

# 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.

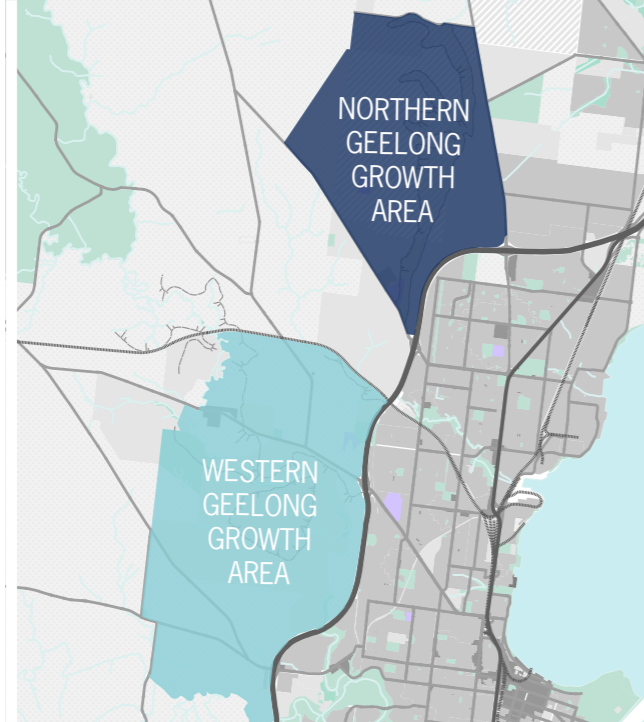
## COMMUNITY ENGAGEMENT

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

Tuesday 12 June between 4pm – 7pm at Corio Library, Cox Road (cnr Moa Street), Norlane



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)  
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## CUSTOMER SERVICE CENTRE

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

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- [CityofGreaterGeelong](https://www.linkedin.com/company/CityofGreaterGeelong)



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

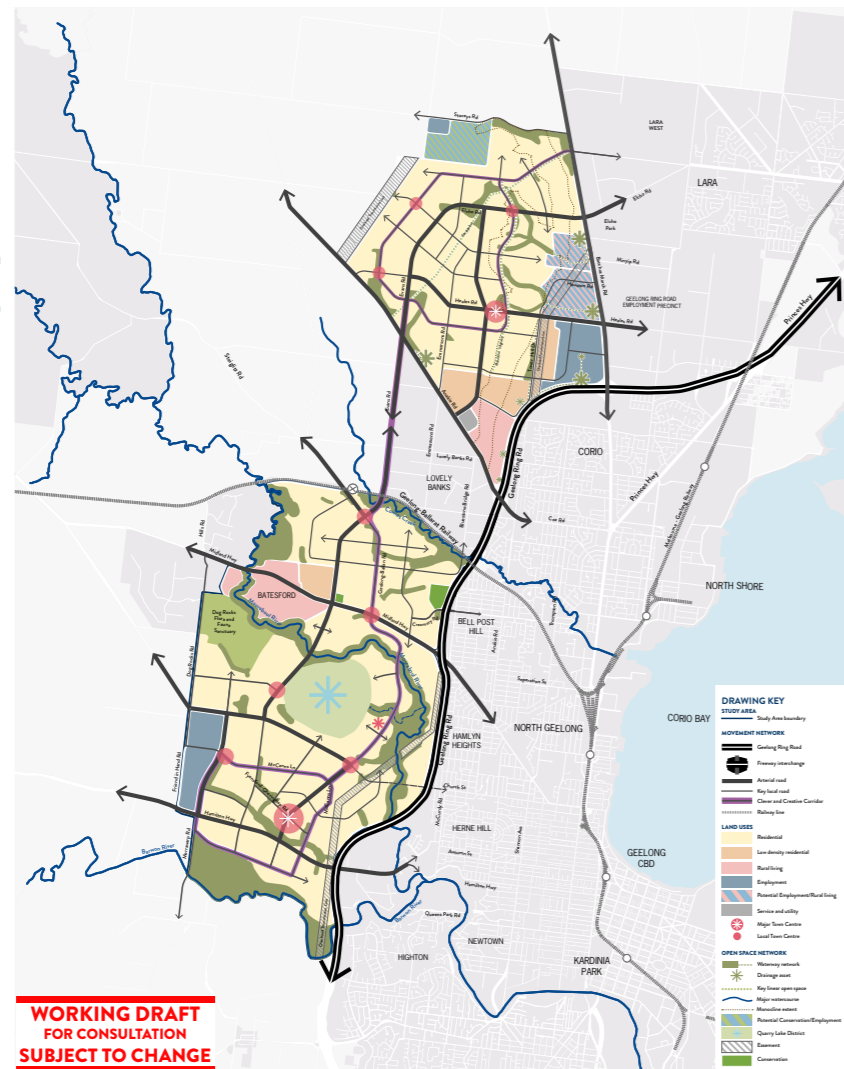
Preliminary growth estimates:

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

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

new dwellings **39,103**

new Greater Geelong residents **109,486**



**WORKING DRAFT FOR CONSULTATION SUBJECT TO CHANGE**

# NORTHERN GEELONG GROWTH AREA

Northern Geelong will be distinguished by neighbourhoods with panoramic views across the region and built around diverse and accessible employment hubs that epitomise Geelong's creativity, innovation and enterprise.

**Create diverse and vibrant new urban communities:** Plan for a dynamic mix of residential and commercial neighbourhoods that easily interconnect and identify as part of the established Geelong community.

**Integrate transport and land use planning:** Deliver a comprehensive public transport network that facilitates convenient access to local employment hubs and central Geelong.

**Plan for local employment:** Optimise local job creation by establishing a diverse, adaptable employment hub to capitalise on future trends and leverage the growth area's proximity to the Geelong Ring Road Employment Precinct, the Port of Geelong, Avalon Airport and Melbourne.

**Create growth areas with high amenity and character:** Establish a district of neighbourhoods that exploit the panoramic vistas across the region, deliver an attractive interface to neighbouring precincts and enhance Geelong's local character.

**Protect biodiversity, waterways and cultural heritage values:** Protect and regenerate biodiversity values of the natural and constructed waterways along the Lovely Banks monocline and heritage values of the Elcho Homestead.

**Create integrated open space networks:** Cultivate a stunning trail along the ridgeline of the Lovely Banks monocline and substantial green links along infrastructure easements with an adjoining network of recreation reserves and local parks.

**Plan for environmental sustainability:** Create a carbon positive community that implements ecologically sustainable development principles by prioritising renewable energy production and minimising resource use.

**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 facilitates coordinated delivery of employment precincts to support job growth in Northern Geelong.

## NORTHERN GEELONG PRELIMINARY GROWTH ESTIMATES

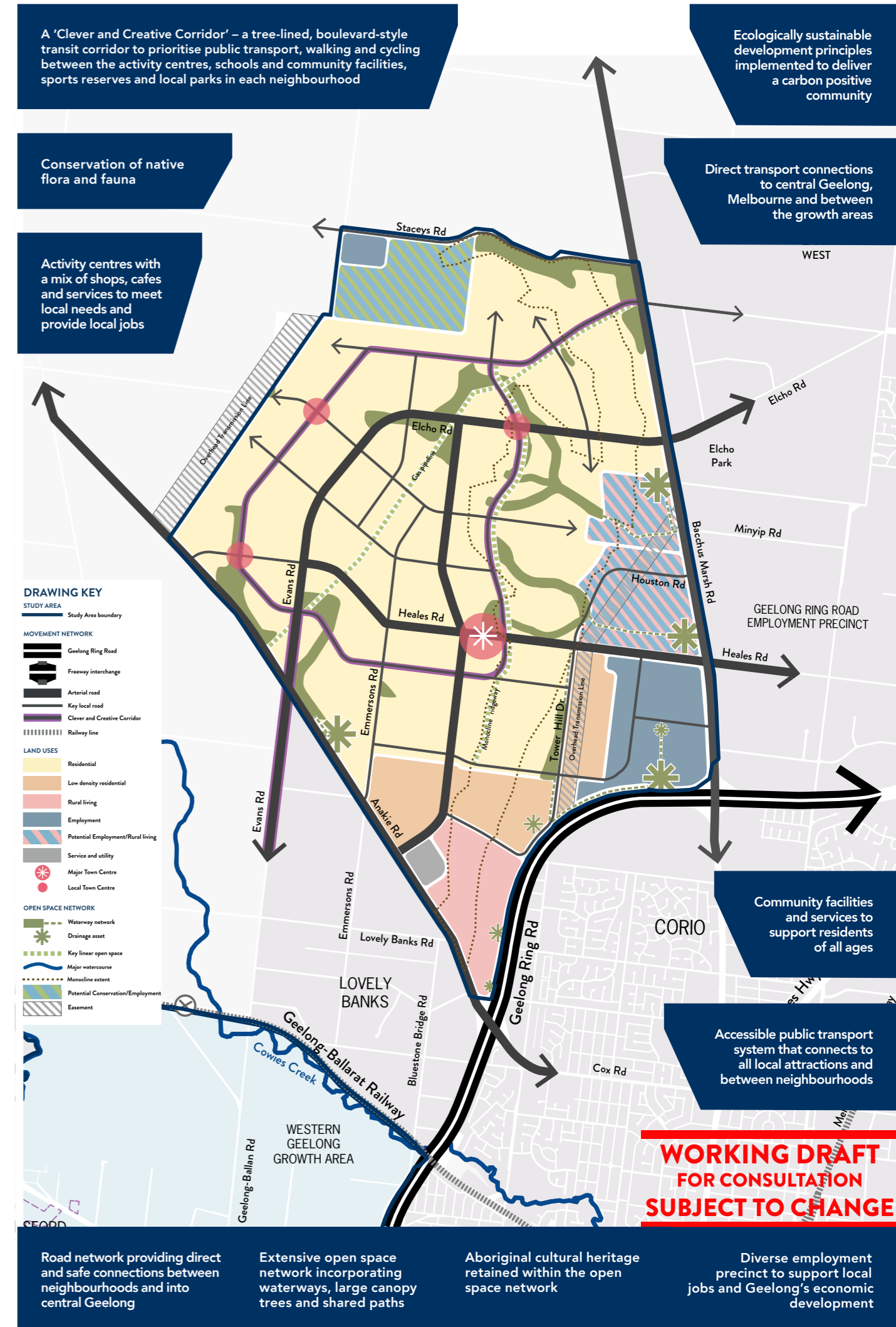
total growth area **2,089 ha**

developable area (63% of total) **1,325 ha**

new dwellings **17,108**

new Greater Geelong residents **47,901**

- Panoramic views to the You Yangs, Corio Bay and across Geelong
- Logical boundary to the growth area to discourage gradual expansion
- European heritage incorporated into urban development including Elcho Homestead and dry stone walls
- Safe and direct transport links to the Corio sub-regional activity centre and Corio Railway Station
- Transition of housing densities between rural living properties and new neighbourhoods
- Employment precinct with strong connections to Geelong Ring Road Employment Precinct, Avalon Airport and Melbourne
- Additional identification of potential employment land to support Geelong's long term economic development
- Linear open space along the top of the monocline escarpment to create public access to the best views across the region
- Sensitive design of buildings on the monocline escarpment to minimise visual impacts



**WORKING DRAFT FOR CONSULTATION SUBJECT TO CHANGE**