



24 September 2021

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Dear Dr Daly



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## **Submission to the Pakington Street and Gordon Avenue Urban Design Framework (Interim Final – August 2021)**

For 20 years, the Committee for Geelong has provided strategic leadership and influence to leverage the economic and social prosperity of the Geelong city-region. An independent, non-partisan, membership-based, not for profit organisation, the Committee for Geelong works collaboratively with an authoritative group of stakeholders and influencers to design Geelong's best future.

### **Key considerations from the Committee for Geelong in relation to the Pakington Street and Gordon Avenue Urban Design Framework (Interim Final – August 2021)**

- 1. NEED FOR RESIDENTIAL OPTIONS CLOSE TO CBD TO SUPPORT ECONOMIC GROWTH:**  
The Committee for Geelong supports the need for the City of Greater Geelong to increase residential density in the Central Geelong area. This need is even more important as the pandemic impacts on the way people live and work. As reduced numbers of city-based workers travel to Central Geelong, providing a range of housing and accommodation options close to key transport links will support economic activity through localised residential spend.
- 2. NEED FOR APPROPRIATE HEIGHTS TO INCENTIVISE YIELDS & DELIVER ON CLEVER & CREATIVE VISION KPI:**  
Due to changes in heights in the Urban Design Framework, Interim Final – August 2021 (UDF), there will be reductions in yield which will impact the City of Greater Geelong's long term strategic planning ambitions to grow and regenerate key precincts close to the Geelong CBD which are richer in transport and community services and where it is possible to walk and cycle to a range of destinations throughout the day. The need for greater residential options in the city will also help achieve on the Clever and Creative Vision of 50 percent of travel to Central Geelong being via public transport or active transport. The Committee for Geelong requests that Council refer to the submission from the UDIA Vic for more detail regarding the issues regarding heights and yields.
- 3. NEED TO DELIVER ON GROWTH PRESSURES AND INFILL DEVELOPMENT:**  
The UDF continues to acknowledge Geelong's expected significant growth, the need for an additional 73,400 dwellings to cater for predicted population increases in the Greater Geelong region. This includes the expectation that 50 percent of all new dwellings will be delivered through infill development by 2047 and that social and affordable housing is essential infrastructure.

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- 4. **NEED FOR HEIGHTS TO ENABLE SOCIAL/AFFORDABLE HOUSING AND EXEMPLAR DESIGN:**  
The Committee for Geelong is concerned that in its current form, UDF will not allow for sufficient incentive for development to occur that will include social and affordable housing and also be reflective of the City of Greater Geelong’s UNESCO Creative City of Design designation. While the UDF provides more clarity on how social and affordable housing contributions will be recovered, without a height incentive and with the reduction in heights allowed, reduced viability in some areas will result in the delivery of less social and affordable housing and potentially comprised design.
  
- 5. **IMPACT OF THE STATE GOVERNMENT’S PROPOSED WINDFALL GAINS TAX:**  
The modelling by the City of Greater Geelong for the UDF was undertaken prior to the State Government’s announcement of its Windfall Gains Tax. Geelong’s Social Housing Strategy relies on capturing some planning land value uplift to fund local social housing projects. The Committee for Geelong is concerned that the Windfall Gains Tax will remove, in practical effect, this avenue to fund social housing. It is unlikely development will be viable where multiple levels of government collect contributions that may be used for the same purpose.

Please note: It is currently the State Government’s intention to introduce legislation to give effect to the Windfall Gains Tax before the end of 2021 and come into effect on 1 July 2022. This legislation will be material in the context of the UDF, especially in relation to how it will impact the viability of developments across Victoria and in Greater Geelong. Due to this potential impact, the Committee for Geelong reserves its right to make further submissions to Council on the UDF.

Please note the above statement, includes the views of several of the Committee for Geelong’s members, as our collective submission. Jennifer Cromarty, CEO also is a member of the UDIA Vic Geelong Chapter committee and recommends consideration to the UDIA Vic’s submission be also carefully considered.

If you require further information please contact me directly via [jennifer.cromarty@committeeforgeelong.com.au](mailto:jennifer.cromarty@committeeforgeelong.com.au) or M: 0413 241 033.

Kind regards

CEO Jennifer Cromarty  
Committee for Geelong

