

# Greater Geelong Planning Scheme

## Draft Amendment C450ggee

### Explanatory Report

#### Overview

Draft Amendment C450ggee (the amendment) proposes to:

- Implement and incorporate the Creamery Road Precinct Structure Plan (PSP), Creamery Road Native Vegetation Precinct Plan (NVPP) and Creamery Road Development Contributions Plan (DCP) into the Greater Geelong Planning Scheme.
- Ensure that urban development within the Northern and Western Geelong Growth Areas (NWGGA) is undertaken in a manner that is consistent with the strategic assessment under the *Environment Protection and Biodiversity Conservation Act 1999* (Cth) (EPBC Act).

#### Where you may inspect this amendment

The amendment can be inspected free of charge at the City of Greater Geelong website at <https://www.geelongaustralia.com.au/amendments/default.aspx>

The amendment is also available for public inspection, free of charge, during office hours at the following places:

City of Greater Geelong, Wurriki Nyal, 137-149 Mercer Street, Geelong VIC 3220

#### Submissions

Any person may make a submission to the City of Greater Geelong about the amendment. Submissions about the amendment must be received by [date to be confirmed].

A submission must be sent to:

The Coordinator  
Strategic Implementation  
City of Greater Geelong

- either by mail to: PO Box 104, GEELONG VIC 3220
- or by email to: [amendments@geelongcity.vic.gov.au](mailto:amendments@geelongcity.vic.gov.au)
- or lodged online at: [www.geelongaustralia.com.au/amendments](http://www.geelongaustralia.com.au/amendments)

## Standing Advisory Committee hearing dates

In accordance with the Terms of Reference for the Northern and Western Geelong Growth Areas Standing Advisory Committee, and if the Minister for Planning resolves to refer the matter to the Committee, the following dates for the Standing Advisory Committee have been reserved for this amendment:

- Directions hearing: [date TBC]
- Standing Advisory Committee hearing: [date TBC]

For more information about the Standing Advisory Committee, please visit <https://www.planningpanels.vic.gov.au/panels-and-committees/projects/northern-and-western-geelong-growth-areas-standing-advisory-committee>.

## Details of the amendment

### Who is the planning authority?

This amendment has been prepared by the City of Greater Geelong on behalf of the Minister for Planning who is the planning authority for this amendment.

The amendment has been made at the request of the City of Greater Geelong.

### Land affected by the amendment

The amendment applies to the Creamery Road Precinct, which is bounded by the Geelong-Ballarat railway line to the north, the Geelong Ring Road to the east, the Midland Highway to the south, and Geelong-Ballan Road to the west.

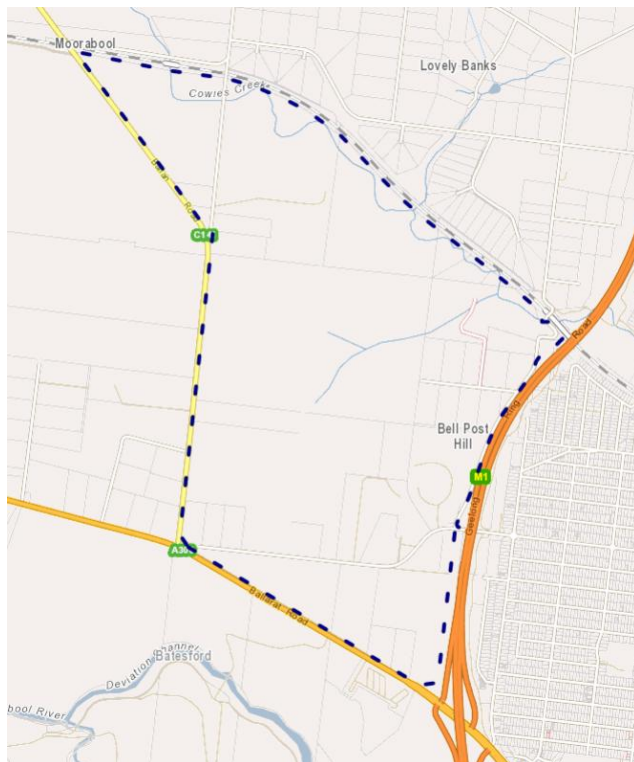


Figure 1: Land affected by the amendment

In its broader context, the Creamery Road Precinct abuts the established suburb of Bell Post Hill to the east of the Geelong Ring Road. In future, the land to the immediate west of the precinct will be the future Batesford North PSP area, and land to the south the Batesford South PSP area. Land north of the railway corridor will be maintained for rural living in accordance with the Northern and Western Geelong Growth Areas Framework Plan (City of Greater Geelong, August 2020) (NWGGA Framework Plan).

A mapping reference table is attached at Attachment 1 to this Explanatory Report.

## **What the amendment does**

The amendment facilitates future urban development consistent with Clause 02.03 (Strategic Directions) by incorporating the *Creamery Road Precinct Structure Plan (November 2025)* (the PSP) into the Greater Geelong Planning Scheme. The amendment applies the Urban Growth Zone Schedule 8 (UGZ8) and makes ordinance and mapping changes to support implementation of the Creamery Road PSP.

The amendment applies the Development Contributions Plan Overlay Schedule 11 (DCPO11) and the Parking Overlay Schedule 2 (PO2) to land within the precinct; applies the Heritage Overlay to two properties; applies an Environmental Audit Overlay (EAO) to potentially contaminated land; and incorporates the *Creamery Road Development Contributions Plan (November 2025)* and *Creamery Road Native Vegetation Precinct Plan (June 2024)*.

The amendment also includes changes to ensure that urban development within the Northern and Western Geelong Growth Areas is undertaken in a manner that is consistent with the NWGGA Environment Protection and Biodiversity Conservation Plan (EPBC Plan) and supporting documents, which seek to protect matters of national environmental significance in accordance with the requirements of the EPBC Act.

Specifically, the amendment proposes the following changes to the Greater Geelong Planning Scheme:

### Zoning maps

- Amends planning scheme map nos. 24, 25, 31 and 32 to apply Schedule 8 to the Urban Growth Zone (UGZ8) to land within the Creamery Road Precinct.

### Overlap maps

- Inserts planning scheme map nos. 24DCPO, 25DCPO, 31DCPO and 32DCPO to apply Schedule 11 to the Development Contribution Plan Overlay (DCPO11) to land within the Creamery Road Precinct.
- Inserts planning scheme map no. 24EAO and amends planning scheme map no. 25EAO to apply the Environmental Audit Overlay (EAO) to 10 Evans Road, Bell Post Hill, and 85-105 Bluestone Bridge Road, Bell Post Hill.

- Amends planning scheme map nos. 24HO and 25HO to apply HO2026 to 85-105 Bluestone Bridge Road, Bell Post Hill, and HO2027 to 20 Evans Road, Bell Post Hill.
- Inserts planning scheme map nos. 24PO, 25PO, 31PO and 32PO to apply Schedule 2 of the Parking Overlay (PO2) to land within the Creamery Road Precinct.

### Planning scheme ordinance

- Amends Clause 11.02-2L Northern and Western Geelong Growth Areas to include reference to the Northern and Western Geelong Growth Areas Strategic Assessment.
- Inserts a new Schedule 8 to Clause 37.07 Urban Growth Zone that will apply all Urban Growth Zone land within the Creamery Road Precinct.
- Amends the Schedule to Clause 43.01 Heritage Overlay to insert two new heritage places: Avonlea, 85-105 Bluestone Bridge Road, Bell Post Hill (HO2026) and Coolangatta, 20 Evans Road, Bell Post Hill (HO2027).
- Inserts a new Schedule 11 to Clause 45.06 Development Contributions Plan Overlay that will apply across the Creamery Road Precinct.
- Inserts a new Schedule 2 to Clause 45.09 Parking Overlay that will apply to the land zoned Urban Growth Zone within the Creamery Road Precinct.
- Amends the Schedule to Clause 53.01 Public Open Space Contribution and Subdivision to specify a public open space requirement for the Creamery Road Precinct.
- Amends the Schedule to Clause 52.16 Native Vegetation Precinct Plan to include reference to the *Creamery Road Native Vegetation Precinct Plan (June 2024)*.
- Amends the Schedule to Clause 66.04 Referral of Permit Applications Under Local Provisions to nominate DEECA as a determining referral authority in accordance with the NVPP.
- Amends the Schedule to Clause 72.03 What does this planning scheme consist of? to reference new maps 24DCPO, 24EAO, 24PO, 25DCPO, 25PO, 31DCPO, 31PO, 32DCPO, and 32PO.
- Amends the Schedule to Clause 72.04 Incorporated Documents to include the following incorporated documents:
  - *Creamery Road Development Contributions Plan* (City of Greater Geelong, November 2025)
  - *Creamery Road Native Vegetation Precinct Plan* (Biosis, June 2024)
  - *Creamery Road Precinct Structure Plan* (City of Greater Geelong, November 2025)
  - *HO2026 Avonlea Homestead Statement of Significance* (City of Greater Geelong, November 2025) *HO2027 Coolangatta Homestead Statement of Significance* (City of Greater Geelong, November 2025)
- Amends the Schedule to Clause 72.08 Background Documents to include the

following background documents:

- *Northern and Western Geelong Growth Areas Draft Biodiversity Conservation Strategy* (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 EPBC Plan* (City of Greater Geelong, November 2025)
- *Northern and Western Geelong Growth Areas Draft Strategic Assessment Funding Program* (City of Greater Geelong, November 2025)
- *Northern and Western Geelong Growth Areas Draft Strategic Assessment Report* (Biosis and Open Lines, November 2025)

## **Strategic assessment of the amendment**

### **Why is the amendment required?**

The amendment is required to implement the Creamery Road Precinct Structure Plan (PSP), Development Contributions Plan (DCP) and Native Vegetation Precinct Plan (NVPP) to facilitate the urban development of the precinct. The Creamery Road PSP is the first structure plan that has been prepared for the NWGGA in accordance with Plan 46 – Development Sequencing of the NWGGA Framework Plan.

The NWGGA Framework Plan was introduced to accommodate the increased housing demand in the Geelong region, with the capacity to accommodate 112,000 new Geelong residents. It was a result of the G21 Regional Growth Plan 2013 which identified two investigation areas in Geelong and following further work conducted in 2016-2019, it was adopted and implemented via Amendment C395 to the Greater Geelong Planning Scheme. The Creamery Road PSP covers an area of approximately 350 hectares, with a net developable area (NDA) of 210.22 hectares (61%). It is anticipated to provide for 4,204 new dwellings and a population of 11,772. (See section '**Is the amendment consistent with the delivery of the relevant housing target set out in the Planning Policy Framework?**' for further detail on housing targets)

The land affected by the Creamery Road PSP is currently in the Urban Growth Zone. This zoning was applied as a part of Amendment C395. This amendment will incorporate a new schedule to the Urban Growth Zone in the Greater Geelong Planning Scheme which will have applied zoning in accordance with the PSP.

The introduction of the Creamery Road PSP will ensure that a detailed structure plan is in place to support the future development of the precinct. It will assist in ensuring the orderly and efficient development of the precinct by suitably balancing site constraints, risks, cultural and heritage values, infrastructure, servicing, native vegetation and the future needs of the community.

The Creamery Road PSP will ensure that the development of the precinct meets the needs of the existing and future community. There are a number of existing uses within the precinct currently utilised by the Geelong community, including Covenant College and Myers Reserve. The PSP reflects these existing uses and supports their ongoing operation as services for existing residents.

The NWGGA contains areas with significant biodiversity values protected under State and Commonwealth law.

The City of Greater Geelong sought Commonwealth approval via a strategic assessment for the taking of actions associated with urban development within the NWGGA in accordance with the EPBC Plan under Part 10 of the EPBC Act. The purpose of the EPBC Plan is to ensure that development within the NWGGA protects matters of national environmental significance in accordance with the requirements of the EPBC Act.

The EPBC Plan outlines the biodiversity outcomes to be achieved within the NWGGA by reference to objectives, outcomes, commitments and measures. Council will be responsible for the delivery of the commitments over the life of the EPBC Plan in its capacity as the approval holder.

The EPBC Plan was informed by a Strategic Assessment that provides for a strategic based approach to managing and protecting biodiversity values of national, state and local significance across the NWGGA. Local policy and permit condition requirements will ensure that urban development within the NWGGA is consistent with the EPBC Plan and its supporting documents and separate funding framework. The amendment facilitates the protection and enhancement of biodiversity and ensures that Victorian planning permissions do not undermine the objectives of the EPBC Plan in relation to the protection of matters of national environmental significance.

## **How does the amendment implement the objectives of planning in Victoria?**

The amendment implements the following objectives of section 4 of the *Planning and Environment Act 1987*:

- To provide for fair, orderly, economic and sustainable use and development of land;
- To provide for the protection of natural and man-made resources and the maintenance of ecological processes and genetic diversity;
- To secure a pleasant, efficient and safe working, living, and recreational environment for all Victorians and visitors to Victoria;
- To conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value;
- To protect public utilities and other assets and enable the orderly provision and

- coordination of public utilities and other facilities for the benefit of the community;
- To facilitate the provision of affordable housing in Victoria;
  - To balance the present and future interests of all Victorians.

The amendment implements the objectives of planning in Victoria in accordance with Section 12(1)(a) of the Act.

## **How does the amendment address any environmental, social and economic effects?**

The amendment will provide for a number of improved environmental, social and economic outcomes.

### ***Environmental Effects***

The Creamery Road PSP is informed by a series of technical reports and assessments covering issues such as flora and fauna, stormwater management, integrated water cycle management, cultural heritage, and geotechnical considerations including landslip. The PSP recognises the environmental constraints of the site and guides development to ensure that environmental impacts are appropriately managed.

Cowies Creek is a significant environmental asset within the Creamery Road Precinct. It supports a population of Growling Grass Frog (*Litoria raniformis*) which is listed as vulnerable under the EPBC Act. In addition, the regionally significant Easter Long-necked Turtle (*Chelodina longicollis*) has also been recorded in the creek.

With respect to vegetation, nationally listed Adamson's Blown Grass (*Lachnagrostis adamsonii*) has been recorded along the creekline in addition to remnant patches of Creekline Grassy Woodland (EVC 68). Over 20 hectares of Plains Grassland EVC 132 persists throughout the precinct and is planned to be removed in accordance with the requirements of the Creamery Road NVPP.

The Creamery Road NVPP identifies the native vegetation to be retained, or which can be removed or lopped without a planning permit, and the relevant offsets that must be sourced prior to the removal of native vegetation and relevant conditions.

The EPBC Plan and supporting documents including the Biodiversity Conservation Strategy prepared will also inform biodiversity protection and conservation within the precinct and the NWGGA more broadly.

The amendment will ensure that development is undertaken in a manner that is consistent with the EPBC Plan and supporting documents, thus contributing to the achievement of the EPBC Plan's objectives and outcomes and providing for the protection and enhancement of biodiversity values of national, state and local significance.

Environmentally sustainable development (ESD) principles are at the core of the PSP, consistent with the vision of the NWGGA Framework Plan to achieve a zero-

carbon operational development. There are also mechanisms to encourage the use of sustainable transportation modes and a general travel mode shift. This is reflected through various strategies in the PSP including 20-minute neighbourhoods, access to public transport, electric vehicle charging, and the minimisation of car parking requirements to promote modal shift. The PSP supports the adoption of smart technologies and digital innovation.

There are two dwellings of heritage significance within Creamery Road, both of which are proposed to be protected by way of a Heritage Overlay. These are the Avonlea Homestead and Coolangatta Homestead which are Locally and Regionally significant respectively. As a part of the amendment, Heritage Overlays are proposed to these significant places to ensure their ongoing integrity and protection of significant fabric.

### ***Social Effects***

The amendment will contribute towards the requirement of the State Planning Policy Framework that all Victorian councils must plan to accommodate projected population growth over a 15-year period. There are existing community facilities present within the Structure Plan area which have been considered in its creation, particularly to allow for future expansion as needed due to the increased catchment that will utilise the school.

The Myers Reserve Masterplan (July 2023) was prepared to address the future demands of Myers Reserve given the anticipated population increase in Bell Post Hill of 7,731 residents, changing demographics and increased demand for services. It identified that existing soccer and cricket facilities were at capacity, and with increased population and uptake in female sporting activities, a new masterplan was required. Due to expected population growth within the already developed catchment through infill development in Bell Post Hill, Myers Reserve will not have capacity to address the new community needs of Creamery Road. As such, additional open space areas are provided throughout Creamery Road including an Active Sporting Reserve with an area of 10.5 hectares to ensure that the existing and future communities both within Creamery Road and Bell Post Hill are adequately catered for.

The PSP will provide for community facilities, education centres, public parks and reserves, the revegetation of Cowies Creek and the establishment of active transportation links and public transport all of which will provide social benefit to the existing and future community.

The precinct has been designed to provide for innovative solutions and best practice outcomes. The incorporation of the Clever and Creative Corridor (CCC) through Creamery Road and the NWGGA more broadly is envisaged to provide a broadly connected walkable community that values activated public spaces and utilises alternative transportation methods outside of car dependency. The precinct has been designed to ensure that open space areas and commercial hubs are available to the

community within walkable catchments.

### ***Economic Effects***

The provision of increased housing and commercial land supply will benefit the community by meeting growing demands, assisting with alleviating the growing demand for housing and supply issues. The precinct will have capacity to house approximately 11,772 residents assisting with Geelong's growth population demands.

The existing land uses lend Creamery Road Precinct to be well suited for the first development in the Western Growth area. The Precinct also benefits from existing connections into and out of Geelong, which will require upgrades to the Midland Highway. Geelong-Ballan Road will also require upgrading as will Evans Road which will continue the CCC connection to the Northern Geelong Growth Area.

Creamery Road is also one of the lesser constrained PSP areas within NWGGA, due to the topography, and operating quarry south of the Midland Highway. As the quarry is still operational, a buffer is required in the PSP which limits sensitive land uses being established until such time as the quarry has ceased operations. The quarry will be converted into a lake when operations have ceased.

The proposed ESD standards will generate a range of benefits including, delivering ongoing or recurrent cost savings for properties (including owner-occupiers, renters and businesses). Dwelling-based ESD interventions facilitated through the PSP will primarily benefit homeowners through improved comfort and reduced consumption of water and energy.

### **Does the amendment address climate change?**

The amendment 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. 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.

The amendment 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.

### ***Minimising Greenhouse Gas Emissions***

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.

Other provisions which consider climate change include measures to encourage a modal shift towards active and public transport, infrastructure to support electric or alternative zero emission vehicles, and guidance on land use specific canopy cover seeks to mitigate urban heat island effects.

### ***Increasing resilience to climate change risks***

The impact of more frequent and intense storm events was considered in the development of the Integrated Water Management Plan. Measures are incorporated into the amendment documentation to mitigate the risk of bushfire. See "Does the amendment address relevant bushfire risk?" section for discussion.

### **Does the amendment address relevant bushfire risk?**

The amendment meets the bushfire policy in Clause 13.02 of the Planning Scheme by implementing the recommendations of the relevant Bushfire Report.

The Creamery Road Precinct is a designated Bushfire Prone Area. No part of the precinct is affected by the Bushfire Management Overlay.

The City of Greater Geelong engaged Bushfire Environs to prepare an interim report for the Approach to Bushfire Assessment and Planning for the Creamery Road Precinct Structure Plan and has also consulted with the Country Fire Authority on the bushfire risk in relation to the precinct. The report prepared in May 2022 identifies bushfire risk hazard within the precinct currently is of a moderate risk level. Bushfire Environs prepared a subsequent Hazard and BAL assessment in July 2024 which identified the necessary development setback distances to achieve BAL 12.5 requirements.

The preliminary recommendations of the reports and associated feedback were incorporated into the PSP to facilitate fire-wise urban development within and adjacent to the precinct. It is expected that these measures will reduce the bushfire risk over most of the precinct.

### **Does the amendment comply with the requirements of any other Minister's Direction applicable to the amendment?**

The relevant Ministerial Directions have been considered by the amendment which is compliant in relation to the following:

#### **Ministerial Direction – Form and Content of Planning Schemes**

The amendment has been prepared with consideration to the Form and Content of Planning Schemes (section 7(5) of the Act) and has been drafted in accordance with the requirements.

## **Ministerial Direction 1 – Potentially Contaminated Land**

The amendment and supporting documents have been prepared with consideration for Ministerial Direction 1. As the rezoning pertains to the introduction of sensitive land uses including residential land, assessments have been undertaken by Meinhart, with the Land Capability Assessment dated June 2023 to be relied upon.

An initial report was prepared by Douglas Partners in 2017 which broadly considered the Western Growth Area and included information on land uses, geological and geomorphological features, potential contaminants of concern, soil properties, groundwater conditions, and information about cut and fill associated with quarries in the southern portion of the WGGGA. Only 3 bores were tested in the Creamery Road Precinct area and soil tests were reported to have chemical constituents that were suitable for sensitive (low density residential) land use and for the protection of common ecological receptors. The main potential contaminating activities for the Study Area relate to the storage and maintenance of heavy machinery along with associated fuels on farming properties and also the storage and application of agricultural chemicals, cattle yards and stock dips, where present.

In accordance with the direction and consultation with the Environmental Protection Authority (EPA), a Land Capability Assessment was undertaken and identified potential medium risk activities on a number of land parcels. Further assessments were undertaken in accordance with PPN30 - Potentially Contaminated Land (2021) and further detail provided which reduced the number of medium risk land parcels. Two parcels, specifically 10 Evans Road, Bell Post Hill and 85-105 Bluestone Bridge Road, Bell Post Hill, were identified as having medium potential for contamination. To address EPA concerns, an EAO will be applied to these two properties. 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.

## **Ministerial Direction 11 – Strategic Assessment of Amendments**

The amendment is consistent with Ministerial Direction No. 11 Strategic Assessment Guidelines, which ensures a comprehensive strategic evaluation of a planning scheme amendment and the outcomes it produces. This Explanatory Report outlines the findings of the strategic evaluation for this amendment.

## **Ministerial Direction 12 – Urban Growth Areas**

The amendment complies with Ministerial Direction 12 as outlined below.

### ***Response to the Northern and Western Geelong Growth Area (NWGGA) Framework Plan (City of Greater Geelong, August 2020).***

The Creamery Road PSP aligns with the NWGGA Framework Plan. This Framework Plan identifies Creamery Road as a 'short term' deliverable precinct at Plan 46 for Development Sequencing. The commencement of Creamery Road as the first

Precinct Structure Plan in the Western Growth Area directly aligns with the identified development sequencing. The Framework Plan also identifies the precinct as a mainly residential precinct with the Clever and Creative Corridor (CCC) running along the site's western boundary (Geelong-Ballan Road).

Some deviations have occurred from the NWGGA Framework Plan in realising Creamery Road PSP as a result of best practice recommendations and site constraints. These include:

- Shifting the alignment of the CCC and introducing the Clever and Creative Boulevard (CCB) as a lower order spur line of the CCC network as the main north-south road within the precinct. This is to:
  - achieve the vision of the CCC network to be delivered as an entire functional road network early in the delivery of the precinct, as opposed to having it shared over two separate Precinct Structure Plan areas which would delay its delivery.
  - avoid an electricity easement that would interfere with the vision of the CCC.
  - realise the vision for the CCC which is not contemplated in the framework plan as being part of an arterial road, which would not achieve the same walkable, pedestrian/cycle friendly environment that is envisaged by the CCC due to higher traffic volumes and speeds.
  - deliver a core connector road (i.e. the Clever and Creative Boulevard) through the heart of the precinct which serves a placemaking and transport network function.
- Changing from two Activity Centres to one single Neighbourhood Activity Centre to be located on the CCB within the Creamery Road Precinct. A single activity centre will ensure that there is one highly functional activity centre that can be a thriving hub, with two smaller mixed-use precincts at the intersection of the CCB/Creamery Road and near to the Coolangatta Homestead to cater for overflow demand. The location on the CCB will assist in achieving a lively, pedestrian friendly activity centre that reduces car-dependency.
- Changing the Train Station location, which was identified in the Framework Plan as being along the existing rail line at the northern boundary of the PSP. It has been identified that this location is not feasible due to the proximity of the Cowies Creek Conservation Area to the south. As such the preferred location will be shifted west of Geelong-Ballan Road within the Batesford North PSP area with the exact location to be determined as a part of the PSP process.
- Changing the Cowies Creek Conservation Area to include the native vegetation patches identified through the Native Vegetation Precinct Plan and removal of areas near the Coolangatta Homestead not required for the Growling Grass Frog conservation.
- Consolidating the community centre to maximise land and operational efficiencies thereby reducing the cost of facility provision.

## ***Response to the approved Precinct Structure Plan Guidelines***

The Creamery Road PSP has been developed having regard to the *Precinct Structure Planning Guidelines: New Communities in Victoria* (Victorian Planning Authority, 2021) (the PSP Guidelines). The principles, features and targets of the PSP Guidelines have been adapted to the context of the Creamery Road Precinct, noting that this structure plan is the first precinct to be delivered in the Northern and Western Geelong Growth Areas. The below demonstrates how the Precinct enacts the hallmarks identified in the PSP Guidelines.

### ***Hallmark 1: Viable Densities***

The amendment follows the VPA's approach to the distribution of housing density, with higher densities within proximity to the activity centre, although the targets set have been varied to respond to local context and market considerations. The PSP facilitates delivery of a range of housing typologies at an average target density of 20 dwellings per net developable hectare across the precinct. It sets a target of 4.5% for the provision of affordable housing.

### ***Hallmark 2: Safe, Accessible and Well Connected***

The PSP delivers a safe, accessible, and well-connected precinct in accordance with the targets set out in the PSP Guidelines. A comprehensive active transport network is provided across the precinct and more than 95% of dwellings will be within 400 metres of a future bus route or bus capable road.

### ***Hallmark 3: Connect People to Jobs and Higher Order Services***

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. It is also likely a number of people will work from home or run home-based businesses.

### ***Hallmark 4: Offer High-Quality Public Realm***

The Creamery Road Precinct delivers an open space network that optimises the use of available land to provide equitable access to sport and recreation facilities. The PSP delivers 18.171 hectares (equivalent to 8.6% of net developable area) for local parks and sports field reserves.

The wider open space network also includes existing sports facilities at Myers Reserve and offers opportunity for leisure, environmental benefits, cultural benefits and visual amenity. The PSP supports green streets principles in the PSP Guidelines, including localised provision for the increase of canopy cover in line with state targets. The conservation area along Cowies Creek ensures the protection and improvement of key local, state, and federal biodiversity values.

### ***Hallmark 5: Services and Destinations***

Education and community infrastructure facilities in the precinct are located to

equitably and efficiently maximise their accessibility and shared use. In addition to the existing non-government school, land has been set aside for an additional government primary school. A community hub and early learning centre (equivalent to a Level 2 facility) will also be provided. The co-located community hub and ELC will be adjacent to the government primary school.

A government secondary school will be established in the neighbouring Batesford North Precinct.

#### *Hallmark 6: Thriving Local Economies*

A Neighbourhood Activity Centre (NAC) sits at the heart of the Creamery Road Precinct. The NAC will accommodate a range of jobs, services, amenities, activities and housing to support economic and social viability of the precinct. Provisions in the PSP and UGZ schedule will ensure the design and development of the NAC can meet the neighbourhood's changing economic, climate and social needs. Almost all dwellings will be within an 800-metre radius of the NAC. The NAC prioritises pedestrian movement to facilitate community building, social interaction, and active lifestyles.

Two Local Convenience Centres (LCC) are also proposed along the CCB – one in the north near the Coolangatta homestead and the second around the intersection with Creamery Road. These serve an ancillary function to support access to basic services for residents. 64% of dwellings will be within 800 metres of the NAC. More than 80% of dwellings will be within 800 metres of a LCC or NAC.

#### *Hallmark 7: Infrastructure Coordination*

All infrastructure with spatial elements is identified on the Future Place-based Plan. The Creamery Road DCP will facilitate the delivery of critical drainage, transport, community and open space infrastructure in a timely manner.

### **Ministerial Direction 19 – Preparation and content of amendments that may result in impacts on the environment, amenity and human health and Ministerial requirement for information for authorisation or preparation of amendments that may significantly impact on the environment, amenity and human health**

The amendment is compliant with Direction 19 and has been prepared with consideration for potential impacts on the environment, amenity and human health.

The EPA were contacted for feedback. The EPA initially raised concerns with:

- Noise impacts from the surrounding transport corridors.
- A lack of a PRSA for certain land holdings which may be categorised as having medium risk.
- A portion of the site being located within the separation distance of the quarry.

Council has since addressed this by undertaking further work and including changes

to the PSP to address these concerns. The EPA has advised that it will review the changes at exhibition and provide formal comment during this process, but is generally supportive of the methods undertaken by Council to address their initial concerns.

Noise and vibration were identified as matters of consideration for a potential residential rezoning given the precinct's proximity to the Batesford Quarry and also to arterial roads.

Marshall Day prepared a precinct Acoustic Assessment for Creamery Road Precinct. It recognised the primary consideration factors to be Geelong Ring Road, Ballan Road, Ballarat Road, the Geelong Ballarat Railway line and the Batesford Quarry. The Marshall Day report considers future anticipated traffic volumes around the precinct and recommends mitigation measures for some areas particularly at the boundaries of the precinct which are addressed in the PSP. It is noted that the Urban Growth Zone schedule also includes an application requirement for an acoustic assessment where a sensitive use is proposed within the identified 'noise sensitive area' shown on Plan 7 of the PSP.

A Land Capability Assessment was undertaken and identified potential medium risk activities on a number of land parcels. Further assessments were undertaken in accordance with PPN30 and further detail provided which reduced the number of medium risk land parcels. Where parcels were identified as medium risk, an EAO will be applied. A PRSA will be required for sensitive uses on all other properties, unless otherwise agreed by the Responsible Authority, to ensure that there are no adverse impacts on sensitive uses from prior uses, including agricultural uses.

With relation to the Batesford Quarry, the Land Capability Assessment report considered the matter. The Urban Growth Zone Schedule for Creamery Road prohibits sensitive uses within the Quarry Buffer. It notes that the buffer may be reduced or deleted if the facility ceases or changes operations to the satisfaction of relevant authorities.

### **Ministerial Direction 22 – Climate Change Consideration**

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

See "Does the amendment address climate change?" section of this report for discussion of climate responsiveness measures in the Creamery Road PSP.

### **Preparation and Content and Reporting Requirements for Development Contributions Plans**

The amendment is consistent with this direction which directs planning authorities in relation to the preparation and content of a development contributions plan. Reporting requirements will be met as per the direction.

## **How does the amendment support or implement the Planning Policy Framework and any adopted State policy?**

The proposed amendment supports and implements the following provisions from the Planning Policy Framework:

Clause 11.02-1S Development capacity – by achieving the objectives and strategies including:

To ensure sufficient development opportunities are available to meet the needs of current and future Victorians.

Clause 11.02-2S Structure planning – by achieving the objectives and strategies including:

To facilitate the fair, orderly, economic and sustainable use and development of urban areas

Clause 11.02-2L Northern and Western Geelong Growth Areas – by achieving the objectives and strategies including:

To create sustainable neighbourhoods where residents can live locally and meet most of their everyday needs within a 20-minute walk, cycle or local public transport trip of their home.

To provide a network of activity centres that support employment, retail, commercial, entertainment and community uses for local residents.

To promote mode shift from private vehicles to active and public transport throughout and between the growth areas and extending into the balance of urban Geelong.

To develop the Clever and Creative Corridor as a consistent and unifying design element of the growth areas to ensure development is sustainable, self-sufficient, distinctive and connected by active and public transport options.

To protect valuable environmental features and biodiversity assets.

Clause 11.03-2S Growth areas – by achieving the objectives and strategies including:

To locate urban growth close to transport corridors and services and provide efficient and effective infrastructure to create sustainability benefits while protecting primary production, major sources of raw materials and valued environmental areas.

Clause 12.01-1S Protection of biodiversity – by achieving the objectives and strategies including:

To protect and enhance Victoria's biodiversity.

Clause 12.01-1L Protection of biodiversity – by achieving the objectives and strategies including:

Ensure that land use and development enhances areas of native vegetation and other habitats.

Clause 12.03-1S River and riparian corridors, waterways, lakes, wetlands and billabongs – by achieving the objectives and strategies including:

To protect and enhance waterway systems including river and riparian corridors, waterways, lakes, wetlands and billabongs.

Clause 12.03-1L River corridors, waterways, lakes and wetlands – by achieving the objectives and strategies including:

Ensure that land use and development avoids isolating wetlands and provides for connective water flows and vegetative links.

Ensure waterways and wetlands are not drained or adversely affected as a result of development.

Clause 12.06-1S Urban forests – by achieving the objectives and strategies including:

To protect and enhance tree canopy in urban areas and contribute to achieving an overall 30 per cent canopy target for urban areas.

Clause 13.01-3S Urban heat – by achieving the objectives and strategies including:

To reduce urban heat and minimise impacts of urban heat on human health and wellbeing.

Clause 13.02-1S Bushfire planning – by achieving the objectives and strategies including:

To strengthen the resilience of settlements and communities to bushfire through risk-based planning that prioritises the protection of human life.

Clause 13.04-1S Contaminated and potentially contaminated land – by achieving the objectives and strategies including:

To ensure that contaminated and potentially contaminated land is used and developed safely.

Clause 13.04-2S Erosion and landslip – by achieving the objectives and strategies including:

To protect areas prone to erosion, landslip or other land degradation processes.

Clause 13.05-1S Noise management – by achieving the objectives and strategies including:

To assist the management of noise effects on sensitive land uses.

Clause 13.07-1S Land use compatibility – by achieving the objectives and strategies including:

To protect community amenity, human health and safety while facilitating appropriate commercial, industrial, infrastructure or other uses with potential adverse off-site impacts.

Clause 15.01-1S Urban design – by achieving the objectives and strategies including:

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

Clause 15.01-3S Subdivision design – by achieving the objectives and strategies including:

To ensure the design of subdivisions achieves attractive, safe, accessible, diverse and sustainable neighbourhoods.

Clause 15.01-4S Healthy neighbourhoods – by achieving the objectives and strategies including:

To achieve neighbourhoods that foster healthy and active living and community wellbeing.

Clause 15.01-5S Neighbourhood character – by achieving the objectives and strategies including:

To recognise, support and protect neighbourhood character, cultural identity, and sense of place.

Clause 15.03-1S Heritage conservation – by achieving the objectives and strategies including:

To ensure the conservation of places of heritage significance.

Clause 15.03-2S Aboriginal cultural heritage - by achieving the objectives and strategies including:

To ensure the protection and conservation of places of Aboriginal cultural heritage significance.

Clause 16.01-1S Housing supply - by achieving the objectives and strategies including:

To facilitate well-located, integrated and diverse housing that meets community needs.

The amendment contributes to the greenfield Housing Target for Greater Geelong outlined in Table 2.

Clause 16.01-2S Housing affordability - by achieving the objectives and strategies including:

To deliver more affordable housing closer to jobs, transport and services.

Clause 17.01-1S Diversified economy - by achieving the objectives and strategies including:

To strengthen and diversify the economy.

Clause 18.01-1S Land use and transport integration – by achieving the objectives

and strategies including:

To facilitate access to social, cultural and economic opportunities by effectively integrating land use and transport.

Clause 18.01-2S Transport system – by achieving the objectives and strategies including:

To facilitate the efficient, coordinated and reliable movement of people and goods by developing an integrated and efficient transport system.

Clause 18.01-2R Transport system – Geelong G21 – by achieving the objectives and strategies including:

Support improved transit and access within Geelong and the wider region.

Clause 18.01-3S Sustainable and safe transport – by achieving the objectives and strategies including:

To facilitate an environmentally sustainable transport system that is safe and supports health and wellbeing.

Clause 18.02-1S Walking – by achieving the objectives and strategies including:

To facilitate an efficient and safe walking network and increase the proportion of trips made by walking.

Clause 18.02-2S Cycling – by achieving the objectives and strategies including:

To facilitate an efficient and safe bicycle network and increase the proportion of trips made by cycling.

Clause 18.02-3S Public transport – by achieving the objectives and strategies including:

To facilitate an efficient and safe public transport network and increase the proportion of trips made by public transport.

Clause 18.02-4S Roads – by achieving the objectives and strategies including:

To facilitate an efficient and safe road network that integrates all movement networks and makes best use of existing infrastructure.

Plan and develop the road network to facilitate the use of public transport, cycling and walking.

Protect and develop the Principal Road Network to provide high mobility for through traffic and the efficient movement of freight by facilitating adequate movement capacity and speeds. Also limit access point to high-volume, high-speed roads by utilising urban design techniques such as service roads and internal connector roads.

Clause 19.02-2S Education facilities – by achieving the objectives and strategies including:

To assist the integration of education and early childhood facilities with local and regional communities.

Clause 19.02-3S Cultural facilities – by achieving the objectives and strategies including:

To develop a strong cultural environment and increase access to arts, recreation and other cultural facilities.

Clause 19.02-6S Open space – by achieving the objectives and strategies including:

To establish, manage and improve a diverse and integrated network of public open space that meets the needs of the community.

Clause 19.03-1S Development and infrastructure contributions plans – by achieving the objectives and strategies including:

To facilitate the timely provision of planned infrastructure to communities through the preparation and implementation of development contributions plans and infrastructure contributions plans.

Clause 19.03-3S Integrated water management – by achieving the objectives and strategies including:

To sustainably manage water supply and demand, water resources, wastewater, drainage and stormwater through an integrated water management approach.

### **Is the amendment consistent with the delivery of the relevant housing target set out in the Planning Policy Framework?**

The amendment facilitates the delivery of housing in land identified for growth in the various strategic documents as outlined above.

Clause 16.01-1S (Housing Supply) identifies a housing target for Greater Geelong of an additional 128,600 dwellings, of which 51,100 are to be delivered in greenfield areas.

Initial estimates in the NWGGA Framework Plan forecast 3,012 dwellings for the Creamery Road Precinct. In response to the detailed work undertaken during the preparation of the amendment, which considered economic feasibility, sustainable densities, and development in state policy, the forecast dwelling yield of the Creamery Road Precinct has increased.

The Creamery Road Precinct Structure Plan aims to deliver an average target of 20 dwellings per hectare, equivalent to 4,204 dwellings or 8% of Greater Geelong's greenfield area target of 51,100 additional dwellings.

The PSP encourages density in key locations close to jobs and services, including around activity centres and along key public and active transport routes, while maintaining flexibility in the delivery of density through the precinct. It facilitates a range of housing typologies.

The delivery of affordable housing, including social housing, throughout the precinct is strongly encouraged.

## **How does the amendment support or implement the Municipal Planning Strategy?**

The amendment supports the Municipal Planning Strategy (MPS) contained in the Greater Geelong Planning Scheme. The Strategic Policy specifically talks to providing for Geelong's growing population, expected to grow by an additional 152,000 people by 2036 in a combination of greenfield and infill development. Clause 02.03-1 identifies that the NWGGA will assist in achieving new residential communities to cater for this demand. Specifically, NWGGA has the capacity to accommodate over 112,000 people.

The MPS seeks to ensure that new neighbourhoods are designed for residents to be able to live locally and meet most of their everyday needs within a 20 minute walk, cycle or local public transport trip of their home. The Creamery Road Precinct has been designed with a strong focus on local connectivity.

Clause 02.03-2 talks to the City's environmental and landscape values. Of specific relevance to the Creamery Road Precinct, as it contains Cowies Creek, is the strategic direction to protect and enhance waterways, and to reduce the amount of runoff from urban development and improve the quality of stormwater entering waterways. The Creamery Road PSP seeks to achieve this through an integrated stormwater network.

Clause 02.03-3 requires consideration of environmental risks. The Creamery Road Precinct is a Bushfire Prone Area and development will need to respond appropriately to the level of bushfire risk. Measures informed by the reports prepared by Bushfire Environs have been incorporated into the PSP to ensure development is able to respond to bushfire risk.

Built environment considerations for the Creamery Road Precinct have been factored in as directed by Clause 02.03-5 of the MPS which talk to supporting the design of walkable neighbourhoods and encouraging environmentally sustainable design (ESD) in all development. The Creamery Road Precinct has strong aspirations to be a net zero carbon community, and as such includes broad and lot-specific ESD provisions to achieve this goal as such aligning with Clause 02.03-5.

The Creamery Road Precinct's strong focus on creating a walkable community, and prioritisation of public and active transportation, assists in achieving Clause 02.03-8 of the MPS to encourage active and public transport modes over private vehicle use. Council is working closely with the Department of Transport and Planning to try to achieve the early provision of public transportation infrastructure and services in the precinct.

## **Does the amendment make proper use of the Victoria Planning**

## Provisions?

The amendment makes proper use of the Victoria Planning Provisions by implementing the Creamery Road PSP as envisaged by the NWGGA Framework Plan. The incorporation of the PSP through the utilisation of the Urban Growth Zone Schedule and use of the Development Contributions Plan Overlay, Heritage Overlay, Environmental Audit Overlay, and Parking Overlay is appropriate to give effect to the intended outcomes envisaged for the area.

All Precinct Structure Plans in the NWGGA must be generally in accordance with the NWGGA Framework Plan, which is a policy document in Clause 11.02-2L.

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 NWGGA precinct structure plans, for the growth areas to:

- *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 amendment appropriately aligns with the aspirations and vision of the NWGGA Framework Plan.

The inclusion of the Creamery Road NVVP in accordance with Clause 52.16 provides for the holistic protection, management and removal of native vegetation.

## How does the amendment address the views of any relevant agency?

Various agencies were consulted during the preparation of the Creamery Road PSP. Feedback was received from Powercor, Barwon Water, Environmental Protection Authority, Corangamite Catchment Management Authority, Department of Energy, Environment and Climate Action, Department of Transport and Planning, Country Fire Authority and the Wadawurrung Traditional Owners Aboriginal Corporation. Appropriate action has been taken through changes to address the various matters raised by the relevant agencies.

Relevant agencies will be given further opportunity to review the amendment and the measures implemented to address their initial advice as a part of the exhibition of the amendment and any submissions will be further considered at this time.

### **Does the amendment address relevant requirements of the Transport Integration Act 2010?**

Impacts on the transport system have been analysed through specialist technical reports on transport, movement and access. State government agencies have been consulted and have guided the preparation of the Creamery Road PSP in relation to public transport provision, impacts on existing arterial roads and future road and transport networks.

### **How does the amendment have regard to the principles set out in the *Yarra River Protection (Wilip-gin Birrarung murron) Act 2017* in relation to Yarra River land and other land, the use or development of which may affect Yarra River land?**

The precinct is not within land identified as Yarra River land or other land identified at Part 3 of the *Yarra River Protection (Wilip-gin Birrarung murron) Act 2017*.

## **Resource and administrative costs**

### **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

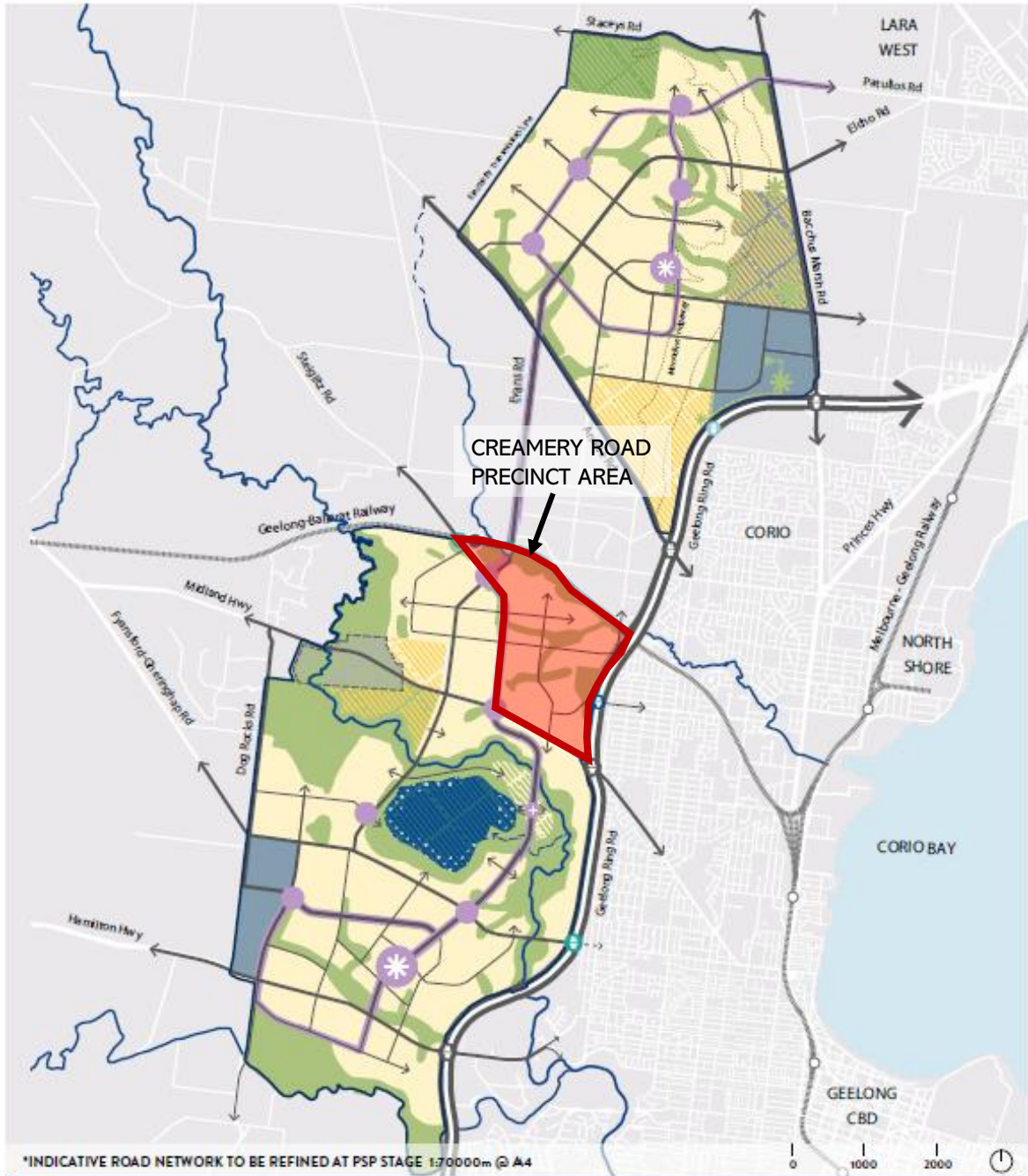
The amendment will not pose unreasonable resource and administrative costs on Council in its normal capacity as the Responsible Authority. Additional staff have been engaged to support the amendment and future amendments resulting from the implementation of the NWGGA Framework Plan.

The introduction of local policy and permit condition requirements to ensure that development is consistent with the EPBC Plan will not increase the number of permit applications nor have any impact on the usual notice requirements.

## Attachment 1 – Mapping reference table

Location	Land /Area Affected	Mapping Reference	Address	Proposed Zone changes	Proposed Overlay changes
Creamery Road Precinct (Planning Scheme Maps 24, 25, 31 and 32)	All Urban Growth Zone Land within the Precinct	C450ggee 001znMaps 24_25_31_32 Exhibition  C450ggee 003poMaps 24_25_31_32 Exhibition	Various	UGZ8	PO2
Creamery Road Precinct (Planning Scheme Maps 24, 25, 31 and 32)	All land within the Precinct	C450ggee 002dcpoMaps 24_25_31_32 Exhibition	Various		DCPO11
Creamery Road Precinct (Planning Scheme Map 24)	“Avonlea” Homestead and “Coolangatta” Homestead	C450ggee 004hoMap 25 Exhibition	85-105 Bluestone Bridge Road, and 20 Evans Road, Bell Post Hill.		HO2026 (Avonlea)  HO2027 (Coolangatta)
Creamery Road Precinct (Planning Scheme Maps 24 and 25)	10 Evans Road , Bell Post Hill and 85-105 Bluestone Bridge Road, Bell Post Hill	C450ggee 005eaoMaps 24_25 Exhibition	10 Evans Road, Bell Post Hill and 85-105 Bluestone Bridge Road, Bell Post Hill		EAO

# Attachment 2. Northern and Western Geelong Growth Areas Framework Plan (August 2020) Future Urban Structure



\*INDICATIVE ROAD NETWORK TO BE REFINED AT PSP STAGE 1:70000m @ A4

## KEY

	Study Area		Rural Living (Future Investigation of Residential)		Lake Waterbody		Activity Centre (Sub-Regional / Specialized / Neighbourhood)
	Geelong Ring Rd.		Rural Living (Future Investigation of Residential)		Waterways		Geelong Ring Rd. (Pedestrian Connection)
	Future Railway Station		Agriculture (Future Investigation of Residential)		Residential		Geelong Ring Rd. (New Connection)
	Arterial Rd. (Indicative Alignment)		Agriculture (Future Investigation of Residential)		Major Watercourse		Geelong Ring Rd. (Upgrade Connection)
	Connector St. (Indicative Alignment)		Lakeside Residential		Clover & Creative Corridor		Geelong Ring Rd. (Upgrade Existing Overpass)
	Public Transport (Potential Connection)		Batesford Township		Potential Waterways		
	Employment				Monocline Escarpment		
					Railway Crossing (Grade Separation)		