

## 21.06 SETTLEMENT AND HOUSING

08/12/2016  
C346  
Proposed  
C395

### 21.06-1 Key issues and influences

13/11/2014  
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— Geelong is the best placed regional city to capitalise on Melbourne’s strong growth given the strength of the economy and access to employment, an affordable and diverse housing market, transport links and lifestyle opportunities. While the City is keen to take advantage of Geelong’s proximity to Melbourne it is important to the community that the unique identity and character of the municipality is retained.

#### Demographics

~~Between 2006 and 2031, it is estimated that the municipality will need to accommodate an additional 63,000 persons. This level of population growth will generate demand for approximately 41,000 new dwellings.~~

~~The region’s population is ageing rapidly through the in migration of retiring persons and the ageing in place of existing residents. The municipality is a popular retirement destination, particularly the coastal towns on the Bellarine Peninsula.~~

~~Although the population is ageing, it is vitally important that the City continues to provide an environment that attracts and supports children, young people and families.~~

Geelong is expected to grow by an additional 152,000 people by 2036 based on an annual growth rate of 2.5 percent. This growth will create demand for over 73,400 additional dwellings which can be met under the City’s identified planned growth.

The different roles and functions of the various towns and suburbs means some areas are more attractive to young families and some have strong retirement and holiday maker populations. It is important to maintain a range of services and facilities useful to all age groups to ensure diverse communities that can be sustained over the long term.

#### Housing

~~The majority of new housing development in the municipality will continue to be in the form of detached dwellings on conventionally sized blocks; however the demand for smaller dwelling types is expected to escalate. This trend will be driven by significant growth in smaller households (primarily singles, childless couples and sole parents), as well as emerging preferences for lower maintenance dwellings that are close to urban services.~~

~~The ageing of the population will contribute substantially to the increase in demand for low maintenance dwellings and retirement accommodation. This accommodation will need to be close to urban services.~~

~~In order to meet these demands, there is a need to provide for a range of housing typologies including unit, townhouse, attached, multilevel and apartment dwellings.~~

Suburban detached family homes make up 85 percent of our current housing stock. Increasing the diversity of the City’s housing stock overtime will help cater for the growing trend of smaller households, affordable housing, ageing in place, low maintenance housing and strong demand for housing in high amenity locations.

In order to meet these demands, there is a need to provide for a range of housing types including unit, townhouse, attached, multilevel and apartment dwellings in both established and developing communities.

~~There is a need to maintain competition and diversity in the housing market.~~

## **Settlement**

A combination of greenfield and infill development will deliver housing for Geelong's growing population. Over time the share of new housing from infill is expected to increase.

The majority of greenfield housing supply will be provided in urban Geelong in the master planned communities of Armstrong Creek and the Northern and Western Geelong Growth Areas. New residential communities should incorporate sustainable living principles and deliver infrastructure to meet community needs.

Targeted infill development is supported in areas with access to infrastructure, goods and services. In order for medium and high density housing to be embraced by established communities it needs to deliver high quality design and achieve a high level of amenity for future residents while being appropriate for the site and neighbourhood.

The Bellarine Peninsula has been delivering around 27 percent of the City's new housing supply over the past few years. Continued housing development at this rate will have a detrimental impact on the character and values of this area.

Rural living areas offer an important lifestyle choice in the housing market. However they can be inefficient to service and are generally contrary to the objective of maintaining a farmed rural landscape and supporting agricultural activities in rural areas. Existing rural living nodes will continue to rely on established townships and urban Geelong for commercial and community facilities.

Key direction around housing and settlement can be found on the housing and settlement framework plan included in this clause.

~~There is an environmental, economic and social imperative to reduce urban sprawl and improve accessibility to urban services, principally by consolidating urban development around places of activity and public transport infrastructure.~~

~~New infill development should be directed to well serviced areas and should be of a high design quality and respond to the locality. Outward urban growth needs to be carefully managed and directed to designated locations that offer the greatest net benefit to the Geelong community, can be appropriately serviced and which have the capacity to accommodate sustainable development.~~

~~All development should contribute positively to the quality of the urban environment so that it may be enjoyed and respected by the existing and future community.~~

~~Whilst rural living areas provide for greater consumer choice in the housing market, they can be inefficient to service and generally contrary to the objective of maintaining a farmed rural landscape in the City's rural areas. There is consequently a need to restrict rural living to specific locations and to ensure that consumers meet their equitable share of the cost of servicing such locations.~~

~~The municipality's rural living nodes will continue to rely on established townships and urban Geelong for commercial and community facilities.~~

~~— Identity~~

~~The City of Greater Geelong is within the traditional territory of the Wathaurong Aboriginal clan groups.~~

~~Recognition, respect and protection of Greater Geelong’s Indigenous and European cultural heritage is of critical importance to the City’s identity moving forward.~~

**21.06-2**

28/01/2010  
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**Urban-growth Spatial Distribution of Growth and Land Supply**

**Objectives**

- ~~■ To limit urban sprawl by directing urban growth to designated urban growth areas.~~
- To improve housing affordability through the maintenance of appropriate urban land supplies, the promotion of competition in the housing market and the development of a diverse range of well located housing stock.
- Contain growth within identified locations across the municipality.
- Minimise the economic, environmental, visual and servicing impacts of residential development on rural areas.
- Maintain the unique township, landscape, tourism, farming and environmental values of the Bellarine Peninsula.
- Maintain the unique identity of Greater Geelong and its townships.

**Strategies**

- ~~■ Direct the majority of new greenfield residential development to the designated primary urban growth areas at Armstrong Creek, Ocean Grove, Drysdale/Clifton Springs, Lara and Leopold.~~
- Direct the majority of future housing needs to urban Geelong (urban infill, Armstrong Creek and the Northern and Western Geelong Growth Areas).
- Reduce the share of new housing development on the Bellarine Peninsula.
- Ensure development occurs within designated settlement boundaries.
- Confirm enduring and defensible settlement boundaries by undertaking a logical inclusions process.
- Limit rural-living developments to existing zoned land in Lara, Drysdale/Clifton Springs, Wallington, Waurn Ponds, Lovely Banks Batesford, Fyansford, Leopold, Newcomb, Moolap, Curlewis, Portarlington and Ocean Grove.
- Maintain the extent of rural hamlets of Breamlea, Ceres and Anakie to current township zone limits.
- Maintain the non-urban breaks between Geelong and Melbourne (Wyndham), Geelong and the Surf Coast, urban Geelong and the Bellarine Peninsula, and the townships on the Bellarine Peninsula.

- Protect the distinct landscape areas of the Bellarine Peninsula and You Yangs precinct from urban encroachment.
- Adopt a population scenario approach to plan for future housing needs based on the regular monitoring and review of housing and population data and adjust as required.
- ~~Maintain the non urban break between Geelong and Werribee and, in particular, prevent further expansion of the Little River township boundary.~~
- ~~Maintain the Geelong Ring Road as the western boundary of urban Geelong.~~
- ~~Ensure that land use and development does not compromise the capacity or potential future development of areas designated for future urban growth, as shown on the relevant Structure Plan or Urban Growth Plan.~~
- ~~Require a minimum residential density of 15 dwellings per hectare in all new urban growth areas.~~
- ~~Ensure development occurs within designated settlement boundaries.~~
- ~~Where possible use natural boundaries to define the edges of urban areas.~~
- ~~Provide for infill urban growth in the Fyansford area.~~
- ~~Prevent further subdivision and medium density housing in Breamlea.~~
- ~~Limit rural living development to existing zoned land in the existing nodes at Lara, Drysdale/Clifton Springs, Wallington, Lovely Banks and Batesford.~~
- ~~Ensure new residential neighbourhoods provide a mix of housing suited to the needs of a diverse range of household types.~~

### **21.06-3 Managing future growth**

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#### **Objectives**

- Ensure growth areas are well planned and deliver sustainable communities.
- Manage the release of new growth areas to make sure infrastructure, services and facilities are provided in a timely and efficient way.

#### **Strategies**

- Ensure new development is guided by a strategic framework plan that outlines the orderly and sequential preparation precinct structure plans.
- Limit the number of precinct structure plans that can be prepared simultaneously.
- Apply the ten 'One Planet Living' principles to growth area planning and development.

### **21.06-4 Housing diversity**

#### **Objectives**

- Ensure housing diversity is achieved in established and growth area communities.
- Increase the level of affordable and social housing in Greater Geelong.

## Strategies

- Continue to implement and build upon the Housing Diversity Strategy to increase housing diversity in established areas.
- Increase housing diversity in growth areas through the delivery of a broad range of lot sizes, capable of accommodating a variety of different housing types, including the identification of locations appropriate for mixed use and high and medium density housing in strategically identified locations.
- Work with interested parties to deliver high quality clever and creative housing solutions, including social housing, to provide greater housing choice.
- Support social housing in areas with good access to services and facilities.

### 21.06-5 Urban consolidation

#### **Objectives**

- Facilitate infill development to increase its housing supply contribution to 50 per cent. by 2047.
- Nominate the preferred location for increased housing densities.
- Manage the impact of increased housing densities on neighbourhoods.
- ~~▪ To provide for the consolidation of existing urban areas in a managed way.~~
- ~~▪ To encourage an appropriate range of development densities.~~
- ~~▪ To improve accessibility to urban services.~~

#### **Strategies**

- Manage urban consolidation and housing change across the municipality, by:
  - Accommodating medium and high density housing in Key Development Areas (as defined by the maps included in this clause).
  - Maximising opportunities for housing within Increased Housing Diversity Areas (as defined in Clause 22.63 Increased Housing Diversity Areas) by accommodating;
    - high density housing in the activity centres consistent with their primary commercial and retail role; and
    - medium density housing in residential areas with more intensive development being located closest to the core of activity centres.
  - Supporting appropriate medium density housing in the General Residential Zone (Schedule 1) areas.
  - Providing for incremental change in the General Residential Zone (Schedule 2) areas.
  - Limiting change in the Neighbourhood Residential Zone areas.
- Encourage medium density housing in the Mixed Use Zone.
- Optimise the contribution the rail corridor can make to future housing needs.
- Increase the level of high quality residential development in Central Geelong.

- [Review housing opportunities within established areas to determine if further localised housing intensification can be achieved.](#)
- Require retirement accommodation to be located within urban areas, preferably within close proximity to existing or proposed activity centres and public transport facilities.

## 21.06-64 Neighbourhood character

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### Objectives

- To manage the impact of urban change on existing neighbourhoods.
- To ensure that new development responds to the existing neighbourhood character.
- To protect areas with a significant garden character.
- To protect areas with [identified](#) views to significant landscape features.

### Strategies

- Acknowledge that neighbourhood character in the Increased Housing Diversity Areas will adapt and evolve over time, particularly within and on the edges of activity centres, where land use and development will intensify.
- Ensure that development is responsive to the established character of the area.
- Support appropriate medium density housing that respects the existing neighbourhood character in the General Residential Zone areas.
- Ensure that development in the transition areas of the Residential Growth Zones is responsive to and respectful of the neighbourhood character in any adjoining residential zones.
- Support the redevelopment of dwellings owned by the Office of Housing, as part of urban renewal initiatives.
- Retain existing vegetation wherever possible, particularly vegetation that contributes to the municipality's tree canopy.
- Avoid gated communities.
- Maintain the character of the Rural Living and Low Density Residential Zoned areas.
- ~~Ensure that dwellings and extensions to dwellings over 7.5 metres have regard to the design objectives and decision guidelines of Schedule 14 to the Design and Development Overlay.~~

## 21.06-75 Heritage and identity

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### Objectives

- To ensure that urban development enhances Geelong's sense of place and identity.
- To [identify](#), conserve and enhance individual places and areas of pre and post contact cultural heritage significance.

## Strategies

- Protect places of Aboriginal cultural heritage significance [in partnership with Traditional Owners](#).
- Retain culturally significant heritage places and areas recognised as being of State, regional, local and contributory [heritage](#) significance.
- Ensure that the use and development of a heritage place ~~contributes to~~ [respects](#) its heritage significance and [contributes to its](#) longevity.
- Encourage the design of new development in heritage areas to provide for a contemporary interpretation that relates to the location, bulk, form and materials of existing and/or neighbouring significant buildings

## 21.06-68 Implementation

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[These](#) strategies will be implemented by:

### Using policy and the exercise of discretion

Ensure all advertising signage complies with the City of Greater Geelong Advertising Sign Guidelines.

Use the Increased Housing Diversity Areas Policy at Clause 22.63.

Use the Heritage Policies at Clause 22.

Use the Discretionary Uses in Rural Living and Low Density Residential Areas at Clause 22.04.

Use the Discretionary Uses in Residential Areas at Clause 22.01.

Prevent residential development from occurring outside of the settlement boundaries set out in any Framework Plan, Structure Plan or Urban Growth Plan for an area.

Ensure new development in heritage areas is in accordance with the Incorporated Document City of Greater Geelong Heritage Design Guidelines.

Where appropriate, require the preparation of Conservation Management Plans for heritage places.

### Applying zones and overlays

Apply an appropriate zone to identified Key Development Areas.

### Further work

Review the residential areas around Central Geelong to determine Residential Growth Zone opportunities.

[Prepare Precinct Structure Plans for the Northern and Western Geelong Growth Areas.](#)

[Assess areas with special local environmental or landscape values and consider options to help preserve and manage these areas into the future.](#)

[Establish a consultation process to deal with any significant anomalies or logical inclusions as part of confirming an enduring settlement boundary.](#)

[Undertake a strategic planning program to increase the contribution of the train station environs to future housing needs and investigate other localised opportunities for increased housing densities.](#)

[Review the application of residential zones as a result of planning scheme amendment VC110 to ensure the zone regime reflects local policy intent.](#)

~~As a priority commence an investigation into the future residential and industrial land use needs for Geelong, as a basis for future growth area planning, that would include:~~

- ~~▪ the assessment of the environmental, resource, landscape, development pattern, access, servicing, land use, economic and social constraints and opportunities associated with possible growth areas around Geelong;~~
- ~~▪ the identification of a preferred growth area or areas; and~~
- ~~▪ the preparation of detailed growth area plans.~~

~~Work with the Director of Housing to progress and implement the Norlane Housing Regeneration Development Areas within the Norlane Corio Urban Renewal Feasibility Study.~~

~~Prepare a settlement strategy for the municipality.~~

## References

*City of Greater Geelong Housing Strategy Background and Issues Report*, Swinburne University, 2005.

*City of Greater Geelong Housing Diversity Strategy*, alphaPlan, David Lock Associates and the City of Greater Geelong, 2007.

- *City of Greater Geelong Rural Land Use Strategy*, City of Greater Geelong, 2007.
- *City Plan*, ~~2007-2011~~[2018-2022](#).

~~*Aboriginal Cultural Heritage Management and Protection Development Planning Protocol –2000.*~~

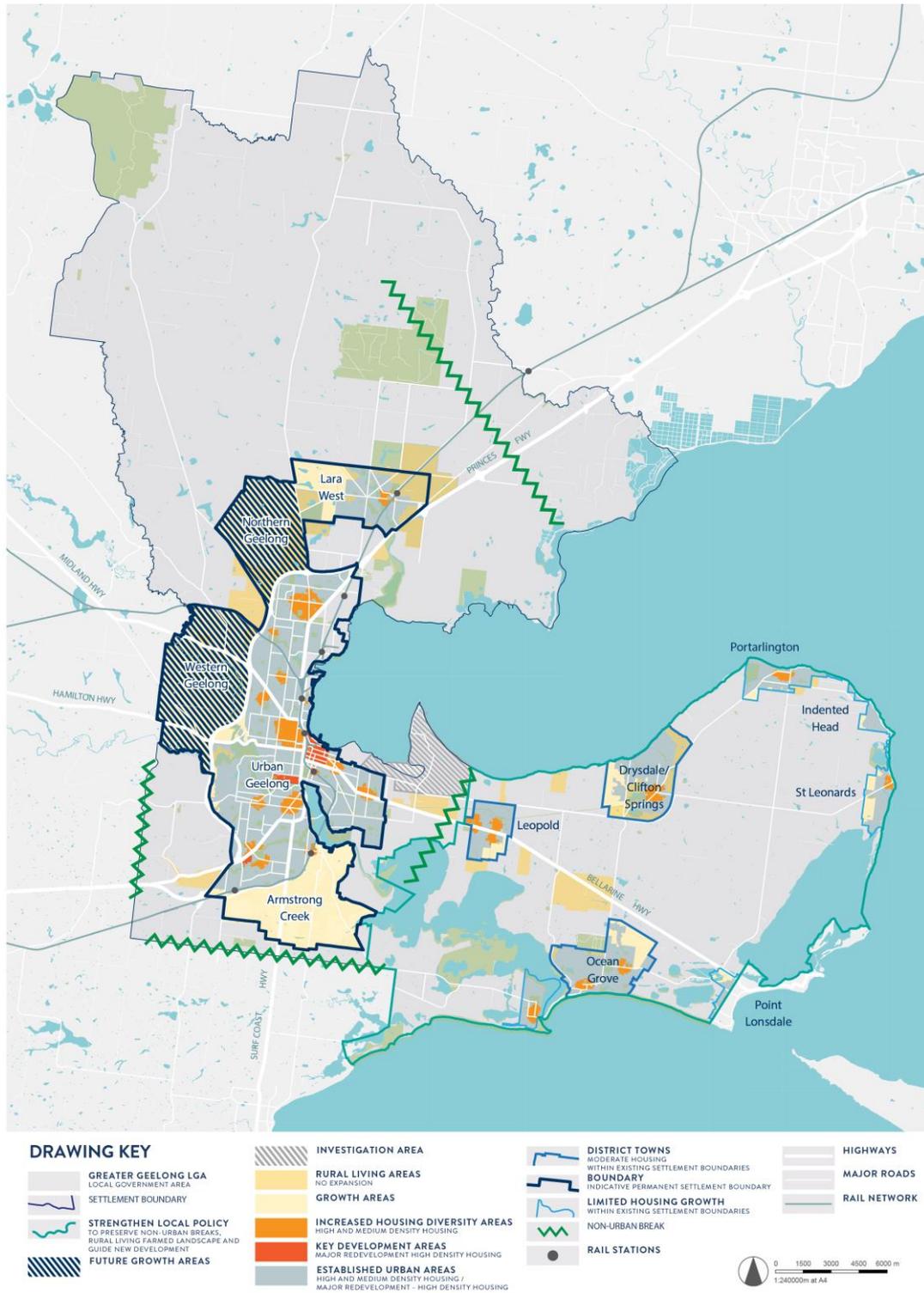
*Geelong Verandah Study*, Authentic Heritage Services P/L and Wendy Jacobs, 2006.

*The Australian ICOMOS Charter for the Conservation of Places of Cultural Significance (The Burra Charter)*, Australia ICOMOS, 1988.

*City of Greater Geelong Urban Furniture Style Manual*, Taylor and Cullity Pty Ltd for City of Greater Geelong, 1996.

[City of Greater Geelong Settlement Strategy](#), City of Greater Geelong, October 2018.

**Housing and Settlement Framework Plan**



Key Development Area Maps

CENTRAL GEELONG KEY DEVELOPMENT AREA



WAURN PONDS KEY DEVELOPMENT AREA



