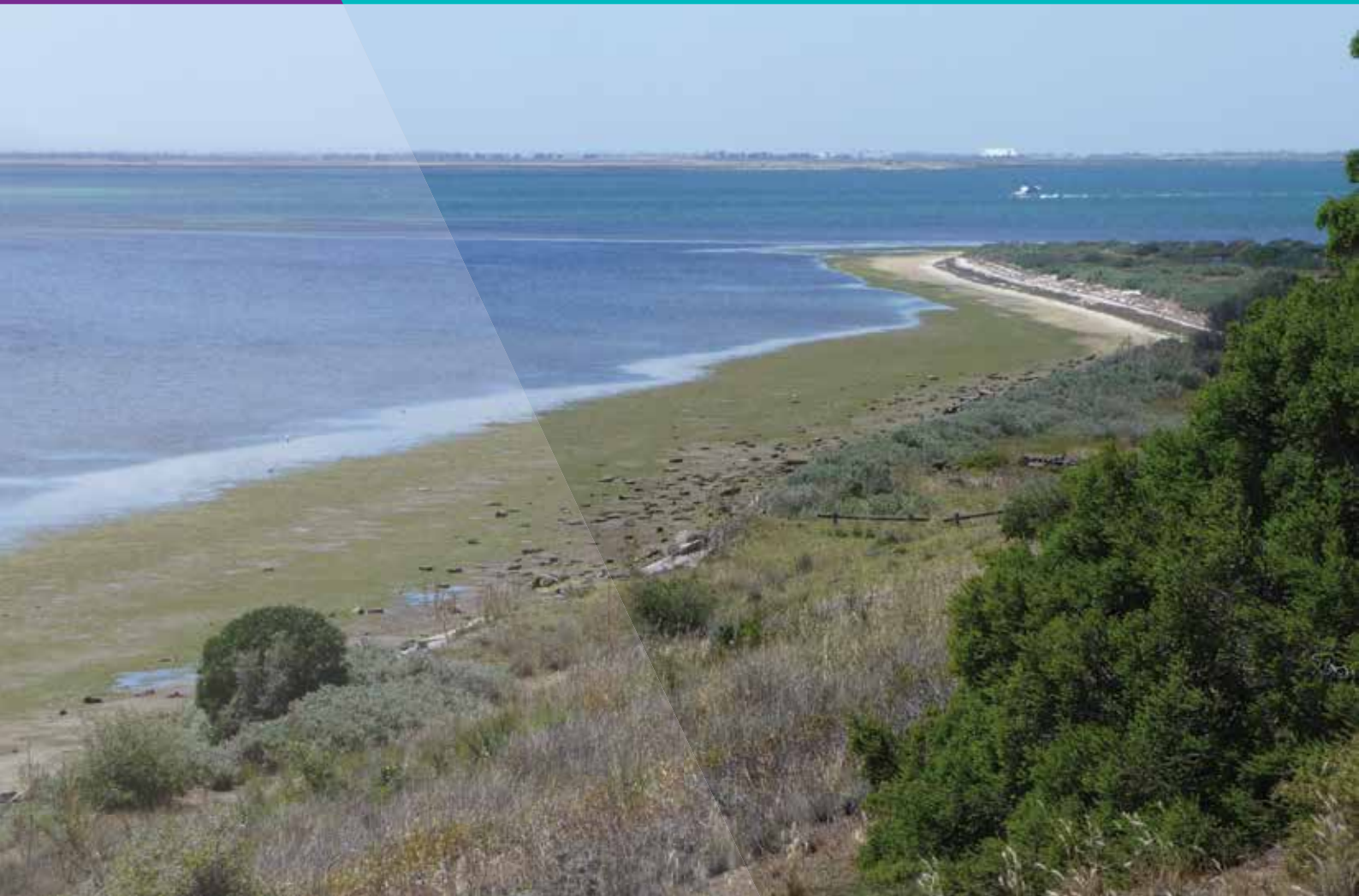



# **MOOLAP coastal strategic framework PLAN**



**Discussion Paper**  
July 2016

[www.delwp.vic.gov.au/moolap](http://www.delwp.vic.gov.au/moolap)

**VICTORIA**  
State  
Government

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Former aluminium smelter



Moolap Reserve

PT



Moolap Industrial Estate

PT



Intersection of Point Henry Road and Portarlington Road

PT



Looking north to Point Henry

PT



Former saltworks

# 1. Introduction

With the closure of the aluminium smelter and rolling mill at Point Henry and the former saltworks no longer operating, the community, landowners, key stakeholders and government have a unique and exciting opportunity to work together and explore the possibilities for Moolap's future.

The State Government has developed this Discussion Paper for community engagement. Feedback will inform the preparation of the draft Moolap Coastal Strategic Framework Plan (the draft Moolap Plan). This Discussion Paper is an important step in an extensive community engagement process that is being undertaken to prepare the Moolap Plan. It will be followed by further community engagement on the draft Moolap Plan in late 2016.

The Moolap Plan will identify the future strategic direction of the study area including any potential land-use changes over the long term. In this document, the community, including land owners, organisations and the general public are being consulted and asked to provide feedback on:

- Draft Vision and Principles
- Seven possible land-use scenarios

It is important to note that the Government has not endorsed the draft Vision and Principles or land-use scenarios as they have been prepared for engagement purposes only. The draft Moolap Plan will be informed by community feedback on this Discussion Paper and broad feasibility analysis of the potential land-uses.

A series of questions designed to prompt thinking and provide feedback around potential issues and land-use scenarios are incorporated in this Discussion Paper. Information gained from the analysis of these responses will play a critical part in the development of the Moolap Plan. Please respond to the questions through the online survey ([www.haveyoursay.delwp.vic.gov.au/moolap](http://www.haveyoursay.delwp.vic.gov.au/moolap)).

Engagement on this Discussion Paper will **close on Friday 29 July 2016 at 5:00pm AEST**.



Looking over Stingaree Bay to Geelong Port



## 2. Background and context

### 2.1. Preparing the Moolap Plan

The Moolap Plan is being prepared by the Victorian State Government's Department of Environment, Land, Water and Planning (DELWP).

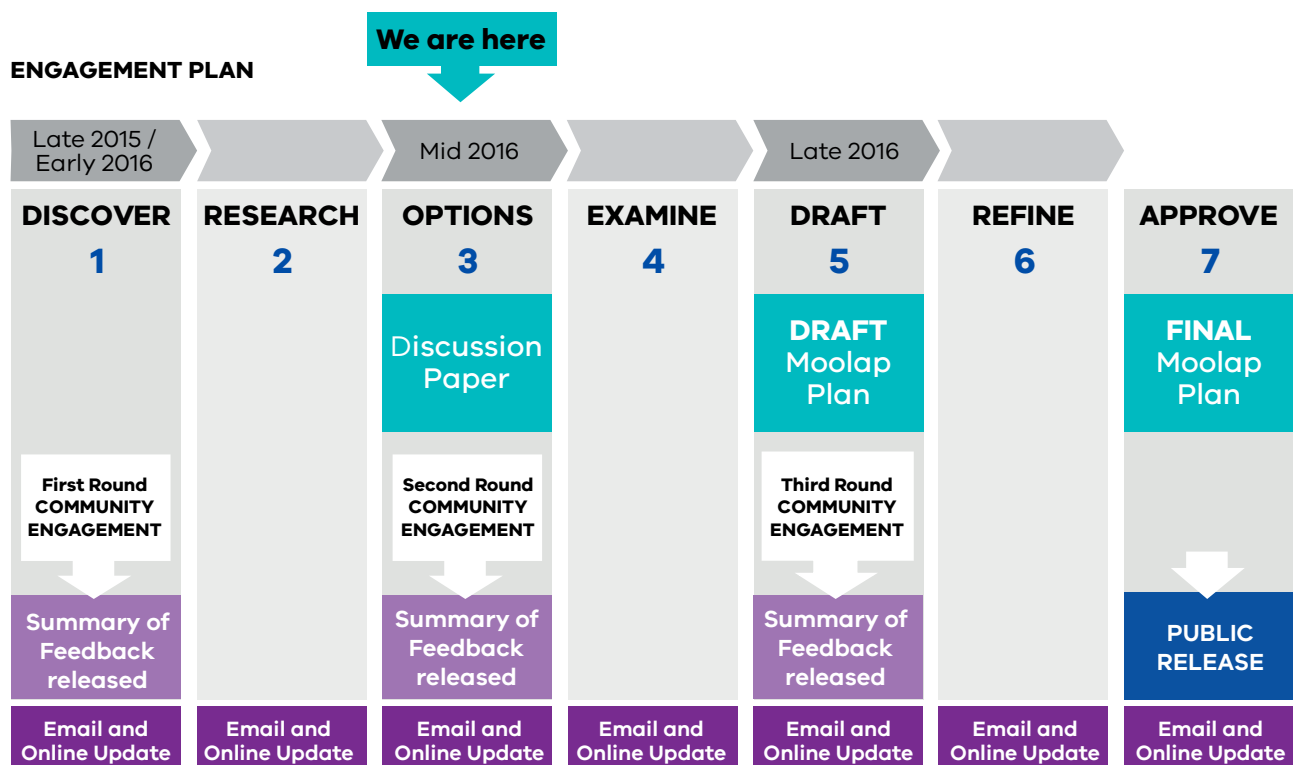
A cross government steering committee is driving the project drawing on the collaborative experience of several government departments. DELWP, along with the Department of Economic Development, Jobs, Transport and Resources (DEDJTR), the Environment Protection Authority (EPA), Heritage Victoria, the Greater Geelong City Council, the Victorian Regional Channels Authority and other agencies as required will be working closely to provide expertise and guidance. The Geelong Authority is also being consulted on the project and will provide independent advice to the Minister for Planning.

The closure of Alcoa Australia's Point Henry operations in 2014 and a proposal for the former saltworks are key drivers for the preparation of the Moolap Plan. Alcoa is developing a master plan for its 575 hectares of freehold land at Point Henry. The master plan together with outcomes from community consultation, will be a major contributor to the preparation of the Moolap plan.

The Moolap Plan will identify the future strategic direction of the area including any potential land-use changes over the long term. It will also outline potential opportunities in its implementation including development, site cleanup, protection and improvement. The plan will include a framework to guide the implementation process, including further work, detailed design and/or approval processes.

The study area is large and complex, with many challenges, constraints, current land-uses and potential opportunities that need to be examined. This may result in a variety of strategic directions for different parts of the study area.

Below is an outline of the preparation for the Moolap Plan. The community, including land owners, organisations and the general public, are being consulted over three rounds of engagement. The project is currently in stage 3, the Options phase, which includes the release of this Discussion Paper and the second round of community engagement.





## 2.2. The Study Area

The study area is within the suburb of Moolap on the eastern edge of Geelong, Victoria's second largest city with well established links to Melbourne. Connecting Geelong to national and international destinations are the Port of Geelong and Avalon Airport (located in and to the north of Geelong respectively). The study area is approximately 5 kilometres east of central Geelong's business district and includes over 1,200 hectares of land and 10km of coastline.

### STUDY AREA CONTEXT



The study area for the Moolap Plan includes:

- The former aluminium smelter and rolling mill site at Point Henry
- Other freehold land also owned by Alcoa Australia including wetlands, farming land and re-vegetated sites
- The Point Henry Pier owned by Geelong Port
- The former Cheetham Saltworks (part Crown land leased and part land owned by Ridley Corporation)
- Crown coastal foreshore land and coastal waters
- The Moolap Industrial Estate (south of Portarlington Road)
- The Moolap industrial precinct, generally east of Point Henry Road, including Dow Chemicals and Winchester.

Adjoining the study area is the CSIRO Australian Animal Health Laboratory to the west, residential areas to the south (reducing in density to the south-east), mainly rural areas to the east and Corio Bay to the north. The study area is connected to the road network by Point Henry Road and Portarlington Road, and to the sea channel by Point Henry Pier, located on the north east side of the Point Henry peninsula.

The study area includes industrial land, the former saltworks and adjacent areas in northern Moolap that have some common ownership, servicing constraints, land conditions and access issues. It does not include residential areas to the south of Portarlington Road or the CSIRO's Australian Animal Health Laboratory (owned by the Commonwealth) as their future land-use is not in question, although interface issues will be considered. Land east of Clifton Avenue (north of Leopold) is also not included as this area is addressed in the Leopold Structure Plan and other Council settlement and rural strategies and policies.



Overview map



Barwon South West Region, Planning  
Print Date: 26/11/2015  
MapID: GIS-Job 22 Point Henry study area

**Legend**

Study area boundary



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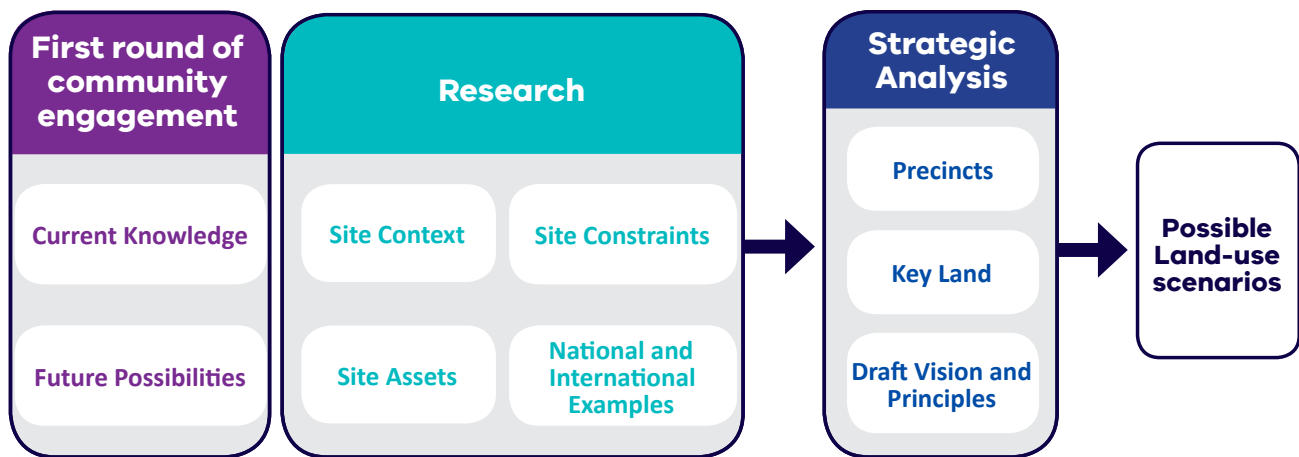
# 3. How this Discussion Paper was prepared

## 3.1. Overall Approach

This Discussion Paper has been informed by:

- Feedback and information received during the first round of community engagement
- Research, including the **“Moolap Coastal Strategic Framework Plan - Background Report”** (Background Report) and relevant national/international examples and case studies
- Strategic analysis, including the identification of precincts, key land-uses and strategic directions.

### DISCUSSION PAPER PREPARATION



## 3.2. Community Engagement – Round One

The first round of community engagement was announced by the former Minister for Environment, Climate Change and Water on 4 December 2015. This engagement continued until 12 February 2016. Consultation was undertaken with the community, including land owners, organisations and the general public. Feedback was sought on ideas and opportunities for the future use/s for the study area.

A variety of engagement methods were used, including two open house events, two workshops, an online survey, written submissions and small group discussions.

More detailed analysis of feedback is provided in **“Moolap Coastal Strategic Framework Plan - Summary of Feedback - Community engagement Round one”** which is available at [www.delwp.vic.gov.au/moolap](http://www.delwp.vic.gov.au/moolap)

141

PEOPLE ATTENDED  
PUBLIC WORKSHOPS  
& OPEN HOUSES

95

WRITTEN  
SUBMISSIONS

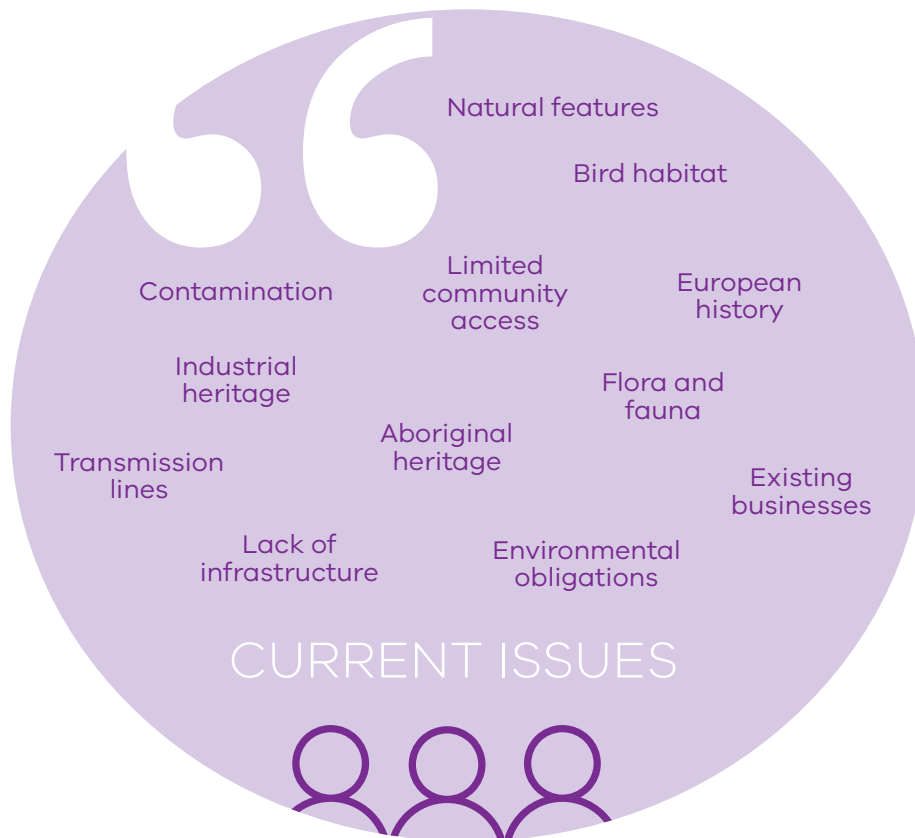
93

STAKEHOLDERS  
ATTENDED SMALL  
GROUP MEETINGS

139

PEOPLE  
COMPLETED AN  
ONLINE SURVEY

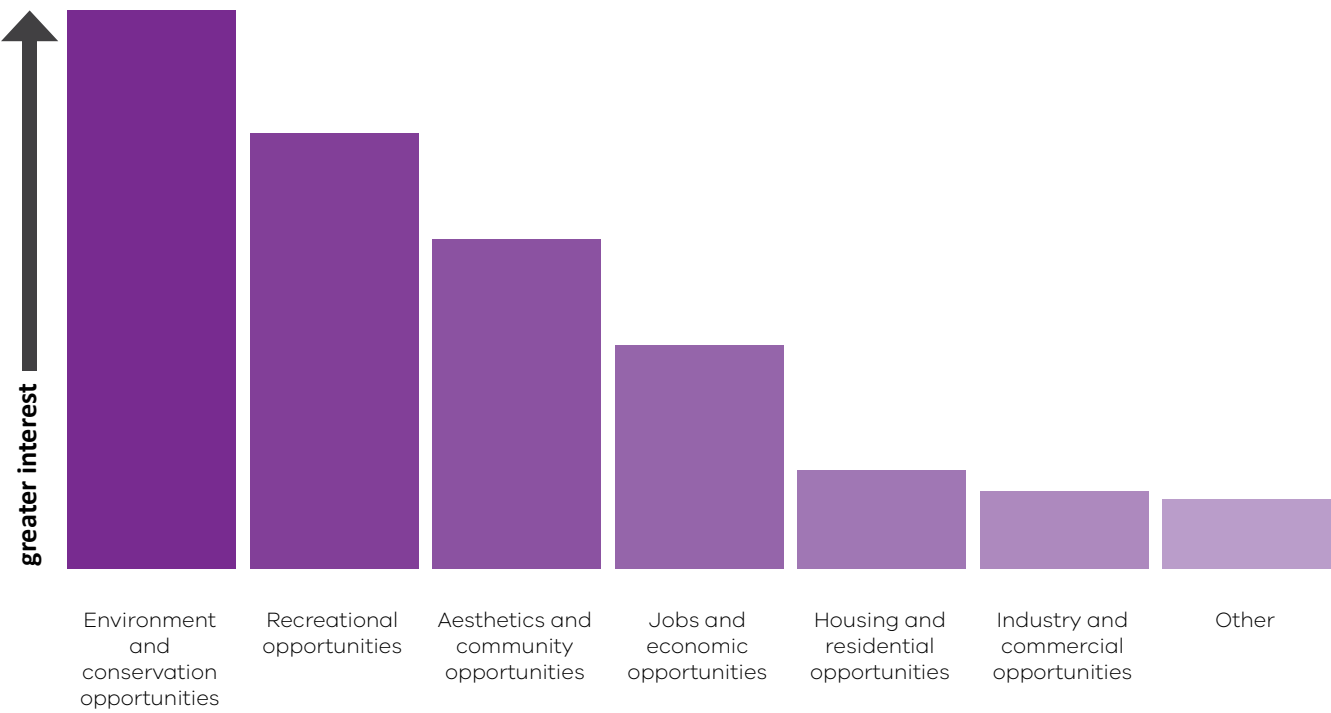
The community were asked what they thought the current issues relating to the study area were. Their responses helped inform the scope of the Background Report and included:



The community were asked what they would like to see the study area used for in the future. Their responses helped inform the draft Vision and Principles and the land-use scenarios in this Discussion Paper. Responses included:



COMMUNITY RESPONSE TO THE SURVEY



The survey was completed by 139 people. Members of local environmental groups, in particular, were highly responsive and welcomed the opportunity to identify issues, information and opportunities. A number of organisations and businesses advised that they will participate more actively in the second round of engagement when there is an opportunity to respond to the Discussion Paper.

While the level of interest across the themes may have varied, each theme was **considered equally for the diversity of ideas and information provided.**



Sea wall to former saltworks looking east



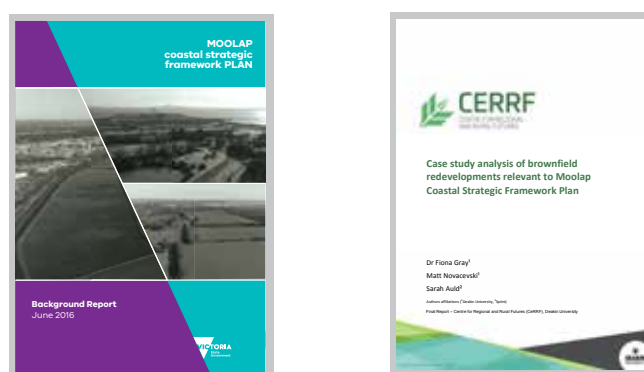
### 3.3. Research

Research was undertaken to understand the study area and its context, including:

- The main features, assets, constraints and potential opportunities
- The physical relationship to adjacent areas and Geelong
- Its role in relation to central Geelong, the region, Melbourne and other parts of Victoria. and internationally
- Relevant studies and government policy that relate to the economy, environment, community, heritage and infrastructure/services.

A key outcome of the research was a better understanding of the main assets and constraints that could impact on the type and extent of future land-uses. Research results are summarised in section 4.

More detail about background information and research for the Moolap Plan, including the Background Report and Deakin University's research, is available at [www.delwp.vic.gov.au/moolap](http://www.delwp.vic.gov.au/moolap)



Deakin University (Centre for Regional and Rural Futures (CeRRF)) was commissioned to undertake research relevant to the study area, on case studies of urban renewal and the re-use of brown-field sites in Australia and internationally. This research has been released alongside this Discussion Paper.

An analysis of the study area was also undertaken by post-graduate students from Deakin University's School of Architecture and Built Environment as part of their studies. The analysis identified opportunities for:

- |                   |                      |                         |               |
|-------------------|----------------------|-------------------------|---------------|
| • Residential     | • Renewable energy   | • Mixed use area        | • Farmland    |
| • Cultural hub    | • Recreational hub   | • Wildlife sanctuary    | • Aquaculture |
| • Eco-tourism     | • Retaining industry | • Marina                |               |
| • Port facilities | • Economic hub       | • Entertainment complex |               |

### 3.4. Strategic Analysis

The research, together with the community feedback, assisted to:

- Give a clear idea of the opportunities and constraints of the study area (section 4 of this Discussion Paper)
- Develop a draft Vision and Principles for the Moolap Plan (section 5)
- Establish the strategic directions for the study area
- Identify precincts to separate different parts of the study area (section 6.3)
- Identify key land-uses upon which each land-use scenario is based.

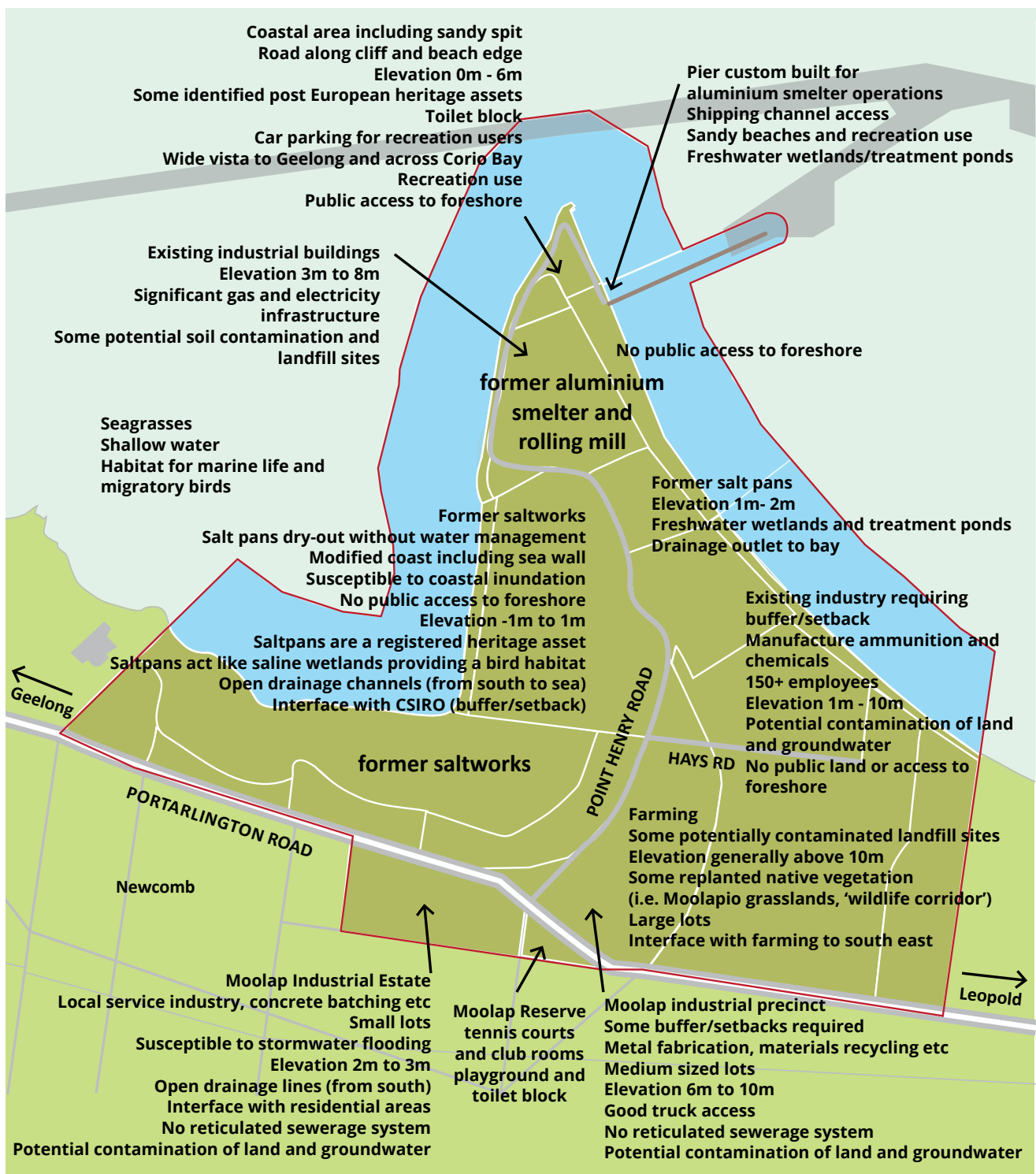
From this, seven possible land-use scenarios were developed for discussion and community input (section 6.4).

# 4. Study area characteristics

## 4.1. Key Features

Key site features that may influence future land-uses have been identified and documented in the Background Report. A summary of these features is shown below.

### STUDY AREA'S KEY FEATURES



## 4.2. Key Assets and Constraints

The study area's assets and constraints have implications for future use and development opportunities. These have been summarised below with more detail provided in the Background Report. To inform the extent and design of any future development, further investigation including on-site testing, is required for both the exact location and the impact of the assets and constraints. For example land-fill sites may not be practical to remove or build on, so they could be suitable for open space.



**Aboriginal cultural heritage sensitivity**



**Known and likely contaminated sites and landfills**



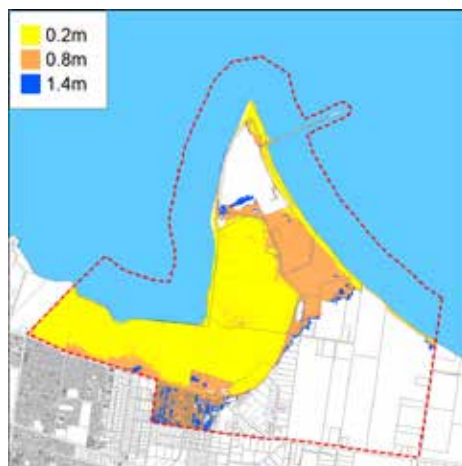
**Wetlands habitat and re-vegetation projects**



**Heritage register & overlay**



**Known heritage places**



**Potential inundation future sea level rise**





**Seagrass and saltmarsh**



**Shipping channels**



**Water mains and  
electricity infrastructure**



**Gas main infrastructure**



**Predicted acid sulfate soils**



**Crown land - Crown land leases**

# 5. Draft Vision and Principles

A draft Vision and supporting Principles have been developed incorporating feedback from extensive community consultation. These will set the draft strategic direction for the study area, and when finalised will be the basis for future decision making. Future land-uses, including any future development, need to align with the Vision statement and supporting Principles in the final Moolap Plan.

## 5.1. Draft Vision

To transition to sustainable land-uses for this significant site, in order to benefit the Geelong economy, environment and community, which responds to future change and is informed by the study area's history, constraints and opportunities.



How comfortable are you with the draft Vision for the study area?



If you could make 3 improvements to the draft Vision, what would you add, remove or change?

## 5.2. Draft Supporting Principles



### Environment

1. Sustainably enhances significant environmental assets and values
2. Ensures land-use and development is informed by environmental constraints and risks
3. Recognises the potential economic value of environmental assets
4. Acknowledges limitations and opportunities as a result of climate change
5. Provides landscapes that contribute to the unique character and attraction of the study area



### Community

1. Creates a unique place with great spaces
2. Connects and integrates with the surrounding community and wider Geelong
3. Provides public access to the water and foreshore
4. Creates a place that contributes to a healthy, prosperous and safe community
5. Provides services and facilities for visitors and the local community, now and into the future
6. Retains and enhances key vistas
7. Provides public recreation opportunity



### Economy

1. Complements central Geelong and the role of Geelong as Victoria's second city
2. Enables opportunities for economic growth and jobs for the future in the context of industry in transition, market demand and a low carbon future
3. Recognises existing businesses and their contribution to the Geelong economy
4. Builds on the area's economic strengths and existing infrastructure
5. Facilitates opportunities for new businesses which are locationally dependent on the study area
6. Facilitates opportunities that are economically feasible



### Heritage

1. Respects and acknowledge the Indigenous, maritime and industrial heritage values for present and future generations
2. Provides opportunities for people to remember, learn and interpret
3. Considers opportunities to re-use heritage places and attract visitors

*Principles continued on next page.*





## Infrastructure and Services

1. Considers the re-use, improvement and adaption of existing assets and infrastructure
2. Improves connectivity and accessibility through the study area to surrounding areas and to the wider region
3. Facilitates economic opportunities
4. Supports land-uses
5. Responds to environmental conditions, risks and assets



## General

1. Is feasible and deliverable
2. Considers impacts on and complements areas adjacent to the study area and beyond
3. Considers relevant legislation, policy and strategies
4. Enables staged delivery/realisation of the Moolap Plan over the long term
5. Responds and takes advantage of the unique location and attributes
6. Enables the opportunity to deliver something unique and innovative to Geelong
7. Fosters innovation and creativity



As a basis for future decision making, how comfortable are you with the draft Principles under each of the headings:

- Environment
- Community
- Economy
- Heritage
- Infrastructure and Services
- General



If you could make up to 3 improvements to the principles, what would they be (add, remove or change)?

# 6. Land-use Scenarios

## 6.1. The Role of Scenarios

Seven different possible land-use scenarios have been developed and are discussed in section 6.4. The scenarios have been developed for engagement purposes and may not reflect the eventual land-use pattern in the draft Moolap Plan as this needs to be informed by community feedback and broad feasibility analysis. For this reason none of the scenarios have been endorsed by Government.

Each scenario is focused on a specific land use that is supported by complementary land uses in the study area (with associated potential infrastructure improvements). For example a scenario focused on Port operations is supported by having industry nearby, instead of residential uses that could affect Port operations as well as its safety/security. It is also supported by new transport access and limited public access and pedestrian/bicycle paths.

In section 6.5 to 6.11, the scenarios are described by their advantages and disadvantages. The scenarios have varying impacts on the environment, community, economy, heritage and infrastructure/services, and varying levels of consistency with existing government policy. The differences in the scenarios will help the community provide feedback on why they prefer one scenario over another.

The scenarios:

- Capture directly or indirectly the vast majority of ideas suggested by the community
- Include a business as usual scenario as a base-line comparison
- Include various land-uses to stimulate discussion for both the study area as a whole and for smaller identified precincts
- Do not include every possible combination of land uses in or across different precincts
- Include elements that could also apply to some other scenarios, including a research land-use or coastal retreat (where there is no protection from predicted inundation for the most vulnerable coastal areas.
- Are considered realistic and informed by an understanding of the available information on opportunities and constraints.

The scenarios do not include:

- Detailed design or development outcomes, as the Moolap Plan is a strategic document focused on land use over the long term
- Outcomes that are not considered realistic based on an analysis of opportunities and constraints.

The order of the seven possible land-use scenarios, as described in section 6.4, does not indicate a rank or preference.



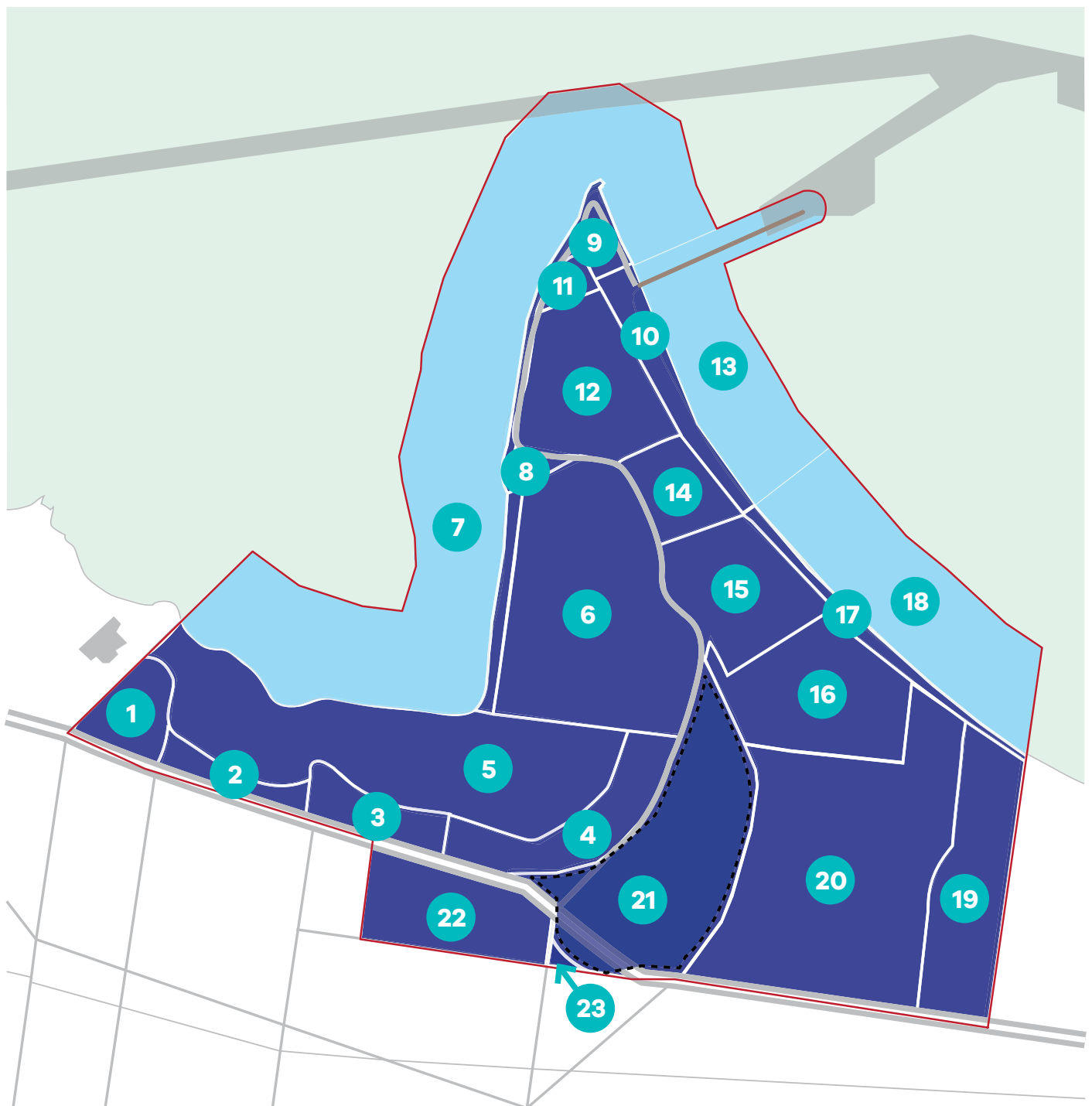
Eastern coast looking towards Leopold

## 6.2 The Precincts

Twenty-three precincts have been used to shape and describe the land-use scenarios for easy comparison and to assist with feedback during the community engagement period. The precincts are consistently used for the scenarios except for the Business as Usual scenario (as the land-uses in this scenario are based on the current zones under the Greater Geelong Planning Scheme – as of July 2016). The precinct boundaries are based upon:

- The study area's assets and constraints
- Topography and natural features
- Existing land-uses both within the study area itself and the surrounding areas.

The precincts are not restricted to boundaries of existing land ownership or tenure and may change in the draft Moolap Plan.



## 6.3. The Potential Land-uses

Sixteen potential land-uses have been identified. Definitions for these land-uses are provided below.

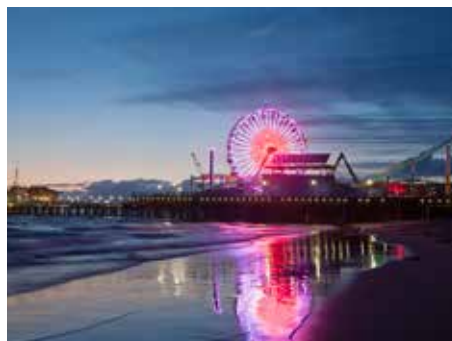
### INDUSTRY

Industrial areas servicing the local area and the region. This may include service industry, manufacturing, processing and trade wholesalers. Industry that has a greater impact on people's amenity and liveability will need to be separated from residential areas and other sensitive land-uses.



### TOURIST FACILITIES

Tourist facilities providing a destination for residents and visitors to Geelong and the Moolap area. Major facilities could include a large entertainment/cultural venue, hotel or theme park and supporting cafes and restaurants. Other options could include a public educational or interpretive centre focusing on the area's environmental, cultural and heritage values.





## RETAIL/COMMERCIAL

Retail and commercial facilities servicing visitor and local needs including that of residents, industry and business. Facilities could include a supermarket, large format retailing, local shops and offices.



## MARINE INDUSTRY

Marine industry focusing on boat manufacturing/repair and marine-based services such as boat storage, maintenance and marine-based retail (chandlery).



## NEARSHORE INFRASTRUCTURE

Nearshore infrastructure is water based infrastructure close to the shore and includes port- specific infrastructure such as wharf, pier, berths, quays, loading/unloading facilities, breakwater and shipping channels. It could also include more general marine based private/public infrastructure like piers, jetties, docking facilities, water berths, moorings, slipways, boat ramp, boat launching facilities, cruise ship facilities, channels and a breakwater.



## RESEARCH

Research facilities providing a hub for learning and development, encouraging specialist knowledge to the area and offering a diversity of employment opportunities. Facilities could include a research and development business park and research business incubator.



## RURAL

These are non-urban areas which are rural in focus and predominantly have open landscapes with limited development/buildings. They could include farming, growing and processing of food, and the sale of products grown on the land.



## PORT

Port allows for the development of an additional facility for the Port of Geelong and associated industry. Port facilities could include hard stand, dry bulk storage, liquid bulk storage, loading/unloading infrastructure and would require security and controlled access to the area.





## STANDARD RESIDENTIAL

Standard residential areas could include a mix of conventional residential development, medium rise or larger-lot development (lower density) depending on the surrounding uses. It could also include some short-stay accommodation.



## COASTAL RESIDENTIAL

Coastal residential areas capitalise on the waterfront location and benefit from a connection to the water both to the east and west of Point Henry. Coastal residential development could provide diversity of housing and include medium rise development and short-stay accommodation.



## COASTAL INUNDATION AND RETREAT

Coastal retreat does not allow for protection from inundation for the most vulnerable coastal areas. Predicted coastal processes and sea level rise would result in inundation and a new coastal edge including a potential sea wall along Point Henry Road and Portarlington Road.



## PRODUCTIVE LAND

Productive land focuses on maximising productivity of the land and could include land-based aquaculture, energy production, and other businesses relating to local environmental sustainability. It capitalises on the location of the study area. Energy production could include solar, wind, waste to energy and algae to energy production.



## PRODUCTIVE WATER

Productive water takes advantage of the strategic location of the site by using the coastal waters for environmental business opportunities. These could include aquaculture, carbon capture in sea grass and other water related commercial operations.



## CONSERVATION

Conservation areas preserve environmental and heritage values. Public access may need to be controlled to ensure the protection of significant conservation assets and could include retention of the salt pans, improvements to bird habitats and the preservation of areas of heritage significance.





## WETLANDS / RETARDING BASIN

The wetland areas provide public enjoyment of open space and some managed access for conservation and/or engineering outcomes. It allows for water retarding basins and treatment facilities that will capture water from surrounding uses and improve water quality before water enters into Stingaree Bay and to the east of the study area.



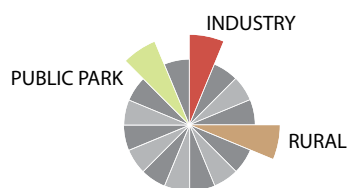
## PUBLIC PARK

Public Parks offer the public unrestricted access to open space. They could include a lookout at Point Henry, beach access, a regional park, recreational facilities, carpark and toilet facilities. Walking and access paths would be provided to ensure safe enjoyment of these spaces and to connect to surrounding areas. Recreation facilities could serve the local or regional community and include sporting facilities such as an oval, field or rowing course.



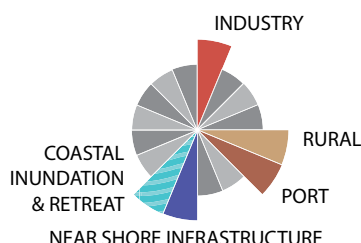
Eastern coast looking to former aluminium smelter and rolling mill

## 6.4. The 7 possible land-use scenarios



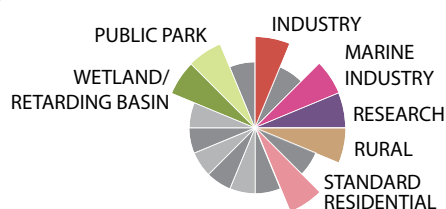
### Business as Usual in Moolap *See page 24.*

Retaining existing land uses including industry and rural areas is the focus of this scenario. The current planning framework remains, including the former saltworks designated for salt production or aquaculture. There is no major upgrade of infrastructure or other improvements to improve economic, community or environmental outcomes. It is uncertain if the former saltworks and former aluminium smelter/rolling mill site at Point Henry will be actively used and maintained.



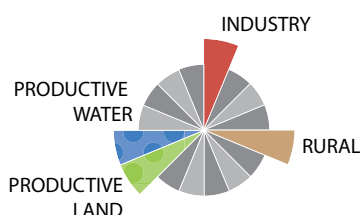
### Port in Moolap *See page 26.*

Port-based facilities with supporting near-shore infrastructure including an upgraded pier and access to the shipping channel underpins this scenario. Complementary industrial areas will be retained and expanded. Inundation of the most vulnerable coastal areas, including the former saltworks will result in a new coastal edge. Small public parks will be retained at the tip of Point Henry and on the western foreshore to enable beach access.



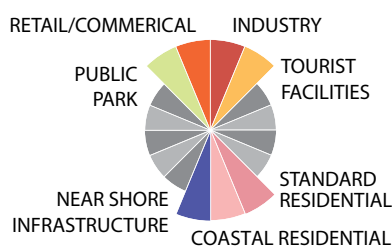
### Marine Industry in Moolap *See page 28.*

This scenario is based on marine-based industry supported by working near-shore marina infrastructure. Complementary industrial areas will be mostly retained that could include related industry. Residential uses are set back from the marine industry and located on well elevated land. A generous public park is located on the former saltworks and farmland east of the study area is partly retained. A research hub in the west complements the CSIRO Australian Animal Health Laboratory.



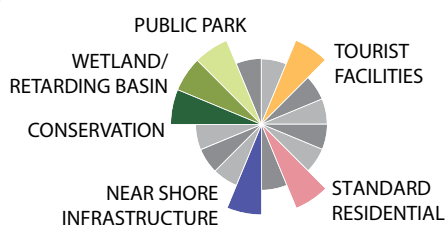
### Production in Moolap *See page 30.*

This scenario offers opportunities for sustainable energy and food production ranging from industries such as aquaculture to carbon capture in the sea grass. Both the water and the majority of the land will be used productively. The majority of industrial areas are retained and could be a location for existing and start-up sustainable businesses. Farmland and re-vegetated areas in the east of the study area are retained.



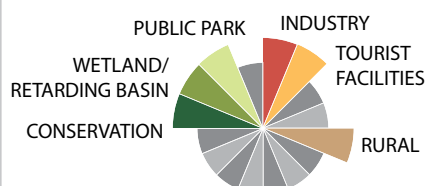
### Tourism in Moolap *See page 32.*

Creating major tourism and residential facilities are the key objective of this scenario. There is a major focus with near-shore infrastructure supporting cruise ships and private and public recreation. Coastal residential areas are integrated with the coast on either side of Point Henry. Complementing these are retail and commercial uses and limited industry. A new network of pedestrian/bicycle paths will allow for easy public access and a large public park is on part of the former saltworks.



### Living in Moolap *See page 34.*

This residential and conservation-based scenario allows for the majority of the former saltworks to remain to protect habitat areas and heritage assets. The cost is offset by residential use on less constrained parts of the former saltworks. Further residential uses are located on well elevated land. Complementing these uses are a tourism precinct at Point Henry, eco-tourism facilities, near shore infrastructure and a large public park including regional recreation facilities. A new network of pedestrian/bicycle paths allows for public access to most of these areas.



### Conserving Moolap *See page 36.*

Conserving Moolap will preserve the former saltworks to protect habitat areas and heritage assets. Alongside this will be a small eco-tourism and conservation precinct and a large regional park at Point Henry, together with wetlands/retarding basins. A new network of pedestrian/bicycle paths allows for public access to most of these areas. The majority of industrial areas are retained as farmland and re-vegetated areas in the east.

## 6.5. Scenario: Business as Usual in Moolap

### Scenario Description

- Moolap Industrial Estate and the Moolap industrial precinct (east of Point Henry Road) retained with no major infrastructure upgrades planned.
- Farming area retained in the east of the study area.
- Beach access retained at the tip of Point Henry and along the western coastline of Point Henry.
- Former saltworks is not used but continues to be designated as an area for aquaculture/salt production in the Greater Geelong Planning Scheme.

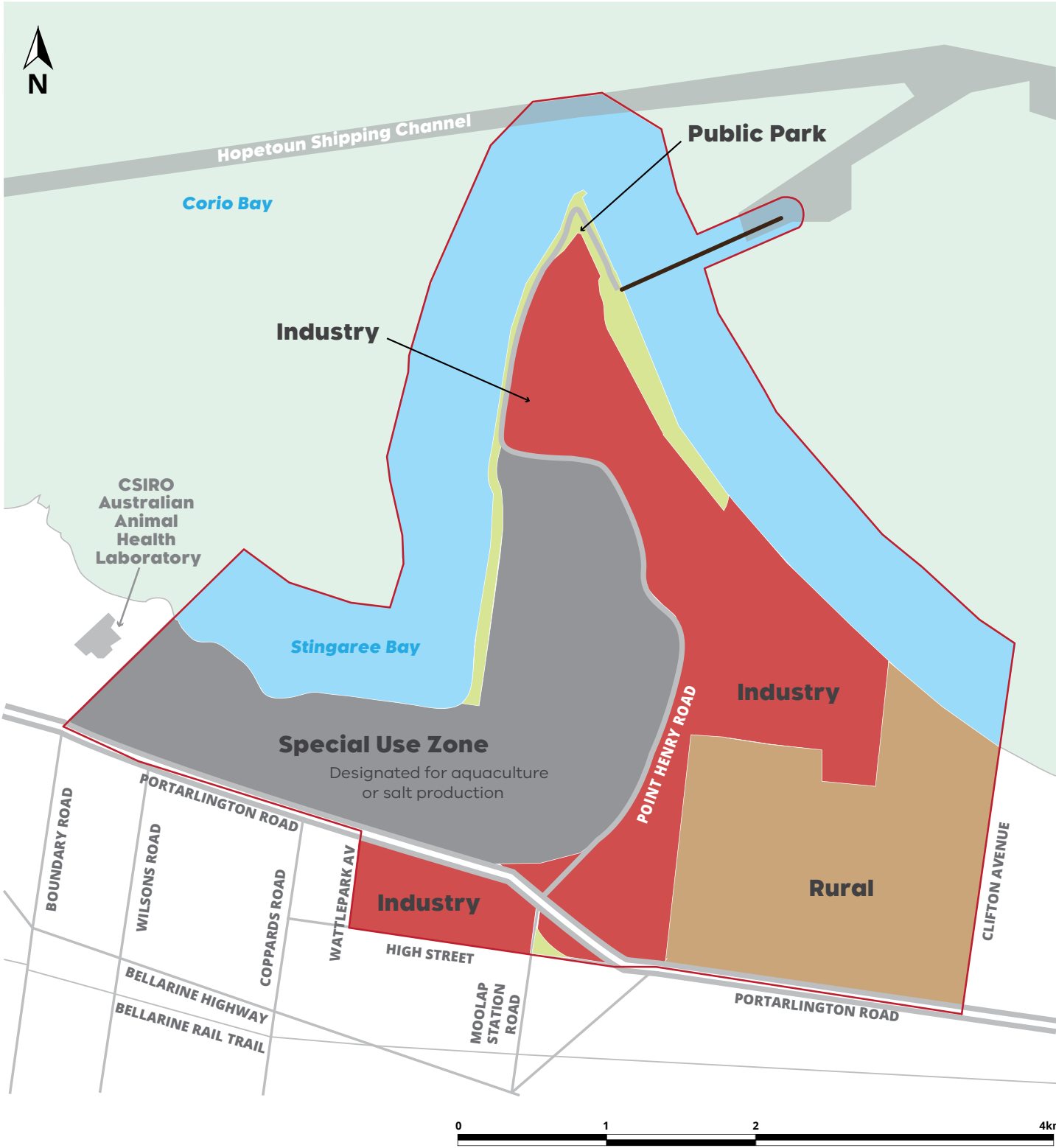
### Scenario Advantages

- Retains business and hundreds of jobs in existing industrial areas.
- Potentially provides habitat for birds in the former saltworks, particularly if it is maintained and not used.
- Existing farming areas retained including re-vegetated areas (wildlife corridor and Moolapio grasslands) providing transition to rural activity/farming to the east.
- Maintenance of a rural edge is consistent with Council's rural and settlement policies.

### Scenario Disadvantages

- Lack of strategic direction for development of a significant area of land close to central Geelong and a missed opportunity to plan for the future.
- Former aluminium smelter/rolling mill site at Point Henry and land of the former saltworks may be left vacant, leading to potential maintenance, environmental and safety concerns.
- The Point Henry Pier is left as a potentially stranded asset.
- Environmental and heritage values may be lost if the former saltworks is used for salt production / aquaculture or it is not maintained.
- Potentially inconsistent with State Planning Policy Framework which seeks to identify and manage the potential coastal impacts of climate change.
- Does not increase the amount and/or access to public land.
- Under-utilisation of land with numerous vacant lots currently within the study area.
- No new pedestrian/bicycle paths connecting to surrounding areas including back to central Geelong.
- Lack of sewerage infrastructure in the existing industrial area limits growth.
- Additional truck traffic movements through central Geelong if Alcoa land at Point Henry is used for industrial uses.
- Views and recreational assets of the study area are not utilised to capacity.

# BUSINESS AS USUAL IN MOOLAP



As described in section 6.2 precincts are not shown on this scenario map as it is based on the current zones in the Greater Geelong Planning Scheme (as of July 2016).



## 6.6. Scenario: Port in Moolap

### Scenario Description

- Uses former aluminium smelter/rolling mill site at Point Henry (and potentially buildings) for additional facilities for Geelong Port.
- Port facilities including secure loading and storing of dry bulk or liquid bulk products.
- Marina infrastructure including wharf and upgraded Point Henry Pier.
- Moolap Industrial Estate retained, and significant expansion of the Moolap industrial precinct east of Point Henry Road, with the provision of sewerage infrastructure.
- Coastal processes and sea level rise redefine the coastal edge, including inundation of the former salt works.
- Direct transport link from the tip of Point Henry to Avalon.
- Retains a public park and beach access at the tip of Point Henry.
- Some farmland retained along Clifton Avenue.
- New road connection to the Geelong Ring Road.
- New rail connection to Geelong rail freight network.
- Environmental clean-up may be required where there is a change to a more sensitive land use.

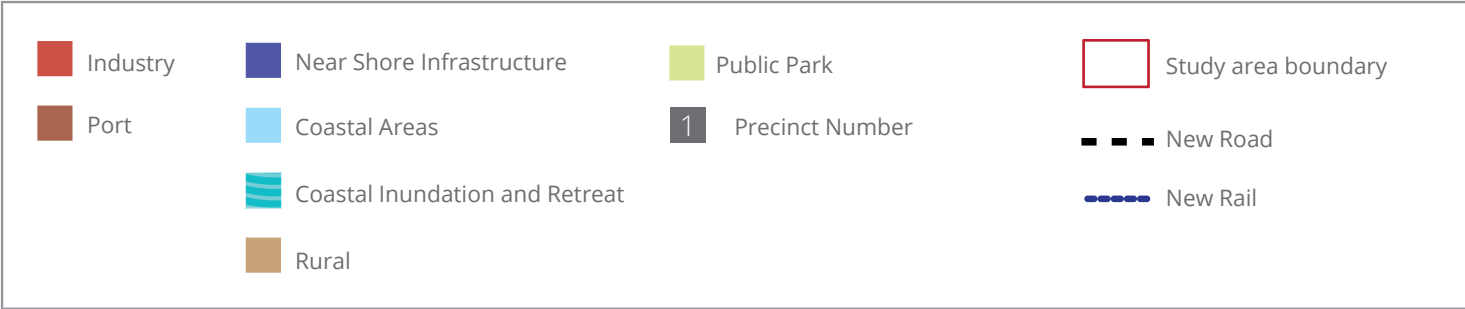
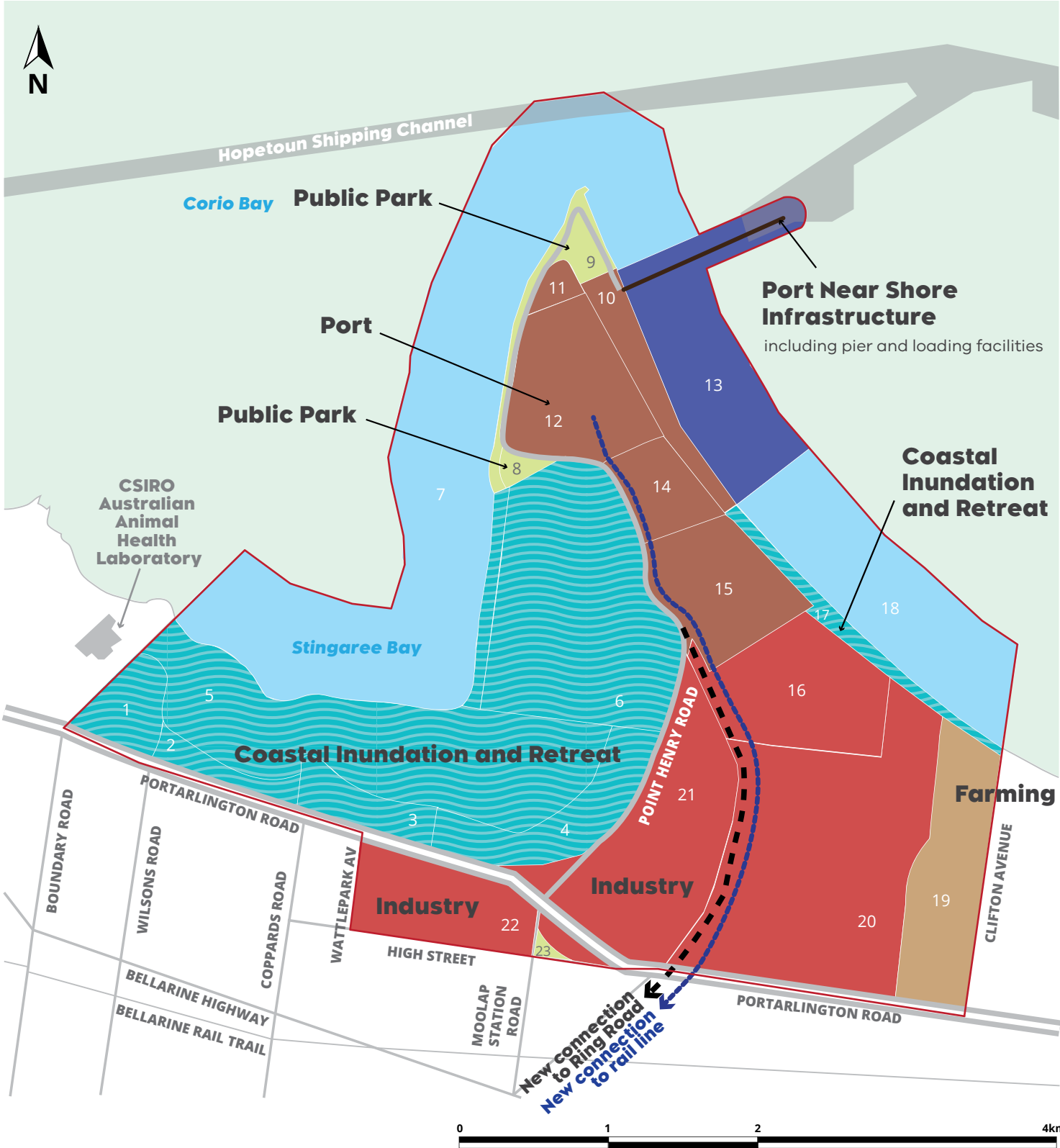
### Scenario Advantages

- Takes advantage of existing port infrastructure (pier) and shipping channel access.
- Meets the needs of the port to export bulk products and for potential port expansion.
- Provides new jobs and a boost to the local economy, building on Geelong's economic advantage.
- Provides for a secure port facility, with buffer/setback far away from existing residential areas that could impact on operations and safety.
- Consistent with the Victorian Government policy to address the logistics need of the State, including future bulk capacity at the Port of Geelong.
- Consistent with Victorian Government policy to prohibit new development of coastal areas that may be subject to inundation due to sea level rise and storm surges.
- Creates opportunities to invest in and retain business and hundreds of jobs in existing industrial areas.
- Provides for a road connection to the Geelong Ring road and reduces traffic through central Geelong.
- Provides for a rail connection to the existing rail freight network in Geelong, linking to other regions and reduces road (truck) traffic.
- Coastal inundation could increase the area available for sea grasses and wetland habitats.
- Some farming area retained (including Moolapio grasslands) providing transition to rural activity/farming to the east.
- Provision of reticulated sewerage infrastructure supports development, reduces risk of contamination.

### Scenario Disadvantages

- Need for security around the port may reduce public access to Point Henry and the nearby foreshore.
- May require retrofitting Point Henry Pier specifically for port needs.
- Potentially significant cost of major transport access, rail and road.
- Changes to the existing coastal edge may result in a loss of environmental and heritage values.
- Potential for a new costly seawall to the CSIRO, Portarlington Road and Point Henry Road.
- Potential loss of wildlife corridor in the east of the study area.
- Does not create an unique publicly accessible destination at Point Henry.
- No new pedestrian/ bicycle path connecting with surrounding areas including back to central Geelong.
- Reduced amount and/or access to public land.
- Provision of reticulated sewerage infrastructure is likely to be costly.
- Views and recreational assets of the study area are not utilised to capacity.
- Not located close to markets or major freight routes such as Melbourne and Avalon.
- Change to existing eastern rural edge is inconsistent with Council's rural and settlement policies.

# PORT IN MOOLAP



As described in section 6.2 the precincts shown on the scenario map are to assist community engagement and may change in the draft Moolap Plan

## 6.7. Scenario: Marine Industry in Moolap

### Scenario Description

- Uses former aluminium smelter/rolling mill site at Point Henry (and potentially buildings) for an industry hub that needs water access.
- Marina infrastructure including berthing services and cruise ship facilities at Point Henry Pier (requiring private purchase/lease of the pier).
- Marine Industry area at Point Henry, separated from residential areas.
- Research and development park adjacent to CSIRO.
- Moolap Industrial Estate retained, with the provision of sewerage infrastructure.
- Significant public park on most of the former saltworks.
- Residential development in the east of the study area.
- Some farmland retained along Clifton Avenue.
- New road connection to the Geelong Ring Road.
- Wetland/retarding basins adjacent to Portarlington Road and on the eastern side of Point Henry.
- Environmental clean-up may be required where there is a change to a more sensitive land use.

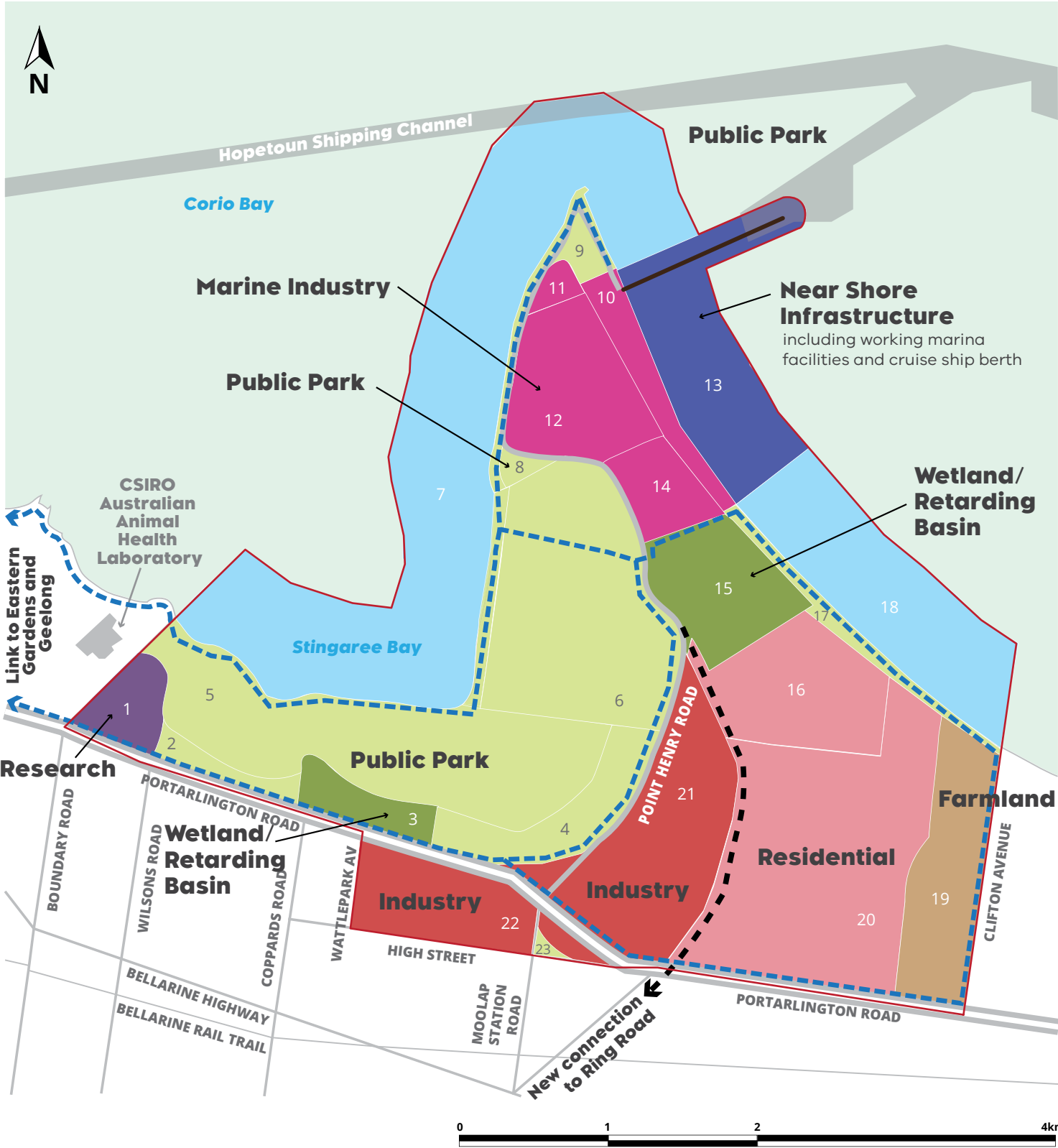
### Scenario Advantages

- Consistent with State policies to provide maritime precincts.
- Takes advantage of existing shipping channel.
- The Point Henry Pier is upgraded and does not become a stranded asset.
- Provides jobs and a boost to the local economy, building on Geelong's economic advantage.
- Enables logistics and industry supply chain and related industries to establish and grow.
- Retains the majority of existing industry.
- Some farming area retained (including Moolapio grasslands) providing transition to rural activity/farming to the east.
- Generally avoids development on land that is low lying and subject to inundation.
- Wetlands/retarding basins to improve storm water quality from adjacent development.
- Provides for a road connection to the Geelong Ring Road and reduces traffic through central Geelong.
- Pedestrian/bike path along main roads, the east and western coastline connecting back to central Geelong.
- Provision of reticulated sewerage infrastructure supports development, reduces risk of contamination and improves water quality.

### Scenario Disadvantages

- Requires purchase of the Point Henry Pier to provide for boating industry use.
- Impacts upon environmental values and migratory birds.
- Does not retain the wildlife corridor in the east of the study area.
- Removal of salt pans for a park, impacts on environmental and heritage values.
- Potential conflict between existing industrial areas and new residential areas.
- Residential development potentially limited by landfill.
- Loss of business and jobs resulting from the removal of the industrial area on Hays Road.
- Potential cost of major transport and road access.
- Provision of reticulated sewerage infrastructure is likely to be costly.
- Not located close to markets or major freight routes such as Melbourne and Avalon.
- Cost to government of establishing and maintaining public land for wetland/retarding basin or for a park.
- Changes to existing eastern rural edge is inconsistent with Council's rural and settlement policies.

# MARINE INDUSTRY IN MOOLAP



As described in section 6.2 the precincts shown on the scenario map are to assist community engagement and may change in the draft Moolap Plan



## 6.8. Scenario: Production in Moolap

### Scenario Description

- Former saltworks, former aluminium smelter/rolling mill site and surrounds used for both food and energy production. This could include wind, solar, waste-to-energy and algae-to-energy.
- Potential re-use of the Point Henry Pier to ship products/material (requires private purchase or/lease)
- The coastline could be used for production including aquaculture, and carbon capture in sea grass.
- Moolap Industrial Estate and Moolap industrial precinct retained, with the provision of sewage infrastructure.
- Farmland retained in the east of the study area.
- New road connection to the Geelong Ring Road.
- Environmental clean-up required where there is a change to a more sensitive land use.

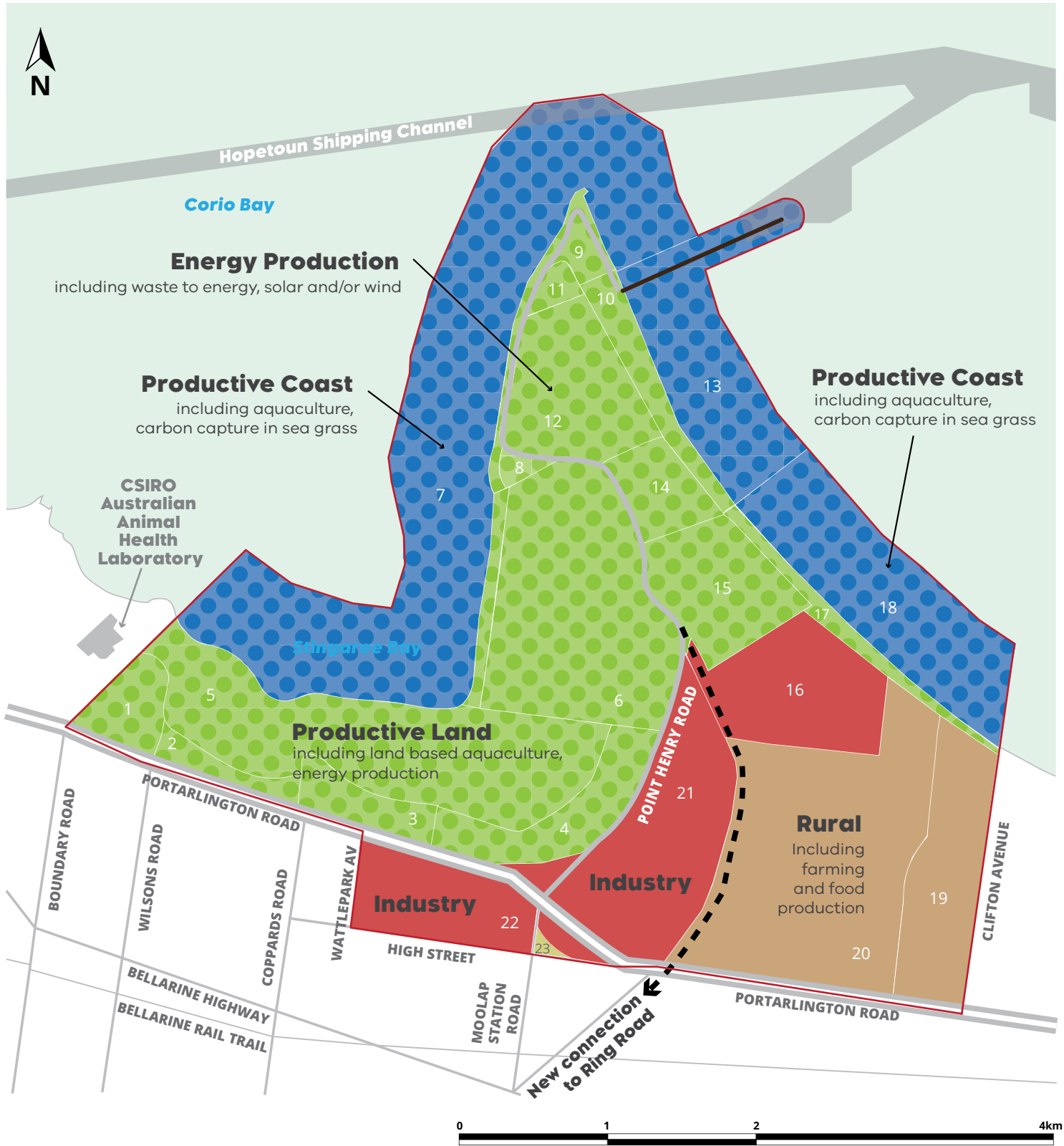
### Scenario Advantages

- Takes advantage of potential blue carbon opportunities and aligns with State and local policies for a low carbon economy.
- Consistent with Victorian Government policy to support aquaculture and mariculture (marine based aquaculture) initiatives within planning and environmental controls that ensure environmental protection.
- Avoids intensive development on land that is low lying and subject to inundation.
- Creates opportunities to invest in and retain business and hundreds of jobs in existing industrial areas.
- Provision of reticulated sewerage infrastructure supports development, reduces risk of contamination and improves water quality.
- Allows for industrial uses with a sustainable focus.
- Reuses potentially contaminated sites for industry.
- Provides jobs and a boost to the local economy.
- Farming areas retained including the wildlife corridor and Moolapio grasslands, providing transition to rural activity/farming to the east.
- Could utilise existing transmission lines and substation.
- Provides a new road connection to the Geelong Ring Road, reducing traffic through central Geelong.

### Scenario Disadvantages

- Inconsistent with Government policy to retain and establish public ownership of a foreshore strip for the full length of the Victorian coastline.
- Potentially inconsistent with Victorian Government policy and the Geelong planning scheme in relation to the location of windfarms on the coast.
- Environmental and heritage values may not be maintained.
- Potential impacts upon migratory birds.
- Requires the sale/lease of all Crown land.
- Food production in east of study area may be constrained by existing contamination.
- No public access to foreshore and Point Henry.
- Does not increase the amount and/or access to public land.
- Does not create a public destination at Point Henry.
- Views and recreational assets of the study area are not utilised to capacity.
- Potential cost of major transport access.
- Loss of business and jobs resulting from the removal of the industrial area on Hays Road.
- Provision of sewage infrastructure is likely to be costly.
- Not located close to markets or major freight routes such as Melbourne and Avalon.
- No pedestrian/bicycle path connecting with surrounding area including back to central Geelong.

# PRODUCTION IN MOOLAP



As described in section 6.2 the precincts shown on the scenario map are to assist community engagement and may change in the draft Moolap Plan

## 6.9. Scenario: Tourism in Moolap

### Scenario Description

- Uses former aluminium smelter/rolling mill site at Point Henry for major tourism facilities.
- Marina infrastructure at the Point Henry Pier and adjacent to the eastern coastline, including cruise ship facilities.
- Potential re-use of the Point Henry Pier to ship products/material (requires private purchase or/lease)
- Coastal residential development south of the major tourism facilities integrates with the coasts on either side of Point Henry.
- Residential development in the southeast of the study area replaces farmland and includes larger lots towards Clifton Avenue.
- New retail/commercial hub fronting Portarlinton Road generally to the east of Point Henry Road.
- Moolap Industrial Estate retained with the provision of sewage infrastructure.
- Pedestrian/bike path along main roads, the east and western coastline connecting back to central Geelong.
- Expanded public park at the tip of Point Henry and along the eastern coastline.
- Public Park on the former saltworks including regional recreation facilities.
- New road connection to the Geelong Ring Road.
- Environmental clean-up required where there is a change to a more sensitive land use.

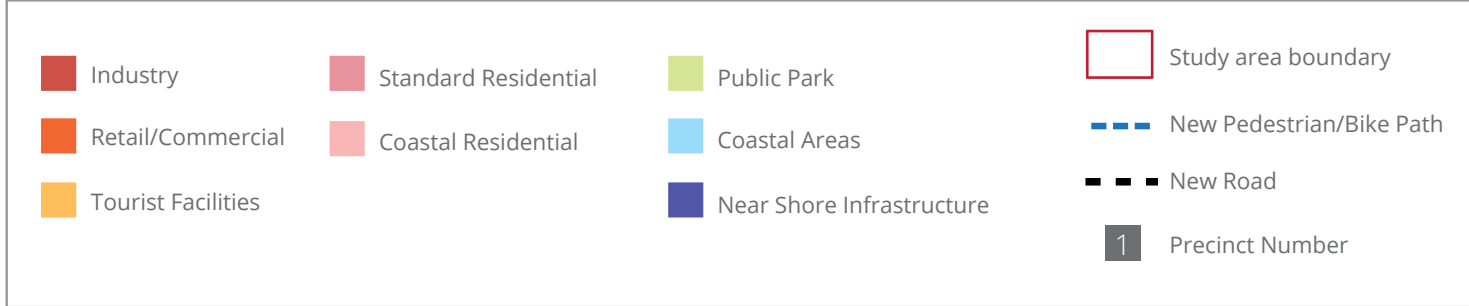
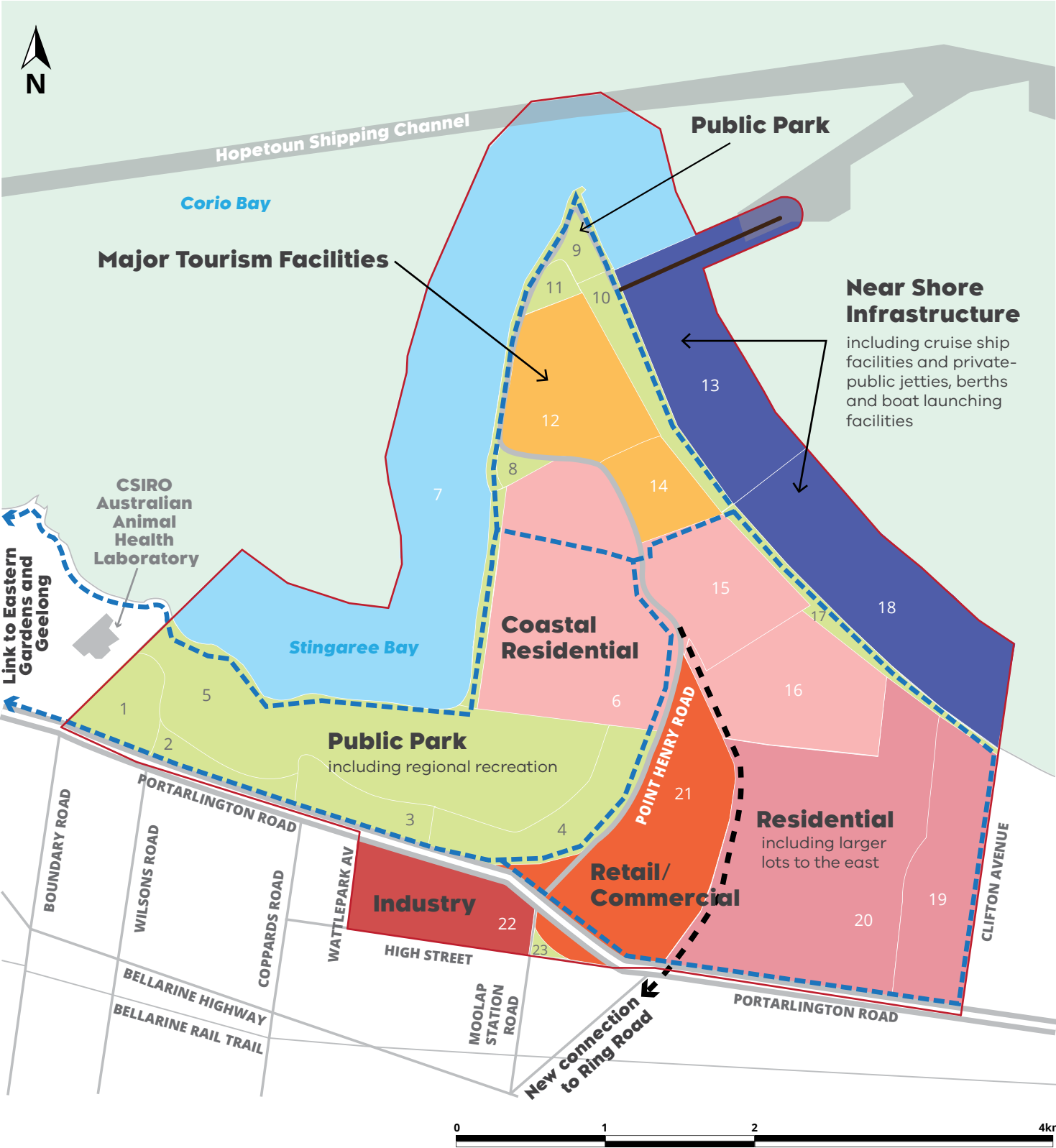
### Scenario Advantages

- Enables new major tourism facilities.
- Marina infrastructure would support private and public recreation.
- Provides an opportunity to create a unique destination at Point Henry.
- Upgrades to Point Henry Pier will allow it to be used for cruise ships and other users.
- Avoids sale of Crown land to enable development to occur.
- Economic and job growth as a result of retail/commercial centre and major tourism facilities.
- Retail/Commercial will service new and existing residential areas.
- Provision of reticulated sewerage infrastructure supports development, reduces risk of contamination and improves water quality.
- Expands public parks and access to all of the coastline.
- Pedestrian/bicycle paths along the entire coastline encourages use of public spaces and connection to surrounding areas.

### Scenario Disadvantages

- Inconsistent with Victorian Government policy to prohibit new development of coastal areas that may be subject to inundation due to sea level rise and storm surges.
- Major tourism facilities located outside of central Geelong.
- Requires potential government purchase of Point Henry Pier and potential retrofitting to provide for safe public recreational and boating use.
- Impacts on environmental values and heritage values.
- Wildlife corridor and Moolapio grasslands potentially replaced/impacted by residential development.
- Provision of reticulated sewerage infrastructure is likely to be costly.
- New retail area potentially compromises existing retail centres.
- Loss of business and jobs resulting from the removal of the industrial area on Hays Road.
- Potential interface issues between new residential development and surrounding rural areas to the southeast.
- Not located close to markets or major travel routes such as Melbourne and Avalon.
- Cost to government of establishing and maintaining public land for a park.
- Changes to existing eastern rural edge is inconsistent with Council's rural and settlement policies.

# TOURISM IN MOOLAP



As described in section 6.2 the precincts shown on the scenario map are to assist community engagement and may change in the draft Moolap Plan



## 6.10. Scenario: Living in Moolap

### Scenario Description

- Conservation area on the former saltworks (controlled public access).
- Part sale of Crown (public) land to pay for improvements to establish and maintain conservation areas.
- Medium density residential development on former aluminium smelter/rolling mill site including short term accommodation.
- Residential land abuts Portarlington Road and part of Point Henry Road, replacing the Moolap Industrial Estate and most of the Moolap industrial precinct as well as farmland in the south of the study area.
- Tourism facilities at Point Henry headland could include small scale accommodation, restaurants and cafés.
- Eco-tourism hub including education/conservation/information centre focused on environmental and heritage values.
- Point Henry Pier includes improvements allowing for boating facilities and public recreation use.
- Public park at the tip of Point Henry with beach access, car parking and toilet facilities.
- Wetland/retarding basins improve water quality to the east of the study area and in Stingaree Bay.
- Pedestrian/bike path along main roads, eastern coastline and connecting back to central Geelong along Portarlington Road.
- Environmental clean-up may be required where there is a change to a more sensitive land use.

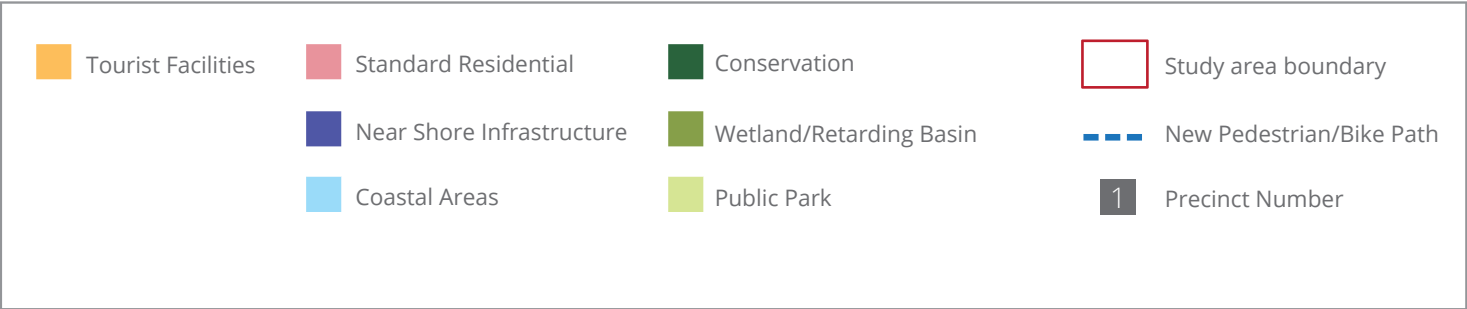
### Scenario Advantages

- Provides benefits to the community and environment through a combination of conservation values, public open space and increased residential land supply.
- Protects environmental and heritage values of the former saltworks, including protection of bird habitat and heritage values.
- Generally avoids development on areas most susceptible to sea level rise.
- Residential development at Point Henry takes advantage of significant coastal vistas.
- Good integration with the surrounding communities through the provision of similar land uses (residential).
- Provides residential construction jobs and some ongoing jobs related to tourism facilities.
- Allows public access to the tourism facilities at Point Henry and the Point Henry Pier.
- Retains majority of Crown land in Crown ownership.
- Increases public access to the foreshore.
- Pedestrian/bicycle path encourages use of public space and connection to surrounding areas.
- Provision of reticulated sewerage infrastructure supports development, reduces risk of contamination and improves water quality.

### Scenario Disadvantages

- Wildlife corridor and Moolapio grasslands potentially replaced/impacted by residential development.
- Increased built form may increase freshwater runoff to conservation area.
- Residential development potentially limited by areas of landfill.
- Requires government to purchase Point Henry Pier and privately owned land in the former saltworks and the eastern part of the study area in order to put them in to public ownership.
- Cost to government of establishing and maintaining public land for conservation, wetland/retarding basin or for a park.
- Point Henry Pier and adjacent area would require infrastructure to allow for marina infrastructure and safe public recreational use.
- Displaces businesses and hundreds of ongoing jobs from the existing industrial areas.
- Potential interface issues between new residential development and surrounding rural areas to the southeast.
- Not located close to markets or major travel routes such as Melbourne and Avalon.
- Provision of reticulated sewerage infrastructure is likely to be costly.
- Change to existing eastern rural edge is inconsistent with Council's rural and settlement policies.

# LIVING IN MOOLAP



As described in section 6.2 the precincts shown on the scenario map are to assist community engagement and may change in the draft Moolap Plan

## 6.11. Scenario: Conserving Moolap

### Scenario Description

- Conservation area on the former saltworks (controlled public access).
- Eco-tourism hub at Point Henry including education/conservation/information centre focused on environmental and heritage values.
- Regional Park on former aluminium smelter/rolling mill site with full public access.
- Wetlands/retarding basins to the northeast of the Moolap Industrial Estate and north of the Moolap industrial precinct.
- Pedestrian/bike path along main roads, eastern coastline and connecting back to central Geelong along Portarlington Road.
- Point Henry Pier to be used for recreational activities including boating and fishing.
- Moolap Industrial Estate and majority of the Moolap industrial precinct retained, with the provision of sewage infrastructure.
- Majority of farmland retained along Clifton Avenue, including wildlife corridor and Moolapio grasslands.
- Environmental clean-up may be required where there is a change to a more sensitive land use.

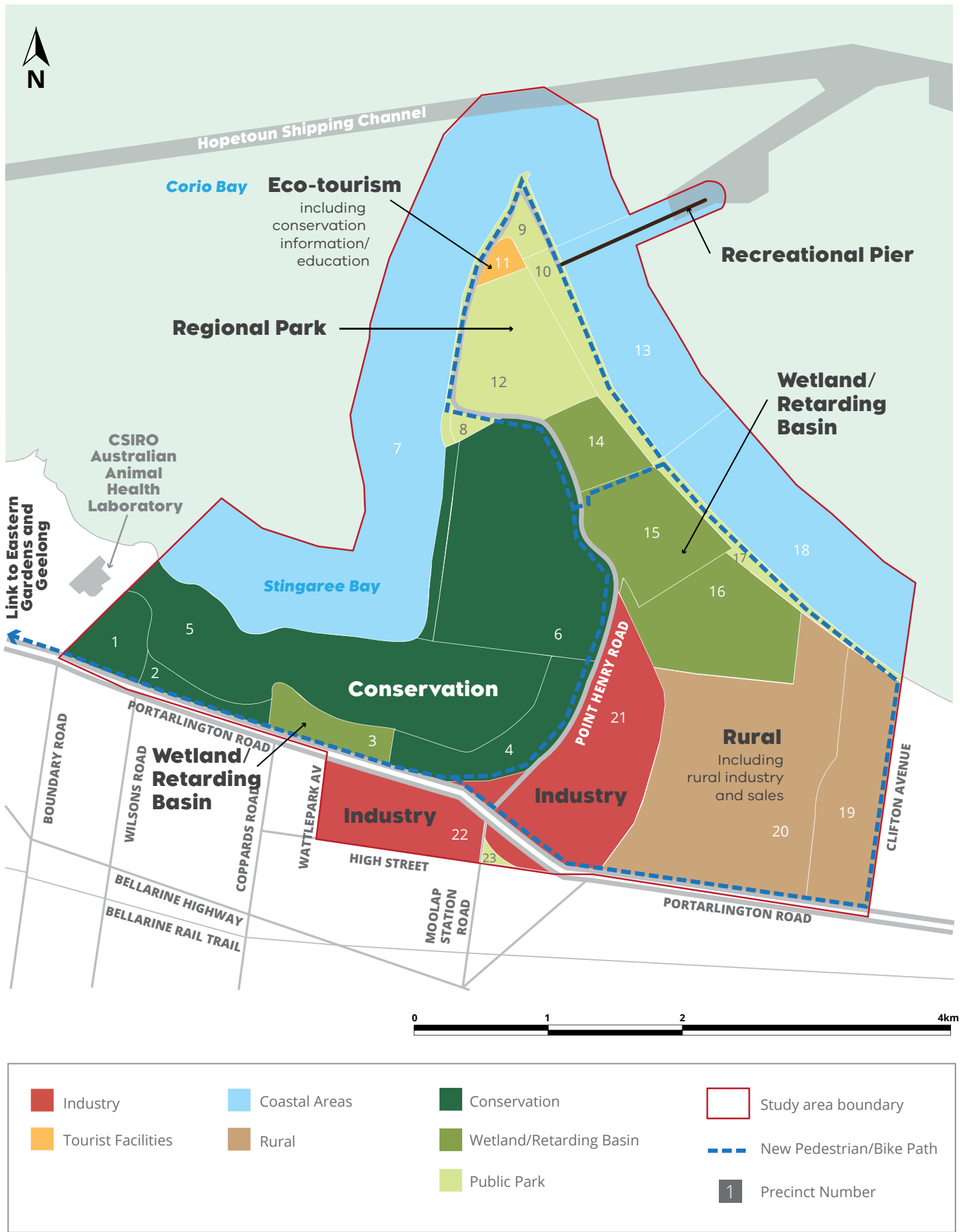
### Scenario Advantages

- Protects environmental and heritage values of the former saltworks, including protection of bird habitat.
- Provides a unique opportunity for a large area of conservation within an urban context.
- Ecotourism profits can be partially used to maintain conservation and wetland areas.
- Consistent with State and Regional policies to promote a range of uses that include recreation and tourism that are compatible with the environmental values of wetland ecosystems.
- Wetlands/retarding basins to improve storm water quality from adjacent development.
- Provides a significant public park and increases public access to the foreshore.
- Pedestrian/bicycle path encourages use of public space and connection to surrounding areas.
- Provides public access to the Point Henry Pier for recreational purposes.
- Farming areas retained.
- Provide a buffer to industry and transition to adjacent rural activity/farmland.
- Retains businesses and hundreds of jobs in existing industrial areas.
- Provision of reticulated sewerage infrastructure supports development, reduces risk of contamination and improves water quality.
- Avoids development on coastal and low lying land subject to inundation.
- Maintenance of a rural edge is consistent with Council's rural and settlement policies.

### Scenario Disadvantages

- Requires government purchase of Point Henry Pier and privately owned land at Point Henry, along Hays Road and part of the former saltworks, in order to put them in to public ownership.
- Point Henry Pier may need retrofitting to allow for safe recreational use.
- Provision of reticulated sewerage infrastructure is likely to be costly.
- Economic development limited to existing industrial areas and eco-tourism at Point Henry with only a small number of additional jobs likely to be generated.
- Loss of business and jobs resulting from the removal of the industrial area on Hays Road.
- Cost to government of establishing and maintaining public land for conservation, wetland/retarding basin or for a park.

# CONSERVING MOOLAP



As described in section 6.2 the precincts shown on the scenario map are to assist community engagement and may change in the draft Moolap Plan





How comfortable are you with each of the **scenarios**?



Which **scenario** do you prefer most?



If you could make up to 3 improvements to your **preferred scenario**, what would they be (add, remove or change)?

Have your say on the future of the study area by responding to these and other questions at the online survey:

**[www.haveyoursay.delwp.vic.gov.au/moolap](http://www.haveyoursay.delwp.vic.gov.au/moolap)**

## 7. Have Your Say

Your views and ideas are important in shaping the future Moolap.

Please complete the on-line survey:

**[www.haveyoursay.delwp.vic.gov.au/moolap](http://www.haveyoursay.delwp.vic.gov.au/moolap)**

If you would like to contribute to the conversation but are unable to use the online survey, please contact the project team and request a printed version.

Submissions close on **Friday 29 July 2016 at 5:00pm AEST.**

More information is available at **[www.delwp.vic.gov.au/moolap](http://www.delwp.vic.gov.au/moolap)** or by contacting the project team:

**Project email address:** [planmoolap@delwp.vic.gov.au](mailto:planmoolap@delwp.vic.gov.au)

**Postal address:** Project Team – Moolap Coastal Strategic Framework Plan  
PO Box 103, Geelong VIC 3220

**Telephone:** (03) 5226 4840

## 8. Next Steps

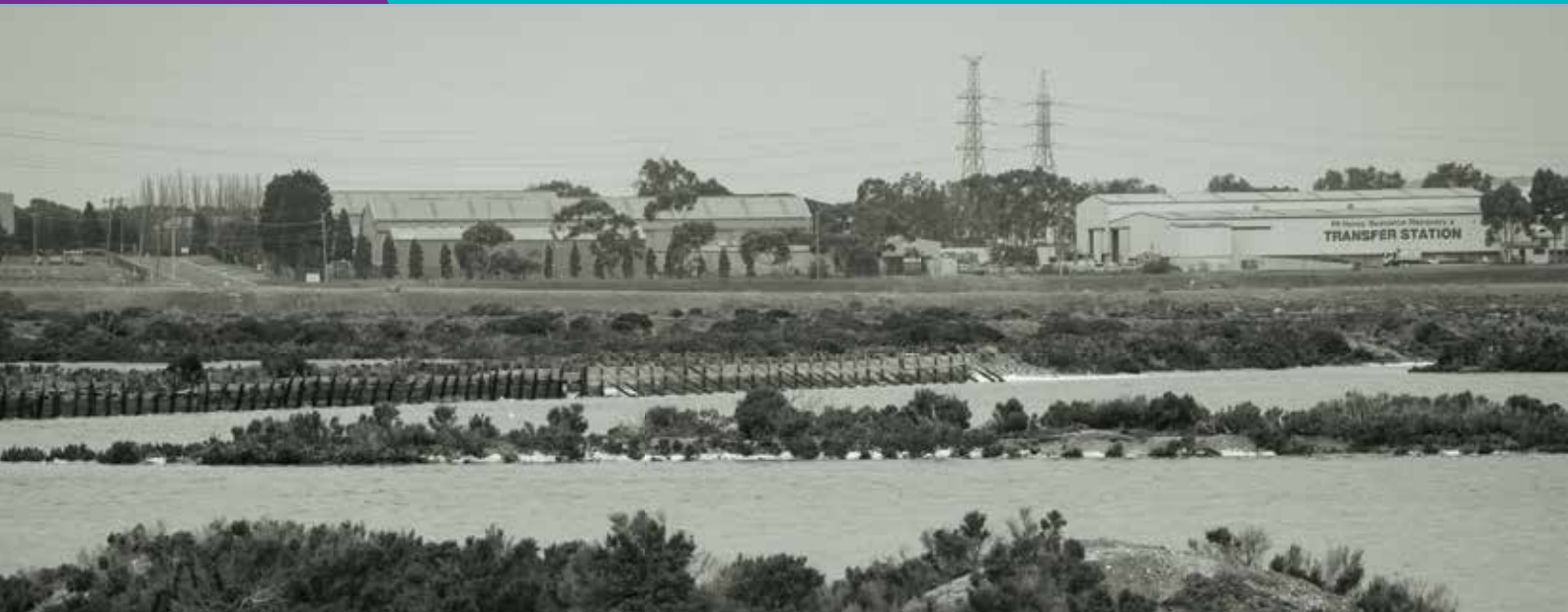
Once this round of engagement is completed a summary of feedback (round two) will be released.

The draft Vision, Principles and possible land-use scenarios in this Discussion Paper were prepared for engagement purposes only and further work will be undertaken to refine the overall strategic direction. The preparation of the draft Moolap Plan (scheduled for release in late 2016), will be informed by feedback from the community together with a broad feasibility analysis of the possible land-uses.

After community engagement on the draft Moolap Plan, the final Moolap Plan will then be prepared and submitted for approval to the Minister for Energy, Environment, Climate Change and Suburban Development, and the Minister for Planning.



Wetland along east coast



Looking south-east to Moolap industrial precinct



Point Henry Pier



Former saltworks