

21.06 SETTLEMENT AND HOUSING

08/12/2016
C346

21.06-1 Key issues and influences

13/11/2014
C300

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.

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.

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

Settlement

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
C129(Part 1)

Urban growth

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.

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.
- 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

13/11/2014
C300

Urban consolidation

Objectives

- 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.
- Require retirement accommodation to be located within urban areas, preferably within close proximity to existing or proposed activity centres and public transport facilities.

21.06-4

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Neighbourhood character

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 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.

21.06-5 Heritage and identity

28/01/2010
C129(Part 1)

Objectives

- To ensure that urban development enhances Geelong's sense of place and identity.
- To conserve and enhance individual places and areas of pre and post contact cultural heritage significance.

Strategies

- Protect places of Aboriginal cultural heritage significance.
- Retain culturally significant heritage places and areas recognised as being of State, regional, local and contributory significance.
- Ensure that the use and development of a heritage place contributes to its heritage significance and 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

21.06-6 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.

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.*

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.

WEST FYANS KEY DEVELOPMENT AREA

