

AMENDMENT C495, RESOLUTION TO EXHIBIT UNDER DELEGATION - PROPOSED REZONING OF 2341-2349 BELLARINE HIGHWAY, POINT LONSDALE

To: Tim Webb – Coordinator Strategic Implementation
From: Daniel Hadzikan – Strategic Planner
Subject: Resolution to exhibit an amendment under delegation
File number: C495ggee

Purpose

The purpose of this report is to seek a Council resolution (under delegation) to prepare and exhibit Planning Scheme Amendment C495ggee subject to authorisation by the Minister for Planning.

Summary

1. Amendment C495 proposes to rezone the land at 2341-2349 Bellarine Highway, Point Lonsdale, from Commercial 2 Zone and Farming Zone to Special Use Zone.
2. The amendment introduces a new schedule to the Special Use Zone (Schedule 19) which will facilitate the use and development of the land for low scale tourism/accommodation activities.
3. The amendment proposes to delete the Development Plan Overlay (Schedule 21) applied to part of the land.
4. The amendment proposes to introduce an Environment Audit Overlay to the subject land.
5. The proposed amendment implements the longstanding strategic planning policy of the Point Lonsdale Structure Plan 2009 which directs the rezoning of the land to provide for tourism/accommodation use and development. The amendment is also supported by Planning Policy Framework and the Bellarine Statement of Planning Policy.
6. The amendment considers the sensitive environmental and landscape context of the land and ensures future use and development complements and enhances these values.
7. The proposed amendment provides net social, economic and environmental benefits for the community and contributes to the vibrancy of the Bellarine tourism industry.

Recommendation

That Council:

1. **Supports the preparation and exhibition of Amendment C495ggee to the Greater Geelong Planning Scheme to:**

- a) **Rezone the land at 2341-2349 Bellarine Highway, Point Lonsdale from Commercial 2 Zone and Farming Zone to Special Use Zone– Schedule 19 in the form shown in the Attachment;**
 - b) **Delete the Development Plan Overlay – Schedule 21 from the land being rezoned; and**
 - c) **Introduces the Environmental Audit Overlay to the land being rezoned.**
- 2. Requests the Minister for Planning to authorise the preparation and exhibition of Amendment C495ggee.**



Tim Webb – Coordinator Strategic Implementation

**Approved as a resolution of Council by Council's delegate: T. Webb
Date: 14 October 2026**

Background

7. Amendment C495 primarily seeks to rezone the land at 2341-2349 Bellarine Highway, Point Lonsdale, from Commercial 2 Zone and Farming Zone to Special Use Zone. The land is bound by the Bellarine Highway to the south, Bellarine Rail Trail to the north, Fellows Road to the east and drainage channels to the west. Internationally significant Ramsar Wetlands of Swan Bay are in close proximity to the north of the site. The land is also not within or adjacent to the Point Lonsdale Neighbourhood Activity Centre. Refer to appendix 1 for site location plan.
8. The amendment land is largely located within the Point Lonsdale Protected Settlement Boundary with the Farming Zone portion of the land located outside the Protected Settlement Boundary (refer to appendix 2). Significant Landscape Overlay Schedule 6 (SLO6) is also applied to the FZ portion of the land. SLO6 was recently updated as part of Amendment VC310 gazetted in late September 2026. No proposed changes to SLO6 are sought as part of this amendment.
9. Commercial zoning of the land was applied in 2001 as part of Amendment C24. Amendment C24 rezoned the land from the former Rural Zone to former Business 4 Zone superseded with the introduction of the Commercial 2 Zone in 2013.
10. The Point Lonsdale Structure Plan 2009 outlined that the former Business 4 zoning on the land encouraged land use and development was inappropriate given the site's context. The Structure Plan identified that an opportunity exists for the land to be rezoned to Special Use Zone to facilitate tourist accommodation or tourism related use (refer to appendix 4).
11. The Structure Plan map in the Planning Scheme was revised by Ministerial Amendment C245 in February 2026 and shows the site as a Potential or Future Tourist Accommodation Activity (refer to appendix 5).
12. Commercial 2 Zone allows for only a very limited range of uses related to tourism and tourism accommodation, noting it prohibits Accommodation (other than Caretaker's house and Residential hotel). Commercial 2 Zone

also permits a range of uses and associated development that are considered are incompatible with the site's location and planning context, including out-of-centre retail development and various commercial or industrial uses.

13. Further detail is included in the Strategic Planning Report for the site.

Discussion

14. The current C2Z portion of the land was derived from Amendment C24ggee which rezoned the land from Rural Zone to Business 4 Zone in 2001. Planning reforms in 2013 converted the former Business 4 Zone to Commercial 2 Zone, retaining a broad commercial land use framework that encourages out of centre development contrary to the Point Lonsdale Structure Plan and planning policy for Point Lonsdale.
15. The Point Lonsdale Structure Plan 2009 identified the Business 4 Zone was inappropriate in consideration of site's location acting as the township's gateway entry into Point Lonsdale. The Structure Plan outlined that there was an opportunity to rezone the land to Special Use Zone to facilitate the use and development of appropriately scaled low impact tourist accommodation or tourism related activities.
16. This was further supported by the independent panel report for Amendment C165ggee and C22quen in 2011. The amendments introduced the Development Plan Overlay (DPO21) to the land adjoining the amendment land to the north, west and south to facilitate development of The Point development. DPO21 was also applied to the northern part of the land for the construction of drainage channels. While the amendment land was not rezoned as part of C165ggee, the independent panel report recommended that the amendment land be rezoned to SUZ to facilitate an appropriately scaled tourist accommodation or tourism related use.
17. The SUZ provides for use and development for specific purposes as identified in a schedule to the Zone. Both the Point Lonsdale Structure Plan 2009 and Amendments C165ggee and C22quen Panel Report direct and recommend the subject land to be rezoned for low scale tourist accommodation/activity. The SUZ is considered the most appropriate zone given it specifically facilitates the development of the subject land for low impact and sustainable tourism uses in accordance with Plan. The Panel Report also contemplated the application of the Design and Development Overlay on the land. This would provide controls over built form outcomes to ensure development complements the context of the land and surrounding area. As the controls of the proposed SUZ19 ensure development must be of low scale and integrate with the land and surrounding area, no DDO is being proposed as part of this amendment.
18. In late 2024, the landowner, Coles Group Property Developments Ltd requested a pre-application meeting with the Minister for Planning to discuss a forthcoming Development Facilitation Program application for a supermarket on the land. At DTP's request, the City provided detailed comments identifying significant concerns with the proposal across a range of key issues.
19. There is strong community interest in the future of the land, with significant concern expressed about a potential large scale retail development, and multiple community calls for a rezoning of the land. Council is working

proactively and collaboratively with the Borough of Queenscliffe and the community to implement the vision and provisions of the Bellarine Peninsula Statement of Planning Policy (SPP). Officers at the Borough have been consulted and support the proposed Amendment.

20. It is timely to rezone the amendment land following the gazettal of the Bellarine Peninsula SPP and the Bellarine Peninsula Distinctive Area and Landscape via C245 in February 2026, the gazettal of updated Significant Landscape Overlays via Ministerial Amendment VC310 in October 2026. Furthermore, Council's received Ministerial authorisation in late September 2026 to exhibit proposed Amendment C469ggee. Amendment C469 implements the recommendations of the Local Policy Review 2023/2024, including updating local policy at Clause 11.03-6L.01 Bellarine Peninsula, strengthening local policy support for tourism accommodation use in Point Lonsdale and reinforcing the need for development on the township's periphery to integrate with the surrounding landscape and environmental features.
21. The proposed rezoning of the land implements longstanding strategic planning policy as directed by the Point Lonsdale Structure Plan 2009 and following the recommendation of a previous independent panel report. The amendment is also consistent with the objectives and strategies of the Bellarine Peninsula SPP. The Bellarine Peninsula SPP identifies Point Lonsdale's unique coastal location and character adjoining significant landscapes and wetlands. The proposed amendment provides certainty of the use of the land, ensures sustainable use and development that is compatible with and enhances the coastal village character of Point Lonsdale and prevents out of centre retail or other inappropriate commercial/industrial development within the Point Lonsdale Settlement. The amendment aligns with relevant latest local/regional tourism strategies.
22. The removal of the Development Plan Overlay (DPO21) from the land is justified as it is no longer required now that the nearby Point Estate and adjoining waterways have been constructed.
23. The introduction of an Environment Audit Overlay (EAO) is necessary given the high likelihood of contaminated land on the site and the potential for sensitive, albeit ancillary, uses relating to future tourism development.
24. The amendment provides net social and economic benefits for the Point Lonsdale area by increasing the opportunity for extended visitor stays in the Bellarine Peninsula and increasing local employment. This is a key theme of the Point Lonsdale Structure Plan, Bellarine Peninsula SPP and other Planning Policy that encourages the development and diversity of tourism destinations in the Bellarine Peninsula while celebrating and enhancing the local character of each distinctive settlement.
25. It is considered both necessary and timely to rectify the inconsistency between the planning policy and the planning controls for the site.
26. Further detail is included in the Strategic Planning Report for the site.

Financial Sustainability

27. There are no significant financial implications to Council beyond what are usually associated with the planning scheme amendment process.

Stakeholder Consultation and Communication

28. The landowner has recently been informed of the proposed amendment.
29. Internal referral discussions have been held with Civil Infrastructure and Environment Units which have informed the proposed SUZ19 content.
30. Officers at the adjoining Borough of Queenscliffe have indicated support for the Amendment.
31. Nearby landowners and occupiers, prescribed Ministers and other relevant agencies will be directly notified during the statutory exhibition period. The broader community will be notified through notices in local newspapers and the City of Greater Geelong website.

Social Equity and Sustainability

32. The amendment has appropriately considered social equity principles.
33. The proposed amendment will provide social benefits by implementing established strategic planning recommendations and reduces the potential for inappropriate out of centre commercial development. This provides greater certainty about future use and development of the land.
34. Amendment C495 supports and enhances tourism opportunities in the Bellarine Peninsula while ensuring the coastal village character of Point Lonsdale is maintained. Future tourism related uses on the land will increase local employment and contribute to the economy.
35. The amendment provides a framework that responds to the sensitive environmental and landscape context and allows for future development of the land to be assessed against a purpose-built land use framework. This ensures sustainable future use of the land.

Gender Equality – Gender+ Impact Assessment

36. A Gender+ Impact Assessment has not been completed on the planning scheme amendment. The proposed amendment is unlikely to have any detrimental impact on Gender Equality.

Policy/Legal/Statutory Implications

37. The amendment achieves the following objectives of planning in Victoria as set out in Section 4 of the Planning and Environment Act 1987 including:
 - i. to provide for the fair, orderly, economic and sustainable use and development of land.*
 - ii. to provide for the protection of natural and man made resources and the maintenance of ecological processes and genetic diversity.*
- (c) to secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria*
- (d) to conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historic interest or otherwise of special cultural value.*

(e) to protect public utilities and other assets and enable the orderly provision and co-ordination of public utilities and other facilities for the benefit of the community.

(f) to facilitate development in accordance with the objectives set out in paragraphs a), b), c), d) and e)

(h) to balance the present and future interests of all Victorians.

38. There is policy support for the proposed amendment in the Planning Scheme Planning Policy Framework. At Clause 11.03-6L-01 *Bellarine Peninsula* the subject land is identified for future tourist accommodation/activity. The proposed rezoning of land is designated in the Point Lonsdale Structure Plan 2009 to provide for tourism uses/accommodation.
39. An independent planning panel report for amendments C165ggee and C22quen, recommended that the land be rezoned to Special Use Zone to facilitate appropriately scaled tourism use and development on the land.
40. Section 46AZK of the Planning and Environment Act requires that a responsible public entity must not act inconsistently with any provision of the SPP. The proposed amendment implements the objectives and strategies of the Bellarine Peninsula SPP.

Alignment to Council Plan and Vision

- This report aligns with the Council Plan 2025-29 strategic priority:
 - Economic development.
 - Heritage and culture.
 - Environment and circular economy.
44. This report aligns with the Community led 30-year vision “Greater Geelong: A Clever and Creative Future” community aspiration:
- Contributing to a prosperous economy that supports jobs and opportunities.
 - Preserving heritage and encouraging creative design.
 - Promoting destinations that attract and increase local and international visitors.
 - Encouraging sustainable development that protects and enhances the natural environment.
 - Promotes the use and development of sustainable solutions.

Conflict of Interest

41. No Council officers involved in the preparation of this report have any direct or indirect interest in the matter to which this report relates, in accordance with Section 80 (c) of the Local Government Act.

Risk Assessment

42. The recommendation aligns with Council’s cautious appetite for Regulatory, Legal and Governance risks by implementing appropriate rezoning in a location historically identified for future tourism based development through

the statutory planning scheme amendment process and supporting consistent, transparent decision-making.

43. The recommendation also aligns with Council's balanced appetite for Community risks by enabling the development of areas while protecting amenity, to facilitate sustainable, low scale tourism based development of the land. The Amendment balances sustainability and economic development objectives. Failure to proceed may result in a development outcome inconsistent with the wider planning framework, out of centre retail development, loss of amenity and/or detrimental impacts to the sensitive environmental and landscape values of the site and wider surrounds.

Environmental Sustainability

44. The proposed amendment ensures that future use of the land is sustainable and compatible with the sensitive environmental and landscape characteristics of the area. Future development of the land is encouraged to be of high standard of environmental and landscape design that supports climate resilience.
45. Refer to climate change consideration report for further details.

Appendix 1 – Location plan



Figure 1 – Satellite image of subject site and surrounds (2026).

Appendix 2 – Existing zoning and overlays

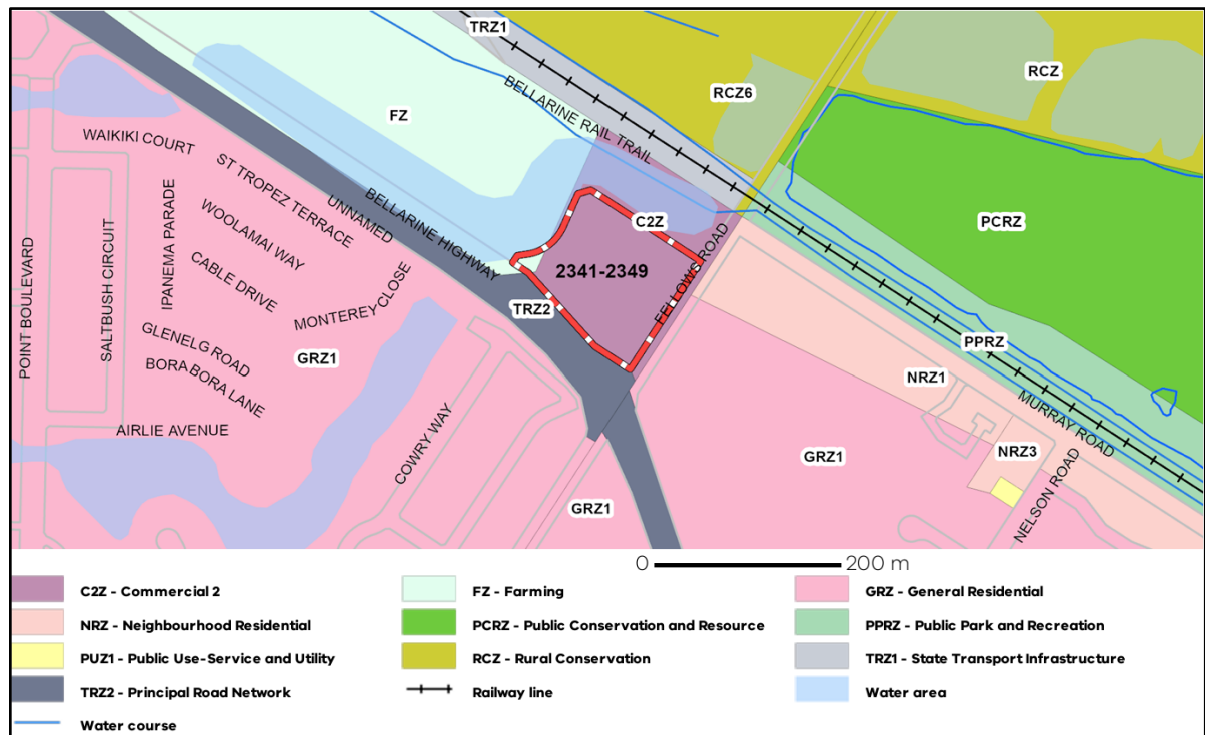


Figure 2 – Subject site and existing land use zoning (VicPlan).

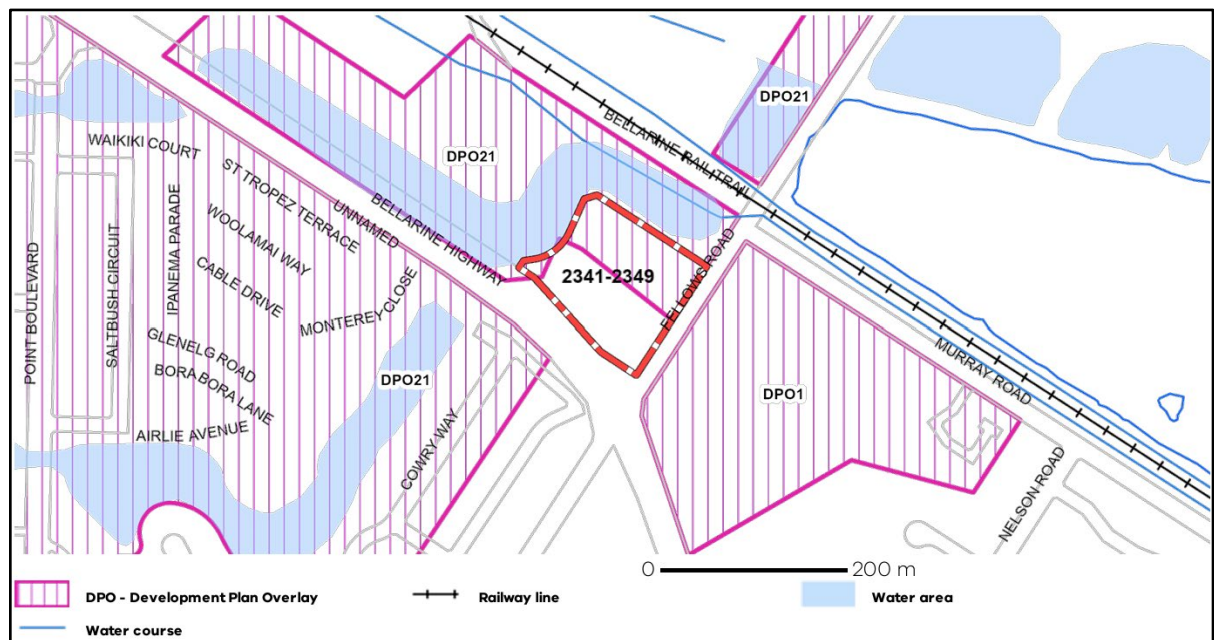


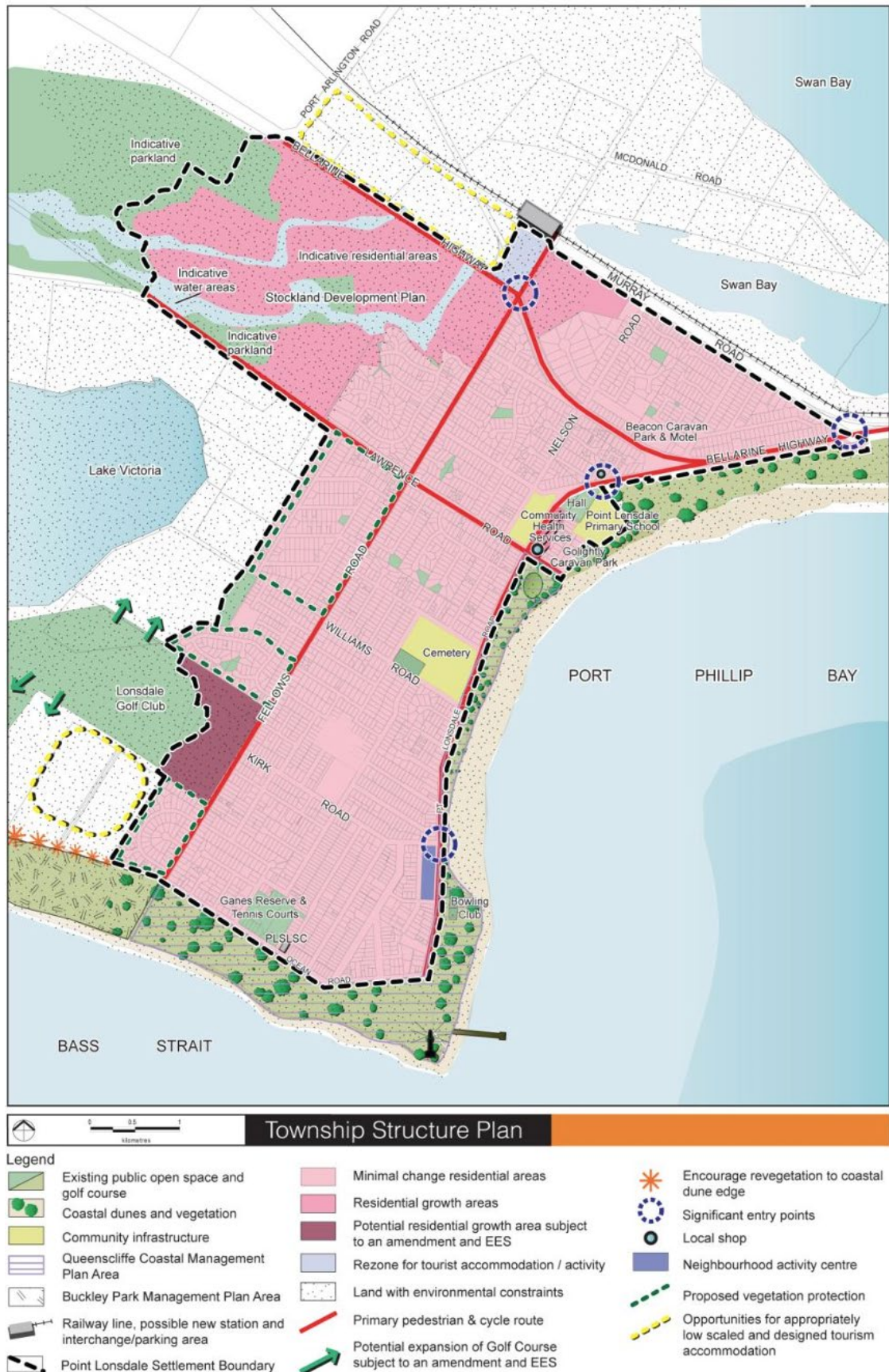
Figure 3 – Subject site and Development Plan Overlay – Schedule 21 (VicPlan).

Appendix 3 – Proposed Zoning



Figure 4 – Subject land and proposed rezoning.

Appendix 4 – Point Lonsdale Structure Plan (2009) extract



Appendix 5 – Point Lonsdale Structure Plan Map at Clause 11.03-6L-01

