

# WESTERN GEELONG GROWTH AREA

## CONTEXT

The Western Geelong Growth Area is one of two Further Investigation Areas identified in the G21 Regional Growth Plan to accommodate longer term growth of the Geelong region.

The overarching G21 vision for these investigation areas is to deliver a:

**“liveable, vibrant and cohesive community”**

Combined, the scale of the Northern and Western Geelong Growth Areas present significant opportunities to deliver a unique sustainable urban community.

## WHERE IS THE GROWTH AREA?

The Western Geelong Growth Area extends through parts of Batesford and Fyansford and is bounded by the Ballarat-Geelong railway line to the north, the Barwon River to the south, Geelong Ring Road to the east and Dog Rocks Road/Friend in Hand Road to the west.

Existing land uses within the Western Geelong Growth Area include the Batesford quarry, Batesford Township, the Dog Rock Flora and Fauna Reserve, Myers Reserve and areas of rural living.

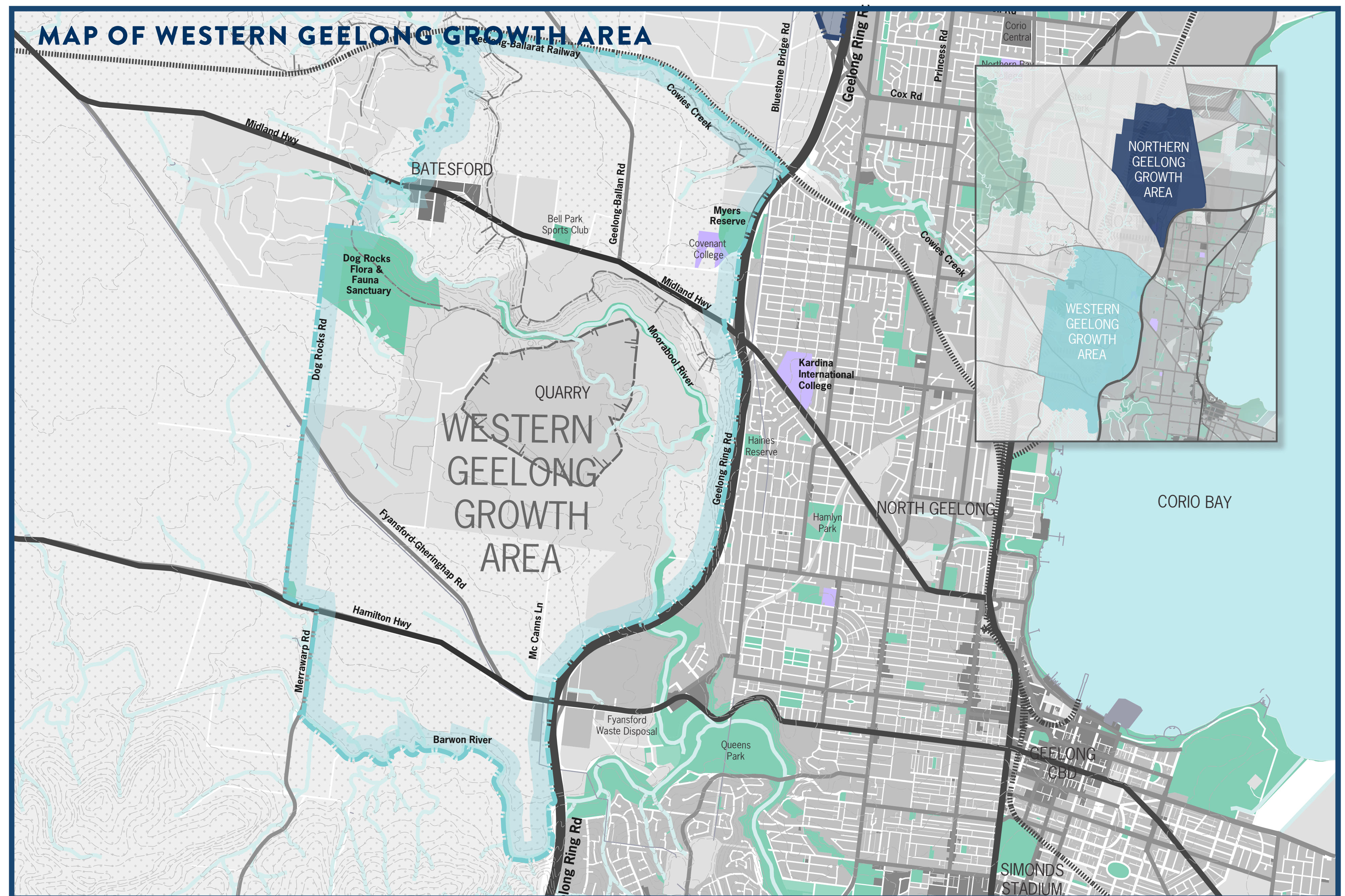
## WHAT IS BEING PREPARED?

The project will deliver a framework plan and an integrated infrastructure delivery plan.

The project aims to establish a framework for the delivery of sustainable liveable communities.

## PROJECT TIMELINE

PHASE 1 TECHNICAL STUDIES	PHASE 2 FRAMEWORK PLANNING	PHASE 3 FINAL FRAMEWORK PLANS
MID 2017	LATE 2017	2018
<ul style="list-style-type: none"> <li>Technical studies to inform the framework planning process</li> </ul>	<ul style="list-style-type: none"> <li>Establishing a draft framework plan based on technical studies and design workshops</li> </ul>	<ul style="list-style-type: none"> <li>Consultation on draft framework plans and finalising the framework plans</li> </ul>



## WHAT IS A FRAMEWORK PLAN?

A framework plan is a long-term strategic plan that sets the overall land use and development vision for each growth area.

A framework plan is prepared having regard to a range of issues including:

- Existing site conditions
- Stakeholder aspirations for the growth area
- Principles and guidance established in
- State and local policies and strategies
- Recommendations of technical studies

A framework plan then provides the basis for more detailed land use planning in the future, via preparation of precinct structure plans (PSPs).

## KEY FACTORS TO CONSIDER

- Future use of the quarry and the role it may play in creating a distinctive sense of place in a future development context
- Opportunities to enhance Moorabool River
- Strategic approach to the future role of Batesford Township as surrounding land uses change
- The study areas nominated do not necessarily represent the ultimate development extent of the growth area. The extent of development within each growth area will be determined through the framework planning process

## KEY STATISTICS

### Study Area

3,240 ha



### Developable Area

1,793 ha\*



### Future Population

50,400-61,600\*



### Future Dwelling Yield

18,000-22,000\*



### Employment Area

90 - 160ha



\*Estimates only. To be refined through planning processes.

## MORE INFORMATION

### WEBSITE

[www.geelongaustralia.com.au](http://www.geelongaustralia.com.au)

### CITY OF GREATER GEELONG

PO Box 104, Geelong VIC 3220

P: 03 5272 5272

E: [contactus@geelongcity.vic.gov.au](mailto:contactus@geelongcity.vic.gov.au)

### NORTHERN AND WESTERN GEELONG GROWTH AREAS

Nat Anson, Project Manager, Planning Strategy and Urban Growth, City of Greater Geelong

E: [geelonggrowthareas@geelongcity.vic.gov.au](mailto:geelonggrowthareas@geelongcity.vic.gov.au)

P: 03 5272 4589

### CUSTOMER SERVICE CENTRE

100 Brougham Street, Geelong VIC 3220 (8am – 5pm)