which increases density in a manner which is efficient and appropriate to the context.

The UGZ schedule includes a maximum leasable floor area of 2,625 square metres for all shops and anything less, triggers the requirement for a planning permit. This will ensure that the supply of commercial uses will not be at odds or conflict with the Neighbourhood Activity Centre (NAC). Further, the leasable floor area for all offices must not exceed 1,875 square metres.

Figure 15. NAC Precinct Concept Plan



**LEGEND**

- |  |  |                                       |
|--|--|---------------------------------------|
| Clever & Creative Boulevard            | Neighbourhood Activity Centre (C1Z)          | Public Transit Stop                   |
| Connector Road                         | Mixed Used Zone (MUZ)                        | Activity Centre Gateway               |
| Active Transport Link                  | Waterway & Drainage                          | Landmark Building - Taller Built Form |
| Key Pedestrian Street                  | Surrounding Residential (RGZ)                | Parking - Sleeved by active frontage  |
| Vehicular Access to NAC from Connector | Town Square                                  |                                       |
| Active Frontage                        | Sensitive Interface - Parking to be Screened |                                       |

## 4.8 Infrastructure co-ordination

The draft place-based structure plan identifies the essential infrastructure with spatial requirements. Technical assessments have assisted in this process (see Appendix 2). Key infrastructure identified for the Creamery Road Precinct includes:

- several drainage assets, including wetland retarding basins, sediment ponds, waterways and gross-pollutant traps;
- key intersections within the precinct and along the adjoining arterial roads;
- bridges;
- a combined Early Learning Centre and Community Hub;
- a government primary school;
- open spaces including a new active open space reserve; an extension to the existing Myers Reserve; and 7 local parks (including the Town Square).

See *Table 15 Precinct Infrastructure* of the Creamery Road PSP for details.

#Target	Target	Target Achieved?
T20	Identify all basic and essential infrastructure with spatial requirements on the Future Place-based Plan (e.g. open space, schools, community centres, integrated water management, etc.)	Target achieved

### 4.8.1 Existing and future utilities infrastructure

#### Planning assessment

The City commissioned a high-level servicing assessment for the precinct. The purpose of these assessments is to determine the key constraints and opportunities relating to existing and future utility infrastructure within and servicing the Creamery Road precinct. Utility infrastructure has the potential to contribute significant costs and delays if constraints are not identified and addressed early in the development process. See **Appendix 2 (5.2.15 Servicing Plan)** for a summary of the prepared servicing plan.

#### Council position

The City has included all known existing and future utilities from the assessments within the relevant utilities plan in the PSP. The PSP has included applicable requirements and guidelines relating to all types of utilities infrastructure. The City does not support the new gas connections for and use, including non-residential. Further to the servicing plan, consultation with Barwon Water during the further work process identified the need for a 1-hectare sewer hub and separate water tank facilities. The sewer hub is identified in the land use budget, and associated plans. The location of the water tanks will be finalised directly with the developers.

### 4.8.2 Staging and location of development

#### Planning assessment

To accompany the PSP, the City has prepared a draft development staging plan for the Creamery Road precinct. Staging took into account sequencing and rationalisation of development fronts, and was informed by:

- proximity to new or existing arterial or connector road infrastructure
- existing and future servicing infrastructure

- proximity to existing or proposed development fronts or serviced land
- proximity to significant public transport infrastructure or public transport services
- proximity to existing or committed community infrastructure such as schools.

There is scope for the staging of the PSP to be reviewed and refined during the exhibition process.

### Council position

The City has produced a Precinct Infrastructure Plan that identifies infrastructure required to support the future community. The precinct infrastructure will be delivered through a number of funding mechanisms. See [Table 15 Precinct Infrastructure](#) of the Creamery Road PSP for details.

The staging of the development should prioritise the delivery of final assets without compromising the ability of developers who are ready to proceed. The waterway infrastructure items and co-located basins are critical to the delivery of areas of the precinct which outfall into those assets. However, other catchments within the precinct which do not outfall into the waterways or creek should not be delayed by the delivery of that infrastructure. Early delivery of the NAC and community hub is of high importance. The delivery of intersections should facilitate and not hinder the sequencing of adjacent development.

### 4.8.3 Development contributions plan (DCP)

The Creamery Road Development Contributions Plan (the DCP) sets out the requirements for developers to contribute towards the basic and essential infrastructure required to support development of the precinct. This is achieved through both the development contribution levy and the community infrastructure levy. The DCP applies to the same land as the PSP and will also be incorporated into the Planning Scheme by Amendment C450ggee. The PSP provides the strategic justification for items included within the DCP. Infrastructure and facilities in the DCP include waterways, wetland and retarding basins, bridge/culverts, roads, shared paths, community centres, learning centres, cultural and health and wellbeing hubs and sports reserves.

### Planning assessment

The technical work completed in the preparation of the Creamery Road PSP identified a number of items of infrastructure which should be funded through a development infrastructure contributions mechanism. These included intersections, community facilities, active sports reserves, and drainage assets. See [Section 3. Infrastructure justification](#) of the Creamery Road DCP for detail of relevant reports. All land items were valued using the Public Land Equalisation Method (PLEM) in accordance with Recommendation 7 of the Committee's *Referral 1 Report - Volume 1* (21 May 2025).

SUMMARY - DEVELOPMENT INFRASTRUCTURE LEVY (DIL)			
PROJECTS	TOTAL COST OF PROJECTS	TOTAL COST OF PROJECTS ALLOCATED TO MCA	DIL*
<b>TOTAL</b>	<b>\$225,534,039.44</b>	<b>\$173,106,480.74</b>	<b>\$823,453.91</b>
Land	\$49,010,000.00	\$47,971,502.30	\$228,196.66
Construction	\$176,524,039.44	\$125,134,978.44	\$595,257.25
BREAKDOWN BY INFRASTRUCTURE TYPE			
PROJECTS	TOTAL COST OF PROJECTS	TOTAL COST OF PROJECTS ALLOCATED TO MCA	DIL*
Transport	\$98,022,679.09	\$47,643,820.39	\$226,637.90
Open Space	\$46,317,335.31	\$44,268,635.31	\$210,582.42
Community	\$22,537,233.42	\$22,537,233.42	\$107,207.85
Drainage	\$56,321,751.62	\$56,321,751.62	\$267,918.14
Planning	\$2,335,040.00	\$2,335,040.00	\$11,107.60

\*Developer Infrastructure Levy per hectare (assuming NDA of 210.22ha)

Two projects were identified for the community infrastructure levy:

- **CF\_ML\_01/CI\_CF\_ML\_01** McCanns Lane Cultural Hub (incl library and museum)
- **SRP\_01/CI\_OS\_01** Northern Sports Reserve Pavilion

SUMMARY - COMMUNITY INFRASTRUCTURE LEVY			
PROJECTS	TOTAL COST OF PROJECTS	ESTIMATED DWELLINGS	ESTIMATED TOTAL CONTRIBUTION
Total (Capped at \$1,530)	\$9,845,866.85	4,204	\$6,432,120.00

Note: not all projects nominated in the relevant technical reports for inclusion in the DCP have been included in the final version.

## Council position

The Creamery Road Development Contributions Plan (the DCP) identifies the critical precinct infrastructure required to support development. This will be funded through the collection of monies via the development contribution levy and the community infrastructure levy. The DCP applies to the same land as the PSP and will also be incorporated into the Planning Scheme by Amendment C450ggee. Infrastructure and facilities in the DCP include waterways, wetland and retarding basins, bridge/culverts, roads, shared paths, community centres, learning centres, cultural and health and wellbeing hubs and sports reserves.

The City maintains the need to balance development feasibility with adequate infrastructure provision. As part of the further work completed in response to the Committee's recommendations, the City assessed all DCP inclusions against a set of core criteria (see Appendix 1) and updated the DCP project tables to clearly define the strategic justification for each project. Commentary was also added to DCP report to define risk to health, safety and wellbeing to community if projects not delivered.

Note: for a summary of changes to DCP infrastructure inclusions since August 2024 draft, see response to Recommendation 9 of the Committee's *Referral 1 Report - Volume 1* at [Appendix 1 Response to Standing Advisory Committee Referral 1 Report Recommendations](#).

### 4.8.4 State infrastructure items

A number of items associated with state infrastructure are identified in Table 15. Precinct Infrastructure of the Creamery Road PSP, of which four are included in the Development Contributions Plan:

Project code	DCP code	Description	Apportionment
IN_05	DI_IN_05	Works for arterial signalised 'T' intersection - Midland Hwy and Geelong-Ballan Road	50%
	DI_IN_05_L	Land for arterial signalised 'T' intersection - Midland Hwy and Geelong-Ballan Road	100%
LA_02	DL_RD_02_L	Geelong-Ballan Road Widening	50%
LA_03	DL_RD_03_L	Midland Highway Widening	100%

Volume 2 of the Referral 1 Report recommends that 11% of the cost of land for IN\_05 be apportioned to the Creamery Road Precinct, and the construction of IN\_05 be excluded. It also recommends an appropriate apportionment of any other arterial land widening costs be determined and applied to the PSP.

Counter to the recommendation, on 9 November 2025 the Minister for Planning instructed the City to include the cost of IN\_05 construction, all associated land, and relevant land costs for arterial road widening in the DCP. This has been actioned. See response to recommendations of the Committee's *Referral 1 Report - Volume 2* at [Appendix 1 Response to Standing Advisory Committee Referral 1 Report Recommendations](#).

## 5 APPENDICES

### 5.1 Response to Standing Advisory Committee Referral 1 Report Recommendations

#### HOW TO READ THIS APPENDIX

The Committee provided its Referral 1 Report in two volumes (Volume 1 – 21 May 2025; Volume 2 – 20 June 2025). Both reports contain recommendations numbered from “1” onwards. This appendix separates the City’s response into two tables. Table 1 addresses the recommendations in Volume 1 (21 May 2025). Table 2 addresses the recommendations in Volume 2 (20 June 2025). The diagram below illustrates the designation of the recommendations within the tables.

**Vol.    Rec.**

**1 - 1.**    =    **Volume 1 - Recommendation 1**

**2 - 1.**    =    **Volume 2 - Recommendation 1**

## 1. NWGGA Standing Advisory Committee Referral 1 Report – Volume1 (Creamery Road Precinct Structure Plan and Development Contributions), 21 May 2025.

Recommendation	Action	Change	See also
<p><b>1-1.</b> Redesign and repurpose the proposed Clever and Creative Corridor as an Urban Connector street, including associated intersections, and revise the Future Urban Structure, land take and costs accordingly.</p>	<p>The City considered the Transport Design Package provided by Villawood, a key stakeholder in the precinct. The work they commissioned from Creo/One Mile Grid included updated concept designs and costings for the PSP network. These documents provide primary evidence for the revised transport layouts and cost base.</p> <p>An independent peer review of this work was conducted to ensure it met best practice.</p>	<p>CCC redesignated to lower order road with similar placemaking function between IN_12 and IN_06.</p> <p>This road section referred to in SAC report as ‘Urban Connector street’ renamed “Clever and Creative Boulevard” to reflect placemaking function within the precinct.</p>	<p>Creamery Road PSP November 2025 - Appendix 3</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p> <p>Creamery Road PSP Review of Villawood Designs, Stantec, 19 September 2025.</p>
<p><b>1-2.</b> Revise the drainage strategy to optimise the number, location and design of drainage assets, and revise the Future Urban Structure, land take and costs accordingly.</p>	<p>An alternate drainage strategy (Neil Craigie; Creo) was prepared for the Creamery Road Precinct which responded to the proposed changes to the drainage strategy agreed upon at the <i>Conclave for Hydrology, Stormwater and Drainage Statement of Agreed Opinions</i> (SAC Document 090.)</p> <p>Water Technology provided a peer review and provided commentary on:</p> <ul style="list-style-type: none"> <li>Proposed asset arrangements including locations, sizing/consolidations and outfalls.</li> <li>Modelling assessments including RORB and MUSIC.</li> <li>FUS comparison between Batesford Development and Council’s plans, to highlight areas of difference in the drainage strategy.</li> <li>Review of Creo Functional Designs and modelling.</li> <li>Climate Change Sensitivity Testing was completed under SSP3-7.0 for the climate pathway up to 2100.</li> <li>Review of Growling Grass Frog Conservation Area and the impacts with the proposed drainage network, mitigation strategies and habitat requirements.</li> <li>Costing summary review.</li> <li>Recommendations to the proposed strategy for best implementation.</li> </ul>	<p>Adoption of online drainage assets along the defined waterway in properties 12 &amp; 13.</p> <p>Other changes to drainage assets across the precinct.</p> <p>The proposed asset arrangement set is considered generally in accordance with the <i>Referral 1 Report – Vol.1</i> (21 May 2025) and the <i>Conclave for Hydrology, Stormwater and Drainage Statement of Agreed Opinions</i> (SAC Document 090.)</p> <p>Elements of the proposed asset arrangement which deviate (partially or fully) from the SAC report and expert opinions include:</p> <ul style="list-style-type: none"> <li>No alteration to the WLRB6 outfall</li> <li>No alteration to the WLRB7 asset typology (i.e consideration for a sedimentation basin).</li> </ul> <p>Water Technology’s assessment did not further consider the alteration of WLRB7 to a stand-alone sedimentation basin asset.</p>	<p>Drainage Strategy Peer Review Report, Water Technology, 23 October 2025.</p>
<p><b>1-3.</b> Review the road design parameters and design for Evans Road in the Creamery Road Precinct, and revise the Future Urban Structure*, land take and costs accordingly.</p>	<p>See response to <b>1-1.</b></p>	<p>Evans Road (within the Precinct) redesigned, leading to reduction in costs and land take while maintaining bus capability.</p>	<p>Creamery Road PSP November 2025 - Appendix 3</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p>

Recommendation	Action	Change	See also																				
<p><b>1-4.</b> After completing the further work in Recommendations 1, 2 and 3, update the open space needs assessment in section 5.3 of the HillPDA Report to reflect the revised Net Developable Area and revised population projections to be delivered through the revised Future Urban Structure. The updated needs analysis should further consider opportunities to:</p>	<p>Internal review and analysis of open space within the Northern and Western Geelong Growth Areas was conducted to identify needs of the future populations and, in particular, to identify the open space needs for the Creamery Road Precinct. It also assesses several locations for the active open space reserve and includes an analysis of the capacity of encumbered open space in the precinct to contribute to the open space network.</p> <p>This report was peer reviewed by SGS.</p> <p>These reports were prepared on an assumed NDA of 210 Ha and population of 11,760.</p> <p><i>Note: final NDA figure is 210.221; final population estimated 11,772.</i></p>	<p>Reduce size of the Northern Sports Reserve to 8.644 ha and relocate towards the Clever and Creative Boulevard (CCB).</p> <p>Changes to size and characteristics of certain local community parks.</p>	<p>Creamery Road PSP Open Space Network Investigation and Analysis Report, City of Greater Geelong, October 2025.</p> <p>Peer Review: Creamery Road PSP Open Space Network, SGS Economics &amp; Planning, November 2025.</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p>																				
<p><b>1-4a.</b> maximise Net Developable Area in the Creamery Road Precinct by reconfiguring open space while still delivering acceptable open space outcomes having regard to the targets and other guidance in the <i>Precinct Structure Planning Guidelines: New Communities in Victoria</i> (VPA, October 2021)</p>	<p>All land use in the precinct reviewed through respective technical work. Opportunities were identified to rationalise or reduce local open space.</p>	<p>Reduction in provision of credited open space in favour of NDA. Total credited open space in Creamery Road Precinct is 8.64% which is below the PSP Guidelines target.</p> <table border="1" data-bbox="1227 667 1771 855"> <thead> <tr> <th>Open Space</th> <th colspan="2">Area (ha)</th> <th colspan="2">% of NDA</th> </tr> </thead> <tbody> <tr> <td><b>Total Credited</b></td> <td><b>18,171</b></td> <td><b>-1.400*</b></td> <td><b>8.64%</b></td> <td><b>-1.36%</b></td> </tr> <tr> <td>Active</td> <td>11.891</td> <td>-0.282*</td> <td>5.66%</td> <td>-0.56%</td> </tr> <tr> <td>Passive</td> <td>6.280</td> <td>-1.118*</td> <td>2.99%</td> <td>-0.79%</td> </tr> </tbody> </table> <p><i>*compared to August 2024 figures</i></p> <p>Note: the total credited open space is below the PSP Guidelines recommended 10%.</p>	Open Space	Area (ha)		% of NDA		<b>Total Credited</b>	<b>18,171</b>	<b>-1.400*</b>	<b>8.64%</b>	<b>-1.36%</b>	Active	11.891	-0.282*	5.66%	-0.56%	Passive	6.280	-1.118*	2.99%	-0.79%	
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<p><b>1-4b.</b> maximise capacity within Myers Reserve including any further extensions</p>	<p>Internal review of existing capacity at Myers Reserve.</p> <p><i>Note: The Sports and Recreation planners are currently in process of implementing the adopted Myers Reserve Masterplan.</i></p>	<p>Capacity for certain sports identified.</p> <p>Apportionment of associated DCP item split:</p> <table border="1" data-bbox="1227 1066 1664 1161"> <tbody> <tr> <td>Creamery Road DCP</td> <td>70%</td> </tr> <tr> <td><b>External (the City)</b></td> <td><b>30%</b></td> </tr> </tbody> </table>	Creamery Road DCP	70%	<b>External (the City)</b>	<b>30%</b>																	
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<p><b>1-4c.</b> better utilise the encumbered open space in the Precinct for passive recreation, shared trails and the like</p>	<p>See response to <b>1-4.</b></p>																						
<p><b>1-4d.</b> balance the provision of active open space across neighbouring precincts in the Western Geelong Growth Area</p>	<p>See response to <b>1-4.</b></p>																						

Recommendation	Action	Change	See also
<p><b>1-5.</b> Prepare information documenting the basis for proposed apportionment of shared infrastructure located in the Precinct or external to the Precinct, including an assessment of need, nexus and equity.</p>	<p>Where appropriate, items are apportioned in line with relevant technical reports.</p> <p>Project tables in the DCP were updated to clearly define strategic justification for each project and commentary was added to the DCP report to define risk to health, safety and wellbeing to community if projects not delivered.</p> <p>For detail of DCP review, see <b>1-9b.</b></p>	<p>See <b>1-9b.</b></p>	<p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p> <p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p>
<p><b>1-6.</b> After completing the further work in Recommendation 5:</p>			
<p><b>1-6a.</b> determine whether it is reasonable to include a contribution towards Evans Road Link in the Creamery Road Development Contributions Plan</p>	<p>Evans Road works between the Northern and Western Geelong Growth Areas is identified as part of the critical Strategic Transport network.</p> <p>However, as it is outside the defined growth areas, it is not proposed that infrastructure items relating to upgrading that section of Evans Road be included in the Creamery Road DCP.</p>	<p>Removal of all DCP infrastructure items relating to the upgrading of Evans Road beyond the Creamery Road Precinct.</p>	
<p><b>1-6b.</b> further consider whether the Creamery Road Development Contributions Plan should include a contribution towards the Indoor Recreation Centre (IRC_01).</p>	<p>Assessment determined that the Indoor Recreation Centre (IRC_01) was ineligible for inclusion in the DIL and would need to be funded via the Community Infrastructure Levy (CIL). Project excluded from CRDCP as CIL cap reached.</p>	<p>The Indoor Recreation Centre (IRC_01) was removed from the Creamery Road DCP.</p>	<p>Creamery Road PSP Open Space Network Investigation and Analysis Report, City of Greater Geelong, October 2025.</p> <p>Peer Review: Creamery Road PSP Open Space Network, SGS Economics &amp; Planning, November 2025.</p>
<p><b>1-7.</b> After completing further work recommended by the Committee (Recommendations 1, 2 and 3) prepare updated land valuation estimates for each relevant Development Contribution Plan item using the Public Land Equalisation Method methodology.</p>	<p>Land valuations prepared according to PLEM method.</p>	<p>Total cost of land projects allocated to the DCP main catchment area = \$47,971,502.30 (\$228,196.66 per net developable hectare)*</p> <p><i>*compared to \$93,259,540.95 (\$476,501.99 per net developable hectare) in August 2024.</i></p>	<p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p> <p>Creamery Road Development Contribution Plan Land Assessment, URBIS, November 2025.</p>

Recommendation	Action	Change	See also
<p><b>1-8.</b> Amend the Creamery Road Precinct Structure Plan, including updating the Future Urban Structure*, to:</p>	<p>In addition to actions and changes outlined in <b>1-8a</b> to <b>1-8h</b>, a review of the requirements and guidelines in the PSP was conducted to identify changes from the below themes:</p> <ul style="list-style-type: none"> <li>a) “Non-standard” provisions;</li> <li>b) Ancillary changes as a result of other recommendations;</li> <li>c) Changes to state policy since the drafting of the August 2024 version;</li> <li>d) Internal review of redundant provisions.</li> </ul>	<p><b>"Non-standard" provisions</b></p> <p><b>Affordable Housing</b> – all relevant provisions redrafted to maximise flexibility and discretion</p> <p><b>ESD/Zero carbon etc</b> – all relevant provisions redrafted to maximise flexibility and adaptability to emerging and future technologies without negatively impinging development feasibility</p> <p><b>Complete Streets</b> – relevant provisions redrafted; significant revision to <a href="#">T20. Complete Streets General Requirements</a> to reduce prescriptiveness.</p> <p><b>Smart Cities Infrastructure</b> – R55 deleted</p> <p><b>Staging</b> – changes pending exhibition submissions</p> <p><b>Ancillary changes</b></p> <p>Several provisions redrafted or deleted due to changes from other recommendations, including removal of reference to the CCC where relevant, and of provisions relating to the non-government primary school etc.</p> <p><b>Changes to state policy &amp; review of redundant provisions</b></p> <p><b>Canopy cover</b> – all relevant provisions redrafted in wake of inclusion of state canopy target via <a href="#">VC283</a>.</p> <p><b>Redundancies</b> – provisions, e.g. those relating to bushfire, which duplicated existing applicable planning scheme provisions deleted.</p>	<p>Creamery Road Place Based Plan (November 2025).</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p>
<p><b>1-8a.</b> incorporate changes resulting from further work in Recommendations 1, 2, 3, 4,5, 6 and 7</p>	<p>Actioned.</p>	<p>Significant changes to plans and provisions within the Creamery Road PSP.</p>	<p>Summary of Creamery Road PSP Provision Change, City of Greater Geelong, November 2025.</p>

Recommendation	Action	Change	See also										
<p><b>1-8b.</b> provide greater flexibility in relation to the provision of housing densities, including the locations where increased densities are encouraged by:</p> <ul style="list-style-type: none"> <li>rewording the Requirements in Chapter 3.1.2 (Housing diversity, density and choice) to: <ul style="list-style-type: none"> <li>allow delivery of densities below the minimums specified in Table 4 if the market for medium and higher density housing is not yet sufficiently mature</li> <li>encourage higher densities in appropriate locations outside the Integrated Development Areas</li> </ul> </li> <li>amending Plan 8 (Housing) to indicate increased densities may be appropriate in locations outside the Integrated Development Areas</li> </ul>	<p>Distribution of density reviewed through VPA amenity model. Areas within 400m of the NAC or 50m of open space and public transport routes were identified as suitable for higher densities. The extent of this amenity area was further refined dependent on conflicting factors i.e. potential for negative impact on adjoining land use; parcel feasibility etc.</p> <p>Desktop review of PSP provisions in Chapter 3.1.2 to more clearly communicate intent for flexibility of density and housing diversity across the precinct.</p>	<p>IDA designation removed from the PSP and plans.</p> <p>Amenity area identified on all relevant plans, including the Place Based Plan.</p> <p>Provisions redrafted:</p> <ul style="list-style-type: none"> <li>R8 – edited</li> <li>R9 – edited</li> <li>T3. Housing Delivery Guide – revised</li> <li>T4. Dwelling Density Minimums – revised</li> </ul> <table border="1" data-bbox="1232 526 1800 734"> <thead> <tr> <th></th> <th>MINIMUM DWELLINGS/HA</th> </tr> </thead> <tbody> <tr> <td>Neighbourhood Activity Centre (C1Z)</td> <td>23</td> </tr> <tr> <td>Amenity Area (RGZ; GRZ)</td> <td>23</td> </tr> <tr> <td>Conventional Residential Area (GRZ)</td> <td>17</td> </tr> <tr> <td><b>Minimum target density across precinct</b></td> <td><b>20</b></td> </tr> </tbody> </table>		MINIMUM DWELLINGS/HA	Neighbourhood Activity Centre (C1Z)	23	Amenity Area (RGZ; GRZ)	23	Conventional Residential Area (GRZ)	17	<b>Minimum target density across precinct</b>	<b>20</b>	<p>Creamery Road Precinct Structure Plan, City of Greater Geelong, November 2025.</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p> <p>Creamery Road Place Based Plan (November 2025)</p>
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<p><b>1-8c.</b> ensure the social and affordable housing provisions are discretionary</p>	<p>Desktop review of comparable provisions for affordable housing in contemporary PSPs.</p>	<p>Provisions redrafted:</p> <ul style="list-style-type: none"> <li>R12 – deleted.</li> <li>G11 – deleted.</li> <li>G12 – deleted.</li> </ul> <p>Three guidelines added (+G-a; +G-b; +G-c).</p>	<p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p> <p>Summary of Creamery Road PSP Provision Change, City of Greater Geelong, November 2025.</p>										
<p><b>1-8d.</b> remove the non-government school (project PS_02)</p>	<p>Determine appropriate alternate land use.</p>	<p>Provision G18 deleted.</p> <p>Infrastructure project PS_02 removed from the Creamery Road Place Based Plan. Land redesignated for residential development.</p>	<p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p>										
<p><b>1-8e.</b> designate an appropriate dwelling density on the land currently shown as the non-government school (project PS_02)</p>	<p>See response to <b>1-8b.</b></p>												
<p><b>1-8f.</b> ensure there is sufficient flexibility to refine the conservation boundary in response to the <i>Environment Protection and Biodiversity Act 1999</i> strategic assessment and any updated ecological survey work</p> <p><b>1-8g.</b></p>	<p>Consider small changes to conservation boundary where it may result in a more practical development outcome without jeopardising conservation values.</p> <p><i>Note: A <a href="#">revised Strategic Assessment is open for public comment</a> from 6 November 2025 to 8 December 2025.</i></p>	<p>Small changes made to the conservation boundary in Properties 5 &amp; 8.</p> <p>Changes to the design of Evans Road (including reduction of batters) resulted in small increase to overall conservation area.</p> <p><b>Total = 42.025 Ha</b></p>	<p>Creamery Road Precinct Structure Plan, City of Greater Geelong, November 2025.</p>										

Recommendation	Action	Change	See also
<p><b>1-8h.</b> include guidance on design to appropriately respond to ecological values for online drainage assets.</p>	<p>Part of Water Technology's review of the Drainage Strategy Peer Review provides information on the proposed Growling Grass Frog ponds and habitat areas.</p>	<p>The peer reviewed drainage strategy outlines guidelines on designing the appropriate growling grass frog habitat. These include specification for:</p> <ul style="list-style-type: none"> <li>Habitat requirements for SBRB-09 which is the dedicated GGF pond.</li> <li>The pond meets all standards excluding the 'submergent zone area' which is 108sqm short of the requirement.</li> <li>The report identifies that the water source for the pond, presents a partial risk as it comes from stream water and not a ground water source.</li> <li>Other wetlands (WLRB-01, WLRB-07 and WLRB-08) within the precinct are unsuitable as direct GGF habitat, but they may be able to support potential habitat for GGF as the wetlands are a part of a stormwater treatment train which will help manage stormwater and improve the water quality.</li> <li>The report provides risks, potential impacts and proposed mitigation measures to manage the GGF population.</li> </ul>	<p>Drainage Strategy Peer Review Report, Water Technology, 23 October 2025.</p>
<p><b>1-9.</b> Amend the Creamery Road Development Contributions Plan to:</p>	<p>Actioned.</p> <p>Note: Main Catchment Area referred to in relevant sub-tables as MCA</p>	<p>All DCP item codes redone for consistency across documentation (see <a href="#">Table 15. Precinct Infrastructure</a> in the PSP).</p> <hr/> <p><b>Transport</b></p> <ul style="list-style-type: none"> <li>CCC construction removed</li> <li>Culvert projects removed</li> <li>Intersections mostly developer works, DCP funding signalisation only for number of items</li> <li>State arterial intersection apportioned 50% to Creamery Road</li> <li>Removal of items relating to the Evans Road extension from the DCP</li> <li>Transport items recosted</li> </ul> <hr/> <p><b>Open space</b></p> <ul style="list-style-type: none"> <li>Active open space reduced to 8.644 Ha</li> <li>Improvements recosted</li> </ul> <hr/> <p><b>Community</b></p> <ul style="list-style-type: none"> <li>Community hub reduced to 1 Ha</li> <li>Partial apportionment of Batesford North Community Facility removed from the Creamery Road DCP</li> </ul> <hr/> <p><b>Drainage</b></p> <ul style="list-style-type: none"> <li>Several drainage assets designed as online assets</li> <li>Reduction in number of assets needed &amp; associated land take</li> <li>Drainage items recosted</li> </ul>	<p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p>
<p><b>1-9a.</b> incorporate changes resulting from further work in Recommendations 1, 2, 3, 4,5, 6 and 7</p>	<p>Actioned.</p>		

Recommendation	Action	Change	See also												
<p><b>1-9b.</b> include an explanation of how the requirement for infrastructure to be “essential to the health, safety and well-being of the community” has been applied in assessing Development Contributions Plan items</p>	<p>Review DCP inclusion criteria for the Creamery Road Precinct, in consideration of the constraints identified in the SAC’s initial review.</p> <p>Clarify and detail strategic justification for each DCP item.</p>	<p>Internal review of DCP developed a set of criteria against which all items were assessed for:</p> <ol style="list-style-type: none"> <li>1) Eligibility of infrastructure to be funded by DIL in accordance with Section 5 of the <i>Ministerial Direction on the Preparation and Content of Development Contributions Plans</i> (11 April 2025).</li> <li>2) Alignment to the primary principles of a DCP (strategic basis, justification, need/nexus) per the <i>Development Contributions Guidelines (2007)</i>.</li> <li>3) Eligibility to be included in a DCP (Infrastructure type/project catchment/project scope) per the <i>Development Contributions Guidelines (2007)</i>.</li> <li>4) Financial and delivery risk to the City/Community/Developers if not DCP funded.</li> </ol> <p>Items that did not satisfy these criteria were removed. See also response to <b>1-5</b>.</p>	<p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p>												
<p><b>1-9c.</b> include more detail in relation to the design and costings of the proposed improvements to the active open space</p>	<p>Review of scope of proposed improvements to the active open space funded by the DCP (see also response to <b>1-4</b>.)</p> <p>Updated high-level costings prepared.</p>	<p>The table below summarises the costs of improvements (excluding land) to the active open space included in the DCP.</p> <table border="1" data-bbox="1229 730 1789 879"> <thead> <tr> <th></th> <th>COST TO MCA</th> <th>COST PER NDH</th> </tr> </thead> <tbody> <tr> <td><b>DI_OS_01</b> (SR_01)</td> <td>\$4,780,300.00</td> <td>\$22,739.51</td> </tr> <tr> <td><b>DI_OS_02</b> (SR_02)</td> <td>\$19,285,000.00</td> <td>\$91,737.23</td> </tr> <tr> <td><b>TOTAL*</b></td> <td><b>\$24,065,300.00</b></td> <td><b>\$114,476.74</b></td> </tr> </tbody> </table> <p><i>*compared to \$23,603,943.19 (\$120,602.41 per net developable hectare) in August 2024.</i></p> <p>Note: DI_OS_01 is only 70% apportioned to the Creamery Road Precinct.</p>		COST TO MCA	COST PER NDH	<b>DI_OS_01</b> (SR_01)	\$4,780,300.00	\$22,739.51	<b>DI_OS_02</b> (SR_02)	\$19,285,000.00	\$91,737.23	<b>TOTAL*</b>	<b>\$24,065,300.00</b>	<b>\$114,476.74</b>	<p>Creamery Road PSP Open Space Network Investigation and Analysis Report, City of Greater Geelong, October 2025.</p> <p>Peer Review: Creamery Road PSP Open Space Network, SGS Economics &amp; Planning, November 2025.</p> <p>Creamery Road PSP – Northern Active Open Space Cost Plan No. 1 (High-Level), ZINC, October 2025.</p>
	COST TO MCA	COST PER NDH													
<b>DI_OS_01</b> (SR_01)	\$4,780,300.00	\$22,739.51													
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<b>TOTAL*</b>	<b>\$24,065,300.00</b>	<b>\$114,476.74</b>													
<p><b>1-9d.</b> include more detail in relation to the catchments and the design of the Creamery Road and Batesford North community hubs (projects CF_01 and CF_BN_01)</p>	<p>Internal review determined facility should be funded by precinct in which it sits, regardless of wider catchment area.</p>	<p>Determined that facility should be funded by precinct in which it sits. Therefore:</p> <ul style="list-style-type: none"> <li>• Creamery Road Early Learning Centre and Community Hub (CF_01) fully apportioned to Creamery Road Precinct DCP.</li> <li>• Batesford North Integrated Children’s Centre (CF_BN_01) removed from Creamery Road Precinct DCP.</li> </ul>	<p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p>												
<p><b>1-9e.</b> remove the non-government school (project PS_02).</p>	<p>See response to <b>1-8d</b>.</p>	<p>Infrastructure project PS_02 removed from the Creamery Road PSP &amp; DCP.</p>	<p>Creamery Road Place Based Plan (November 2025)</p>												
<p><b>1-10.</b> Amend the draft Urban Growth Zone Schedule 8 to ensure the social and affordable housing provisions are discretionary.</p>	<p>Desktop review of comparable provisions for affordable housing in contemporary PSPs.</p>	<p>Application requirement in UGZ8 redrafted.</p>	<p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p> <p>Schedule 8 to Clause 37.07 Urban Growth Zone</p>												

\*The “Future Urban Structure” is now referred to throughout as the “Place-based Plan”.

## 2. NWGGA Standing Advisory Committee Referral 1 Report – Volume 2 (Creamery Road Precinct Structure Plan and Development Contributions), 20 June 2025.

Recommendation	Action	Change	See also																
<p><b>2-1.</b> Amend the Creamery Road Development Contributions Plan to:</p>																			
<p><b>2-1a.</b> remove Intersection IN_05 (construction)</p>	<p>Internal review of DCP-eligible infrastructure. Determine appropriate apportionment of shared items.</p>	<p><b>DI_RD_05 (IN_05)</b> construction retained in the DCP Apportioned with neighbouring precinct as per table below:</p> <table border="1" data-bbox="1220 352 1814 469"> <thead> <tr> <th></th> <th>COST</th> <th>PERCENT</th> <th>COST PER NDH</th> </tr> </thead> <tbody> <tr> <td><b>Creamery Road</b></td> <td>\$7,401,271.50</td> <td>50%</td> <td>\$35,207.27</td> </tr> <tr> <td><b>Batesford North</b></td> <td>\$7,401,271.50</td> <td>50%</td> <td>TBC</td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>\$14,802,543.00</b></td> <td><b>100%</b></td> <td></td> </tr> </tbody> </table>		COST	PERCENT	COST PER NDH	<b>Creamery Road</b>	\$7,401,271.50	50%	\$35,207.27	<b>Batesford North</b>	\$7,401,271.50	50%	TBC	<b>TOTAL</b>	<b>\$14,802,543.00</b>	<b>100%</b>		<p>Letter – Minister Kilkenny to CoGG – 9 November 2025.</p> <p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p>
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<p><b>2-1b.</b> apportion the land costs for the Midland Highway widening (LA_03) at no more than 11 percent to the Creamery Road Precinct (and 89 percent external).</p>	<p>Determine extent of land for Midland Highway Widening <b>DI_RD_03_L (LA_03)</b> and value. Ministerial Letter (9 November 2025) directed that the land cost of widening for the Midland Highway be reinstated in the DCP.</p>	<p>100% of land within Creamery Road PSP needed for Midland Highway widening <b>DI_RD_03_L (LA_03)</b> apportioned to the Creamery Road DCP.</p> <table border="1" data-bbox="1220 616 1740 679"> <thead> <tr> <th></th> <th>COST TO MCA</th> <th>COST PER NDH</th> </tr> </thead> <tbody> <tr> <td><b>DI_RD_03_L (LA_03)</b></td> <td>\$1,205,397.88</td> <td>\$5,733.98</td> </tr> </tbody> </table>		COST TO MCA	COST PER NDH	<b>DI_RD_03_L (LA_03)</b>	\$1,205,397.88	\$5,733.98	<p>Letter – Minister Kilkenny to CoGG – 9 November 2025.</p> <p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p> <p>Creamery Road Development Contribution Plan Land Assessment, URBIS, November 2025.</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p>										
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<p><b>2-2.</b> Identify the land within the Creamery Road Precinct required for the ultimate design of Intersection IN_05. Amend the Creamery Road Precinct Structure Plan (including the Precinct boundaries if required) to set the land aside.</p>	<p>Land for ultimate <b>DI_RD_05 (IN_05)</b> design determined from DTP Transport Services submission to the Standing Advisory Committee (Documents 179a; 179b; and 179c).</p>	<p>Extent of land for ultimate <b>DI_RD_05 (IN_05)</b> design notated on Place Based Plan and in land use budget as encumbered land.</p>																	
<p><b>2-3.</b> After completing the further work in Recommendation 2 above and in Recommendation 5 in the Committee’s Volume 1 Report, amend the Creamery Road Development Contributions Plan to:</p>	<p>Actioned.</p>																		

Recommendation	Action	Change	See also																
<p><b>2-3a.</b> include an appropriately apportioned contribution to the land costs for Intersection IN_05</p>	<p>Determine and value extent of land needed for <b>DI_RD_05_L (IN_05)</b>. Only the extent of land within the Creamery Road Precinct for <b>DI_RD_05_L (IN_05)</b> has been appropriately identified and valued. Land needed for the ultimate state intersection in the adjoining precincts will be identified, valued, and accounted for at the development of those precincts.</p>	<p>100% of the land inside Creamery Road Precinct needed for the ultimate <b>DI_RD_05_L (IN_05)</b> is funded through the Creamery Road DCP.</p> <table border="1" data-bbox="1220 263 1742 327"> <thead> <tr> <th></th> <th>COST TO MCA</th> <th>COST PER NDH</th> </tr> </thead> <tbody> <tr> <td><b>DI_RD_05_L (IN_05)</b></td> <td>\$735,753.42</td> <td>\$3,499.92</td> </tr> </tbody> </table>		COST TO MCA	COST PER NDH	<b>DI_RD_05_L (IN_05)</b>	\$735,753.42	\$3,499.92	<p>Letter – Minister Kilkenny to CoGG – 9 November 2025.</p> <p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p> <p>Creamery Road Development Contribution Plan Land Assessment, URBIS, November 2025.</p> <p>Creamery Road Background Report, City of Greater Geelong, November 2025.</p>										
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<p><b>2-3b.</b> include an appropriately apportioned contribution to the land costs for LA_02 (Geelong-Ballan Road widening)</p>	<p>Identify general extent of land needed. 100% of the land widening predicted for Geelong-Ballan Road is within the Creamery Road Precinct, though benefit is shared with the adjoining Batesford North Precinct.</p>	<p>Apportioned with neighbouring precinct as per table below:</p> <table border="1" data-bbox="1220 534 1816 651"> <thead> <tr> <th></th> <th>COST</th> <th>PERCENT</th> <th>COST PER NDH</th> </tr> </thead> <tbody> <tr> <td><b>Creamery Road</b></td> <td>\$1,038,497.70</td> <td>50%</td> <td>\$4,940.05</td> </tr> <tr> <td><b>Batesford North</b></td> <td>\$1,038,497.70</td> <td>50%</td> <td>TBC</td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>\$2,076,995.40</b></td> <td><b>100%</b></td> <td></td> </tr> </tbody> </table>		COST	PERCENT	COST PER NDH	<b>Creamery Road</b>	\$1,038,497.70	50%	\$4,940.05	<b>Batesford North</b>	\$1,038,497.70	50%	TBC	<b>TOTAL</b>	<b>\$2,076,995.40</b>	<b>100%</b>		<p>Creamery Road Development Contributions Plan, City of Greater Geelong, November 2025.</p> <p>Creamery Road Development Contribution Plan Land Assessment, URBIS, November 2025.</p>
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<p><b>2-3c.</b> adjust (if necessary) the 11 percent apportionment for LA_03 (Midland Highway widening).</p>	<p>See response to <b>2-1b</b>.</p>	<p>See response to <b>2-1b</b>.</p>																	

## 5.2 Technical report summaries

### 5.2.1 ABORIGINAL CULTURAL HERITAGE

#### ***Creamery Road PSP Aboriginal Cultural Heritage Impact Assessment (ACHIA)***

*Unearthed Heritage, 28 July 2023.*

The ACHIA (Unearthed Heritage, 2023) documents the known and potential Aboriginal cultural heritage values within the precinct, to help inform and support planning for the Creamery Road PSP. The ACHIA includes a review of previously registered Aboriginal places with the study area and details the results of a cultural heritage survey and newly registered Aboriginal cultural heritage and mapping of archaeological sensitivity.

Archaeological survey undertaken within the Creamery Road precinct, as part of this assessment. Two Aboriginal places were newly identified as part of the survey. These two previously unregistered Aboriginal places that were identified related to the Cowies Creek area.

The assessment includes a scientific predictive model to illustrate the sensitivities mapped for different Aboriginal place type and overall Aboriginal archaeological sensitivity. This predictive mapping was constructed to predict the most likely locations of Aboriginal places as yet registered.

A separate Cultural Values Assessment (CVA) was undertaken in conjunction with this study to address any predictions regarding cultural values and/or intangible heritage to the Aboriginal community, which otherwise cannot be predicted by a scientific model. Generally, these concerns can only be identified in consultation with traditional owners (i.e., with appropriate knowledge holders and/or Elders from the relevant registered Aboriginal party).

Overall, the ACHIA has helped inform the preparation of the Cowies Creek Landscape Masterplan, which forms part of the PSP, particularly via measures such as public art, signage, education, and heritage trails.

#### ***Creamery Road PSP Cultural Values Assessment (CVA)***

*Unearthed Heritage, 9 October 2023.*

The CVA (Unearthed Heritage, 2023) was prepared to identify areas of Wadawurrung living cultural heritage sensitivity and cultural values across the precinct, through consultation and collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) who are the Registered Aboriginal Party (RAP) for the area. This information will be used to help determine the future land use and help inform future urban development.

The Cowies Creek Landscape Masterplan, which is included in the Creamery Road PSP, has been prepared in response to the findings of the Aboriginal Cultural Values Assessment.

## 5.2.2 AFFORDABLE HOUSING

### ***Providing social housing as essential infrastructure in the Creamery Road Precinct***

*SGS Economics & Planning, 17 May 2022.*

This report assesses the demand for affordable housing, including social housing, in Greater Geelong and in particular the proportion of affordable housing that the private market should deliver in the Creamery Road Precinct. It identified that at least 14% of households in Greater Geelong are experiencing rental stress. The report assumes that a third of the demand can be delivered through the private market, and nominates a 4.5% contribution rate for the precinct. The report informs an objective, and guidelines in Chapter 3.1.2 Housing Diversity, Density & Choice, of the Creamery Road PSP.

The report also quantifies a social housing contribution of \$357,356 per developable hectare, however given the current voluntary nature of affordable housing agreements in Victoria's planning system, it is not determined appropriate to include this figure in any PSP or UGZ provisions.

Note: this report is based on data from 2016, the most recent census data available at the time of preparation.

## 5.2.3 AMENITY IMPACT

### ***Creamery Road PSP Acoustic Assessment***

*Marshall Day Acoustics, 18 November 2022.*

An acoustic assessment (Marshall Day Acoustics, 2022) assessed the impact of adjoining roads, the freeway and the railway line to the north on the future residential and sensitive land uses within the PSP area. The assessment considered the railway noise in its current form for freight connection, however also made provision for a possible 'passenger' train which may be explored in the future.

Areas of 'noise sensitivity' are identified in the PSP and will require an acoustic report be submitted with the application, with consideration of future road usage levels in accordance with *Australian/New Zealand Standard AS/NZS 2107-2016 Acoustics – Recommended design sound levels and reverberation times for building interiors*.

The noise assessment recommends the installation of a noise barrier to the south and western boundaries. The City's preference is a combination of façade treatment, setbacks to dwellings and landscaping. A wall surrounding the PSP and entry points is not preferred due to the resulting visual impact.

Should an acoustic wall be proposed, requirements and guidelines within the PSP have been included to ensure any wall proposed will be sensitive to the surrounding area with respect to its location, height and materials.

### ***Creamery Road PSP – Geotechnical Assessment Review***

*GHD, 11 November 2022.*

The NWGGA Framework Plan identifies areas of landslide susceptibility, including areas that require detailed investigations within the Creamery Road precinct. The PSP area is relatively flat and consists of basalt plains, however Fyansford Clay (Gellibrand Marl) is located within vicinity to Cowies Creek. Cowies Creek and the adjoining area is the most significant sloped area which presents risks to development through unstable land.

The geotechnical assessment review (GHD, 2022) was prepared for the precinct. The assessment identifies three areas, including 'high and moderate landslip susceptibility' areas that require further investigation and areas that requires no investigation (shown in figure 13 below). Action W1.1.4 of the Framework Plan requires the impact of 'shallow rock' to be factored into detailed design and costing of essential public infrastructure. The report discusses

shallow rock and indicates that higher than normal earthwork costs will occur in these areas. Most of the land within the PSP area is appropriate for development and does not require further investigation via the Planning Permit process.

Development within the 'high susceptibility' area is not recommended unless a detailed subsurface investigation and risk evaluation (for both individual risk and societal risk) are conducted and the assessment outcomes achieves low to very low risk levels, to allow development in accordance with Australian Geomechanics Guidelines for Landslide Risk Management (2007).

Any mitigation required to address the risk will be at the cost of the permit applicant. Requirements to this effect have been included in the PSP and UGZ schedule.

Other technical reports that supported the assessment of amenity factors include:

- **Creamery Road PSP Landscape and Visual Analysis, GHS, 9 May 2022.**  
This report identified views and aspects for protection and key placemaking opportunities which informed several plans and provisions in the PSP.
- **Cowies Creek Landscape Master Plan, GbLA, 28 June 2024.**  
This Landscape Master Plan informs several elements translated into the PSP to maintain the amenity of the precinct and protect the biodiversity and heritage values of Cowies Creek. The Growling Grass Frog Conservation Area has been established in accordance with Conservation Management Plan for the protection and conservation of the habitat values. Supplementary riparian, ephemeral and aquatic planting along Cowies Creek are proposed to increase habitat diversity.  
Two designated open space reserves along the southern aspect of the conservation area will enhance the site's cultural heritage themes and sense of place.  
The Conservation Interface Street will be constructed to the southern side of the conservation area to provide pedestrian access to vistas and rest spots proposed to view significant landscape and local features. Culturally themed landscape elements including signage, text inscriptions and patterns will be integrated into the conservation area in collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) and the City (City of Greater Geelong).

## 5.2.4 BIODIVERSITY

### ***WGGA Cowies Creek Conservation Area - Growling Grass Frog Conservation Management Plan***

*Biosis, 2024.*

The Cowies Creek Conservation Area is located at the northern boundary of the precinct and includes significant national, State and local biodiversity values. The *WGGA Cowies Creek Conservation Area Growling Grass Frog Conservation Management Plan* (Biosis, 2024) has been developed and will guide the ongoing management of Growling Grass Frog (GGF) populations and other biodiversity values within the Cowies Creek Conservation Area.

The boundary of the Cowies Creek conservation area as of October 2023 is proposed as a 100-metre buffer surrounding Cowies Creek, measured from the centreline of the creek per the CMP. The conservation boundary has been amended to include native vegetation patches identified through the *Creamery Road Native Vegetation Precinct Plan* (NVPP) (Biosis, 2023) and removal of areas near Coolangatta Homestead not required for GGF conservation. Maintaining a buffer of at least 100 metres is important to encompass the aquatic and vast majority of terrestrial habitat likely to be currently utilised by GGF. This buffer area provides a reasonable amount of land that encompasses the humid microenvironments along the length of Cowies Creek. This area also allows sufficient area for habitat creation and enhancement, and protection of native vegetation identified in the *Creamery Road Native Vegetation Precinct Plan* (Biosis, 2023). A buffer of 100 metres provides further benefit in that it maximises the proximity from disturbance associated with developments including lighting, increased pollution as well as human and vehicle traffic. It also provides additional capacity for inclusion of management tracks, lookout locations, or other suitable infrastructure to be located away from primary habitat.

### ***Cowies Creek Landscape Master Plan***

*GbLA, 28 June 2024.*

The Landscape Master Plan informs several elements translated into the PSP to maintain the amenity of the precinct and protect the biodiversity and heritage values of Cowies Creek. The Growling Grass Frog Conservation Area has been established in accordance with Conservation Management Plan for the protection and conservation of the habitat values. Supplementary riparian, ephemeral and aquatic planting along Cowies Creek are proposed to increase habitat diversity.

### ***NWGGA Strategic Assessment***

The Creamery Road Precinct is within the study area of the NWGGA Strategic Assessment. The strategic assessment under Part 10 of the Commonwealth *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act) has been undertaken to support development within the growth areas and to protect matters of national environmental significance (MNES). The following documents associated with the strategic assessment are proposed to be included as background documents in the Greater Geelong Planning Scheme:

- **Northern and Western Geelong Growth Areas Draft Biodiversity Conservation Strategy (City of Greater Geelong, November 2025)**  
Outlines how impacts on biodiversity values in the precinct will be addressed. Focuses conservation efforts on the most important biodiversity values and integrating actions to improve biodiversity within urban areas and offsetting values where appropriate.
- **Northern and Western Geelong Growth Areas Draft EPBC Plan (City of Greater Geelong, November 2025)**  
Gives effect to the protection of nationally significant biodiversity values Northern and Western Geelong. Ensures development within the growth areas and associated infrastructure development outside the

growth areas protects MNES and proceeds in accordance with the requirements of the EPBC Act.

- **Growth Areas Draft Strategic Assessment Funding Program (City of Greater Geelong, November 2025)**
- **Northern and Western Geelong Growth Areas Draft Commitments and Measures (City of Greater Geelong, November 2025)**
- **Northern and Western Geelong Growth Areas Draft Strategic Assessment Report (Biosis and Open Lines, November 2025)**

## 5.2.5 BUSHFIRE RISK

### ***Interim Report Approach to Bushfire Assessment & Planning – Creamery Road Precinct Structure Plan***

*Bushfire Environs, 5 May 2022.*

### ***Bushfire Resilience – Creamery Road PSP Hazard and BAL Assessment – Option 2***

*Bushfire Environs, 19 July 2024.*

The entire precinct is designated as a Bushfire Prone Area under the Building Regulations. A bushfire assessment was undertaken for the Precinct and includes an assessment of landscape, neighbourhood and site scale bushfire hazards and the production of a generalised BAL (radiant heat flux) map. The Precinct in its current state is considered to have a low to moderate level of bushfire risk with some locations identified as having a higher risk. Provided fire-wise development occurs within and adjacent to the precinct, the bushfire risk is expected to reduce across most of the precinct.

The BAL map determines setbacks for habitable buildings from classified vegetation. The generalised BAL model map is based on the planned location, extent, and nature of vegetation at completion of development per the Future Urban Structure. It accounts for vegetation type, fuel load, proximity and slope within the precinct and 150m surrounding the precinct boundary. The conservation area and the drainage waterway corridor are treated as bushfire hazards or classified vegetation and the rest of the precinct is considered low threat as defined by AS3959:2018. The bushfire assessment recognises maintaining the precinct as 'low risk' whilst accommodating canopy cover targets proposed in the precinct as a challenge. To address this challenge and bushfire hazards posed by the conservation area and the east-west drainage corridor, the report states that vegetation should be managed as specified in the table below. Column 3 nominates requirements and guidelines proposed in the PSP to respond to the measures put forward.

## 5.2.6 CANOPY COVER

### ***Creamery Road Precinct Structure Plan Arboriculture Assessment***

*ENSPEC Environment and Risk, 12 May 2022.*

The Creamery Road Precinct Structure Plan Arboriculture Assessment (ENSPEC, 2022) identifies the conservation and retention values of trees with respect to cultural, landscape and biodiversity values within the precinct. This information informs the future land uses and urban development.

The assessment (ENSPEC, 2022) identifies 4 trees with 'critical' retention value and 33 trees with 'high' retention value. The report recommends that where practical, 'critical and high' retention valued trees should be retained via compliance with *AS49702009 Protection of trees on development sites* for all trees retained, including where they are on neighbouring properties.

High and critical retention trees are identified on [Plan 17 Biodiversity & Threatened Species](#) of the PSP. A requirement in the PSP ensures the relevant critical and high retention value trees are retained and protected.

### ***Urban Greening Review Northern and Western Geelong Growth Areas (with Addendum)***

*Verve, 7 June 2024.*

The Urban Greening Review (Verve, June 2024) included assessment of the feasibility of initially proposed canopy cover, recommendations on the appropriate mechanisms to enact the canopy targets via the planning scheme, and provided analysis of the proposed streetscape cross sections. The report noted that streetscapes are affected by lot typology and urban design principles, not just the street section.

The City amended the PSP in accordance with the matters raised in the report. An addendum to the original review assesses the City's response to initial feedback on the ambitiousness of the initial canopy cover targets proposed in the Creamery Road precinct. It confirmed that the current canopy cover targets proposed in the Creamery Road PSP are in align with approaches in other PSPs.

The PSP includes localised canopy targets for different land uses. The canopy cover targets have been informed by the Urban Greening Review. The City's Urban Forest Strategy establishes a 25% canopy cover target for urban areas. The NWGGA Framework Plan discusses the aspirations of a Clever and Creative Future and specifies measures which help achieve this. The measures include but not limited to: "Suburban tree canopy is greater than 25 per cent".

The PSP includes localised minimum canopy targets for different land uses, to achieve a minimum of 20% canopy coverage on public land across the precinct. An additional PSP requirement is included to mandate provision of street trees on both sides of all roads and streets at specified intervals to ensure consistency across the precinct. The City estimates that a canopy coverage of 19.6% is achievable in conventional residential areas and 23.6% in integrated development areas.

Note: On 2 September 2025, Amendment VC283 introduced a 30 per cent canopy target for urban areas into the Greater Geelong Planning Scheme. Provisions in the PSP were updated to support this new state level target, and may vary from those identified in the Verve report.

## 5.2.7 DRAINAGE

### ***Creamery Road Development Services Scheme Functional Design Report***

*Alluvium, December 2022.*

*(and Addendum, Alluvium, June 2024.)*

The City engaged Alluvium and Water Modelling Solutions to prepare the Creamery Road Development Services Scheme Functional Design Report (Alluvium, December 2022) which included concept and functional drainage designs for the Creamery Road Precinct Structure Plan as part of the Cowies Creek Stormwater Management Strategy. This work included a review of existing site conditions and stormwater issues within the project area. The study identified the main constraints that influence how future water management measures can operate once the precinct is developed. The analysis completed for this work established a clear basis for developing stormwater management options at a functional design level. The stormwater drainage strategy outlined the full set of infrastructure required to support development across the precinct. The information was proposed to guide the Creamery Road Precinct Structure Plan and support the Development Contributions Plan, which identifies the cost of the required infrastructure. The designs presented reflect the functional level of detail.

In 2024, the City re-engaged Alluvium to prepare a concept level revision of the stormwater drainage solution for the December 2022 report. The revision responds to updates relating to the 2023 Future Urban Structure, recent technical studies, the Cowies Creek Conservation Management Plan, submissions received on the draft Development Contributions Plan, and direction from Council in 2024. It builds on the earlier functional design work for the precinct. The work includes revised catchment boundaries, updated hydrologic and treatment modelling, updated concept layouts, high level cost estimates and concept design solutions for stormwater assets required to service the precinct. The addendum did not revisit earlier hydraulic modelling, nor was it expected to alter the flood behaviour across the precinct. The design approach retains floodplain storage and manages peak flows to pre-development rates.

### ***Alternate Drainage Design Strategy***

*Creo Consulting, 2025.*

*(Reviewed via Drainage Strategy Peer Review, Water Technology, 23 October 2025.)*

In response to Recommendation 2 of the Committee's *Referral 1 Report – Volume 1* (21 May 2025), the City reviewed an alternate drainage strategy prepared by Creo Consulting on behalf of Batesford Developments Project Pty Ltd, a key landowner in the precinct. This suite of technical work advocated for delivery of some online drainage assets, particularly along the central waterway. It also provided updated costings which informed the DCP.

The City engaged Water Technology to conduct a peer review of the Alternate Drainage Design Strategy (Creo, 2025) to confirm the suitability of applying the alternative drainage strategy to the PSP and determine whether it was generally consistent with best design practice and the City's policies. It recommended some changes to the alternate strategy including:

- Updated RORB and MUSIC modelling for some assets.
- Additional climate change sensitivity assessment for WLRB\_06; WLRB\_07; WLRB\_08; and SRB\_09.
- Inclusion of GPT designs for untreated catchments.
- Options assessment for three WLRB\_06 outfalls.
- Updates to the functional design costings.

Other than the above, the peer review determined that Creo's proposed drainage arrangement is generally in line with the Committee report.

## 5.2.8 ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

### ***Zero Carbon Precincts Strategic Assessment***

*Hansen Partnership, March 2023.*

The Zero Carbon Precincts Strategic Assessment (Hansen Partnership, March 2023) outlines best practice for zero carbon precincts. In particular, it identifies the below best practice principles as most relevant to the City's precinct planning process:

1. Setting an overarching ambition for carbon neutrality
2. Establishment of sustainable urban structure, such as 20 minute neighbourhoods
3. Urban forms which support 'streets for people' / 'complete streets'
4. Avoiding fossil fuel use
5. Requiring provision of renewable generation and management of energy loads
6. Ensuring all energy sources are renewable
7. Increasing energy efficiency
8. Supporting sustainable and zero emission transport
9. Using materials with lower or no embodied carbon
10. Zero waste and circular economy outcomes to avoid emissions from waste production
11. Eliminating emissions associated with provision of services such as water and sewerage

These principles are incorporated into the objectives, requirements and guidelines of the PSP.

The report defines key principles and mechanisms for achieving zero carbon outcomes within the Creamery Road Precinct through the planning scheme. It also includes a strategic assessment of the included ESD provisions, which informed further drafting changes. The report found that it is critical to embed sustainable design principles into the planning framework in the early stages to achieve efficient decarbonisation and ensure the economic benefits of the zero carbon approach can be fully realised. The report also identified embodied emissions in the precinct as a key concern that ESD provisions in the PSP can help address.

### ***Zero Carbon Financial Assessment***

*HillPDA, April 2023.*

The Zero Carbon Financial Assessment (HillPDA, 2023) assesses the financial implications of proposed zero carbon standards for the Creamery Road Precinct Structure Plans and the related Urban Growth Zone Schedules. The standards cover the removal of reticulated gas, rooftop solar, Green Star requirements for commercial and community buildings, electric vehicle charging capacity, use of low carbon and recycled materials and measures to limit urban heat. Evidence from comparable developments shows that the market can absorb these types of requirements and, in some cases, achieve a price premium.

The overall finding is that the financial impacts appear reasonable for the stakeholder groups (land developers, commercial developers, owner-occupiers, renters, business and community uses and the City). The report notes that despite the challenging market conditions at the current time, PSPs are long term development areas, which will develop over a number of years and be influenced by a number of different property market cycles over time. While there may be small increases to up front development and construction costs, these measures deliver benefits that support long term value for residents and communities. These include lower emissions, lower operating costs for households and businesses, stronger alignment with community expectations, higher amenity and potential price and timing advantages for property sales. These benefits also apply to commercial development. The report estimates ongoing cost savings of \$10,000 per annum on a 1,000s square metre commercial development that implements zero carbon mechanisms.

## 5.2.9 LAND CONTAMINATION RISKS

### ***City of Greater - Geelong Land Capability Assessment – Creamery Road PSP – Planning Practice Note 30 Update Addendum***

*Meinhardt, June 2023.*

Urban development in potential areas of high and medium land contamination will need to be undertaken following conventional planning, assessment and remediation methods in accordance with EPA Victoria guidelines and local policy.

A Land Capability Assessment (LCA) was undertaken by Meinhardt as part of the technical studies. Based on the review of site history and screening against potentially contaminating industries as detailed in PPN30-2021, no properties were given a “high” potential for contamination. Two properties located at 10 Evans Road, Bell Post Hill VIC 3215 and 85-105 Bluestone Bridge Road, Bell Post Hill VIC 3215 were deemed to have a “medium” potential for contamination. Further correspondence occurred with the EPA, who advised that in line with PPN30, all properties would be classified as ‘medium’ potential for contamination. As such, the entire precinct will require a PRSA to be undertaken, and those two specific properties identified Properties 4 and 13, will be affected by an Environmental Audit Overlay.

Land Capability Assessment recommends the Creamery Road PSP to consider the current quarrying operations of limestone and fine sands to the south of the PSP, Moorabool Road and the Moorabool River. The operations may lead to the release of dust that has adverse amenity impacts and noise impacts to the properties within the PSP. In accordance with EPA guidelines (EPA Publication 1518), a 500m buffer has been recommended which precludes sensitive uses within the approximately 1 ha of land within the PSP which is subject to the buffer. It is recommended that the use of this land for sensitive use is tied to the rehabilitation/ceasing of quarry operations. EPA Publication 1518 defines sensitive land use as “any land uses which require a particular focus on protecting the beneficial uses of the air environment relation to human health and wellbeing, local amenity and aesthetic enjoyment, for example residential premises, childcare centres, pre-schools, primary schools, education centres or informal outdoor recreation sites”. Non-sensitive land uses as per EPA Publication 1518 are permissible in this portion of land while the quarry is in operation. Non-sensitive uses include agriculture, car parks, cinema-based entertainment facilities, emergency services facilities, natural systems, offices, research centres, service stations and veterinary clinics.

## 5.2.10 LAND VALUATIONS

### ***Creamery Road Development Contributions Plan Land Assessment***

*URBIS, November 2025.*

A land valuations assessment was undertaken by Urbis to value the land needed to deliver DCP infrastructure items. The Public Land Equalisation Method (PLEM) was used. The land needed to deliver DCP infrastructure in the precinct totals 28.358 hectares. The assessment identified that of the 19 land parcels in the precinct which provide public land, 8 contribute above the average percentage. The over providing parcels are valued at the unencumbered, highest-and-best use. The land values identified in the assessment underpin the costings of all relevant land items in the Creamery Road Development Contributions Plan (City of Greater Geelong, November 2025).

## 5.2.11 NATIVE VEGETATION PRECINCT PLAN (NVPP)

### ***Creamery Road Native Vegetation Precinct Plan***

*Biosis, 26 June 2024.*

The Creamery Road Native Vegetation Precinct Plan (NVPP) has been prepared alongside the PSP. The NVPP summarises the biodiversity values in the precinct. It seeks to retain native vegetation within the Cowies Creek Conservation Reserve. Outside of the Conservation Reserve, the NVPP identifies native vegetation that will be lost

through development and will therefore need to be offset. The NVPP will be incorporated into Clause 52.16 and is referred to in the PSP. Recommendations of the NVPP are incorporated into the provisions and plans of the Creamery Road PSP as relevant.

## 5.2.12 OPEN SPACE

### ***Creamery Road PSP Open Space Network Investigation and Analysis Report*** *City of Greater Geelong, October 2025.*

*(Supported by Peer Review: Creamery Road PSP Open Space Network, SGS Economics & Planning, November 2025.)*

The Creamery Road PSP Open Space Network Investigation and Analysis Report (City of Greater Geelong, October 2025) was prepared in response to Recommendation 4 of the Committee's Referral 1 Report – Volume 1 (21 May 2025). It consisted of an internal review and analysis of open space within the Northern and Western Geelong Growth Areas to identify needs of the future populations and, in particular, to identify the open space needs for the Creamery Road Precinct. It also assessed several locations for the active open space reserve and includes an analysis of the capacity of encumbered open space in the precinct to contribute to the open space network. The report was peer reviewed by SGS.

The findings of this report resulted in reduction of the provision of open space for sports reserves and local parks compared to the recommendations of the *NWGGA Social Infrastructure and Open Space Peer-Review and Costing* (HillPDA, June 2024).

Other technical reports that support the early work on open space provision include:

- **Northern & Western Geelong Growth Area Social Infrastructure Report, TAP Consulting, November 2018.**  
The Social Infrastructure Report (TAP, 2018) recommended a benchmark open space provision of 10% of net developable area for public open space provision in residential areas and activity centre, however, specified that 6% and 4% is to be distributed to passive open space and active open space respectively. It specified district level active open space needs to be a minimum of 9.5 hectares. The Place-based Plan design provides for only 8.66 hectares of land for the Northern Active Open Space Reserve, less than the TAP recommended requirement.
- **NWGGA Social Infrastructure and Open Space Peer-Review and Costing, HillPDA, June 2024.**  
The Social Infrastructure and Open Space DCP Costings Peer Review (HillPDA, June 2024) notes that single oval facilities are unable to meet the demand of various sporting clubs, with access to adequate grounds for training and competition being a key factor affecting the viability of successful sport clubs. The report also notes that good sports reserve design can lead to increased participation, increased physical activity and mental health benefits associated with exercise and social connections in the local area.

## 5.2.13 POST-CONTACT HERITAGE

### ***Creamery Road Precinct Structure Plan Post-Contact Heritage*** *City of Greater Geelong, May 2023.*

The Post-contact Heritage Assessment (City of Greater Geelong, 2023) identified two properties as being of post-contact heritage value and nominated them for inclusion in the Heritage Overlay. These were:

- "Avonlea" Homestead, 85-105 Bluestone Bridge Road, Bell Post Hill (HO2026)  
A c.1892 Victoria-era homestead in the Italianate style with associated sugar gum lined driveway. The inclusion of this property in the Heritage Overlay is supported by the **Avonlea Homestead Heritage Assessment (City of Greater Geelong, 24 May 2023, updated 14 August 2024)**.
- "Coolangatta" Homestead, 20 Evans Road, Bell Post Hill (HO2027)

An inter-war homestead in the Georgian Revival style with associated gardens. The inclusion of this property in the Heritage Overlay is supported by the **Coolangatta Homestead Heritage Assessment (City of Greater Geelong, 24 May 2023, updated 14 August 2024)**.

The Avonlea Homestead Heritage Assessment and Coolangatta Homestead Heritage Assessment were peer reviewed by GML Heritage in 2022. Final updates to the assessments were done in August 2024 to ensure the assessments were accurate to current conditions, reflected wording changes to the associated statements of significance, and were in accordance with *Planning Practice Note 1: Applying the Heritage Overlay*.

The Post-contact Heritage Assessment did not propose any changes to areas currently under the heritage overlay both within and adjacent to the precinct. They will be retained and managed in accordance with the Victorian Heritage Act 2017. The former Moorabool Station, Cowies Creek Rail Bridges No. 1 and No. 2 are listed on the Victorian Heritage Register.

A master plan has been prepared for Cowies Creek Reserve. The Cowies Creek Landscape masterplan responds to the Post Contact Heritage Assessment, the Cultural Values Assessment and Aboriginal Cultural Heritage Impact Assessment via measures such as public art, signage, education, and heritage trails.

## 5.2.14 RETAIL AND EMPLOYMENT

### ***Creamery Road Retail and Employment Analysis***

*SGS Economics & Planning, 21 April 2022.*

The purpose of the Creamery Road Retail and Employment Analysis (SGS, 2022) is to further inform the PSP, particularly with robust evidence surrounding the location, sized and scale of Creamery Road's retail centres. The study investigates four configurations: (i) two NACs (as per the original NWGGA Framework Plan, known as Scenario 1) (ii) two LACs within Creamery Road (Scenario 2) (iii) A single Creamery Road NAC (Scenario 3) and (iv) one NAC and one LAC for Creamery Road (Scenario 4).

The report analysed the relevant growth area policies relating to Creamery Road PSP and undertook three separate studies: a walkability catchment analysis, retail demand analysis and an employment needs analysis – all of which were undertaken for the four individual configurations.

The Creamery Road Retail and Employment Analysis (SGS, 2022) recommended the option of a single centrally located NAC within Creamery Road, in addition to being supported by two mixed use nodes outside the walkable catchment of the NAC. A single centre ensures that there is no cannibalisation of the trade area between two centres and concentrates around one point. It estimated the NAC would come online in 2031. The early residents of the PSP will rely on established shopping centres in Bell Post Hill and Corio until Creamery Road NAC becomes functional.

SGS note that moving the NAC away from the existing arterial road could delay the delivery of the NAC, however the long-term benefits provided by a centrally located NAC outweigh the short-term benefits gained by its early delivery. More specifically, the centrally located NAC will cater to greater population within walking distance of the NAC, supporting the delivery of walkable communities. Further, the desire to deliver an active NAC which includes medium and high-density living opportunities will achieve greater amenity in a central location adjacent to the CCC as opposed to adjacent to an arterial.

## 5.2.15 SERVICING PLAN

### ***Servicing Plan Report – Creamery Road PSP***

*SMEC, 4 July 2024.*

The Servicing Plan Report (SMEC, 2024) collates preliminary information on the status and necessary provision of sewerage, water, power, gas, electrical and telecommunications for the precinct. Stormwater management and road infrastructure do not form part of the scope of the Servicing Plan. The report informed the preparation of relevant

utility plans and associated provisions regarding service delivery within the PSP. Additionally, it provides comment on the viability and impact of various ESD provisions and technologies on the service capabilities of the precinct.

The Servicing Plan Report also identified Smart City technologies as a tool to support further carbon reduction within the Creamery Road Precinct. Smart City elements are infrastructure within the public realm used to improve the usability and experience of users and provide a way for data to be collected. The City introduced its Smart City Strategic Framework Plan (City of Greater Geelong, February 2021) which included an implementation objective to develop policy guidelines for integrating smart technology into new developments and precincts.

Chapter 3.3.2 Smart Cities of the PSP includes requirements and guidelines which support the provision of smart city infrastructure. Some of the items included within the Smart City Plan relate to conduit lines, NBN, and smart poles. This type of detail is not usually submitted at subdivision stage and has been included within the Functional Layout Plan within Chapter 3.3 Energy and Technology of the PSP. No additional planning control is required to address the Smart City requirements, however there is no current policy (State or Local) within the Planning Scheme to support the concept of 'smart cities'. Key infrastructure proposed in the precinct is summarised in the table below.

Item	Description
Smart Pole	A smart pole is a type of streetlight or utility pole that is equipped with various sensors and technology to provide a variety of services such as lighting, internet connectivity, traffic monitoring, air and noise pollution detection, and emergency communication. The data collected by the smart pole can be used to improve planning and management, and also provide citizens with access to information and services.
Smart Light	A smart light is a type of lighting fixture that can be controlled and programmed using a smartphone app, or other remote control platform. Smart lights can be used to adjust the brightness and colour of the light, set schedules or mimic the natural changes in daylight. They often use LED technology and can be remote controlled and automated.
LoRaWAN Gateway	A LoRaWAN or IoT (Internet of Things) gateway is a device that acts as a bridge between IoT devices and a network or the internet. It enables communication and data transfer between connected devices (IoT sensors) and the cloud or other systems.
Smart Bench	A smart bench is a type of public seating that is equipped with smart technology to provide various features and services to users and the City including wireless charging, sensors, WiFi and digital signage.
Smart BBQ	A Smart BBQ can enable data collection including usage patterns which can be used to improve the availability, accessibility and maintenance schedules. They allow for remote monitoring and control, and smart payment systems.
Smart Bin	A smart waste bin is an automated rubbish bin equipped with sensors, cameras, and technology to sort and manage waste efficiently, track waste levels/temperatures and alert when the bin needs to be emptied.

## 5.2.16 SOCIAL AND COMMUNITY INFRASTRUCTURE

### ***NWGGA Social Infrastructure and Open Space Peer-Review and Costing***

*HillPDA, June 2024.*

The NWGGA Social Infrastructure and Open Space Peer-Review and Costing (HillPDA, June 2024) prescribes Creamery Road PSP the following social infrastructure and open space items:

- Early Learning Centre (consolidated facility with the Multipurpose Community Centre)
- Sports Pavilion
- Emergency Hub
- Long Day Care Centre
- 2 x Primary School
- 10% open space contribution

In delivering the above recommendations from the report the outcome within the PSP is as follows. Community and social infrastructure in the Creamery Road Precinct are focused on a singular community hub site adjacent to the CCC. The community hub proposed in the Creamery Road Precinct is envisioned to accommodate a range of services such as a sessional kindergarten, Maternal & Child Health (MCH), a neighbourhood house, flexible community meeting spaces, and a community garden. There is also potential for dedicated or shared spaces available for other community groups, e.g. seniors and youth and/or a men's shed. The proposed size of this consolidated facility is 2,200

sqm floorspace across the site. These parameters of the community hub are informed by the recommendations of the *NWGGA Social Infrastructure and Open Space Development Contributions Plan Peer Review and Costing* report (Hill PDA, June 2024).

## 5.2.17 TRAFFIC AND TRANSPORT

### ***Creamery Road PSP Movement and Access***

*Stantec, 16 January 2023.*

The Movement and Access report (Stantec, 2023) summarises the existing traffic and transport network and identifies infrastructure projects for the precinct. It uses transport modelling, including traffic volumes, to predict future demand for transport infrastructure in the precinct.

See also VITM modelling in ***Creamery Road Precinct Structure Plan Concept Design and Opinion of Probable Costs Report*** (Stantec, 7 May 2024).

### ***NWGGA Bridge Review***

*Stantec, 25 July 2024.*

The NWGGA bridge review was prepared by Stantec to understand the implications of changes to certain bridges in the Creamery Road DCP, as well as movement and access within the NWGGA. The report supports the inclusion of the interim bridge 'BR-01' and bridge 'BR-02' in the DCP based on traffic and transport grounds. These recommendations have been implemented into the Creamery Road DCP (November 2025) whereby the costs of these bridges form part of the transport DCP projects.

### ***Alternative Transport Design and Costing Package***

*Creo Civil/One Mile Grid/Mesh, 2025.*

As part of the further work undertaken in response to the Committee's recommendations, the City worked with Villawood, a key stakeholder, to incorporate the alternate traffic and transport work they had prepared for the Creamery Road Precinct. This suite of documents included:

- **Creamery Road Intersection Designs (One Mile Grid, 22 July 2025)**
- **Evans Road Alternative Layout - Rev C (Creo Civil, 23 July 2025)**
- **Intersection Movement Summary (One Mile Grid, 23 July 2025)**
- **Creamery Road DCP Intersections Cost Sheets -Rev C (Creo Civil, 7 March 2025)**
- **CRPSP Connector Road Testing (Mesh, 2025)**
- **Memo - Creamery Road PSP Traffic Engineering Advice (One Mile Grid, 11 August 2025)**

These documents included updated concept designs and costings for PSP network post-SAC and provide primary evidence for revised transport layouts and cost base. The updated designs and cost estimates replace May 2024 Stantec work, as agreed post-SAC, and is the primary source for PSP cost base and intersection designs.

### ***Creamery Road PSP Review of Villawood Designs***

*Stantec, 19 September 2025.*

The City commissioned an independent review of the documentation provided by Creo and One Mile Grid which made five key recommendations:

1. The reframed CCC cross sections with bus priority at intersections are supported.
2. The role of Evans Road that includes the CCC connecting the two growth areas needs to be maintained. As such the intersection of Evans Road and the CCC (CC\_12) should include the ability to provide dedicated bus lanes on the north approach.
3. The vertical grading of the shared path on Evans Road are recommended to be updated to meet AGRD requirements and DDA compliance.

4. The Connector Road cross sections are recommended to include uni-directional cycle lanes on both sides of the road. This is a safer outcome for cyclists in the context of the urban environment.
5. The SIDRA analysis be updated to reflect the recommendations within the report, including the changes in FUS and resultant travel patterns.

Other technical reports that support the traffic and transport work include:

- **Creamery Road Parking Strategy, Stantec, 20 December 2022.**  
Recommends car and bicycle parking rates consistent with PSP objectives. Supports sustainable transport and parking policy integration. Identifies Parking Overlay as most appropriate mechanism to implement the findings of the report into the statutory framework.
- **CRPSP Bluestone Bridge Road Options Assessment Report, GHD, April 2023.**  
Assesses multiple options for the Bluestone Bridge Road upgrade, including alignment and connection treatments. Informs preferred option selection for upgrade and active transport link integration.
- **Bluestone Bridge Road Geelong Preferred Option Report, GHD, 7 July 2023.**  
Confirms costed preferred option for Bluestone Bridge Road upgrade, including signalisation and shared path connections. Defines preferred option integrated into PSP, provides verified cost and justification for DCP infrastructure.
- **Creamery Road Precinct Structure Plan Concept Design and Opinion of Probable Costs Report, Stantec, 7 May 2024.**  
Supports general transport principles. VITM modelling underpins road and intersection design work.
- **CRPSP Technical Transport and Access Report, PMP Urbanists, 11 April 2023.**  
Establishes overall transport network, access hierarchy, and intersection layout for PSP. Forms baseline network framework and discusses cross-section applications. Determines how the street network can support mode shift to active and public transport.
- **CRPSP Movement and Place Classifications, PMP Urbanists, July 2024.**  
Updates Movement & Place hierarchy in line with DTP Framework and planning scheme. Provides policy basis for cross-section design and strategic transport hierarchy.
- **NWGGGA Apportionment Select Link Analysis (Usage) Assessment, Stantec, 6 March 2023.**  
Select link analysis to support transport infrastructure apportionment for the DCP. While some sections of this report have been superseded, the section relating to apportionment of Bluestone Bridge Road remains relevant.

Creamery Road  
Precinct Structure Plan  
**Background Report**  
NOVEMBER 2025