

# NORTHERN AND WESTERN GEELONG GROWTH AREAS

The Northern and Western Geelong Growth Areas project is the City's plan to address Geelong's long-term population growth.

The project will deliver a framework plan to guide the future land use and development of two large growth areas located in Greater Geelong's north and west.

The project was initiated by the Council in December 2015. Throughout 2016 and 2017, a series of preliminary technical studies have been undertaken to form the basis of the future urban structure plan for each growth area. Further technical studies will inform the project throughout 2018 as the plan is refined on the basis of initial consultation with the Greater Geelong community.

The framework plan is a strategic document that will outline the land use and development principles that must be incorporated as part of the transition of the growth areas into Geelong's new neighbourhoods. The framework plan will provide the blueprint for the future preparation of neighbourhood-sized precinct structure plans in each growth area.

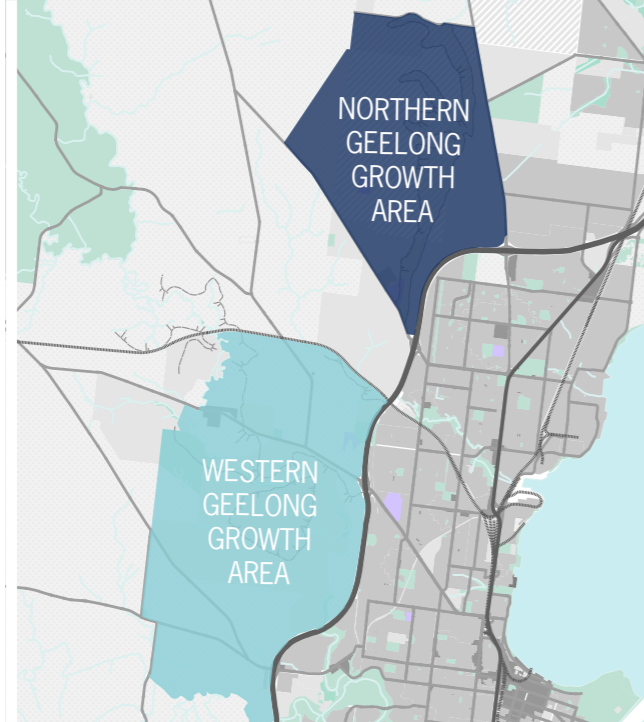
## COMMUNITY ENGAGEMENT

The City encourages the continued involvement of the Greater Geelong community in shaping our future neighbourhoods.

Landowners in the growth areas have joined with representatives of State Government agencies, servicing authorities, emergency services and local non-government organisations to shape the future of the growth areas as key stakeholders.

In July 2017, stakeholder workshops established a vision and set of principles to guide the project and the future development of each growth area. In November 2017, an 'Enquiry by Design' workshop invited key stakeholders to shape the future urban structure using information gathered as part of the preliminary technical studies and a series of overarching urban design principles.

In May and October 2017, the City hosted 'Open House' sessions for landowners to learn about the progress of the project. The continued involvement of our key stakeholders and the broader community will assist the City to meet the challenges of growth.



## DELIVERING INFRASTRUCTURE TO SUPPORT THE GROWTH AREAS

The delivery of essential infrastructure and services to support the new communities is a vital part of the framework plan.

An integrated infrastructure delivery plan (IIDP) will accompany the framework plan. The IIDP will identify infrastructure required to facilitate development of our new communities, including transport and stormwater drainage infrastructure, servicing and utilities, schools, community and sporting facilities, open space and State infrastructure.

The IIDP will inform subsequent Infrastructure Contribution Plans (ICPs) that will accompany the precinct structure plans and provide detailed information for the funding and delivery of infrastructure to create vibrant new neighbourhoods with great amenity.

The strategic sequencing of development in the growth areas is an important process to ensure that early delivery of infrastructure is guaranteed for our new communities.

## NEXT STEPS

The framework plan will continue to be prepared in 2018.

The framework plan will include detailed guidance for the sustainable sequencing of development over the coming decades, facilitated via the preparation of the precinct structure plans.

Key planning principles for the project will be to ensure that the growth areas are not considered in isolation from

existing Geelong, development is facilitated in a sequenced and orderly manner, and that the resulting population and economic growth is captured to the benefit of the broader Geelong community and region.

Public exhibition of the overall framework plan document and technical studies will occur as part of a planning scheme amendment process to be initiated in late 2018.



## HAVE YOUR SAY

Tell us what you think about the draft plan.

What elements do you like the most?

What elements of the plan could be improved?

## MAKE A SUBMISSION

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

Email [planning@geelongcity.vic.gov.au](mailto:planning@geelongcity.vic.gov.au)

Mail **PO Box 104, GEELONG, VIC, 3220**

In Person **drop in a written submission at any of Geelong City Council's Customer Service Centres**

## OPEN HOUSE

You can talk to Council about the proposed plan and provide your comments in person on:

Tuesday 15 May between 4pm – 7pm at  
100 Brougham Street Geelong

Tuesday 29 May between 4pm – 7pm at  
100 Brougham Street Geelong

Wednesday 13 June between 4pm – 7pm at  
Bell Park Sports Club, 10 Lynnburn Road, Batesford



TO VIEW THE FULL DOCUMENT AND DETAILED PLAN VISIT  
[WWW.GEELONGAUSTRALIA.COM.AU/YOURSAY](http://WWW.GEELONGAUSTRALIA.COM.AU/YOURSAY)

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

## CUSTOMER SERVICE CENTRE

Geelong  
100 Brougham Street  
Geelong VIC 3220  
8:00am – 5:00pm

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2013

GROWTH AREAS IDENTIFIED IN STATE POLICY (G21 REGIONAL GROWTH PLAN)



2015

COUNCIL RESOLVED TO PREPARE A FRAMEWORK PLAN



2016 - 2017

THE CITY PREPARED A FUTURE URBAN STRUCTURE PLAN WITH STAKEHOLDERS INFORMED BY TECHNICAL STUDIES



2018

THE CITY WILL PREPARE A FRAMEWORK PLAN



2019

COUNCIL ADOPTS THE FRAMEWORK PLAN



THE CITY OF  
GREATER GEELONG

# NORTHERN AND WESTERN GEELONG GROWTH AREAS

MAY 2018

CITY OF GREATER  
GEELONG

CITY OF GREATER  
GEELONG

# GEELONG IS GROWING

The Geelong region provides the opportunity to live in a major coastal city amongst a vibrant community with direct access to both Melbourne and the Bellarine Peninsula. As a result, our region is continuing to experience significant economic and population growth.

Geelong's population growth is underpinned by the strong performance of the local economy: between 2011 and 2016, the city's employment growth doubled population growth. Overall employment growth will encourage ongoing migration from other parts of Australia, particularly Melbourne and south-west Victoria, and underpin our anticipated population growth and housing demand.

The City's annual growth rate has increased from 1.1% in 2011 to the current rate of 2.7%, set to deliver up to 4,000 new lots in 2017/18, and is higher than Victoria's current growth rate of 2.4%.

Growth is happening now and will continue into the future of our current growth rate will result in approximately 150,000 new Greater Geelong residents by 2036.

In response, the City is delivering the *Settlement Strategy for Greater Geelong* that provides a strategic response to our increasing growth pressures and ensures that we can meet the region's substantial housing demands in a sustainable manner.

The strategy makes recommendations for an appropriate balance of population growth within our existing suburbs and new greenfield.

## COMBINED NORTHERN AND WESTERN GEELONG GROWTH AREAS

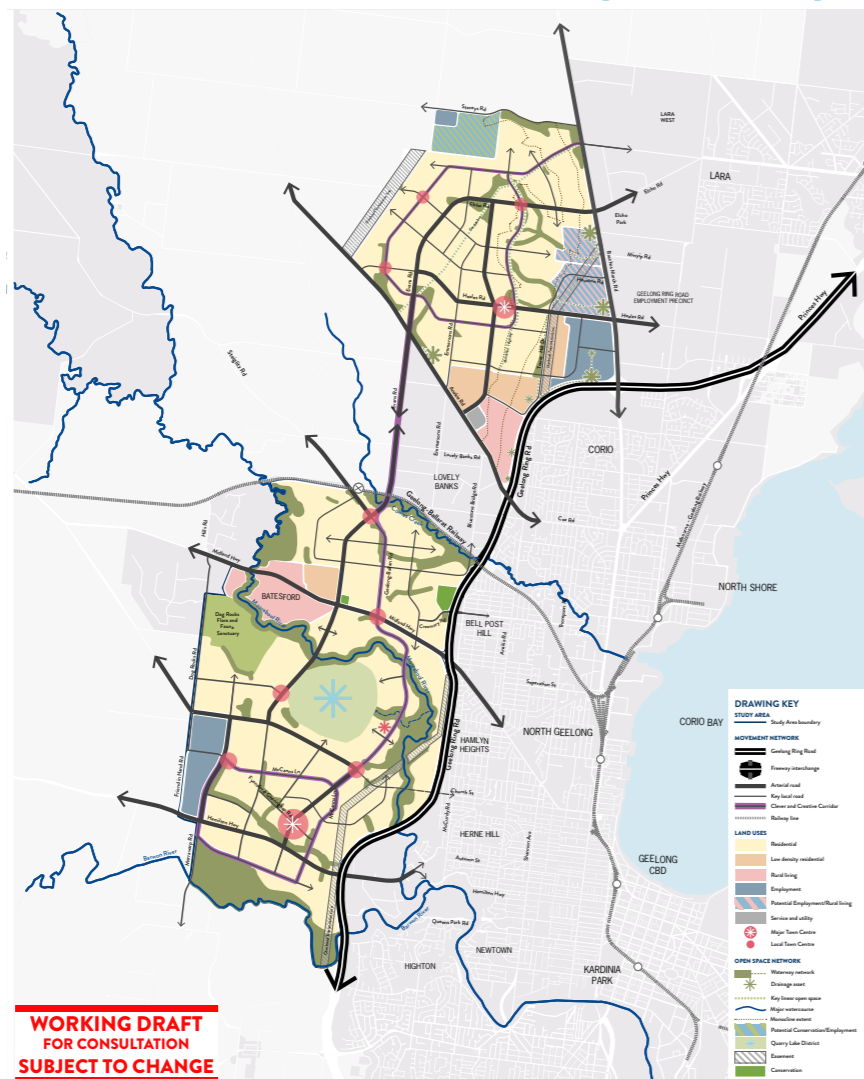
Preliminary growth estimates:

total growth area:  
**5,333 ha**

developable areas (57% of total)  
**3,055 ha**

new dwellings  
**39,103**

new Greater Geelong residents  
**109,486**



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.

# WESTERN GEELONG GROWTH AREA

Western Geelong will prosper as a district of lakeside neighbourhoods connected by healthy waterways and attractive open spaces that strengthen Geelong's identity as a city built around water.

**Create diverse and vibrant new urban communities:** Plan for neighbourhoods that encourage community interaction by maximising public access and activity in high amenity destinations throughout the growth area.

**Integrate transport and land use planning:** Deliver a comprehensive active transport network utilising the substantial river corridors and acknowledge the future potential of the rail corridor.

**Plan for local employment:** Optimise local employment by establishing a network of activity centres positioned to profit from the natural splendour of the area, highway connections to the Western District and proximity to central Geelong.

**Create growth areas with high amenity and character:** Establish a district of lakeside and riverside neighbourhoods recognised for their healthy waterways and attractive open spaces that will enhance Geelong's local character.

**Protect biodiversity, waterways and cultural heritage values:** Protect and regenerate biodiversity and cultural heritage values along the Barwon and Moorabool Rivers, Cowies Creek and the Dog Rocks Sanctuary and establish vegetated constructed waterways.

**Create integrated open space networks:** Cultivate an exemplary open space network that links the Barwon and Moorabool Rivers to an iconic lake at the Batesford quarry and supports a network of recreation reserves and local parks.

**Plan for environmental sustainability:** Create an integrated water management system based around the major catchments and prioritise active and public transport networks.

**Stage development to ensure the efficient and orderly provision of infrastructure and services:** Ensure that staging of development creates early provision of public transport to central Geelong and preserves long term development aspirations adjoining the Batesford quarry.

## WESTERN GEELONG PRELIMINARY GROWTH ESTIMATES

total growth area **3,245 ha**

developable area (63% of total) **1,730 ha**

new dwellings **21,995**

new Greater Geelong residents **61,585**

- Protect views to the Barrabool Hills
- Protect the ecosystem health and biodiversity of the Barwon River, Cowies Creek and Moorabool River corridors.
- Create an extensive active transport network using the Moorabool River corridor as a green spine
- Transition of the Batesford quarry to a lake that provides regional open space and tourism opportunities
- European heritage incorporated into urban development including homesteads and dry stone walls
- Protect future opportunities for commuter services on the Geelong-Ballarat rail line
- Transition of housing densities between Batesford township and new neighbourhoods
- Protect the unique character of the Batesford township
- Employment precinct with direct access to the Western District via the Hamilton Highway and Midland Highway
- Expand native vegetation protection beyond the Dog Rocks Flora and Fauna Sanctuary
- Sensitive design of buildings in proximity to the river corridors and quarry lake district

