

21.18 CORIO NORLANE03/03/2016
C333**21.18-1 Key issues and influences**21/11/2013
C281

Corio and Norlane, including the residential neighbourhood of North Shore, are established northern suburbs of Geelong with a rich industrial, manufacturing, migrant settlement and working class and community history which continue to this day.

Corio and Norlane provide affordable housing that is close to the Geelong CBD, Avalon Airport, Geelong Port and surrounding industrial land and the Geelong Ring Road Employment Precinct, with convenient access to Melbourne via road and rail.

Ongoing economic restructuring affecting manufacturing is likely to continue to disproportionately impact the Corio and Norlane community.

The health and wellbeing challenges facing many residents means there is a greater need to provide high quality, easily accessible social infrastructure and services.

There is a stagnant resident population, low housing densities and a marked concentration of ageing public housing stock built from the 1950s onwards.

The median weekly household income in Corio and Norlane is significantly less than the Greater Geelong and Victorian average.

Corio and Norlane are recognised in the G21 Regional Growth Plan as areas that should be targeted for infill and higher density housing.

The Department of Human Services is undertaking the New Norlane project to improve the quality of its housing stock and partner local builders to develop new housing to be made available to both public tenants and home buyers.

A significant restructure of the government school system, referred to as the Corio Norlane Education Regeneration Project, is being progressed by the Department of Education.

The Corio Sub-Regional Activity Centre (Corio Village) is the focus of retailing in northern Geelong and, together with the Waterworld Precinct to the south, forms a recognisable “heart” of the area.

A number of under-performing local shopping centres are unlikely to experience any significant improvement without intervention to address their presentation and function.

The management of heavy freight traffic impacts on residents needs to be balanced against competing objectives for diversification and expansion of the Geelong Port.

A high proportion of households have no or low access to a private vehicle and a propensity to use public transport.

Stormwater drainage infrastructure is generally substandard and coupled with the area’s flat terrain, causes significant drainage-related flooding and runoff problems.

Corio and Norlane are well served by areas of active open space however there is a lack of quality, usable passive reserves and smaller parks.

There is a noticeable absence of canopy street trees, bushland reserves and landscaped and creative arts spaces that reinforce the perceived negative image of Corio and Norlane.

21.18-2 Objectives21/11/2013
C281**Land Use and Built Form**

- Increase the resident population, diversify housing types and support opportunities for urban renewal.
- Improve the role, function and presentation of retail activity centres.

- Boost activity within the “Corio Heart’ from the Corio Sub-Regional Activity Centre to the Waterworld Precinct.
- Support major employers that provide the foundation for Geelong’s economic development.

Transport and Infrastructure

- Provide a safe, functional and efficient road network and manage heavy vehicle freight traffic through residential areas.
- Provide a public transport network to meet the needs of residents.
- Provide a safe and attractive active transport network to access destinations in Corio and Norlane.
- Upgrade ageing drainage infrastructure and better manage impacts resulting from stormwater flooding.
- Enhance entrance points and improve way-finding signage

Communities in Corio and Norlane

- Improve the health and wellbeing of people living in Corio and Norlane.
- Improve image and identity through a creative arts and ‘greening’ approach.
- Increase social and cultural connection through integrated community precinct planning.
- Provide active and passive open space to meet the needs of residents and visitors.

Strategies

Ensure land use and development decisions are guided by the Corio Norlane Framework Plan included in this clause, with further direction provided by the Strategy Maps, Concept Plans and Neighbourhood Plans in the referenced Corio Norlane Structure Plan.

- Encourage increased housing areas around the Corio Sub-Regional Activity Centre, Bell Post Shopping Centre, North Shore Station and local shopping centres.
- Support appropriate medium density housing on residential zoned land.
- Redevelop schools subject to closure for residential development (where not required for a community use in need of a larger site).
- Support the on-going improvement and expansion of the Corio Sub-Regional Activity Centre, and the development of retail, offices, cafes/restaurants and health services around the centre.
- Develop the Waterworld Precinct as a multi-purpose community precinct that includes dedicated arts and culture spaces within a “landmark” building.
- Support a diverse mix of uses and improve presentation and safety of local shops.
- Incorporate public art into local centres to enhance their presentation and create a sense of place.
- Redevelop and rezone land no longer required for commercial use in local shopping centres for housing and other compatible uses.
- Provide a better interface between industrial and residential land uses along Station Street.
- Limit intensification of residential development within the North Shore residential area having regard to its proximity to heavy industrial land uses.
- Support the duplication and ‘boulevard’ concept for Bacchus Marsh Road and plant street trees on identified ‘community green streets’.

- Support the continued planning and implementation of integrated community precincts.
- Support the development of health and support services, including potential expansion of facilities within the Corio 'heart' area.
- Do not support the development of new gaming venues or additional gaming machines at existing gaming venues.
- Improve the amenity and safety of local reserves and parks and consider for trade poorly configured parks that do not contribute to the permeability of neighbourhoods.
- Work with landowners – the Department of Human Services and the Department of Education, to improve the safety, access, surveillance and functionality of local reserves and parks.

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Implementation

These strategies will be implemented by:

Using policy and the exercise of discretion

Support higher density residential development in areas identified for increased housing diversity and support higher density residential development in other areas giving consideration to the existing and changing neighbourhood character.

Support the Department of Human Services *New Norlane* housing project.

Applying Zones and overlays

Apply the Mixed Use Zone to land around the Corio Sub-Regional Activity Centre to support the development of retail, offices, cafes/restaurants and health services.

Apply the Industrial 3 Zone to service industrial land along Station Street as shown on the Framework Plan.

Rezone Council-owned land adjoining the Anakie Road Operations Centre to part Public Use Zone 6 and part Public Conservation and Resource Zone as shown on the Framework Plan.

Amend Clause 22.63 Increased Housing Diversity Areas to include land identified in the Norlane & North Shore Concept Plan.

Further Work

Support the redevelopment of the former Rosewall Primary School in accordance with the Rosewall Concept Plan including reconfiguration of adjacent public open space.

Prepare a master plan and business case to develop a landmark multi purpose centre at Waterworld that provides improved site layout and integration of uses, including the creation of an arts and culture space to service northern Geelong.

Prepare a master plan for the Flinders Peak Reserve to better integrate the site with the former Flinders Peak Secondary College and provide improved vehicular and pedestrian access to both sites.

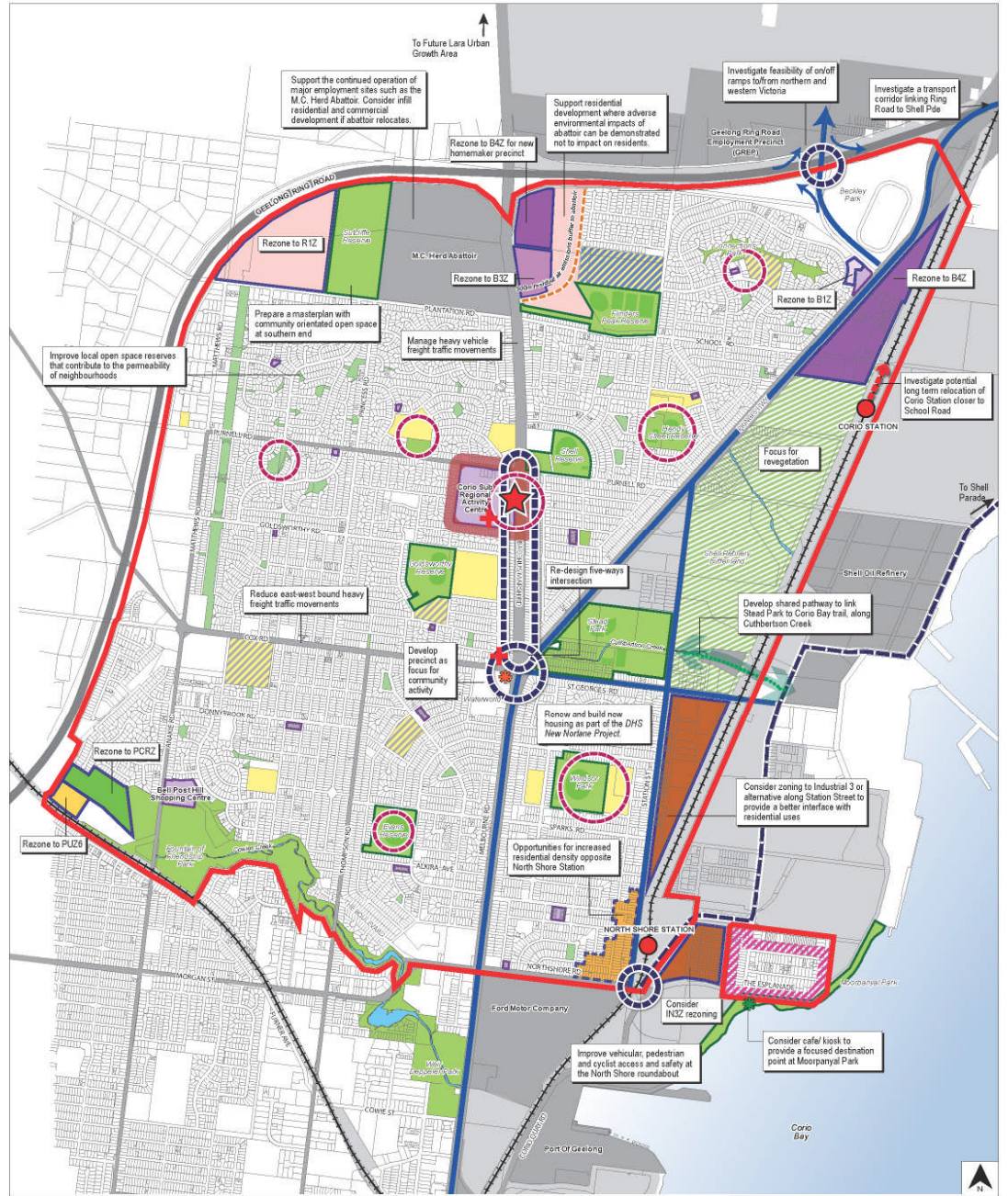
References

Corio Norlane Structure Plan, City of Greater Geelong and the Department of Planning and Community Development, July 2012.

Corio Norlane Structure Plan Background Report, City of Greater Geelong and the Department of Planning and Community Development, March 2011.

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Corio Norlane Framework Plan



City of Greater Geelong Final Version - July 2012

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| LEGEND | |
|-----------------------------------|---|
| Existing Features | Proposed Initiatives |
| Study area boundary | Retain redundant school site for education/community uses |
| Major road network | Redevelop redundant school sites for residential/community uses |
| Railway line/ station | Upgrade local shops |
| Industrial zoned land | Develop mixed use precinct around Corio Activity Centre |
| Major employment sites | Implement masterplans for active open space |
| Public open space/ recreation | Include as Increased Housing Diversity Area |
| Local passive open space reserves | Boulevard treatment of Bacchus Marsh Road |
| Shell Refinery Land Use Buffer | Preferred primary heavy vehicle freight route |
| Schools | Preferred secondary heavy vehicle freight route |
| Medical Facilities | Priority road infrastructure upgrades |
| | Develop community precincts/hubs |
| | Improve Corio Activity Centre as focus for community activity |
| | Develop landmark arts and culture building on Waterworld site |
| | Enhance physical and habitat links to Corio Bay |
| | Manage sensitive residential interface |
| | Improve lighting, amenity and surveillance at railway stations |

FRAMEWORK PLAN
CORIO NORLANE STRUCTURE PLAN