

Greater Geelong Planning Scheme

Amendment C495

Explanatory Report

Overview

The proposed amendment seeks to facilitate the use and development of the land at 2341-2349 Bellarine Highway, Point Lonsdale, for tourism purposes in accordance with the Point Lonsdale Structure Plan 2009.

It does this by rezoning the land from Commercial Zone 2 (C2Z) and part Farming Zone (FZ) to Special Use Zone 19 (SUZ19) and removing Schedule 21 to the Development Plan Overlay (DPO21). The amendment also applies the Environmental Audit Overlay to the land.

Where you may inspect this amendment

The amendment can be inspected free of charge at City of Greater Geelong website at www.geelongaustralia.com.au/amendments/

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

Wurriki Nyal, 137-149 Mercer Street, Geelong Monday to Friday 8am to 5pm

The amendment can also be inspected free of charge at the Department of Transport and Planning website at planning.vic.gov.au/public-inspection or by contacting the office on 1800 789 386 to arrange a time to view the amendment documentation.

Details of the amendment

Who is the planning authority?

This amendment has been prepared by the City of Greater Geelong which is the planning authority for this amendment.

Land affected by the amendment

The amendment applies to 2341-2349 Bellarine Highway, Point Lonsdale.

The land which is specifically subject to this amendment is identified in the map

below.

What the amendment does

The amendment will facilitate the use and development of tourism-based uses on the land at 2341-2349 Bellarine Highway, Point Lonsdale in accordance with the Point Lonsdale Structure Plan 2009 and the Bellarine Peninsula Statement of Planning Policy.

Specifically, the amendment makes the following changes:

Zoning maps

- Amends planning scheme map no. 83 to rezone the land at 2341-2349 Bellarine Highway, Point Lonsdale from Commercial 2 Zone (C2Z) and Farming Zone (FZ) to Special Use Zone Schedule 19 (SUZ19).

Overlay maps

- Amends planning scheme map no. 83 to remove Development Plan Overlay Schedule 21 from the land at 2341-2349 Bellarine Highway, Point Lonsdale.
- Inserts planning scheme map 83EAO to apply the Environmental Audit Overlay (EAO) to the land at 2341-2349 Bellarine Highway, Point Lonsdale.

Planning scheme ordinance

- Inserts a new Schedule 19 in Clause 37.01 Special Use Zone.

Strategic assessment of the amendment

Why is the amendment required?

The amendment is required to facilitate low scale tourism-based use and development in accordance with the Point Lonsdale Structure Plan 2009 and is supported by planning policy for the area including the Bellarine Peninsula State Planning Policy.

The subject land has been identified by the Structure Plan to provide for low scale tourism uses that respond to the sensitive environmental and landscape context of the area.

The land is largely identified as being within the Point Lonsdale Protected Settlement Boundary (PSB) and is currently within the Commercial Zone 2 (C2Z). A minor section of the amendment land is located outside of the PSB and is within the Farming Zone (FZ). Significant Landscape Overlay (Schedule 6) is also applied to the FZ land. SLO6 was recently reviewed and updated as part of Amendment VC310. No changes to the SLO6 are proposed as part of this amendment.

The C2Z significantly reduces the opportunity for tourism and recreational uses and facilitates outcomes for the land contrary to the Structure Plan and Bellarine

Peninsula SPP. It is noted that the FZ does not necessarily reduce the opportunity for tourism use and development.

The current C2Z portion of the land was implemented as part of Amendment C24ggee which rezoned the land from Rural Zone to Business 4 Zone (B4Z) in 2001. The Point Lonsdale Structure Plan 2009 identified B4Z was inappropriate for the site's location as the township's entrance. This was further supported by the independent panel report provided for Amendment C165ggee and C22quen in 2011. This panel report recommended that the amendment land be rezoned to facilitate an appropriately scaled tourist accommodation or tourism related use. The report also contemplated the Design and Development Overlay (DDO) also be applied to the land to ensure appropriate built form outcomes complementary to the site's context. As the controls of the proposed SUZ19 ensure appropriate built form controls, the application of a DDO is considered to be unnecessary.

Planning reforms in 2013 converted the former B4Z to C2Z, retaining a broad commercial land use framework encouraging out of centre development contrary to the Structure Plan and planning policy for Point Lonsdale.

Amendment C150ggee introduced the Development Plan Overlay (DPO21) for the northern part of the subject land as part of the *Point Lonsdale Residential and Waterways Development* (Development Plan PG 589/2010) in 2010. As construction of waterways and retarding basins are now completed, along with much of The Point Estate, DPO21 is no longer required to be applied to the amendment land.

It is also noted that the C2Z and FZ land to the north and west of the amendment land is proposed to be rezoned to Public Conservation and Recreation Zone (PCRZ) as part of proposed Amendment C486ggee (rezoning of public land), which is under preparation. The DPO21 is also proposed to be removed from this land by C486ggee.

Council has reviewed the environmental condition of the land and proposes to apply the Environmental Audit Overlay (EAO). The purpose of the EAO is to ensure that potentially contaminated land is assessed and, where necessary, remediated prior to use or development that could pose a risk to human health or the environment.

A Site History Review was undertaken to assess the potential for contamination. The Review concluded that the site has a high potential for contamination, due to historic mining and industrial activities that have taken place on the land and immediate surrounding area. Based on available evidence and in accordance with Planning Practice Note 30 (PPN30), Council has determined that the land is considered potentially contaminated and proposes to apply the EAO to require further investigation prior to any sensitive use.

The amendment will implement longstanding strategic planning direction for the site and provide 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. The amendment will provide certainty of future use of

the land and ensure that any proposed development considers the environmental and landscape context of the area while increasing the viability of tourism in the Point Lonsdale area.

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

The amendment implements the objectives of planning in Victoria as set out in sections 4(1) and 12(1)(a) of the Planning and Environment Act 1987 (the Act) as follows:

Objective (a): The amendment provides for the fair, orderly, economic and sustainable use and development of land as it creates opportunities for the consolidation of well serviced, underutilised land within an existing settlement boundary.

Objective (b): The amendment provides for the protection of natural and man made resources and the maintenance of ecological processes and genetic diversity by ensuring development complements to sensitive landscape and environmental values.

Objective (c): The amendment will secure a pleasant, efficient and safe living and recreational environment for all Victorians and visitors to the region.

Objective (d): The amendment does not compromise any places of known scientific, aesthetic, architectural, or historical interest, or otherwise of special cultural value.

Objective (f): The amendment facilitates development in accordance with the objectives set out in paragraphs (a), (b), (c), (d) and (e).

Objective (h): The amendment seeks to balance the present and future interests of all Victorians by facilitating investment and development in the Greater Geelong and G21 region and by enabling future use and development of the land for tourism purposes.

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

The proposed amendment adequately addresses environmental, social and economic effects set out in sections 12(2)(b) and (c) of the Act.

The amendment results in net community benefit achieved through the implementation of strategic direction set out under various strategic documents including the G21 Regional Growth Plan, Bellarine Peninsula Statement of Planning Policy and the Point Lonsdale Structure Plan 2009.

Environmental

The amendment positively addresses environmental effects by:

- Ensuring that future tourism uses are located to preserve existing and significant landscape and environmental features of Point Lonsdale and Swan Bay.
- Carefully managing development of the land to ensure that it is minimally intrusive, low density and low scale to preserve the existing coastal village character of the Point Lonsdale Settlement.
- Ensuring a sensitive interface response to the Bellarine Rail Trail which holds significant historical and social value.
- Encouraging sustainable tourism uses that integrate within the sensitive environmental and landscape setting of the land and surrounding area.
- Applying the EAO to the land to safeguard future sensitive uses.

Social

The amendment positively addresses social effects by:

- Providing development opportunities for tourism use will increase local employment.
- Encouraging tourism-based uses and development that provides a positive contribution to the coastal identity of the Bellarine Region.
- Increases the capacity of visitor accommodation opportunities in the Point Lonsdale area and encourages and supports extended visitor stays in local region.
- Encourages the opportunity to address the shortage of high-quality tourism uses on the Bellarine Peninsula as identified in the Structure Plan.

Economic

The amendment positively addresses economic effects by:

- Encouraging future investment opportunities in the local area with future development of the land as identified in the Point Lonsdale Structure Plan 2009.
- Promoting tourism development in the Point Lonsdale area.
- Providing a positive contribution to the local economy of Point Lonsdale.

Does the amendment address climate change?

The amendment enables the land to be used and developed for low scale tourism uses that complements and enhances the sensitive environmental and landscape characteristics of the local area. The proposed amendment considers the climate change implications in relation to greenhouse gas emissions and risk from natural hazards. Future tourism use and development of the amendment land will be consistent with the Point Lonsdale Structure Plan 2009 and Bellarine Peninsula Statement of Planning Policy. A Climate Change Consideration Report has been prepared in accordance with Ministerial Direction No. 22 Climate Change Consideration, which further details how the amendment considers climate change.

A summary of the key points is as follows:

Greenhouse Gases

The amendment supports low-impact tourism use and development on the land. Future development should respond to the local coastal and natural landscape by retaining and increasing native vegetation and canopy trees. To help reduce greenhouse gas emissions, the amendment promotes sustainable building design and materials. Environmentally Sustainable Development requirements will also apply to any future planning permit.

Natural Hazards

The subject land is not within the Bushfire Management Overlay or a designated Bushfire Prone Area. See “Does the amendment address relevant bushfire risk”.

The proposed amendment encourages future development on the land to integrate and enhance the natural environment on the land and surrounding area. Future development is promoted to incorporate sustainable design and measures including in mitigating risks from flooding, heatwaves and drought. The response to natural hazards will be further considered as part of any future planning permit application.

Does the amendment address relevant bushfire risk?

The land subject to the amendment is not affected by the Bushfire Management Overlay (BMO) and is not identified as being a designated Bushfire Prone Area. It is noted that the land does interface with a designated Bushfire Prone Area. A future permit application will identify and consider any potential bushfire risk as required.

Does the amendment comply with the requirements of any other Minister’s Direction applicable to the amendment?

The amendment complies with the Ministerial Direction – The Form and Content of Planning Schemes (section 7(5) of the Act).

Ministerial Direction No. 1 (Potentially Contaminated Land)

The amendment complies with Ministerial Direction No. 11 (Strategic Assessment of Amendments) under section 12 of the Act. The amendment is consistent with this direction. The amendment proposes to apply the EAO to the land identified as being potentially contaminated to ensure the environmental conditions will be suitable for sensitive uses.

Deferring the environmental audit requirements is considered to be appropriate for the following reasons:

- Any contamination identified through the audit process can be practically managed or mitigated through remediation measures or development design responses.
- As future planning approvals will be required, providing the opportunity to incorporate any conditions or restrictions arising from the Environmental Audit before development proceeds.

- The landowner is not the proponent for this Council-led amendment.

Ministerial Direction No. 11 (Strategic Assessment of Amendments)

The amendment is consistent with this direction which ensures a comprehensive strategic evaluation of a planning scheme amendment and the outcomes it produces, namely, to ensure the amendment land facilitates use and development in accordance with the point Lonsdale Structure Plan 2009 and Bellarine Peninsula Statement of Planning Policy.

Ministerial Direction No. 13 (Managing Coastal Hazards and the Coastal Impacts of Climate Change)

The amendment is consistent with this direction which ensures consideration is given to current and future coastal risks and impacts. Future permit applications for use and development of the land must assess and consider any potential coastal risks and/or impacts and implement the appropriate measures to minimise and manage any identified risks or impacts.

Ministerial Direction No. 15 (The Planning Scheme Amendment Process)

The amendment is consistent with this direction which guides the process of planning scheme amendments and this amendment will proceed in accordance with the specified steps and timing.

Ministerial Direction No. 19 (Amendments that may result in impacts on the environment, amenity and human health)

The written views of the Environmental Protection Authority (EPA) have been sought in the preparation of this amendment. Any views provided by the EPA will be considered by Council.

How does the amendment support or implement the Planning Policy Framework?

The amendment supports and implements the following objectives, strategies and policies contained within the Planning Policy Framework:

Clause 11.03-5S – Distinctive areas and landscapes

The proposed amendment recognises the importance of the sensitive environmental and landscape values and characteristics of the local area. In accordance with the Point Lonsdale Structure Plan 2009, the proposed amendment facilitates low impact tourism uses that integrate with the context and scale of the Point Lonsdale area.

Clause 11.03-6L-01 Bellarine Peninsula

The proposed amendment provides that future tourism uses for the land integrate with the coastal low-density character of the Point Lonsdale settlement. Future tourism uses must also consider and respond to the objectives of the Point Lonsdale Structure Plan 2009 and the Bellarine Peninsula Statement of Planning Policy.

Clause 12.01-1S Protection of Biodiversity

The proposed amendment land interfaces with areas of high value biodiversity sites. As part of the proposed amendment, future tourism-based use and development must consider any impacts to biodiversity. Further, future use and development is encouraged to integrate with surrounding habitat areas to increase their protection.

Clause 12.02-1S Protection of the marine and coastal environment

The proposed amendment encourages future tourism uses on the land to enhance and protect the coastal and marine character and landscape of the area. Any future permit application must consider and respond to the objectives of the Bellarine Peninsula Statement of Planning Policy.

Clause 12.03-1S River and riparian corridors, waterways, lakes, wetlands and billabongs

The proposed amendment interfaces with Ramsar wetlands to the north of the amendment land. The conservation and enhancement of these wetlands is required to be considered as part of any future permit application. The proposed amendment will also encourage future development to integrate with surrounding wetland environments.

Clause 13.04-1S Contaminated and potentially contaminated land

The proposed amendment seeks to apply the EAO to the land. It has been determined that the subject land is potentially contaminated due to historic industrial/commercial uses. To confirm the land is suitable for potential sensitive uses, applying the EAO will ensure the appropriate assessment of the land.

Clause 13.07-1S Land use compatibility

The proposed amendment will facilitate low impact tourism uses. These future uses will be encouraged to be low scale and provide a design response that complements the identified character of the area. Amenity impacts from use and development will be considered as part of any future permit application.

Clause 15.01-1S Urban design

The proposed amendment facilitates development that provides a positive design response that integrates with and enhances the identified character of Point Lonsdale and sensitive environmental areas to the north of the land. The proposed amendment will also encourage design responses that creates an attractive entry to Point Lonsdale.

Clause 15.03-2S – Aboriginal cultural heritage

The proposed amendment ensures the protection and conservation of Aboriginal cultural heritage and that any future planning permit applications align with the recommendations of any relevant Cultural Heritage Management Plan approved under the Aboriginal Heritage Act 2006.

Clause 17.02-2S Out of centre development

The existing zoning of the land allows for the development of large format commercial beyond the identified Point Lonsdale Neighbourhood Activity Centre. The proposed amendment discourages out of centre commercial development by rezoning the land from its existing Commercial Zone 2 to Special Use Zone.

Clause 17.04-1S Facilitating tourism

The proposed amendment facilitates an increase in tourism opportunity in the local area. The proposed amendment promotes the development of low impact, sustainable high-quality tourism uses on the land. Future development that integrates with and enhances the surrounding landscape is encouraged.

Clause 17.04-1L-02 Tourism in rural areas

While this policy only applies to the use or development of land for tourism, tourist accommodation (including camping and caravan parks) or function centres on land in the Farming Zone or Rural Conservation Zone – many of the principles are relevant to the proposed rezoning and subject land context.

Clause 17.04-2S Coastal and maritime tourism and recreation

The proposed amendment facilitates tourism-based use and development of the land. Any future development is encouraged to integrate with environmental and cultural values and strengthen visitors' connection with the marine and coastal environment.

How does the amendment support or implement any relevant strategic plan or policy statement adopted by a Minister, government department or public authority?

Bellarine Peninsula Statement of Planning Policy

The Bellarine Peninsula has been declared a Distinctive Area and Landscape under the *Planning and Environment Act 1987* (the Act) Part 3AAB. As a requirement of this declaration, the Bellarine Peninsula Statement of Planning Policy (SPP) has been prepared by the Department of Transport and Planning.

The proposed amendment is consistent with the approved *Bellarine Peninsula Statement of Planning Policy July 2023*, which forms part of the State standard provisions of the Victoria Planning Provisions in accordance with Section 46AZ of the Act. As a Responsible Public Entity for managing land in the declared area, Council must act consistently with the SPP in accordance with section 46AV(1)(c) of the Act. Objectives of the SPP are binding, and strategies are not binding (strategies are recommendations which must be given regard). The Minister for Planning cannot approve a planning scheme amendment that is inconsistent with the SPP.

The SPP was gazetted into the Greater Geelong Planning Scheme on 13 February 2026 via VC245.

The amendment is consistent with the SPP as follows:

- Rezoning the land for low scale tourism use with the appropriate development controls is consistent with Map 14: Point Lonsdale settlement plan (SPP page 73), which designates the land as “incremental change”. It is noted that the portion of the land outside the boundary has been identified on Map 14: Point Lonsdale settlement plan (SPP page 73) as being within the Protected Settlement Boundary. While this boundary is not consistent with parcel boundaries of the land, the tourism use outcomes intended for the land are appropriate for both urban and non-urban land.
- The SPP recognises tourism as an important contribution to the economy of the Bellarine Peninsula and supports tourism use and development that is compatible with the environmental, landscape and settlement values of the Peninsula.
- The proposed amendment and intended outcomes closely align with the relevant binding objectives as follows:
- *Objective 2: To conserve and enhance the significant biodiversity, ecological and environmental values of the declared area.*
 - Strategy 2.3: Encourage ecological restoration works to connect areas of high environmental and biodiversity value, including increasing biodiversity connections (biolinks) between identified biodiversity features and areas.
 - Strategy 2.5: Discourage land use and development that would impact or threaten the health and function of areas of identified biodiversity and ecological value, including biodiversity connections.
 - Strategy 2.6: Minimise downstream stormwater impacts from land use and development by implementing integrated, sustainable stormwater management practices (such as controlling the release, harvesting, reuse and recycling of water), including considering cumulative impacts on waterways and natural ecological processes.
- *Objective 3: To protect and enhance the identified landscape character, physical features, view corridors and natural and cultural values of the declared area’s significant landscapes.*
 - Strategy 3.2: Protect the coastal and hinterland settings of settlements by containing urban development within settlement boundaries.
 - Strategy 3.6: Design and manage development and infrastructure to retain the dominance of views to the rural hinterland and/or coast from main movement corridors and public areas with access to significant views within the landscape.
 - Strategy 3.7: Conserve and increase native coastal and indigenous

vegetation, particularly along waterway and roadside corridors, within vegetation reserves and areas adjacent to existing remnant vegetation, by setting aside new reserves and revegetating land in keeping with the ecological vegetation classes.

- *Objective 4: To achieve a zero-carbon future and support the resilience of the declared area's distinctive attributes by taking sustained measures to reduce greenhouse gas emissions, mitigate climate change and natural hazards risks and adapt to their impacts.*
 - Objective 4.12: Minimise the impact of human recreational activities on the natural environment, including coastal areas, waterways and wetlands, parks and reserves, biodiversity and remnant vegetation.
- *Objective 5: To protect, strengthen and promote the declared area's post-colonial historic heritage values.*
 - Strategy 5.2: Minimise the visual impacts of buildings, signage and works on heritage places by ensuring the siting and design of development and infrastructure respects the unique historic heritage character of the declared area.
- *Objective 6: To enable a diverse, sustainable and strong regional economy (including responsible tourism, agriculture and natural resource industries) that protects and promotes the declared area's landscape significance, environment and biodiversity, agriculture and Wadawurrung living cultural heritage and historic heritage values.*
 - Strategy 6.1: Encourage sustainable, low impact and ecologically sensitive land use and development for visitation infrastructure that minimises impacts on landscape, environmental and cultural values.
 - Strategy 6.2: Ensure visitors have access to activities and services that contribute to and celebrate the Bellarine Peninsula's unique rural coastal identity.
 - Strategy 6.4: Ensure tourism infrastructure is designed, located and maintained to preserve significant landscapes and views of them.
 - Strategy 6.9: Direct urban use and development within settlement boundaries and ensure development outside settlement boundaries does not compromise the rural, environmental and landscape values of the green breaks.

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

The rezoning of the land will facilitate tourism use and development consistent with the Point Lonsdale Structure Plan 2009. The existing C2Z controls do not allow for the development of dwellings on the land. The proposed amendment will not

compromise the City of Greater Geelong's housing targets at Clause 16.01-1S.

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

The amendment supports and implements the general principles and specific policies contained in the Municipal Planning Strategy (MPS). The amendment does not seek to change the strategic directions of the MPS, and the controls proposed under this amendment will not result in any cumulative effects on strategic directions contained within the MPS.

The amendment is consistent with the following clauses of the Planning Policy Framework and will assist in achieving objectives of the clauses:

Clause 02.03-2 – Environmental and Landscape Values

Ensuring the protection of habitats of indigenous species from the impacts of land use and development. Encouraging the restoration and enhancement of biodiversity on the subject land, biodiversity corridors and interfacing natural systems.

Clause 02.03-4 – Natural Resource Management

By directing urban land uses within the Protected Settlement Boundary of Point Lonsdale to protect and conserve productive surrounding agricultural land. This also ensures that the rural character of the Bellarine Peninsula is maintained.

Clause 02.03-5 – Built Environment and Sustainability

By directing future tourism uses to be of a low scale and sustainable design. Development on the land is encouraged to integrate with the existing low density built form and coastal characteristics of the area.

Clause 02.03-7 – Economic Development

In facilitating the opportunity to increase tourism uses and visitation to the Point Lonsdale area while contributing to the local economy. Future use must integrate with and enhance the coastal character of the area.

How does the amendment balance any competing policy objectives or strategies?

No competing policy objectives and/or strategies have been identified as part of the strategic considerations for the proposed amendment. The proposed amendment is supported by the Planning Policy Framework, the Point Lonsdale Structure Plan 2009 and the Bellarine Statement of Planning Policy.

The proposed amendment facilitates future outcomes for the subject land that are in accordance with the relevant planning policy for the land.

Does the amendment make proper use of the Victoria Planning Provisions?

The amendment makes proper use of the Victoria Planning Provisions (VPP) by rezoning the land to the Special Use Zone (SUZ) and applying the Environmental Audit Overlay (EAO).

The SUZ provides for use and development for specific purposes as identified in a schedule to the Zone. The Point Lonsdale Structure Plan 2009 identifies the subject land to be rezoned for low impact 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.

PPN30 specifies requirements to determine the current and historical use of the land affected by the amendment. The land affected by the amendment is determined to have a high potential for contamination. The application of the EAO ensures that any future use or development of the affected land relies on the completion of an Environmental Audit. This provides certainty that the land will be suitable for sensitive uses and that potential contamination risks can be appropriately managed. It is noted that subsequent planning approval is required for future use and development of the land. This approach provides a balanced, precautionary pathway that enables the planning scheme amendment to progress while ensuring both environmental and public health outcomes are safeguarded.

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

The views of the Department of Transport and Planning and the Environment Protection Authority have been requested as part of preparation of this planning scheme amendment. The views of other relevant agencies will be sought through the public exhibition process.

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

The amendment complies with the relevant requirements of the Transport Integration Act 2010. The amendment will facilitate development which integrates with the existing transport system. It is noted that the Bellarine Highway is a State Government Controlled Road. This integration will ensure that the transport system is able to support the land use outcomes as foreshadowed by this amendment.

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

The proposed amendment does not impact Yarra River land.

Resource and administrative costs

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

The amendment is not expected to have any significant impact upon the resources and administrative costs of the City. Future planning permit applications for the use and development of the land are anticipated to be considered in a timely manner.

Attachment 1 – Mapping reference table

Location	Land /Area Affected	Mapping Reference	Address	Proposed Zone changes	Proposed Overlay changes	Proposed deletion changes
Point Lonsdale	Land north of the Bellarine Highway and west of Fellows Road	001znMap83	2341-2349 Bellarine Highway	Rezone from C2Z and FZ to SUZ19	Apply EAO	Delete DPO21