



OAKDENE WEST

A logical inclusion

Introduction:

Morgan & Griffin are a privately owned Australian based residential development company with over 80 years experience in the land development industry. They specialise in the delivery of large scale high quality land development projects that leave a lasting legacy for future generations.

Morgan & Griffin are proud of their long standing relationship with the Bellarine Peninsula community and in-turn the Greater City of Geelong. This relationship extends back approximately 20 years to when they made their first tentative steps into the Ocean Grove residential property market with the acquisition of land to the east of Grubb Road.

This land now comprises the Oakdene Residential estate consisting of existing and proposed residential lots to be delivered over 24 stages. The estate is now nearing completion with the recent commencement of Stage 22. On current sales and staging release dates, it is expected that the Oakdene Estate will be fully built out by early 2022.

The development of Oakdene has seen Morgan & Griffin develop a strong and respected relationship with the Ocean Grove community, local interest groups, service agencies and the City of Greater Geelong. These relationships have been built upon a commitment to communication, due process, transparency and quality of outcome.

Land Acquisition:

Morgan & Griffin's initial decision to invest in the Ocean Grove community occurred back in 2003. This decision was based upon a detailed assessment of the strategic aspirations of the Ocean Grove community in large part driven by accepted strategic

planning guidelines as approved by the City of Greater Geelong.

This experience led Morgan & Griffin to purchase a further 90 hectares of neighbouring land situated at 231-299 and 255 Grubb Road, Wallington. The subject land comprises the Oakdene Vineyard, incorporating vines, accommodation, restaurant / café and cellar door.

The decision to invest in this additional site was not one that was undertaken lightly by Morgan & Griffin, nor was it undertaken on a speculative basis. Rather, it was one that was made on the basis of previous experience developing in the precinct. The 2007 Ocean Grove Structure Plan sought to ensure that the Oakdene Vineyard was not developed in a manner that would preclude future residential development from being undertaken within the site.

Strategic Policy:

Strategic policy in 2003 identified large tracts of undeveloped farmland to the north of Ocean Grove as being suitable for residential development. This area is generally described as land north of the existing residential development front, located either side of Grubb Road and south of the Bellarine Highway.

This area comprised of approximately a dozen significant parcels of farmland within this precinct that:

- Had only minimal ecological value;
- Were largely cleared of vegetation;
- Were readily serviceable; and
- Were of insufficient size to be viable for agricultural purposes.

Importantly, the land earmarked for future development excluded much of the rural residential land proximate to the Bellarine Highway and Rhinds Road.

2007 Ocean Grove Structure Plan:

The Ocean Grove Structure Plan was prepared in 2006 and adopted by Council in 2007. The 2007 plan was critical to the future development aspirations of Ocean Grove in that it established a long term defendable growth boundary that provided certainty to all stakeholders inclusive of Council, landowners, the broader community and developers. The 2007 Structure Plan included objectives and strategies associated with future development of the Bellarine Peninsula, inclusive of Ocean Grove.

The objectives of the structure plan included:

- *“To protect and enhance the rural and coastal environment on the Bellarine Peninsula and maintain non-urban breaks between settlements.*
- *To facilitate the development of Ocean Grove, Drysdale/Clifton Springs and Leopold as hubs of development and service provision on the Bellarine Peninsula.*
- *To provide for sustainable industrial, commercial, retail, agricultural and tourism development in designated locations to service the wider*

Bellarine community.

- *To preserve the individual character, identity and role of each Bellarine township”.*

In so far as Oakdene Winery specifically:

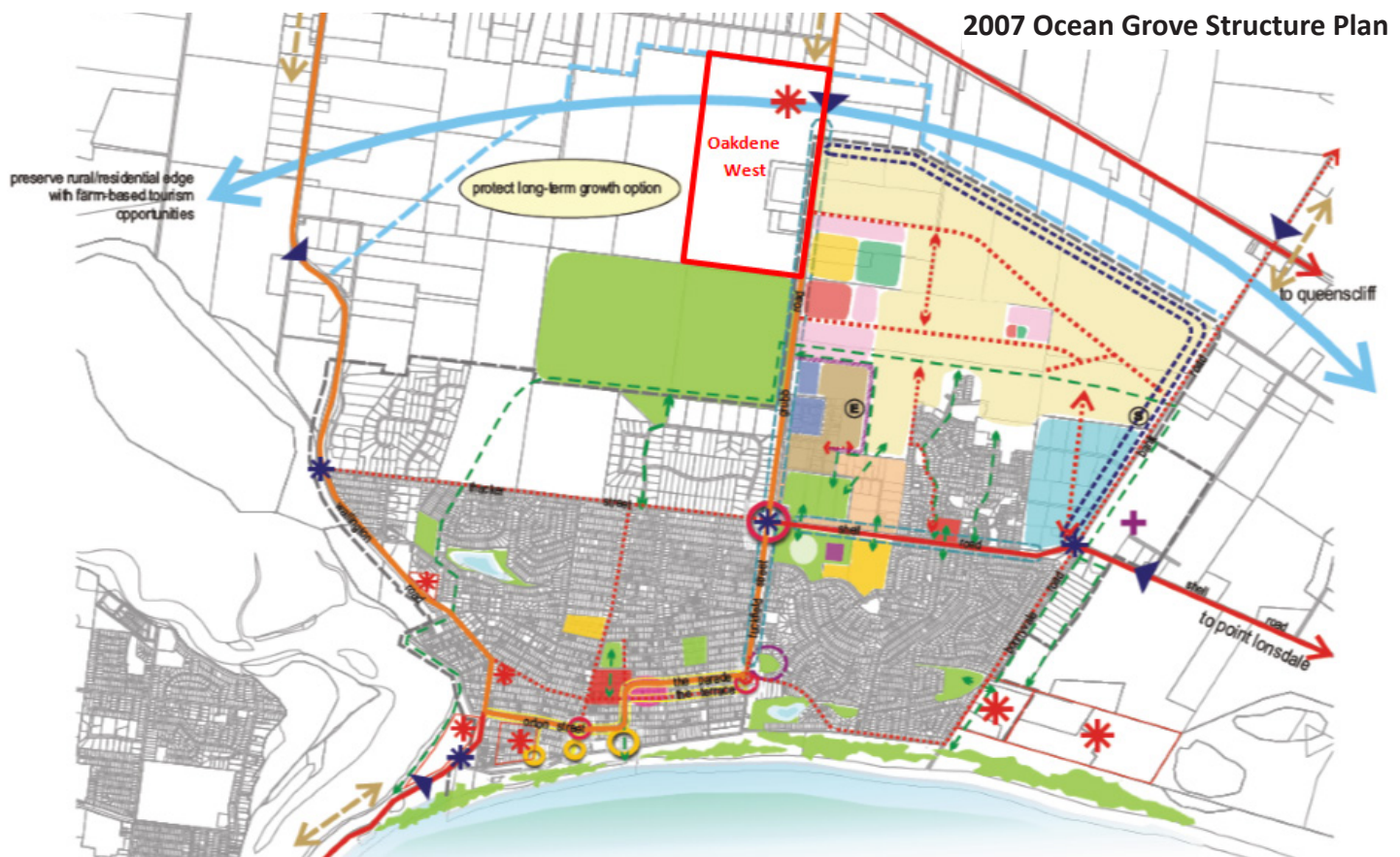
- *“Established operations such as Oakdene have an ability to expand their operations, (ie. to include conference facilities) where sited in a manner which consolidates or clusters non-production activities in a manner which does not prejudice future town growth opportunities”.*

Development Patterns:

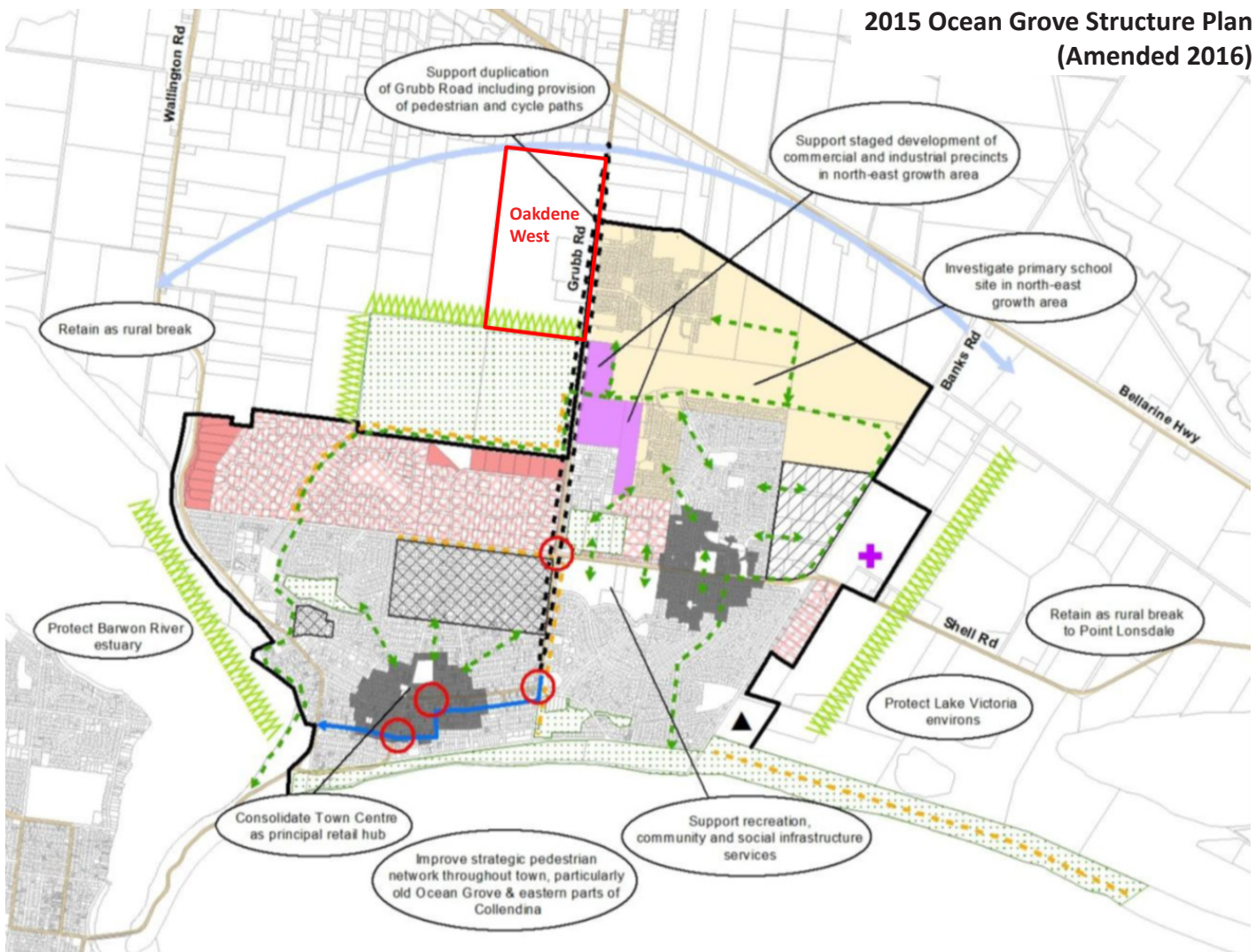
Sequenced development has since occurred in Ocean Grove as the result of the 2007 Structure Plan. This was undertaken by a number of developers inclusive of Morgan & Griffin. Works included residential, community and commercial initiatives consistent with the structure plan.

Importantly, these development works to the north of Ocean Grove were undertaken on a strategic basis with the long term planning of the precinct in mind.

The development of the Kingston commercial town centre is evidence of this whereby its catchment was envisaged to include future urban development areas to the north and west of Grubb Road.



2015 Ocean Grove Structure Plan (Amended 2016)



2015 Ocean Grove Structure Plan:

The introduction of the 2015 Structure Plan for Ocean Grove resulted in a major reversal to previous planning policy for the township. Removal of the future and ultimate growth boundary for the township has resulted in a number of planning anomalies which remain today.

The removal of the future growth boundary as identified within the previous 2007 Structure Plan resulted in the following:

- Deletion of an established, accepted and defensible future growth boundary;
- Lack of certainty regards the future of the non-urban break to the north west of the Ocean Grove township;
- The opening up of potential growth fronts to the north east of the Ocean Grove township that had up until now been locked away; and
- Removal of the final and most logical piece of the Ocean Grove township to be developed.

The introduction of the 2015 Structure Plan for Ocean Grove created a complex, drawn out and

open ended planning process within which to consider the future of the Ocean Grove township. It replaced certainty with uncertainty in the absence of any sensible rationale for doing so.

City of Greater Geelong Settlement Strategy:

In March 2021, the Minister for Planning gazetted the City of Greater Geelong Settlement Strategy via Amendment C395. Prior to gazettal, it was envisaged that the approved Settlement Strategy would resolve the issue of permanent township boundaries relating to Ocean Grove. This was to be achieved via a review of the 2015 Ocean Grove Structure Plan as envisaged in existing clause 21.14-4 "Bellarine Peninsula" of the City of Greater Geelong Planning Scheme.

Clause 21.14-4 "Bellarine Peninsula":

At the time of gazettal, the Minister unexpectedly deleted reference to the review of the 2015 Structure Plan within clause 21.14-4 "Bellarine Peninsula" thereby removing the only remaining planning mechanism capable of resolving the issue of Ocean Grove's ultimate township boundary. The



Minister advised that this clause was removed on the basis that the Bellarine Distinctive Areas and Landscapes, (DAL) project run by the Department of Environment, Land, Water and Planning, (DELWP) would now replace it as the appropriate strategic mechanism to determine the ultimate Ocean Grove township boundary.

Bellarine Distinctive Areas and Landscapes (DAL) / Statement of Planning Policy (SPP):

The exhibited Bellarine Distinctive Areas and Landscapes, (DAL) and related Statement of Planning Policy, (SPP) propose a permanent settlement boundary which excludes the Morgan & Griffin land in the absence of a proper strategic assessment being undertaken. DELWP fails to address the important strategic planning issues required to be addressed following the removal of clause 21.14-4 “Bellarine Peninsula” Ocean Grove structure plan review. The implementation of the SPP is therefore proposed to occur in a policy vacuum, undertaken in the absence of proper planning and an independent third party review. Previously adopted and long standing planning processes have clearly been ignored.

Conclusion:

Morgan & Griffin advocates for the measured expansion of Ocean Grove to accommodate new housing to support the growing town centre and emerging employment precinct on Grubb Road. This

would be achieved through the provision of a fully considered Concept Plan prepared through direct engagement with the local Ocean Grove community and related stakeholders.

Morgan & Griffin seeks to provide the final piece to the shaping of Ocean Grove through comprehensive planning and concept design. Development will include provision for much-needed amenities inclusive of schooling, healthcare and public transport. Importantly, it is proposed to provide significant support so as to ensure the future protection of the Ocean Grove Nature Reserve.

Further development as outlined would promote:

- The provision of services and facilities that respond to and address existing shortcomings within the existing Ocean Grove community;
- Housing affordability through increased opportunity and product mix;
- Competition in the housing market to negate the potential of a monopoly of a single development / estate; and
- Opportunities for future residents to experience a sea change lifestyle as an alternate to other developing areas within the City of Geelong.

Once a logical, defensible township boundary is achieved, the strategic composition of Ocean Grove will be fully realised for the longer term and to the benefit of all.