



THE CITY OF GREATER GEELONG
& WYNDHAM CITY COUNCIL

AVALON CORRIDOR STRATEGY SUMMARY BROCHURE

AUGUST 2021

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SUMMARY

What is the Avalon Corridor Strategy?

The Avalon Corridor Strategy is a strategic land use framework that has been developed by Hansen Partnership for the City of Greater Geelong and Wyndham City Council, in collaboration with the Victorian Department of Environment, Land, Water and Planning.

The Strategy has been developed in response to *Plan Melbourne 2017-2050* policy directions as well as similar policy objectives within the G21 Regional Growth Plan and Greater Geelong Settlement Strategy. It seeks to maintain a 'green break' between Geelong and Melbourne to protect significant cultural, landscape and biodiversity values and safeguard important infrastructure assets.

Why are we doing this?

The Avalon Corridor is facing change in the future, with plans for new State infrastructure and further development of Avalon Airport. At the same time, the populations of Greater Geelong and Wyndham continue to grow, creating pressure for outward urban expansion. It's important that we develop a plan to ensure we can respond to these changes and manage growth appropriately.

The Strategy covers a range of themes including the environment, cultural heritage, movement and access, flooding and drainage, and economics and employment.

In November 2016 we listened to community views and aspirations for the Avalon Corridor and used these to guide the development of the Strategy. We are now coming back to the community to seek further input before finalising the Strategy.

How will the Strategy be used?

The Strategy establishes a high-level Framework Plan to guide land use decision making in the Avalon Corridor, such as the location and extent of future development. Once finalised, the Framework Plan will be incorporated into both the Greater Geelong and Wyndham Planning Schemes via a planning scheme amendment.

The Strategy also sets out further work to be undertaken in the future, such as detailed structure planning work for the proposed Avalon Employment Precinct and further assessments of potential impacts on cultural heritage and environmental values.

What could the Strategy achieve?

The Strategy largely seeks to protect the existing character, values and land uses within the Avalon Corridor by maintaining a 'green break' between Greater Geelong (Lara) and Metropolitan Melbourne (Werribee).

Implementation of the Strategy will help to achieve a more coordinated planning response between the two Local Government Areas and State Government. It will also help to achieve greater certainty for long-term commercial and industrial land supply and deliver new jobs and employment opportunities for the region.



KEY CONCEPTS

SETTLEMENTS

Townships within the Avalon Corridor include Lara and Little River. The Strategy proposes no further residential expansion to either township. It acknowledges the existing township settlement boundary for Lara established under the 2011 Lara Structure Plan and proposes further work to establish a boundary for Little River.

JOBS & EMPLOYMENT

New jobs and employment opportunities will be created with the development of two Precinct Structure Plans within the Avalon Corridor – the Werribee Junction PSP and Avalon Employment Precinct PSP.

The Strategy also acknowledges economic development that is likely to occur as a result of new State Government infrastructure projects, such as the Bay West Port, proposed Wyndham Strategic Extractive Resource Area (SERA), Cherry Creek Youth Justice Centre and construction of the Outer Metropolitan Ring (OMR) Transport Corridor.

CULTURAL HERITAGE & LANDSCAPE VALUES

The Avalon Corridor is located within Wadawurrung Country. A preliminary Cultural Values Assessment was completed by Unearthed Heritage and Wadawurrung Traditional Owners Aboriginal Corporation. Outcomes of this have been built into the Strategy, including a recommendation to review the extent of the existing Significant Landscape Overlay (SLO1) for the Foothills of the You Yangs (Wurdi Youang). Expansion of SLO1 is further supported by a Landscape Character Assessment completed by Hansen Partnership. However, further work will be required to determine the optimal extent.

BIODIVERSITY & ENVIRONMENTAL VALUES

The Avalon Corridor is home to significant biodiversity and environmental values, including Ramsar listed wetlands and Western Volcanic Plain Grasslands. The Strategy seeks to protect these values by restricting further urban growth.

TRANSPORT & SERVICES

The Avalon Corridor contains significant transport infrastructure that links Metropolitan Melbourne to Greater Geelong and beyond. This includes existing infrastructure such as the Princes Freeway, Melbourne-Geelong Rail Line and Avalon Airport, as well as future infrastructure such as the proposed Bay West Port and OMR Transport Corridor. The Strategy seeks to safeguard these assets and enable their expansion into the future.

The Corridor also contains the Melbourne Water Western Treatment Plant, which provides critical wastewater treatment services to Melbourne's west, as well as important habitat to a large number of migratory bird species.

AIRCRAFT NOISE

In 2020 Avalon Airport undertook a revised analysis of aircraft noise associated with future airport operations, as outlined in the airport's 2015 Master Plan. The Strategy takes these proposed noise contours into account and plans for surrounding future land uses accordingly.

WHERE ARE WE IN THE PROCESS?

✓ STAGE 1

PROJECT INCEPTION

(Getting the project started)

✓ STAGE 2

INFORMATION ANALYSIS AND STAKEHOLDER ENGAGEMENT

(Learning about the place)

✓ STAGE 3

PREPARATION OF DRAFT FRAMEWORK PLAN

(Documenting the vision)

* STAGE 4

WE ARE HERE

CONSULTATION ON DRAFT FRAMEWORK PLAN

(Refining the Framework Plan)

○ STAGE 5

FINALISATION AND IMPLEMENTATION OF FRAMEWORK PLAN

(Executing the Framework Plan)

NEXT STEPS

Following the consultation period, we will use community feedback and input to finalise the draft Avalon Corridor Strategy and associated Framework Plan. We will then seek to incorporate the Strategy into the Greater Geelong and Wyndham Planning Schemes via a planning scheme amendment.

WHO CAN I CONTACT FOR MORE INFORMATION?

All project materials and feedback activities can be found on the City's website <https://yoursay.geelongaustralia.com.au/>

We can send you a hard copy of the draft Avalon Corridor Strategy if you do not have access to the internet.

If you wish to speak to a planner please contact Greater Geelong's Strategic Planning team on (03) 5272 4859 or email Avalon_CorridorStrategy@geelongcity.vic.gov.au.

Alternately, please contact Wyndham's Strategic Planning team on (03) 8376 5511 or email Sean.Diffey@wyndham.vic.gov.au.

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