

Moolap Coastal Strategic Framework Plan

August 2019

IMPLEMENTATION OF THE MOOLAP PLAN

The study area is undergoing change. The Moolap Plan has responded to this by providing a strategic framework to guide change throughout each precinct. The Moolap Plan itself does not approve development or rezone land.

Implementation is required for the Moolap Plan to start making an impact and influence decisions. Informed by the future actions of Government and land owners, implementation of the Moolap Plan will be undertaken over time. The implementation steps include:

- Policy Implementation
- Management of the Wetlands and Former Saltworks Precinct
- Realising land use transition (including interim uses)
- Detailed planning to guide urban development
- Infrastructure assets analysis
- Management of the foreshore



For more information visit: engage.vic.gov.au/Moolap
or contact email: planmoolap@delwp.vic.gov.au

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Photo Acknowledgements

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The Moolap Coastal Strategic Framework Plan (Moolap Plan) has been approved by the State Government

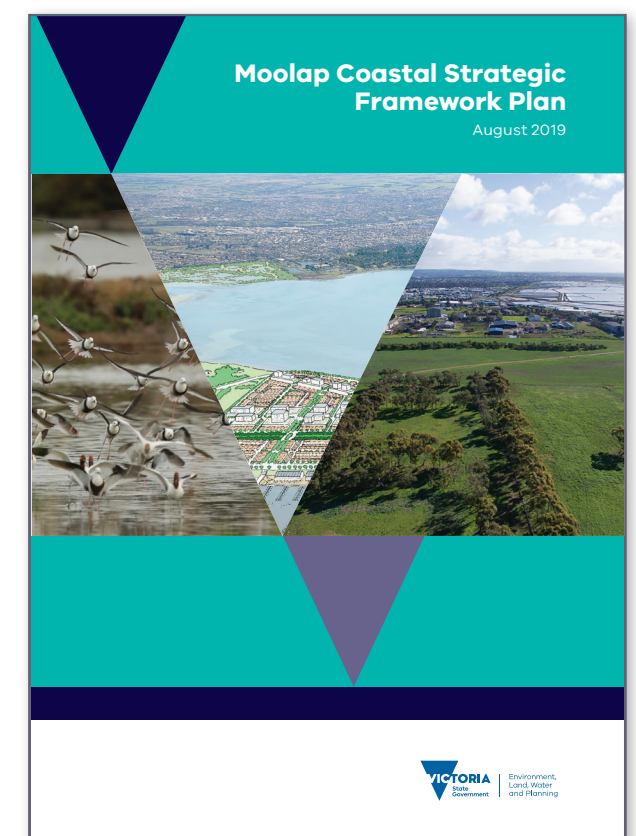
Please visit: <https://engage.vic.gov.au/Moolap>

The **Moolap Plan** covers northern Moolap including Point Henry, the former saltworks, industrial and adjacent rural areas.

Informed by its history, current conditions and potential, the area has an exciting future as a unique destination for residents, visitors and businesses.

The Moolap Plan guides the areas' evolution, renewal and land use change to maximise the long-term benefits for the Geelong community, economy and environment.

The Moolap Plan has considered site attributes, relevant policy and the range of feedback received during three rounds of community and stakeholder engagement.



As a strategic framework the Moolap Plan guides future land use, with areas of change requiring master planning, detailed design and approvals as part of implementing the Moolap Plan.



THE MOOLAP PLAN

The Moolap Plan will facilitate a sustainable future, where urban renewal complements environmental values, and supports Geelong to evolve and grow.

The land use direction for this significant area includes residential development, tourism, environmental parkland, and the continuation of industrial businesses.

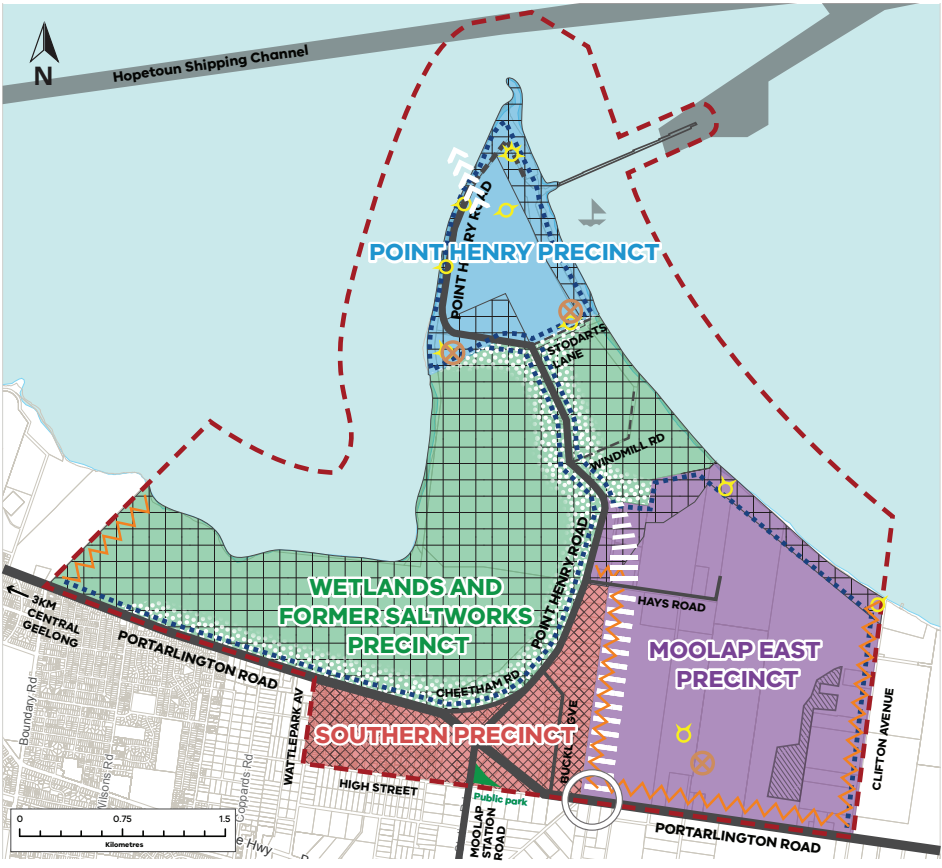
The Moolap Plan provides a framework for future decision making. It includes a vision statement, principles and a strategic framework plan (next page), these are supported by the goals, objectives and strategies for each precinct. Implementation, as outlined on the last page, will be informed by decisions by key land owners.

Vision

The future of the Moolap study area will benefit the Geelong economy, environment and community by taking advantage of its assets and opportunities while acknowledging its significant industrial, heritage, cultural and environmental values.



STRATEGIC FRAMEWORK PLAN



Principles

- 1 Plan for a safe, sustainable, integrated and prosperous community.
- 2 Be aspirational and feasible, respond to long-term needs and opportunities.
- 3 Plan for a future that reflects Geelong’s changing economy.
- 4 Prioritise uses that take advantage of the coastal location.
- 5 Facilitate increased public access to the coastal foreshore.
- 6 Plan for sea level rise of no less than 0.8 metres by the year 2100.
- 7 Complement Geelong and its role as Victoria’s second largest city.
- 8 Create a unique and attractive destination.
- 9 Create a connected and accessible place.
- 10 Recognise and respond to areas of heritage, cultural and environmental value.
- 11 Avoid land use conflicts.
- 12 Coordinate implementation of change including the transitioning of existing uses.



The **Point Henry Precinct** will transform into a high amenity and sustainable coastal residential community with tourism attractions and accommodation. Complementary commercial, and water-based activities will be provided; new facilities, connections and infrastructure will meet the needs of residents and visitors. Enhanced environmental outcomes will be achieved by responding to and designing for existing values and risks.



The **Wetlands and Former Saltworks Precinct** will be managed and coordinated to prioritise environmental outcomes and respond to existing values and risks. Bird habitat areas, public open space, stormwater management and existing heritage, cultural and environmental values will be complemented by connections, infrastructure and limited tourist and commercial facilities where they support the environmental priorities.



The **Southern Precinct** will remain a location for medium and light industry and employment opportunities. Improved infrastructure, streetscapes and landscapes will support the amenity, business attraction and environmental outcomes of the precinct.



The **Moolap East Precinct** will retain Dow Chemical until they want to leave. Only after they have left will the precinct transform into a future sustainable residential community with new facilities, connections and infrastructure to meet the needs of residents while supporting other precincts. Enhanced environmental outcomes will be achieved by responding to existing values and risks.