# 02.03 Strategic Directions

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## 02.03-1 Settlement

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

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 per cent 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. Urban growth is contained within the protected settlement boundaries of Barwon Heads, Drysdale, Clifton Springs, Curlewis, Indented Head, Leopold, Ocean Grove, Point Lonsdale, Portarlington, St Leonards and Breamlea.

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 agriculture in rural areas. Farming and rural landscapes form non-urban breaks and are a critical element to the settlement strategy, tourism function and lifestyle of the region.

### Strategic directions

- Direct and 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.
- Locate and design urban areas to mitigate the potential impacts of climate change.
- 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.

## Central Geelong

Central Geelong is the focus of commerce, arts and culture, hospitality, entertainment, education, health and institutional activity in the City of Greater Geelong. Central Geelong includes Eastern Park, the Western Wedge, the Waterfront, the City's retail and commercial core and surrounding transitional areas.

There is a need to attract new investment and urban renewal while maintaining conservation and heritage values. Central Geelong is identified as a Key Development Area to accommodate future housing demand.

#### Strategic directions

- Support development of Central Geelong as an international waterfront city with world class facilities that is a highly desirable place to live.
- Create an inner city area linking the commercial centre, waterfront and transport hub that connects educational, cultural and business assets.
- Encourage buildings to maximise the overall intensity of Central Geelong respecting heritage areas and protecting the amenity of public spaces.
- Encourage high density housing development within Central Geelong.
- Retain shared key views to Corio Bay from within Central Geelong and external vantage points.
- Maintain and enhance public access to the waterfront.

### West Fyans-Fyans Street

The West Fyans-Fyans Street Precinct is located 1.5 kilometre south of Central Geelong on the northern banks of the Barwon River. The area has a diverse range of land uses including industrial, commercial and residential together with buildings of historical significance and a strong visual relationship with the Barwon River corridor. The area has also been identified as a key housing development area with the potential to undergo substantial change and redevelopment over time.

#### Strategic directions

- Facilitate a mixed use environment incorporating a complementary range of residential and employment activities including commercial, light manufacturing and service industrial uses, with good access to facilities and connections to open space.
- Support a range of medium to high density residential development.
- Encourage development that enhances streetscapes and provides visual interest, amenity and public safety.

### Corio Norlane

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 that 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.

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

#### Strategic directions

- Support urban renewal to encourage an increase in the resident population.
- Encourage the diversification of housing types.
- Facilitate an increase in commercial and community activities.

## Urban growth areas

The **Armstrong Creek Urban Growth Area (ACUGA)** is a key growth area for the G21 Region. At capacity, the ACUGA is expected to accommodate approximately 55,000 to 65,000 people.

Development in the ACUGA will provide a wide range of housing types and densities in an urban structure based on walkable neighbourhoods, public transport and mixed use activity centres. Areas of visual sensitivity along the Mount Duneed ridgeline and flood prone areas to the east of Barwon Heads Road will be protected from urban development. Rural land outside of the ACUGA will be maintained in productive agricultural parcels providing an attractive rural setting.

### Strategic directions

- Facilitate the orderly and controlled development of the ACUGA, generally in accordance with the *Armstrong Creek Urban Growth - Framework Plan* Incorporated Document.
- Maintain the rural break between the ACUGA and Surf Coast Shire.

The **Northern and Western Geelong Growth Areas** will provide for significant population growth close to the existing urban area of Geelong, with the capacity to accommodate over 112,000 people. At capacity, the Northern Geelong Growth Area is anticipated to accommodate approximately 17,000 dwellings and 48,000 people. At capacity, the Western Geelong Growth Area is anticipated to accommodate approximately 23,000 dwellings and 64,500 people.

### Strategic direction

- Facilitate the creation of neighbourhoods where residents can live locally and meet most of their everyday needs within a 20 minute walk, cycle or local public transport trip of their home.

## South-West Geelong Investigation Area

The South-West Geelong Investigation Area located approximately 10 kilometres to the south-west of central Geelong provides an opportunity to develop around 170 hectares of employment land (net developable area), prioritising the land to the west of Anglesea Road, to ensure the supply of employment land up to 2051. Surplus land could be identified for other strategic uses including residential and tourism uses, subject to further investigation, once the employment land has been identified.

### Strategic directions

- Facilitate the delivery of 170 hectares of employment land (net developable area) within the investigation area catering for a range of employment uses that meet local and sub-regional needs.
- Accommodate a range of industrial lot sizes to provide for a diverse range of uses including sites capable of accommodating large scale manufacturing operations.
- Strategically plan other land uses, including residential or tourism, on the balance of the land within the investigation area as part of a precinct structure planning process once employment land has been identified.

## Lara

Lara is a township designated for urban growth and is strategically located between Geelong and Melbourne with excellent road, rail, seaport and airport links.

The rural landscape setting is important to the character of the town.

The Hovells and Serendip Creek systems have a propensity to flood and in low lying areas are putting constraints on development.

Retail and commercial expansion is required to meet the needs of local residents and to reduce the high level of escape expenditure.

There is a strong reliance on the private motor car as a form of transport and active and public transport infrastructure and services need to be improved.

The Geelong Ring Road Employment Precinct, Avalon Airport and nearby land provide significant opportunities for employment and economic growth.

#### Strategic directions

- Maintain a compact urban form and provide for sustainable communities.
- Protect and enhance key environmental, cultural and landscape features, including the rural characteristics of Lara.
- Facilitate an adequate supply of residential and commercial land, community and recreation services and infrastructure.
- Facilitate an efficient and integrated movement network for all modes of transport.

### Bellarine Peninsula

The Bellarine Peninsula comprises a series of contained townships separated by green breaks. It has experienced strong population growth in recent years driven by the scenic location, lifestyle opportunities and proximity to Geelong.

It is also highly valued for its tourism function, agriculture, significant rural and coastal landscape, and environmental attributes.

All urban growth on the Bellarine Peninsula is contained within protected settlement boundaries to retain its identity and attributes.

#### Strategic directions

- Contain urban development within protected settlement boundaries.
- Provide for urban rural transition at the urban-rural interface within the protected settlement boundaries.
- Support and preserve the individual character, identity, role and function of each Bellarine Peninsula township.
- Protect and enhance the rural and coastal environment and landscapes on the Bellarine Peninsula and maintain non-urban breaks between settlements.
- Protect the Bellarine Peninsula as a productive rural area with significant landscapes.

### Wandana

Wandana is a significant urban fringe location at the gateway to the Barrabool Hills. The area has a close relationship with Buckley Falls Park, one of the City's significant natural bushland reserves.

#### Strategic directions

- Provide for the orderly, staged development of Wandana that responds to natural landscape features.
- Safeguard the Barwon River ecosystem and enhance its recreational potential and the overall environmental integrity of the area.

## Anakie

Anakie is a small rural township that fulfils a limited service role for the rural hinterland and visitors. There is a need to efficiently provide access to services and facilities while minimising impact on the agricultural and landscape qualities of the surrounding area.

Anakie is the gateway to a number of tourist destinations, however, Anakie is also in a high risk area for bushfire.

### Strategic directions

- Ensure development respects the compact nature and rural character of Anakie and does not impact upon surrounding natural environments or agricultural land.
- Minimise the risks and impact of bushfire.
- Support measures to increase tourism visitation to Anakie.

## Moolap-Point Henry

Moolap-Point Henry is a key urban renewal site of 1200 hectares located five kilometres east of Central Geelong. The site is significant for its biodiversity, environmental assets, cultural heritage values and industrial history. The site is intended to be transformed into a mixed-use precinct with a mixture of residential, tourism, recreational, commercial and employment uses.

### Strategic direction

- Facilitate the transformation of Moolap-Point Henry from an industrial area into a sustainable and integrated community.

## Activity centres and retail

As Greater Geelong grows, it is critical to ensure the community has access to everyday services within a 20 minute drive from home. Retail centres should be encouraged to grow and transition over time into activity centres with an extended offer including uses other than retail.

The Geelong Retail Centre Hierarchy has been established to articulate the role and function fulfilled by centres of different sizes. The hierarchy is as follows:

| Level in hierarchy | Type of centre (role and function) | Indicative retail floorspace range | Centres |
|---|---|---|---|
| Regional | Serves a wide catchment anchored by one or more department stores, discount department store(s), supermarket(s), mini major(s) and speciality stores.<br><br>Allows for bulky goods adjacent to or near the core retail centre.<br><br>Provides for entertainment and leisure activities such as cinemas and restaurants or niche retail precincts. | More than 100,000 sqm | Central Geelong |

| Level in hierarchy | Type of centre (role and function) | Indicative retail floorspace range | Centres |
|---|---|---|---|
| Sub-Regional | Serves a wide catchment (but smaller than a regional centre) anchored by one or more discount department stores, supermarket(s), mini major(s) and speciality stores.<br><br>Because of their smaller size, they have less provision for higher-order activities including full-line department stores, and the range of specialty shopping is less extensive. | 15,000 to 60,000 sqm | High Street, Belmont<br><br>Waurn Ponds, Pioneer Road, Grovedale<br><br>Corio Village, Bacchus Marsh Road, Corio<br><br>Leopold Gateway Plaza, Bellarine Highway, Leopold<br><br>Armstrong Creek Town Centre, Surf Coast Highway, Armstrong Creek |
| Specialised | Typically located along main arterial routes or public transport nodes.<br><br>Tend to capture niche trade from wider catchments in addition to having an important community role as the focus for retail, civic, and community uses. | 15,000 to 60,000 sqm | Pakington Street (Geelong West) |
| Town Centre | Major community shopping locations providing weekly grocery shopping for the local township in combination with specialty store shopping that also services visitors to the region. | 2,000 to 20,000 sqm | Ocean Grove, Drysdale, Lara, Barwon Heads, Portarlington, St Leonards |
| Neighbourhood | Serves a neighbourhood catchment and is anchored by one or more supermarkets plus speciality stores. | 2,000 to 15,000 sqm | Shannon Avenue, Geelong West<br><br>Separation Street, North Geelong<br><br>Pakington Street, Newtown<br><br>Barrabool Road, Highton<br><br>Newcomb Central, Bellarine Highway, Newcomb<br><br>Ormond Road, East Geelong<br><br>Bellarine Village, Bellarine Highway, Newcomb<br><br>Bell Post, Anakie Road, Norlane<br><br>Barrabool Hills, Provence Boulevard, Highton |

| Level in hierarchy | Type of centre (role and function) | Indicative retail floorspace range | Centres |
|---|---|---|---|
| | | | Shannon Avenue, Newtown<br>Marketplace, Shell Road, Ocean Grove<br>Vines Road, Hamlyn Heights<br>Hyland Street, Fyansford<br>Grovedale Central, Heyers Road, Grovedale<br>Dorothy Street, Leopold<br>Ash Road, Leopold<br>Rosewall, Broderick Road, Corio<br>Jetty Road, Centennial Boulevard, Curlewis<br>Warralily Village, Barwon Heads Road, Armstrong Creek<br>Lara West, Lara<br>Armstrong Creek West, Mt Duneed<br>Horseshoe Bend North East, Charlemont<br>Kingston Village, Grubb Road, Ocean Grove<br>Surf Coast Highway, Grovedale |
| Local | Small groups of shops serving a limited catchment, and typically providing for the daily convenience needs of residents in the surrounding area | Up to 5,000 sqm | Dispersed locations across the municipality |
| Restricted Retail | A collection of bulky goods stores, generally comprising furniture, white goods, electrical, floor and window coverings, lighting, hardware and related retail operations. Can be adjacent to core retail centres or in stand-alone precincts. | 50,000+ sqm | Murradoc Road, Drysdale<br>Geelong Gateway, Princes Highway, Corio<br>Colac Road, Waurn Ponds<br>Melbourne Road, Norlane<br>Melbourne Road, North Geelong<br>Sinclair Street, Ocean Grove<br>Leopold Gateway Plaza, Bellarine Highway, Leopold |

| Level in hierarchy | Type of centre (role and function) | Indicative retail floorspace range | Centres |
|---|---|---|---|
| | | | Armstrong Creek Town Centre, Surf Coast Highway, Armstrong Creek |

The boundaries of all retail centres included within the hierarchy are delineated in the *City of Greater Geelong Retail Strategy 2020-2036* (City of Greater Geelong, August 2020).

### Strategic directions

- Ensure that new retail development is consistent with the Geelong Retail Centre Hierarchy.
- Ensure that Central Geelong remains the primary activity centre in the municipality.
- Encourage expanding existing centres over developing new centres in out-of-centre locations.
- Ensure the transition of retail centres to activity centres with a diverse range of uses.
- Ensure that out-of-centre development provides net community benefit.

## 02.03-2 Environmental and landscape values

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### Biodiversity, waterbodies and coastal areas

The City's rural areas contain important environmental assets.

Development has had a direct impact on the municipality's natural environments and the flora and fauna that they sustain. There is a need to protect and enhance the natural environment and provide for more sustainable development.

Remnant vegetation across the municipality is estimated to be approximately 5 per cent of that which existed pre-European settlement.

Many of the municipality's significant natural environments are protected by international and national agreements and legislation.

The extensive coastline is an important natural feature of the municipality, that is vulnerable to the impacts of development, climate change and natural processes.

### Strategic directions

- Protect the habitats of indigenous species from the impacts of land use and development.
- Protect, restore and enhance biodiversity and natural systems.
- Protect, maintain and enhance waterways, rivers, wetlands and groundwater.
- Protect connectivity between waterways and wetlands.
- Protect, maintain and enhance the coast, estuaries and marine environment.
- Reduce the amount of runoff from urban development and improve the quality of stormwater runoff entering waterways, estuarine and marine waters.
- Support development in rural areas that respects the rural landscape character.

## 02.03-3 Environmental risks and amenity

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### Bushfire

Several areas in the municipality are susceptible to bushfire hazard, including some grasslands around Lara, the foothills of the Brisbane Ranges, and parts of the Anakie township.

#### Strategic directions

- Protect areas at risk of bushfire.
- Ensure that development in susceptible areas responds to the risk of bushfire.

### Flooding and coastal inundation

Several areas in the municipality are susceptible to flooding via the flooding of waterways, stormwater runoff and coastal inundation. This has the potential to result in significant adverse economic, social and environmental impacts.

#### Strategic directions

- Protect the function of floodplains.
- Minimise the potential for damage and risks to public safety and property from flooding.
- Avoid land use and development in areas at risk of coastal erosion or inundation from flooding, storm surge or rising sea levels.

### Salinity

Urban and rural growth has had a direct impact on the municipality's natural environments. There is a need to protect the natural environment from the effects of increased salinity.

#### Strategic direction

- Ensure that land use and development does not aggravate or increase salinity.

### Amenity

#### Residential

Non-residential uses can reduce the amenity of residential areas through impacts from traffic, car parking, hours of operation, appearance and noise. In order to maintain the residential character and amenity of an area it is important that non-residential uses are well-located and managed. To protect residential areas it is important to discourage the encroachment of incompatible uses.

#### Strategic direction

- Encourage a balance between the need for goods and services that serve local residents and workers and the potential for negative impacts on residential amenity.

### Commercial

Geelong has many commercial areas with a high pedestrian focus, where residents and visitors of all ages are attracted. The nature of particular uses and the way in which they affect the character of an area will contribute to the attractiveness and image of the City.

#### Strategic direction

- Manage the location, design and concentration of adult sex product shops, adult cinemas and sexually explicit adult entertainment venues to minimise adverse effects on the character and amenity of an area and prejudice the public perception of the City.

### Rural Living

The Rural Living Zone and Low Density Residential Zone provide for residential use in a semi-rural environment. There are expectations that the amenity of these areas will be high.

### Strategic direction

- Discourage activities that could cause adverse amenity impacts, particularly through noise nuisances such as animal boarding, and direct them to the Farming Zone.

## 02.03-4 Natural resource management

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### Agriculture

Agriculture is the main rural land use in the non-urban parts of the municipality, including on the Bellarine Peninsula. Agriculture plays a role in the economic prosperity of the City, both directly through production and indirectly through its contribution to the rural landscape and character, tourism and liveability.

Land use and development in rural areas must be managed to ensure that the ongoing use of land for agriculture and its potential expansion is supported and the rural landscape character of the area is preserved.

Non-agricultural uses, the construction of dwellings and subdivision not related to farming activity in Geelong's rural areas has the potential to compromise future agricultural activity and the rural landscape, and is contrary to the purpose of the rural zones and the vision for the area.

### Strategic directions

- Preserve the productive agricultural capacity of the land and where possible enhance the environmental condition of the land.
- Discourage discretionary non-agricultural uses in rural areas that could reasonably be located in an urban zone.
- Ensure that new dwellings or subdivision do not compromise the productive agricultural capacity of land and are associated with the productive agricultural use of the land.

## 02.03-5 Built environment and sustainability

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### Built environment

Geelong's sense of place and identity is valued by its community. Council seeks to balance growth in the municipality while maintaining its identity by identifying areas for varying levels of change and by balancing the need for conservation and renewal. Medium density housing can have a greater impact on neighbourhood character than traditional detached housing. As housing density intensifies, it is important that housing makes a positive contribution to the neighbourhood. The protection of amenity and facilitation of environmentally sustainable and healthy development that will benefit and improve the community's quality of life is at the forefront of Council's built environment goals.

The *Bellarine Peninsula Statement of Planning Policy* (Victorian Government, 2023) establishes green breaks to promote conservation, agriculture, nature-based tourism, recreation and natural resource development that is appropriate to the landscape character.

### Strategic directions

- Ensure that development enhances Greater Geelong's sense of place and identity.
- Support the design and provision of healthy, walkable neighbourhoods.
- Encourage environmentally sustainable design in all development.
- Encourage all development to provide high quality urban design and landscaping.
- Ensure development in the green breaks of the Bellarine Peninsula reflects the surrounding landscape character.

### Heritage

Greater Geelong's rich heritage makes a significant contributions to its sense of place and identity.

The cultural heritage of the region brings economic and cultural benefits to the community. The diversity of heritage places allows for interpretation of the region's development. It assists in understanding the City's foundation and growth from wool sales and exports, to gold discovery, through to expansion in industry and manufacturing. It also enables appreciation of individual house design and neighbourhoods that contribute to the character, image and sense of place of each of the City's heritage areas.

#### Strategic direction

- Conserve and enhance individual heritage places and areas of pre- and post-contact heritage significance.

## 02.03-6 Housing

13/02/2026
VC245

To accommodate its growing population Council has identified Increased Housing Diversity Areas (IHDA). IHDAs are located around activity centres and transport hubs and have significant capacity to accommodate residential growth and increased housing diversity. These areas can provide for local shopping needs or are serviced by public transport. Development in these areas should encourage walking and discourage reliance on cars for all trips. The intensity of redevelopment will be highest around the activity centre core and lower at the edge of the IHDA.

For areas of heritage significance, new development should balance the preservation and restoration of the heritage place and other opportunities for housing.

Suburban detached family homes make up 85 per cent of current housing stock. Increasing the diversity of the City's housing stock over time will help cater for the growing trend of smaller households, the need for affordable housing, ageing in place and 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 in both established and developing communities.

The *Bellarine Peninsula Statement of Planning Policy* (Victorian Government, 2023) identifies housing change areas to inform housing growth within protected settlement boundaries.

#### Strategic directions

- Facilitate infill development to increase its housing supply contribution.
- Support residential development where the density, mass and scale is complementary to the location, role and character of the specific IHDA or housing change area identified in the *Bellarine Peninsula Statement of Planning Policy* (Victorian Government, 2023).
- Ensure housing diversity is achieved in established and growth area communities.
- Increase the level of affordable and social housing in Greater Geelong.

## 02.03-7 Economic development

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### Industry

There is a need to provide support for ongoing employment and economic development in the Geelong region.

While traditional manufacturing industries will continue to be economic and employment drivers in the municipality, the City's economy will need to focus on emerging industry sectors that underpin economic development.

The changing nature of industrial development means that most industrial development now requires land that offers a high amenity environment for workers and visitors.

There is a need to support industry through the maintenance and improvement of infrastructure including roads, rail, Avalon Airport, Geelong Port and associated facilities.

The extractive industry operations in the municipality make a vital contribution to the building and construction industries and are of major economic importance to the Geelong region.

#### Strategic directions

- Provide an adequate supply of industrial land that meets the needs of different industries.
- Focus new industrial development around major transport routes and infrastructure assets.
- Encourage the growth of new and economically sustainable industry sectors.
- Provide a diverse range of high quality industrial and commercial land.

### Tourism

Tourism is a key part of the economy of the Geelong region.

Growth of the tourism economy is expected across Geelong to 2030. While most of this tourism growth is directed to Central Geelong and other townships, there are opportunities to enhance the tourism industry in rural areas through complementary developments that are associated with the farming or rural use of the land.

Tourism development within the rural and coastal areas must be carefully managed and designed so that it does not compromise the landscape, non-urban character or existing agricultural activities that are part of the attraction of the area.

#### Strategic directions

Support tourism use and development that:

- Contributes to the economy.
- Respects the landscape character of the area.
- Maintains agricultural productivity in rural areas.
- Does not seek to urbanise rural or coastal areas.

## 02.03-8 Transport

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### Transport

Road and rail linkages between Geelong and Melbourne accommodate significant freight, commuter and tourism traffic and these linkages have been improved by the upgrade of the Princes Freeway and faster rail services.

There is a need to reduce car dependence by improving public transport, bicycle and pedestrian linkages, particularly in growth areas.

Freight movements can have a significant impact on amenity in the municipality, particularly east-west freight movements through Central Geelong, and movements to and from the Geelong Port.

Avalon Airport is a major economic and tourism asset to the region.

### Strategic directions

- Support the development of a safe, accessible, equitable and efficient traffic, transport and freight network.
- Support the delivery of safe, accessible linkages within and between towns that encourage walking, cycling and the use of alternative modes of transport.
- Prioritise active and public transport modes over private vehicle use.
- Facilitate the early provision of public transport infrastructure and services in all growth areas.
- Protect and enhance the role of Avalon Airport, including its expansion options and ongoing technical viability and operational requirements.

## Geelong Port

The Geelong Port is a vitally important resource for the City's economy.

Forecast trade growth will place significant demands on port infrastructure capacity requiring potential expansion.

The current availability of suitably zoned land in the port area is critical to the continued viability of the port. Where demand for land cannot be met in the immediate port environs, the Geelong Ring Road Employment Precinct offers potential for port-related industries to locate.

The maintenance of public amenity in surrounding communities needs to be a consideration in context of growth pressures at the port.

### Strategic directions

- Provide for the continued growth and development of Geelong Port as a key economic resource and focal point for infrastructure development for the Victorian community.
- Maintain and enhance the efficiency of the port.
- Balance the needs of a working port having regard to the amenity of the land uses at the port interface.

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## Infrastructure

There is a need to provide or upgrade infrastructure that enhances safety, accessibility and inclusion for all members of the community including social infrastructure that responds to Geelong's ageing population.

The provision of a comprehensive, safe and accessible open space network is a key feature of the City.

There is a need to provide infrastructure in an efficient and timely manner, particularly in growth areas.

### Strategic directions

- Encourage safe and equal access to community and development infrastructure for all members of the community.
- Develop a comprehensive, safe and accessible open space network.
- Ensure that development and community infrastructure is provided or upgraded in a sustainable and timely manner in all areas, with particular regard to the servicing of new communities in urban growth areas and large urban infill areas.

### Materials recycling

Materials recycling industries play an important role in reducing waste at landfill sites. It is anticipated that there will be continued demand for these uses with the ongoing growth of the City. It is important that these uses minimise off site impacts. The location of materials recycling centres should be carefully considered having regard to surrounding land uses and the visual prominence of the site to avoid materials recycling establishments becoming a visual blight within areas, particularly where they adjoin high exposure roads.

#### Strategic direction

- Locate and design materials recycling facilities so that the use and development does not adversely affect the amenity of the surrounding area.

## 02.03-10 Gaming

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Greater Geelong has a high overall density of gaming machines and level of expenditure exceeding the Melbourne and State averages. Existing machines are distributed unevenly across the municipality with the highest concentrations in the most disadvantaged areas. Consequently, the State Government has capped the entire Greater Geelong region.

Research shows that there are links between social disadvantage, problem gambling and proximity to gaming venues. Although gaming machines may be accessible as a form of entertainment, they should not be convenient so that a pre-determined decision is required to gamble.

#### Strategic direction

- Minimise the risk of exacerbating problem gambling by directing the location of gaming machines to venues that makes gaming accessible but not convenient.