



POINT HENRY 575 CONCEPT MASTER PLAN

PUBLISHED SEPTEMBER 2017

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1.0 INTRODUCTION

The Point Henry peninsula has played a significant role in the region's history; and since 1963 Alcoa of Australia Limited has been an integral part of the Geelong community.

An opportunity now exists for Alcoa's landholdings of approximately 575 hectares on the Point Henry peninsula to help reshape the region's future over the next 20 to 30 years. This will generate approximately \$3.5 billion expenditure with an associated estimated 4000 construction jobs and 1000 ongoing jobs.

Following the closure of its aluminium smelter and rolling mill in 2014, after 51 years of operation, Alcoa commenced physical decommissioning, environmental remediation and long term land use planning of the site. These closely inter-related processes are expected to take three to five years.

Community Engagement

Alcoa's long term commitment to its environmental and health and safety values is unchanged, together with its commitment to keep working with the local community and key stakeholders.

In December 2015 Alcoa launched the process to develop the Point Henry 575 Concept Master Plan. In keeping with its long term engagement with the Geelong community, Alcoa embedded community consultation in the master planning process.

Prior to preparing any concepts, Alcoa consulted the Geelong community and key stakeholders to develop a Shared Vision for Point Henry 575. The Shared Vision, published in May 2016, is based on a framework of five themes articulating the community's aspirations for the site.

The Shared Vision provided a platform from which Alcoa, supported by an experienced team of consultants, created the draft Concept Master Plan for Point Henry 575.

The Concept Master Plan

The draft Concept Master Plan was released in October 2016 for community consultation. The feedback gathered from community and key stakeholders provided further input into the Concept Master Plan.

The Concept Master Plan represents an integrated and holistic approach to the potential future uses of Alcoa's landholdings, seeking to best balance the opportunities and constraints of the land whilst also considering other aspects such as:

- the community informed Shared Vision themes;
- relevant market data and anticipated supply and demand for specific land uses in the region;
- population and demographic forecasts;
- anticipated sea level change including future water management;
- potential impacts on the environmental attributes of the site;
- the site's unique location and characteristics within the region, and its proximity to central Geelong;
- ready access to existing and planned infrastructure; and
- support for central Geelong in its continued evolution as Victoria's second largest city.

An overriding theme for Alcoa has been to develop a process that balances and considers all of these aspects while creating a Concept Master Plan that is not only commercially viable and deliverable in the future, but one that also makes sense to the community and key stakeholders.

The Concept Master Plan anticipates the activation of local employment opportunities which will contribute to the success and sustainability of Point Henry 575.

Ultimately, the Concept Master Plan provides a vision that guides the possible future transition of Alcoa's landholdings over a 20 to 30 year period and unlocks the Point Henry peninsula's potential for Geelong by:

- connecting Geelong to a new coastal destination;
- connecting Geelong to Point Henry's unique landscapes; and
- connecting Geelong to a diverse range of sustainable living opportunities.

Alcoa is tremendously proud of its contribution to the Geelong region over more than five decades and looks forward to Point Henry 575 making a significant contribution to the region's future.

2.0 CONCEPT MASTER PLAN OVERVIEW

Unlocking the potential of Alcoa's landholdings could deliver far-reaching benefits for the city of Geelong. Transitioning the land from its former industrial and farming uses to a vibrant, inclusive, mixed-use and sustainable community and tourist destination could greatly assist Geelong in demonstrating leading practice in contemporary urban development and significantly contribute to the future growth of the city.

Located just seven kilometres from central Geelong, Alcoa's landholdings on the Point Henry peninsula are enviable; endowed with rich and diverse natural landscapes, a rare coastal setting, with expansive north facing water views and a vivid tapestry of historical events.

The strategic location and unique nature of the land offers an opportunity to link future communities to central Geelong's employment, education and services; as well as open up extensive areas of Port Phillip Bay to visitors and the community.

The environmental attributes of the land and the unique potential of the area has reaffirmed interest from the community.

During the process of creating the Concept Master Plan, three distinct areas emerged from the landscape:

- the Point land;
- the Wetlands; and
- the Bayview land.

These three areas identified in the Concept Master Plan, are intrinsically linked in terms of the overarching design, planning, commercial viability and overall deliverability.

The three areas arise from Key Moves (or spatial strategies) underpinning the Concept Master Plan. These can best be described as Link, Protect, Connect, Enrich, Enliven and Arrive. Each deliver important sustainable initiatives to inform an integrated and connected community defined by an enveloping landscape.

Each of these Key Moves contribute to delivering the Shared Vision themes and underpin the physical components of the Concept Master Plan described in sections 9.0 and 10.0:

- Open Space Network
- Wetlands
- Social & Community Life
- Civic Hearts
- Urban Fabric
- Walkable Communities
- Coastal Village
- Reactivated Point

Point Henry 575 provides the opportunity to create a unique urban character setting in the Geelong region combining the industrial character of the Point land with tourism and higher density living opportunities. The environmental attributes of the Wetlands, the amenity, hill top water views and diverse living opportunities of the Bayview land, and the integrated connected public open space network could create an unprecedented vision for the Geelong region.

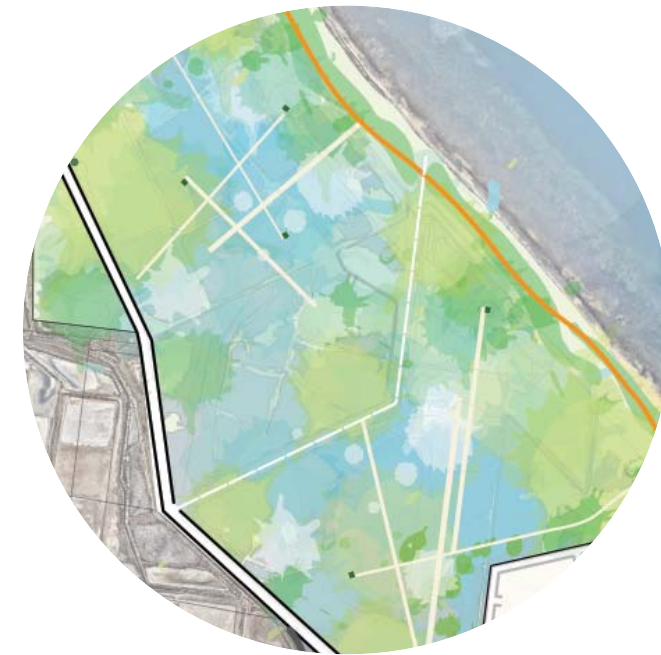
Importantly, the three areas and various components of the Concept Master Plan should be considered as an integrated whole.

Alcoa has sought to create a holistic and viable Concept Master Plan which considers all of the necessary factors to deliver on the Shared Vision themes in a balanced way and more broadly for the Geelong region.

Alcoa believes that the Concept Master Plan can achieve this challenging and important outcome.



THE POINT



WETLANDS



BAYVIEW



Envisioned Concept Master Plan Elements

--- Title Boundary

The Point

1. Point Park
2. Signal Station
3. Civic Open Space
4. Wetlands
5. Recreation Reserve & Community Open Space
6. Civic & Tourism Opportunities
7. Retained Buildings Concept
8. Mixed-Use Opportunities

Wetlands

9. Wetlands
10. Boardwalks
11. Bird Watching Hides
12. Eco-Tourism & Education Concept
13. Coastal Park

Bayview

14. Coastal Village & Park
 15. Grasslands
 16. Green Corridor
 17. Civic Park
 18. Village Centre & Mixed-Use Opportunities
 19. Hill Top Open Space
 20. Neighbourhood Parks
 21. Commercial Opportunities
 22. Residential Opportunities
23. Continuous Coastal Trail

THE POINT

WETLANDS

BAYVIEW

3.0 UNLOCKING POINT HENRY'S POTENTIAL FOR GEELONG

With the closure of Alcoa's operations, the opportunity arises to imagine Alcoa's landholdings in a way that has not been possible until now. The Concept Master Plan explores how Alcoa's land (and the landholdings of Alcoa's adjacent neighbours) can be unlocked over time for the long term benefit of the Geelong region.

The closing and downsizing of traditional heavy manufacturers in the Geelong region like Alcoa, is part of broader demographic and economic changes that are occurring, contributing to the continuing evolution of Geelong's employment base. This is evidenced by organisations such as the Transport Accident Commission, National Disability Insurance Agency and Workcover moving to central Geelong, along with the established sectors such as knowledge, innovation and research, health allied services, and tourism.¹

Given Point Henry 575's unique locational and environmental benefits, its elevated north facing 270 degree views and proximity to both central Geelong and existing and planned infrastructure, there is an unparalleled opportunity to:

- provide a diverse mix of complementary land uses including community open space, tourism, leisure, recreation, environmental education, and residential on the doorstep of central Geelong;
- provide the broader community with access to gathering spaces, waterfronts, views and enhanced environmental assets that it currently cannot access, and in doing so, return to some of the historic uses of the Point Henry peninsula;
- offer a diverse range of residential built form types and amenity to help retain and attract the workforce needed to support the future employment requirements of central Geelong; and
- provide alternative coastal living opportunities that will reduce the pressure on the existing surrounding coastal towns.

When envisioned in its entirety, the Concept Master Plan also provides the opportunity for:

- a significant wetlands area that intelligently and sensitively responds to anticipated sea level change and provides a very logical connection between the Point and Bayview land areas;
- diverse living opportunities with open space, water views and a coastal village on the Bayview land; and
- a wide variety of potential land use options on the Point land, whether a continuation of industrial activities or a move to mixed uses such as tourism, leisure, recreation, higher density residential, including the potential adaptive re-use of former Alcoa buildings.

The Point Henry peninsula presents as infill development - part brownfield and part greenfield. This provides the opportunity for a greater number and mix of land uses and for people to be closer to and support the employment, education, retail, infrastructure and other amenities that exists in central Geelong. This also has the prospect of reducing the financial burden that new growth area development traditionally places on local councils.

These considerations all point to the important role that the redevelopment of Alcoa's landholdings (and of its adjacent neighbours) could have in the future community, environmental and economic vitality of the Geelong region.



The Concept Master Plan provides the potential for:



CONNECTING GEELONG TO A NEW COASTAL DESTINATION

- Greater access to the unique Point Henry peninsula as a community and tourist destination.
- Creation of continuous coastal trail to enable pedestrian and bicycle access to central Geelong.
- Extensive range of water and land based leisure and recreational activities.
- Mixed use development emulating the great inner neighbourhoods of Geelong.



CONNECTING GEELONG TO POINT HENRY'S UNIQUE LANDSCAPES

- Enhanced significant wetlands working with forecast sea level change.
- Generous open spaces building upon the existing wetlands, grasslands and other natural features.
- Celebration of the indigenous, settler and Alcoa histories on the peninsula.



CONNECTING GEELONG TO A DIVERSE RANGE OF SUSTAINABLE LIVING OPPORTUNITIES

- A new and unique mixed use waterfront community.
- A new mixed urban neighborhood and coastal village setting.
- A focus on liveability, urban character, walkability and healthy lifestyles.
- A development that is commercially feasible, practical and deliverable.

4.0 SHARED VISION

The Shared Vision for Point Henry 575 is the outcome of broad community consultation and stakeholder engagement by Alcoa and provides a significant platform from which the Concept Master Plan has been created.

When Alcoa launched Point Henry 575 in December 2015, it embarked on a process to seek the community and key stakeholders' views about the future of Alcoa's landholdings.

This input guided the preparation of the Shared Vision which now articulates shared aspirations for Point Henry 575.

This process culminated in an overarching vision statement to create 'a diverse and inclusive place that celebrates its coastal location and supports the prosperity of the Geelong region, whilst recognising and honoring the site's natural landscape and history.'

The community shared the view that future land uses need to support the economic prosperity of the Geelong region, provide employment opportunities, and if possible, generate tourism to the area. It is important to the community that a diverse range of future uses are considered which build upon the strengths of the Geelong region such as the coastal landscape, environmental attributes, proximity to central Geelong and the unique and various historical influences.

'The Point Henry 575 site will be a diverse and inclusive place that celebrates its coastal location and supports the prosperity of the Geelong region, whilst recognising and honouring the site's natural landscape and history.'



SUPPORT AND BUILD ON THE PROSPERITY OF THE GEELONG REGION

There is keen interest by the community and other stakeholders, in the region's economy and what will replace the industrial and manufacturing industry that has been an integral part of the Geelong identity and economy. Any future uses of Point Henry 575 should consider the current economic climate and the need for future growth in the region, which is a basis for providing employment opportunities. Supporting economic growth could be achieved through the facilitation of tourism activities or by preserving and repurposing the industrial elements for continued industrial use or alternative mixed use.

Key Guiding Principles

- Create opportunities for jobs.
- Outcomes are economically sustainable.



EMBRACE AND CELEBRATE THE COASTAL LANDSCAPE

The site boasts natural beauty and is known for its unique coastal point and environmental attributes. Celebrating the location of Point Henry 575 and retaining access to the coast is considered important to the community for recreational purposes or tourism activities. The diverse environmental values and landforms of the area are valued by the community and should be integrated into the Concept Master Plan.

Key Guiding Principles

- Retain public access to the coast.
- Integrate existing environmental attributes and landforms.



CREATE A DIVERSE AND INCLUSIVE PLACE

The sizeable footprint of Point Henry 575 should incorporate multiple land uses, striking a balance between economic benefits, environmental outcomes and public access for the future uses of Point Henry 575. Multiple uses could include coastal access, public spaces for recreational or environmental activities and lifestyle choices. It is important to the community that various users and stakeholders can access the area into the future.

Key Guiding Principles

- Offer a range of lifestyle and economic opportunities.
- Provide for a variety of connected public open spaces and environmental outcomes.



HONOUR THE VARIOUS HISTORIES OF THE SITE

Acknowledging Indigenous, Settler and Alcoa histories is important to ensure that Point Henry 575 has meaning for the Geelong community and is valued in the future. Future uses or landmarks should be considerate of the past to ensure historical influences of the region are recognised. Exploring the adaptation and reuse of existing built form for alternative uses could ensure that Point Henry 575's legacy is protected and celebrated.

Key Guiding Principles

- Recognise the significance of the Indigenous, Settler and Alcoa histories.
- Explore existing built form and infrastructure for adaptation and reuse.



COMPLEMENT THE GEELONG REGION

The future use of the site should aim to support the integration of the region's economy, the Geelong lifestyle and its communities. Linking these aspects has the potential to help facilitate a more connected and robust region. Taking into consideration the region's strategic direction, the future use should aim to deliver sustainable economic returns for Geelong. The remediation and development of the site should attract a positive spotlight on the region and its potential. The site offers the opportunity to build upon the strengths of the region and continue to be a valued part of the Geelong community.

Key Guiding Principles

- Complement Geelong's broader planning and strategic direction.
- Create a place that's valued by the community.

5.0 REGIONAL CONTEXT

Alcoa's landholdings are located on the Point Henry peninsula at the entrance of Corio Bay, seven kilometres east of central Geelong and 80 kilometres south west of the city of Melbourne.

Water, connectivity and the landscape have always defined the city of Geelong and its neighbourhoods. Geelong is a coastal city and the urban fabric, economy and identity of the city reflects its relationship with Corio Bay.

Once known as the Pivot City, Geelong's shipping and rail connections were a cornerstone of the Geelong economy. The extensive bay side industrial areas, including the Alcoa facilities on Point Henry, are a vestige of this heritage.

Point Henry and the sand bar that extends north from the Point define the transition from Port Phillip Bay to Corio Bay. The peninsula from Stingaree Bay to Clifton Avenue enjoys approximately 10 kilometres of water frontage and 270 degree views towards central Geelong, the You Yangs and across Port Phillip Bay to Melbourne.

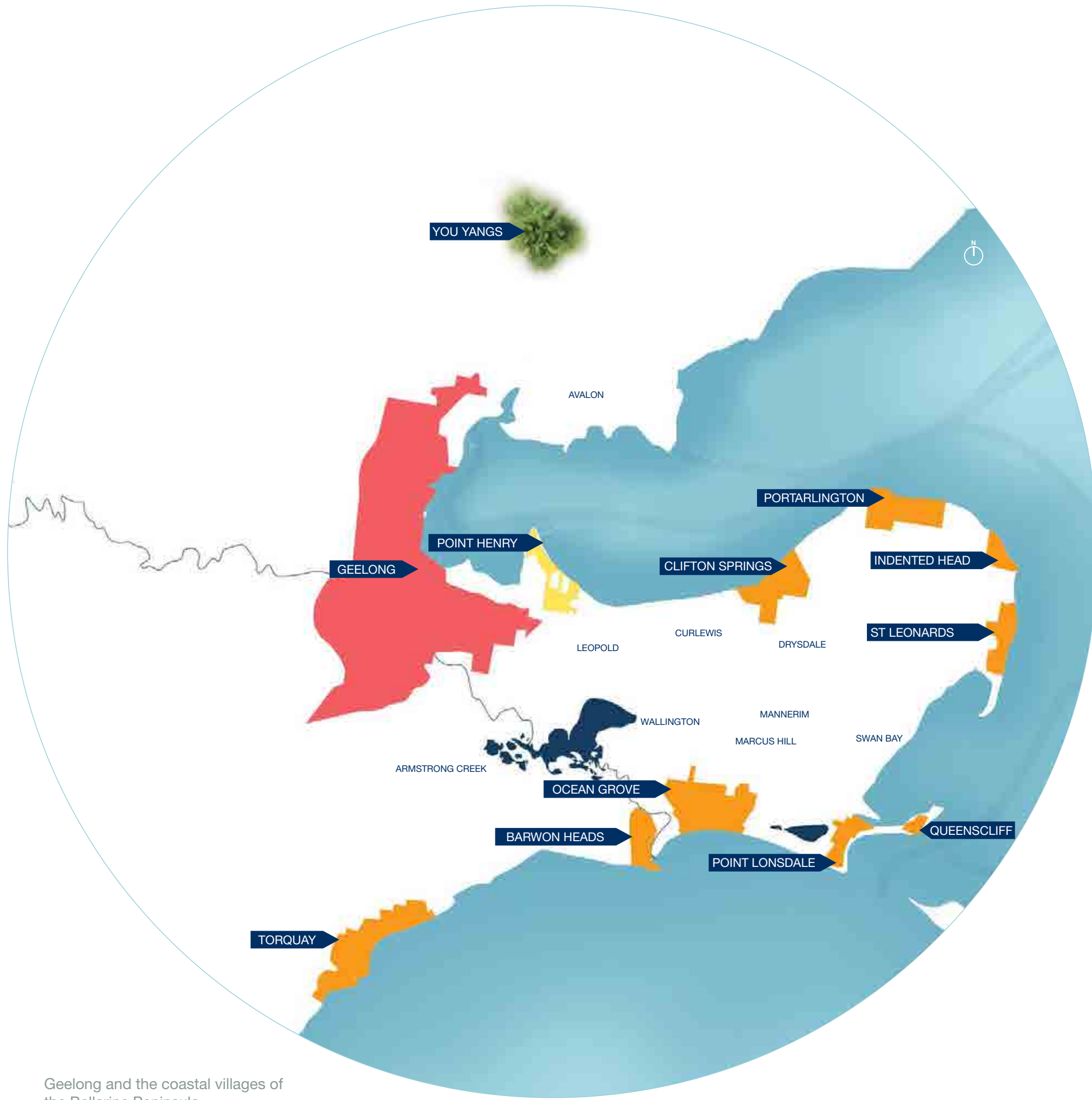
The backdrop is unique. Expansive views of the You Yangs are visible from extensive and elevated areas of Alcoa's landholdings and their dramatic profile on the horizon serves as a defining orientating reference point for the entire Point Henry peninsula. The horizon to the west is defined by the city's elevated neighbourhoods creating a sense of connectedness to central Geelong. To the east, the picturesque rolling hills of the Bellarine Peninsula are striking.

Image by Tourism Greater Geelong and The Bellarine.

The site forms the eastern gateway to the coastal settlements of the Bellarine Peninsula. These historic settlements are a vital pillar to the \$728 million tourism industry in Geelong and the Bellarine. The area attracts over 5 million visitors annually and the industry supports over 4,700 jobs.²

To further complement the site's connectivity to the broader region, the proposed Geelong Ring Road extension (Bellarine link) to Portarlington Road will directly link Point Henry 575 to the state's freeway network in the future.³





Geelong and the coastal villages of the Bellarine Peninsula.



Proximity to Melbourne.

6.0 GEELONG CONTEXT

Geelong's strong fundamentals have contributed to it exceeding all average population growth figures for Victoria's regional cities. Forward projections predict a 34% increase in the greater Geelong area population by 2036 to a total population of 320,791.⁴

Geelong has a broad industry base with major and emerging industry strengths in knowledge and research, health, defence, public administration, advanced manufacturing, tourism, information communications and technology, food and agriculture.⁵

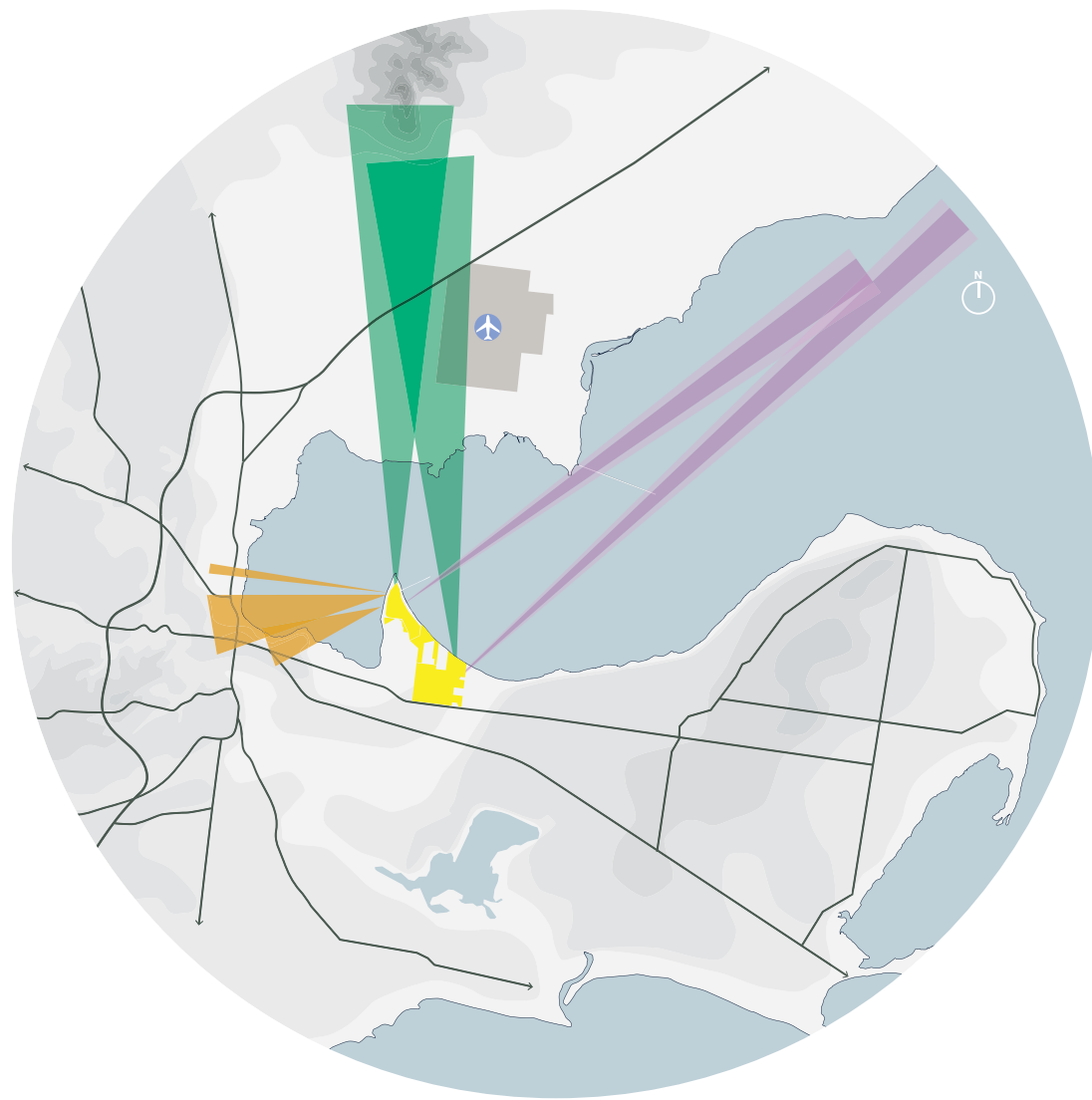
While Geelong has a strong manufacturing history, the transition of Geelong's economy from an industrial and heavy manufacturing hub towards the service, health, knowledge and tourism sectors as well as small scale enterprise has seen increasing demand for access to coastal living environments and to quality education. This is driving a net internal migration of second and third home buyers to the city and its surrounding settlements.⁶

Relatively affordable rents, tertiary institutions and access to an array of recreational activities are also attracting a larger than average percentage of younger adults to Geelong.⁶

The Point Henry peninsula epitomises many of the fundamentals that are driving growth in Geelong. It comprises a unique coastal setting with access to an array of recreational opportunities, expansive coastal views and is readily accessible to central Geelong and its social and cultural attractions.

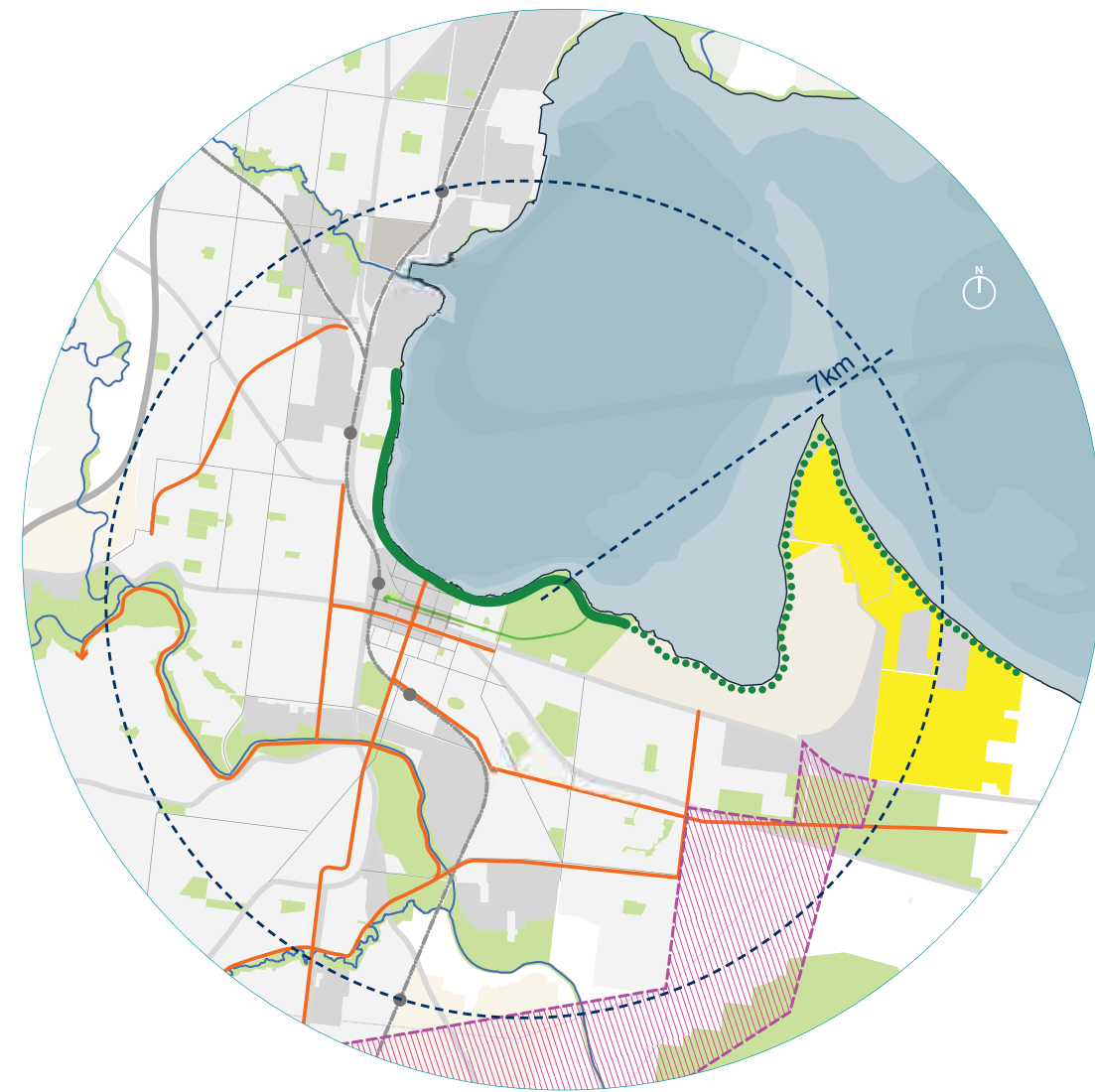


Point Henry's location within the Geelong context.



Views

- Views to You Yangs - a significant reference point from most areas of the site.
- Views to Melbourne City skyline from local high points.
- Views to the Central Geelong.



Point Henry's geographic location and key connections to Geelong.

- Local cycle paths and connections.
- Western beach parklands and Geelong waterfront major pedestrian connections.
- Bellarine road link study area.¹³
- Potential public (pedestrian and cycle) access to extended bay foreshore.
- Rail connections.

Open Space Story: Jillong to Geelong

The history of residential development in Geelong dates back to the 1830s. The area was first surveyed in 1838, three weeks after Melbourne and when the settlement had a population of 500.⁷

By the 1870s the northern section of Point Henry was heavily subdivided into multiple properties and the word 'township' appeared on maps of Point Henry. In the early 1900s Point Henry was a place of leisure activities including lighters from Geelong, picnics, 'lover's lane', sailing and motor bike racing. Southern and eastern sections of Point Henry were devoted to farming.⁷

Geelong's original pattern of settlement, organised by Robert Hoddle, faces north towards Corio Bay. Its location between the northern arcing foreshore and the Barwon River has informed the city's open space network.

The Barwon River corridor contains an array of public assets including parks, recreation reserves, play spaces and golf clubs.

Of more significance is Geelong's foreshore parklands. Extending from the northern Rippleside Park south to Eastern Park headland, this open space link affords memorable views and access to Corio Bay. Along its length are a range of public attractions including parks, youth facilities, boat sheds, urban waterfronts, yacht clubs, restaurants, historic sea baths and an important heritage botanic garden.

The Point Henry peninsula comprises a headland park and significant wetlands. These significant landscape assets could potentially be linked as a open space corridor to central Geelong.



Jillong
Coastline information from 'Corio Harbour' surveyed by Comr. M.G.H.W Ross, 1859.



Circa 1880
Information at the Point sourced from 'Point Henry Project', Deakin University, Brian Bodsworth, May 1993.



Present Day



Openspace

Historical development of Geelong in the context of Point Henry.



Geelong's Foreshore Parklands.

Planning Context

The current planning policy and control framework applicable to Alcoa's landholdings is contained within the Greater Geelong Planning Scheme and reflects its pre-existing history as an aluminium smelter and rolling mill, adjacent farming activities and environmental attributes.

This framework is expressed in the Municipal Strategic Statement and the suite of applicable zones and overlays, which include:

- Industrial 1 Zone
- Port Zone
- Farming Zone
- Aboriginal Cultural Heritage Sensitivity
- Public Conservation and Resource Zone
- Design and Development Overlay (Schedule 20)
- Heritage Overlay (Schedule 1583)
- Environmental Significance Overlay (Schedule 2 - High Value Wetlands and Associated Habitat Protection)

Each of the zones and overlays have been reviewed in the process of creating the Concept Master Plan.

The Victorian Planning Provisions, communicated through Planning Schemes, provide a suite of state planning policy, zones and overlays, and particular provisions that are applied, together with the local planning policy specific to the municipality.

Importantly, Planning Schemes evolve over time as the strategic direction, growth and development of a municipality unfolds.

The Moolap Coastal Strategic Framework Plan (Moolap Plan) is an important example of such planning policy evolution, and is for the first time meaningfully considering the extensive Point Henry peninsula and adjoining lands (the study area) in the future planning and economic considerations for Geelong.

Launched in December 2015, the Moolap Plan is being prepared by the Victorian Government's Department of Environment, Land, Water and Planning (DELWP), supported by a cross government steering committee. The Moolap Plan will identify the future strategic direction of the study area and is intended to establish a framework for the necessary changes to the existing planning policies and controls that are needed to implement the outcomes of the Moolap Plan.

As the largest single landowner in the Moolap Plan study area, Alcoa has an important role to play in these planning and economic policy discussions.

Indeed, Alcoa's aims in undertaking the Point Henry 575 process include:

- providing an important contribution to the Moolap Plan planning and economic policy discussions with DELWP and the broader community; and
- helping to ensure that the ultimate Vision and Objectives of the Moolap Plan are able to be delivered and positively contribute to the future success of central Geelong and the broader region.

As the Moolap Plan Discussion Paper states, Alcoa's Concept Master Plan, together with input from community consultation, will be major contributors to the outcomes of the Moolap Plan.

Pursuant to the request for submissions following the release of the Moolap Plan Discussion Paper by DELWP in July 2016, Alcoa submitted the Point Henry 575 Draft Concept Master Plan to DELWP to further inform the Moolap Plan.

DELWP subsequently presented the draft Moolap Plan in April 2017 for community consultation. The feedback received will help refine the final Moolap Plan before Ministerial approval.¹³

The Point Henry 575 Concept Master Plan May 2017 forms part of Alcoa's submission to DELWP in response to the draft Moolap Plan.

The final Moolap Plan will enshrine an implementation strategy for the full study area, including the Alcoa landholdings, therefore the Point Henry 575 Concept Master Plan May 2017 forms a critical part of Alcoa's submission to DELWP in response to the draft Moolap Plan.

An additional consideration in the creation of the Concept Master Plan has been the G21 Regional Growth Plan, published in 2013. This is a whole of government framework aimed at managing the region's economic growth and a strategy to ensure the development of the G21 area protects and builds on the region's strengths, unique character and important natural assets.

The Regional Growth Plan recognises new areas for growth likely to be required beyond identified planned growth, and reinforces that growth is about providing diversity of new housing, supporting established employment centres and ensuring the timely delivery of essential services and infrastructure.

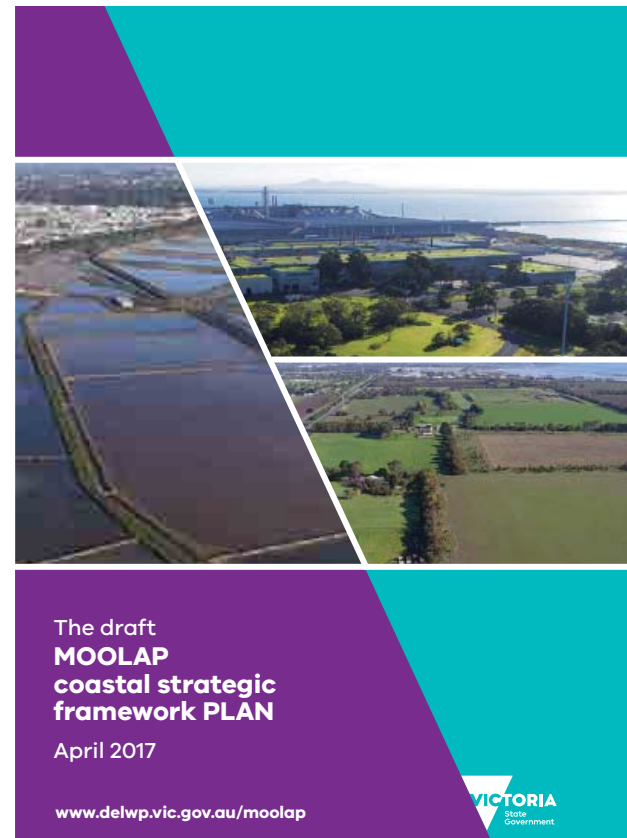
One strategic direction established in the Regional Growth Plan is the need for more diverse housing choices that reflect the changing household compositions and demographic trends in the region. The thrust of the plan is consistent with complementary state planning direction towards compact mixed use development forms.

The urban growth of our cities and the shaping of new communities is one of the great challenges, and opportunities, for this generation in response to changing economic structures, climate change and migration.

Point Henry 575 could provide the foundation to create Geelong's most liveable contemporary urban community and a new benchmark of leading practice in urban development and place making in Victoria.



City of Greater Geelong - Planning Scheme



The Draft Moolap Coastal Strategic Framework Plan, 2017



G21 Regional Growth Plan, 2013

7.0 SITE CONTEXT

At approximately 575 hectares, Alcoa's landholdings on the Point Henry peninsula represent one of the largest consolidated and elevated waterfront landholdings in private ownership on Port Phillip Bay.

The site is located on the threshold of Port Phillip and Corio Bays and bounded on land by Point Henry Road, Buckley Grove, Portarlington Road and Clifton Avenue.

Alcoa's landholdings comprise an array of uses including the former smelter and rolling mill industrial site that accounts for approximately 75 hectares of the total of Alcoa's landholdings.

There are three landfill sites:

- the original general landfill established adjacent to the industrial site during construction;
- a small landfill located on the southwest corner of the industrial site; and
- the Moolap landfill located to the south of the industrial site.

A substantial proportion of the landholdings comprise farmland most of which is currently used for crops and livestock.

Environmental features include wetlands, former salt pans and grasslands.

The historically significant signal station is located at the most northern point of Alcoa's landholdings and is owned by Alcoa.

The Point Henry Pier is located on the eastern shoreline and is owned by GeelongPort and was leased by Alcoa until 2014.

In addition to the approximately 575 hectares of freehold land, Alcoa also manages four small areas of Crown land in the form of a lease and three licences along the eastern shoreline between the Point Henry Pier and Windmill Lane.

The Point Henry Foreshore Reserve area is Crown land managed by the City of Greater Geelong and frames Alcoa's landholdings on the northern peninsula.



INDUSTRIAL SITE



FARMLAND



COASTLINE

Top & Middle images by Alan Barber



Existing Landscape Elements

- Title Boundary
- 1. Moolap Landfill
- 2. Grasslands
- 3. Farmlands
- 4. Wetlands and Former Salt Pans
- 5. Original Landfill
- 6. Small Landfill
- 7. Former Smelter & Rolling Mill Industrial Site
- 8. Signal Station

Site Heritage

Point Henry is a cultural landscape with many fascinating stories.

These stories have been revealed by understanding and identifying how people have moved through and occupied the landscape as well as exploring the material and memory traces of the Point Henry peninsula. Many of these stories can provide metaphors for contemporary design expressions and interpretations.

The layers of use of Point Henry reveal a lively entanglement of nature and cultures.

Point Henry has a distinctive geomorphology; particularly the narrow projecting spit, linked historically to the expansive sandbar across Corio Bay. The shallow lagoons, saltmarsh and fringing riparian landscapes are part of a global process of sea level rise and demonstrate the processes of climate and change - a continuum past, present, future.⁸

The Wathaurong Aboriginal Corporation is the registered aboriginal party for the site. The identity of the clan who occupied Point Henry is not precisely known but it is likely to be the Bengalat Baling, the Bellarine Peninsula people. It is assumed they were mobile hunters and gatherers and moved according to subsistence requirements, trading and social obligations.³ In the development of detailed designs and concepts it will be important to acknowledge the Wathaurong as traditional owners and how Indigenous cultural landscapes breathe with the spirit of ancestors, their presence still celebrated in story and ceremony to conserve country, custom and identity.

William Buckley, an escaped convict who lived with the Wathaurong for thirty two years in this region, can be directly linked to the Point Henry landscape.⁹

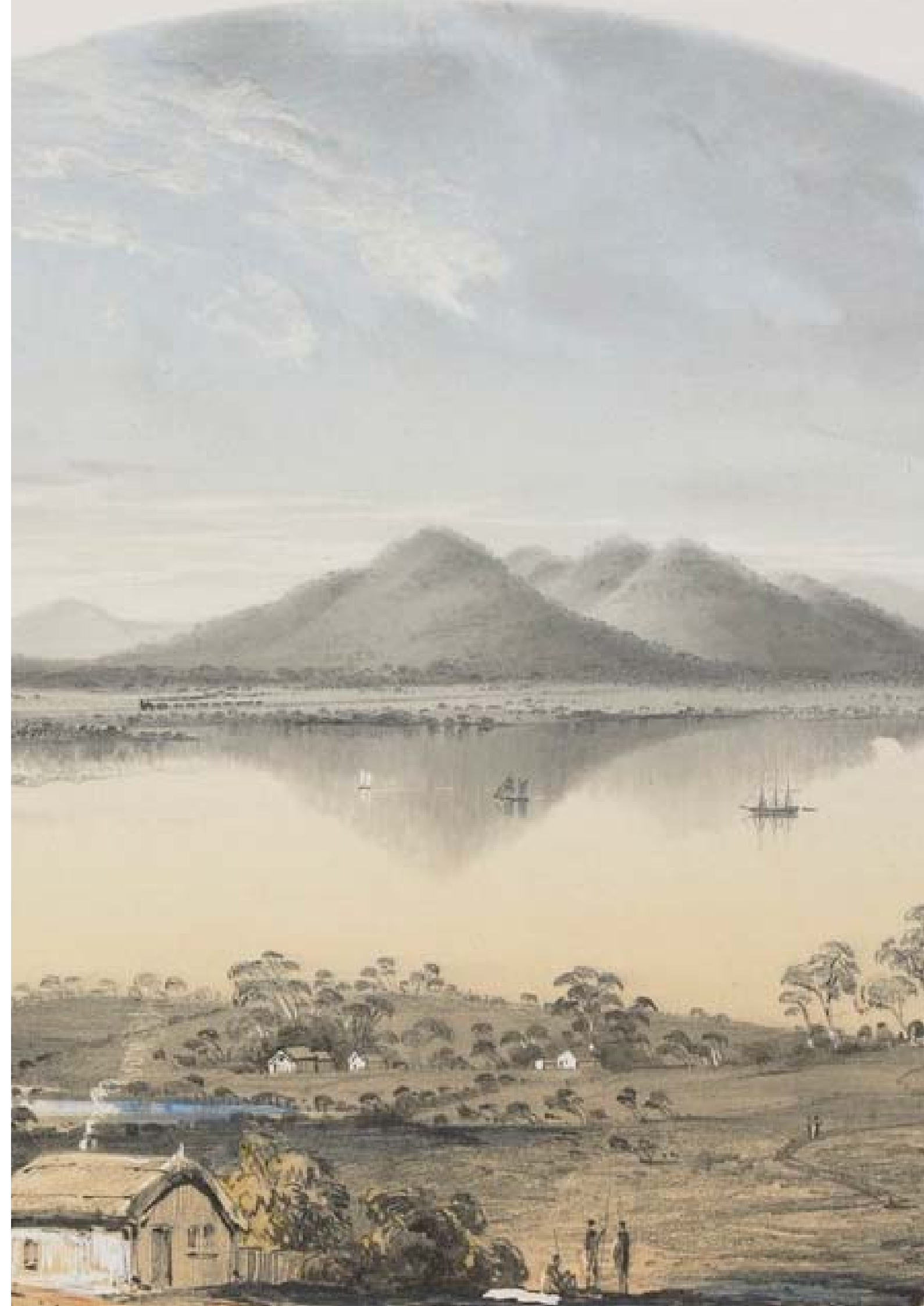
Before the bar channel was cut in the 1860s, Point Henry was a crowded site of mass migrations of people and exports of livestock. Point Henry was host to many sailing ships and was likened to a 'sea of masts'.¹⁰

After the port shifted, the Point became a popular pleasure grounds with promenades and tea gardens. This theme was extended in the 20th century to the promotion of this region and Geelong as a holiday resort with a range of water recreations, still enjoyed today.¹¹

Point Henry's original modest coastal settlement reveals the powerful attraction of this site with its aspect to the Bay and views to the You Yangs beyond. Since the 1850's the peninsula has been host to farms, homes, schools, churches, the signal station and a number of small piers.¹¹

Geelong became a model for twentieth century manufacturing, appealing to people for the qualities of work and family life. Alcoa was established at a high point of the celebration of modernist industry and design, captured in the remarkable modernist photographs of Wolfgang Sievers.¹²

George Gilbert, View of Station Peak (You Yangs) 1856. Image from the State Library of Victoria.





'Breezy Day at Point Henry' 1900, Walter Withers, National Gallery of Victoria collection.



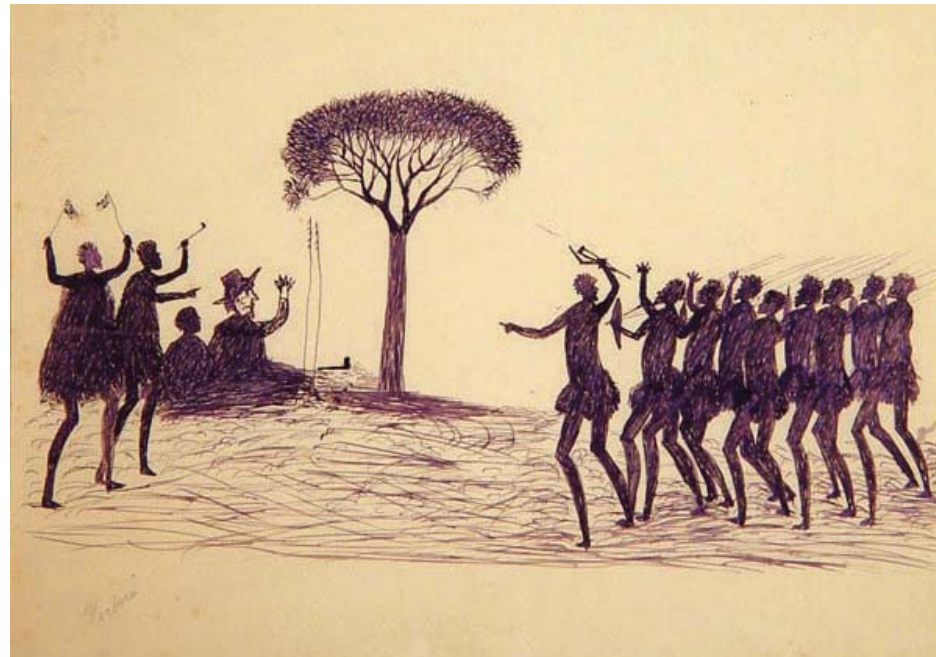
'Salt pans near Geelong' 1958, Australian Publicity Council, John Young collection.



'Geelong. The City with a Holiday Charm' 1930s, James Northfield poster for Victorian Railways, National Library of Australia collection.



'Geelong beach scene' 1900, unknown photographer, State Library of Victoria collection.



'William Buckley with Wathaurong men', drawn 1890 by Tommy McRae, State Library of Victoria collection.



Bellarine Hotel, 1876. Reproduced with permission of Susie Zada, from private collection.



A Family enjoys a picnic at Point Henry in the late 1800s - early 1900s. Source unknown.

Alcoa's Setting

For more than five decades, Point Henry was home to Alcoa's aluminium smelting and rolling operations.

Ground was officially broken for construction on December 14, 1961 by Victorian Premier Sir Henry Bolte with an official party including first Alcoa of Australia chairman Sir Lindesay Clark. The first molten metal was poured on April 17, 1963.

Alcoa's Point Henry industrial operations was separated into four production areas: electrode, pot rooms, casthouse and rolling mills.

At the heart of Alcoa's operations were its employees. Thousands of people, including generations of families, worked at Alcoa over many decades. The comradery and the collective focus on safety and environment defined the workplace culture.

After 51 years of operation, Alcoa made the difficult decision to close its Point Henry operations. The smelter ceased operation on August 1, 2014 and the rolling mill closed on December 19, 2014.

In its final years the plant produced more than 192,000 tonnes of aluminium annually. During its operation, the Point Henry smelter produced more than 7.3 million tonnes of aluminium – enough to make more than 490 billion cans or 93 thousand jumbo jets.



Breaking ground for the smelter in 1961. Image from White Gold, Geoffrey Blainey.



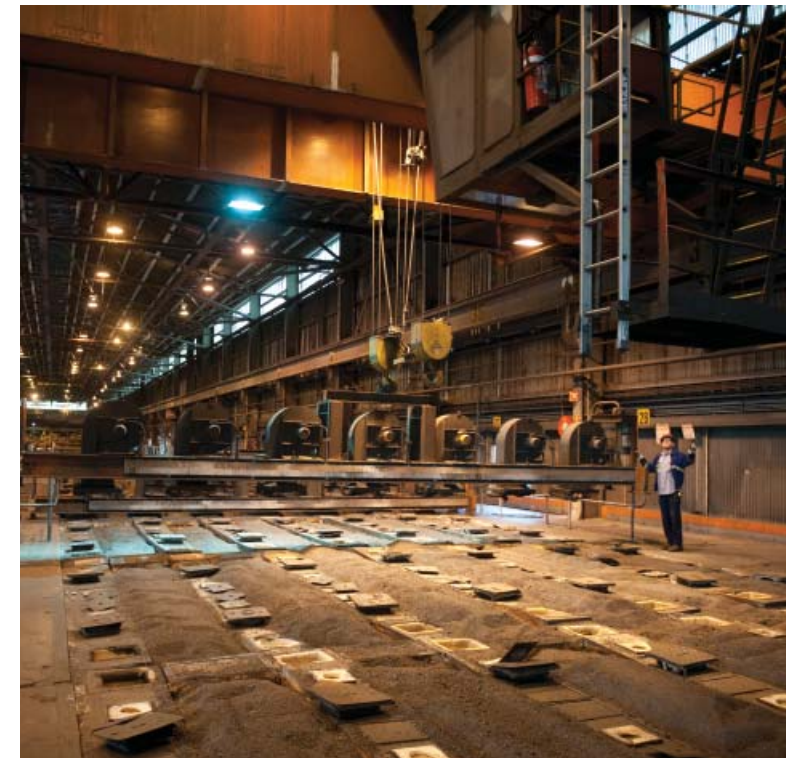
Aerial photo of the first stage of Alcoa's aluminium works at Point Henry, 1964. Photo by Wolfgang Sievers, H2002.99/243, Pictures Collection, State Library of Victoria



Unloading alumina at the Point Henry Pier.



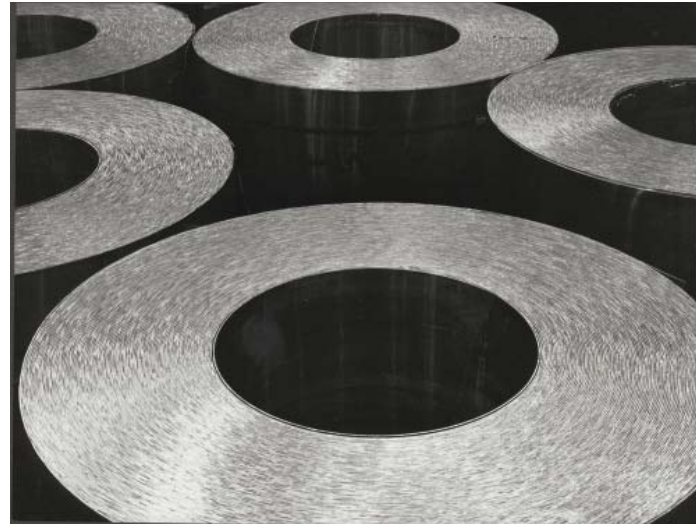
Alcoa Point Henry works, Geelong, Victoria, 1976 / Wolfgang Sievers, National Library of Australia collection.



The carbon anode baking furnaces.



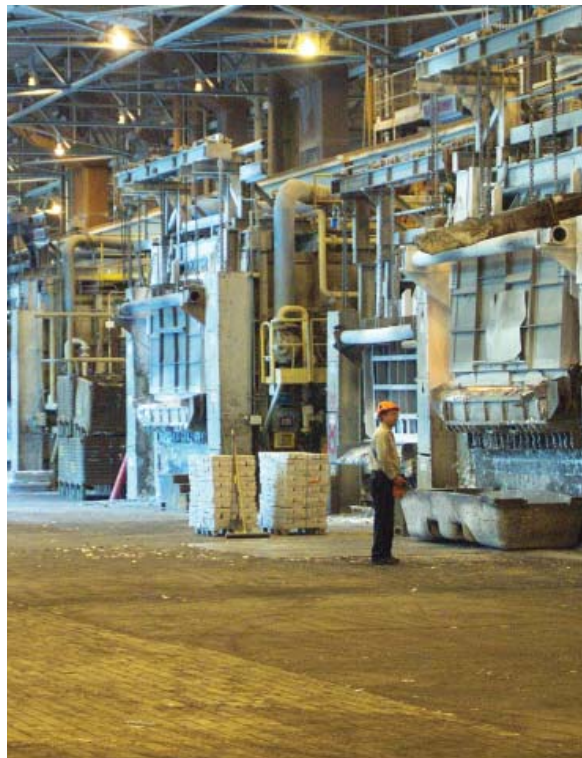
The heart of the smelting process was the pot rooms.



'Rolled sheet aluminium, Point Henry' 1970, photograph by Wolfgang Sievers, National Library of Australia collection.



The last shift at the smelter, August 1, 2014.



Molten metal was delivered to the cast house and held in furnaces.



Much of the smelter's metal was cast into slab before being rolled to customer specification. Photo by Peter Garside.



The last coil produced at the rolling mill, December 10, 2014.



The third and final potline switched off, July 31, 2014.

Adjacent Landowners & Recreational Users

Alcoa has long shared the Point Henry peninsula with a number of adjacent landowners and a diverse recreational community.

Adjacent Landowners

Centrally located within Alcoa's landholdings are Winchester Australia and DOW Chemical Australia.

Winchester Australia is Australia's only large scale commercial ammunition manufacturer and currently employs between 57 and 68 people.

The Dow Chemical facility is an acrylic emulsions manufacturing plant and technical centre currently employing 70 full time jobs.

The Point Henry Pier is owned by GeelongPort and was leased exclusively by Alcoa to enable the delivery by ship of raw materials required for the smelting process. Alcoa will remove its equipment along Point Henry Pier.

A light industrial area is located on Hays Road and Buckley Grove, and a number of smaller rural residential titles along Portarlington Road and Clifton Avenue including Pelican Shores Lifestyle Village. The Ridley Corporation owns land adjacent to the west of Alcoa's landholdings.

Crown land abuts the north eastern boundary including the Point Henry Foreshore Reserve. Alcoa currently manages the Crown land between the Point Henry Pier and Windmill Lane.

Adequate separation distances will remain in place for existing industry as long as required.

Recreational Users

Whilst Alcoa's landholdings and the greater Point Henry peninsula are largely inaccessible at present, the coastal edge that is accessible is highly valued for its range of recreational uses including wildlife watching, dog walking, beachcombing and coastal walks.

Recreational fishing is also a popular activity, both onshore along the peninsula and offshore in the surrounding bays. Boats can be launched from the Point Henry beach although no vehicle assisted boat launching is currently provided.

Recreational activities largely occur in the Point Henry Foreshore Reserve, which is serviced by parking and toilet facilities.

The shallow coastal waters on either side of the north of the Point Henry peninsula are regarded as some of the nation's best wind surfing and kite surfing conditions and there is an active wind surfing and kite surfing community who take advantage of the conditions.

Image by Donna Squire, Deakin University





Adjacent Landowners & Recreational Users

- 1. Winchester Australia
- 2. Dow Chemicals Australia
- 3. Point Henry Pier
- 4. Light industrial area
- 5. Other privately owned land
- 6. Ridley Corporation
- 7. Crown land
- 8. Pelican Shores

0 200 400 800

Environmental Attributes

The Point Henry peninsula has significant environmental attributes including the shallow foreshore corridor, the Point Henry Foreshore Reserve, wetlands, former salt pans, woodland plantings and grasslands.

These landscape elements are currently isolated with limited or no public access, bounded by existing and historical industrial and agricultural uses.

Alcoa's landholdings are characterised by:

- their relationship to the coastal setting;
- an extensive frontage to Corio and Port Phillip Bays; and
- long elevated 270 degree views from the Point land and centre of the Bayview land north towards the You Yangs, south west towards central Geelong and north east towards Melbourne.

The shallow waters adjacent the Point Henry peninsula support important sea grass ecologies and the wetlands, some occupying former salt production landscapes, that are acknowledged as important wildlife, particularly bird life destinations.

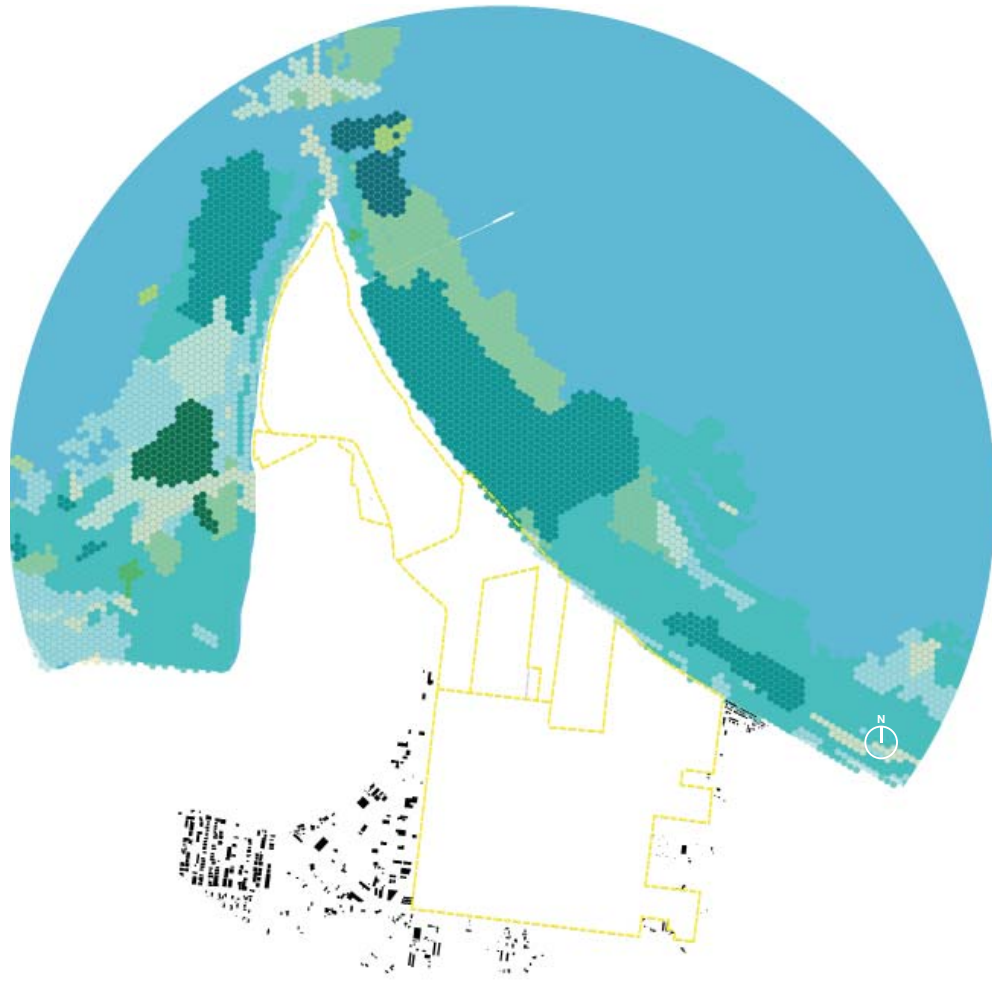
Woodland plantings are located in the centre of the site and grasslands to the south east.

The impact of sea level change has been incorporated into the Concept Master Plan. The 'City of Greater Geelong Inundation Report Bellarine Peninsula - Corio Bay Local Coastal Hazard Assessment December 2015' identifies areas at risk of inundation. The Concept Master Plan accommodates these natural processes.

The topography of Alcoa's landholdings is an important consideration in the Concept Master Plan as it not only allows for long elevated views to its coastal setting but critically protects both the Point land and the Bayview land against the forecast sea level rise.

Environmental Systems





Sea grass Context

Port Phillip Bay Sea Grass maps, Figure 2.4e, The State Library of Victoria, Department of Natural Resources and Environment, 2001.



Bathymetry and Water Typologies

'Corio Harbour' surveyed by Comr. M.G.H.W Ross, 1859.



Year 2100 Sea Level Rise

'City of Greater Geelong Inundation Report Bellarine Peninsula - Corio Bay Local Coastal Hazard Assessment December 2015'

Spatial Attributes

Alcoa's landholdings are large with a range of open spaces, built forms, environments and ecologies. Although it is largely characterised by industrial and agricultural uses, through a combination of topography, development patterns, vegetation patterns and wildlife assets, there is a diverse range of resultant spaces and experiences. This variety and distinctiveness forms part of the site's sense of place.

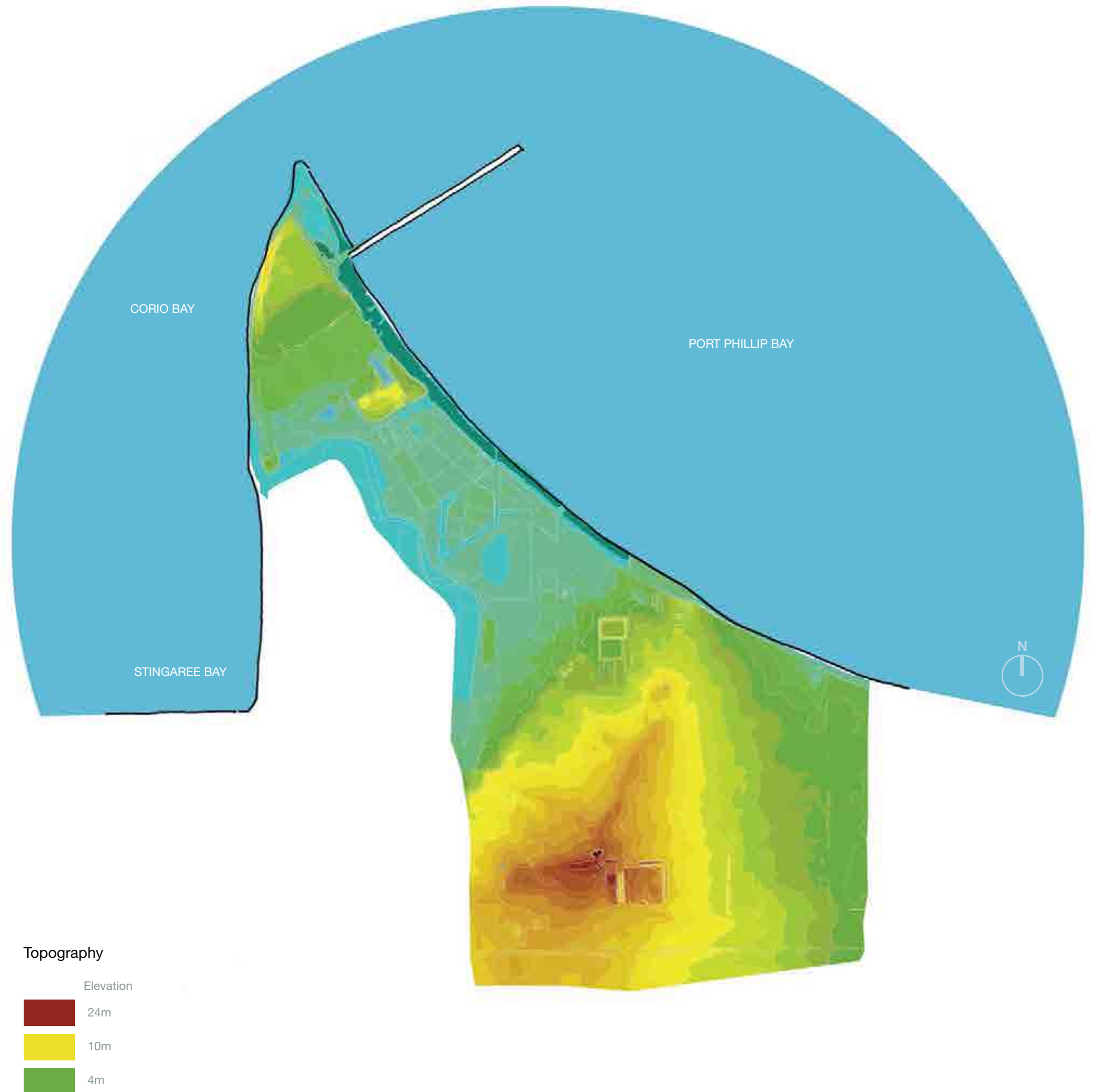
North-south plantations, arrival experiences, elevated and sweeping water views, quiet coastal parkland experiences, immersive wetland spaces and linear foreshore views are unique to this setting; albeit largely inaccessible to the Geelong community at this time.

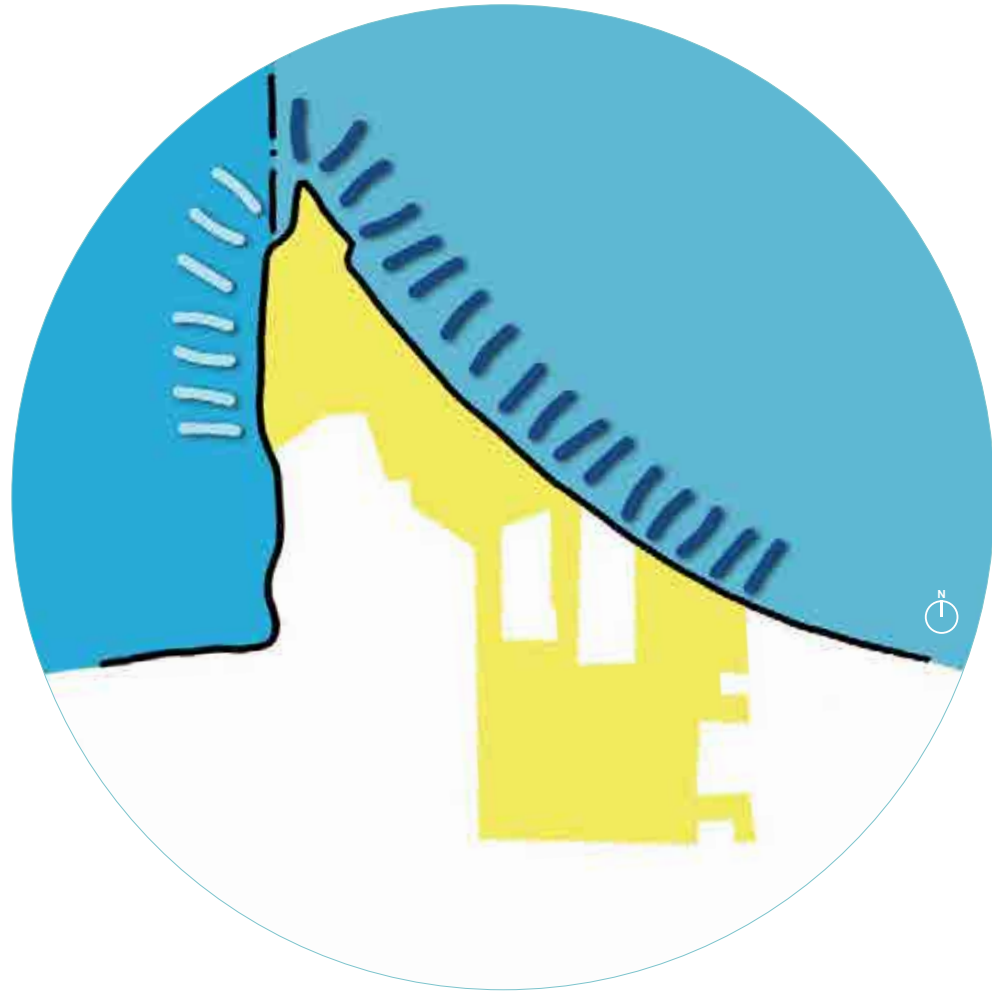
Point Henry is enveloped by a striking waterfront context. It offers a unique proposition being entirely surrounded by water.

The morphology of the site is defined by the orientation of the industrial built form, the varied wetland and former salt pan patterns, and the linear wind break plantations.

The site is subtle in its topographic range, with elevated areas at the Point land and a significant rise to the centre of the Bayview land providing spectacular 270 degree views to the water.

These valued qualities are recognised in the Concept Master Plan; which subsequently responds to and reinforces these attributes.





Water Experiences



Site Morphology



Site Views

8.0 CONCEPT MASTER PLAN VISION & KEY MOVES

Shared Vision

The Point Henry 575 site will be a diverse and inclusive place that celebrates its coastal location and supports the prosperity of the Geelong region, whilst recognising and honouring the site's natural landscape and history.

The Concept Master Plan for Point Henry 575 aspires to value, reinforce and connect to the essential character of the setting and to foster great contemporary community experiences over the next 15 - 20 years.

It anticipates a greater public access Point Henry 575's wonderful coastline and coastal views and seeks to provide a rich varied community and open space experience that will be treasured by the community of Geelong and beyond.

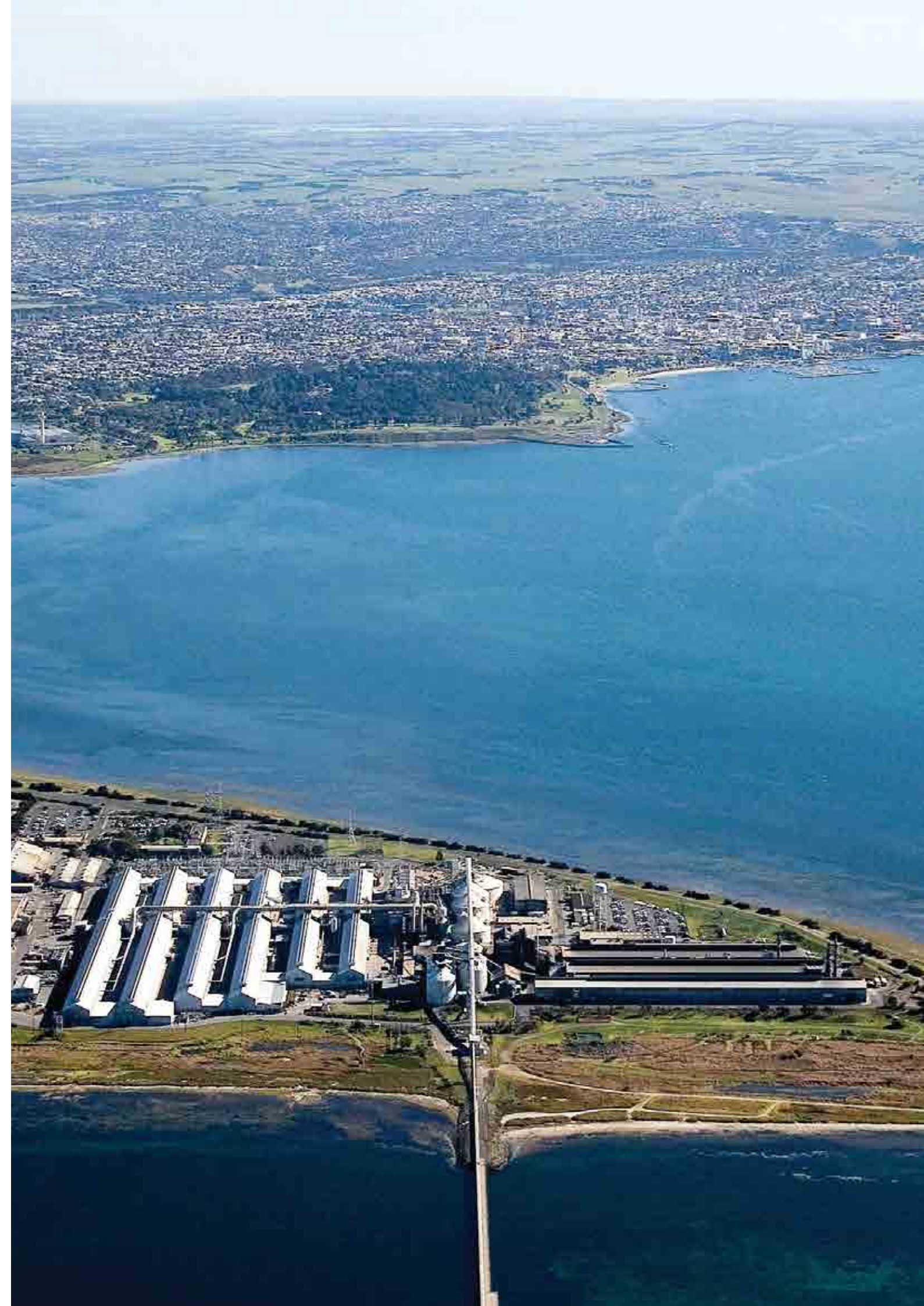
The Concept Master Plan has at its foundation six Key Moves that provide the platform for many initiatives to progressively transform Alcoa's landholdings into a respectful, engaging and inviting landscape and urban setting:

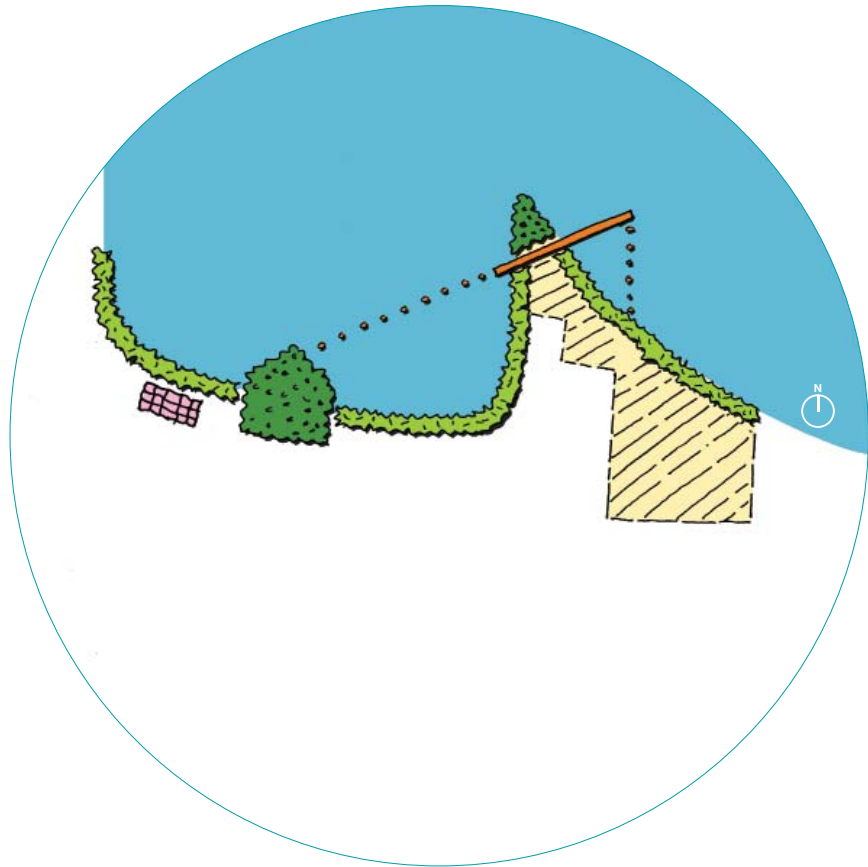
1. Link
2. Protect
3. Connect
4. Enrich
5. Enliven
6. Arrive

Alcoa is committed to leaving a lasting and sustainable outcome for the Geelong community, and will continue to work with the community and key stakeholders to produce a Concept Master Plan for Point Henry 575 that:

- is the best balance of the opportunities and constraints of the site;
- delivers the community informed Shared Vision themes for the site;
- is sustainable and respects the environment; and
- is commercially viable and deliverable.

Image by George Stawicki





1. LINK

Link the Point Henry peninsula to Geelong via a coastal open space network.



2. PROTECT

Protect Point Henry's valued environmental qualities.



3. CONNECT

Connect valued environment settings via a memorable open space network.



4. ENRICH

Establish a sequence of walkable communities.



5. ENLIVEN

Create two civic hearts.



6. ARRIVE

Create a new Geelong destination.

9.0 CONCEPT MASTER PLAN

Unlocking the potential of the Point Henry peninsula for the benefit of the Geelong community is the underlying objective of the Point Henry 575 Concept Master Plan.

The Concept Master Plan envisions the peninsula as a setting that embraces its environmental assets and provides a vibrant mixed use urban fabric that encourages social interaction, economic growth, and creates the stage for a diverse and inclusive community spirit to unfold.

Activating local employment during its anticipated 20 to 30 year delivery timeframe, along with tourism operations, community infrastructure and social engagement, will underpin the success and sustainability of Point Henry 575.

Point Henry 575 delivers sustainable initiatives to inform an integrated and connected community defined by an enveloping landscape consisting of:

- interconnected and accessible open spaces and coastal connections;
- enhanced transit, cycle and pedestrian connections, as well as existing and potentially new public transport options on land and water;
- sustainable living opportunities for new residents; and
- the potential to leverage infrastructure on Alcoa's landholdings to address servicing capacity for surrounding areas.

The Concept Master Plan seeks to reconnect central Geelong to Point Henry as a destination for leisure, recreation and social living. Areas of the coastline inaccessible to the community for generations could be opened for public access. Access to extensive recreational, fishing and boating facilities could be established along the foreshore, including expanding the niche wind surfing and kite surfing recreational tourism opportunity within the city. The opportunity also exists for marine, museum or other industries to find a new regional home in repurposed industrial buildings on the Point land.

The opportunity to enhance the wetlands and former saltpan areas within the site to create a protected and accessible wetlands park is a feature of the Concept Master Plan. As well as supporting the sustainability of ecosystems, the area could include a landmark educational wetland interpretive centre showcasing the unique ecological values of Point Henry 575, and Port Phillip and Corio Bays.

Coupled with connectivity to the employment and cultural heart of central Geelong, the proposed urban character of Point Henry 575 could underpin the livability and sustainability of the Point Henry peninsula. Structured as a series of interconnected walkable neighbourhoods clustered around a civic heart or local village centre, and with sweeping views to the water, the urban fabric of the peninsula could facilitate a unique day-to-day existence and social life of a community in the Point and Bayview land.

New coastal walks and pathways could expand public access to the bay with the opportunity to connect Point Henry 575 to the Geelong Botanic Gardens, Geelong Waterfront and central Geelong via a continuous coastal trail. This would connect the network of signature waterfront public spaces that epitomise the city of Geelong.

The transition from a smelter and rolling mill site with adjacent farmlands to a sustainable mixed use community could positively influence the perception of the Geelong region, encourage inward investment and build civic pride.

Point Henry 575 provides the opportunity to create a unique urban character in the Geelong region achieved by:

- the industrial character of the Point land with its tourism and higher density living opportunities;
- the environmental attributes of the Wetlands;
- the amenity, hill top water views and diverse living opportunities of the Bayview land; and
- the integrated connected public space network across all three areas.

Importantly, the three areas and various components of the Concept Master Plan should be considered as an integrated whole.



Envisioned Concept Master Plan Elements

--- Title Boundary

The Point

1. Point Park
2. Signal Station
3. Civic Open Space
4. Wetlands
5. Recreation Reserve & Community Open Space
6. Civic & Tourism Opportunities
7. Retained Buildings Concept
8. Mixed-Use Opportunities

Wetlands

9. Wetlands
10. Boardwalks
11. Bird Watching Hides
12. Eco-Tourism & Education Concept
13. Coastal Park

Bayview

14. Coastal Village & Park
15. Grasslands
16. Green Corridor
17. Civic Park
18. Village Centre & Mixed-Use Opportunities
19. Hill Top Open Space
20. Neighbourhood Parks
21. Commercial Opportunities
22. Residential Opportunities
23. Continuous Coastal Trail

10.0 CONCEPT MASTER PLAN COMPONENTS

Open Space Network

Point Henry 575 proposes to embrace its important landscape qualities and environmental aspects and connect them through a significant open space network. This interlinked green and blue spine could become the centrepiece of Point Henry 575's developed future.

The opportunity exists to further and better connect Point Henry 575 to central Geelong and the waterfront via a continuous coastal trail providing a memorable waterside bike and pedestrian connection from Clifton Avenue through central Geelong to Rippleside Park.

The qualities of Point Henry's point park could be retained and extended as an important community destination for recreation, leisure, strolling and access to the valued shallow beaches.

Protected and potentially enhanced wetlands and former salt pans could become an important feature of Point Henry 575 and ensure they remain an important setting for the observation of wildlife.

The rich history of this setting, inclusive of traditional owner stories, early settlement, maritime arrivals, pleasure gardens and more recent industrial and farming uses, can become part of the ongoing site narrative. A sequence of themed walkways could provide interconnected pathways to a vibrant community and interpret these important site memories.

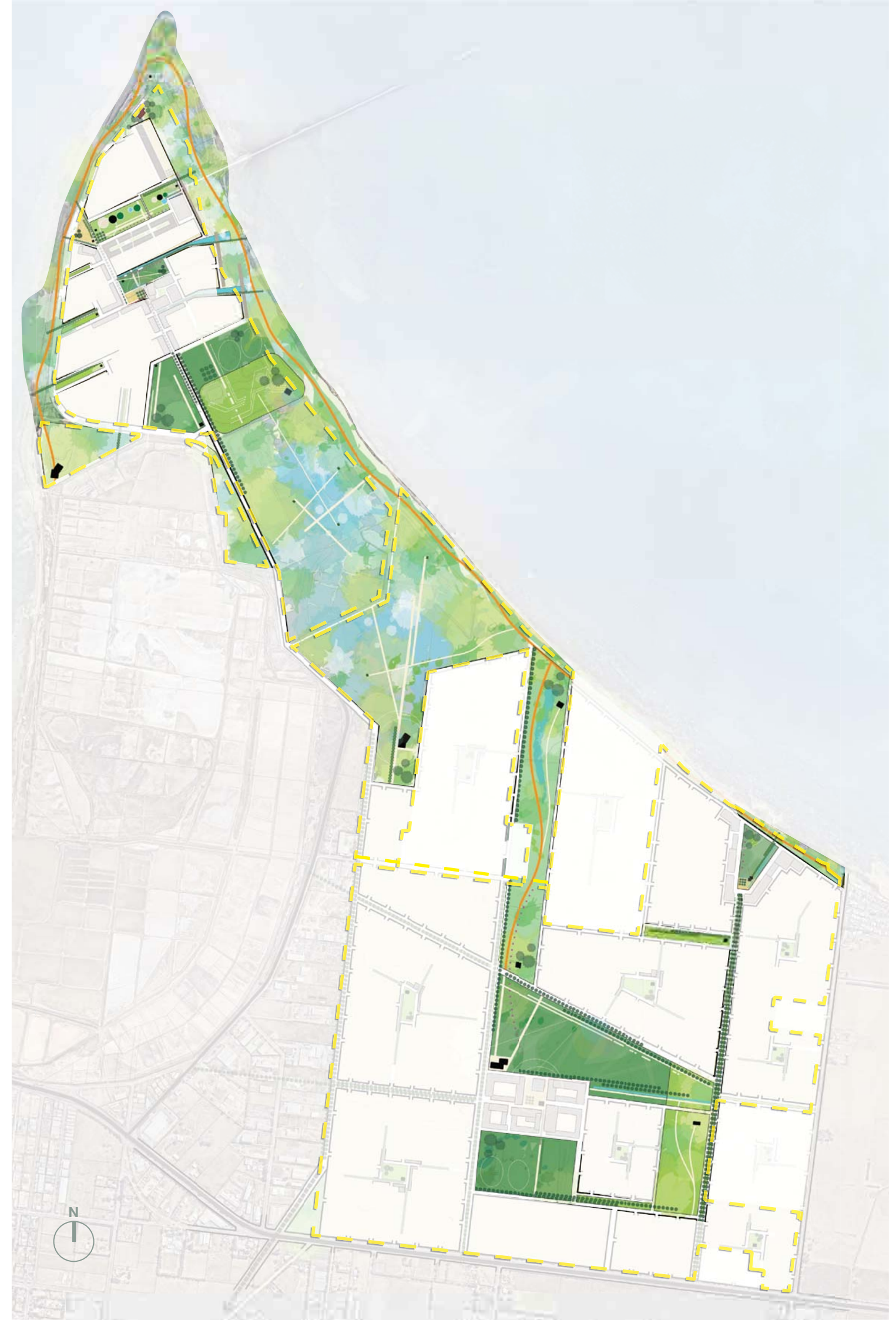
Look outs, art spaces, signage and uniquely designed landscape experiences could be positioned along these walkways to celebrate the distinctive story of Point Henry. A bike and pedestrian trail beyond the site could also link to the existing rail trail and a proposed waterside connection to Geelong.

Point Henry 575's woodland plantings and grasslands would form a key part of an interconnected open space network as a green corridor, comprising a range of ecologies, recreation assets and civic park destinations.

A expansive civic park is anticipated to be centrally located in the Bayview land to provide a major new community destination. This expansive open space asset could be enriched with formal parks and gardens, civic institutions, schools, community gardens, event spaces and playgrounds.

Landmark open spaces in the Point land, such as coastal boardwalks, active urban plazas and linear green spines would form the public open space and amenity required for medium density living and unveil views of the bay from areas deep inside the area, creating a sense of connectivity to the bay from almost all vantage points.

Importantly each of these landscapes elements would be integrated and united through a series of interconnected paths, bike trails, and boardwalks.





Civic Park



Wetlands



Coastal Connection



Woodland Plantings



Grasslands



Playgrounds

Wetlands

The Point Henry peninsula is currently host to wetlands and former salt pans providing important ecologies and bird habitats. This area extends from the east side of the former industrial site to an extensive area between the Point land and the Bayview land.

These landscapes are a valuable natural setting and have been formed and patterned through natural processes, enhancement activities, and as a result of the original salt pan operations. This provides a unique opportunity to introduce a threshold experience to the Point in contrast to the existing light industrial and agricultural areas on the peninsula.

The wetlands are proposed to be retained and where necessary enhanced to provide valued bird habitat, riparian ecologies and water harvesting and cleansing systems.

As part of a protected and accessible wetlands park, new defined access points as well as interpretive boardwalks, hides and viewing platforms could be planned in consultation with stakeholders to open up the experience for the community. The area would also expand public access to the coastline.

As a significant and varied setting, opportunities exist for a self-sustaining wetland interpretive centre or eco-tourism concept. Together with other established environmental education destinations in the region, a concept of this nature could help establish Geelong as one of the state's most accessible ecotourism destinations and contribute to the economic growth of the city.





Existing Wetlands



Eco-Tourism & Education Concept



Wetlands Park Concept



Boardwalks



Bird Watching Hides



Viewing Platforms

Social and Community Life

Laying the foundations for an active and connected community, promoting social interaction and civic engagement and enabling a prosperous and productive urban setting are all elements that influence the success of a community and the wellbeing of its residents.

The most popular places to live are those activated with a mix of uses allowing residents' independence of movement and the ability to access their daily needs within their neighbourhood. Schools and community centres play vital roles in creating the context for a community to share spaces and experiences.

The Concept Master Plan creates a number of distinct civic and tourism focal points for the local community and visitors.

The community heart of the Bayview land would be the village centre and hill top open space. Located centrally in the Bayview land, the village centre would be within the walkable catchment of the majority of residents in Point Henry 575.

Framed around a compact urban plaza positioned on the high ground, the village centre would comprise a mix of uses that enjoy elevated north facing bay views. The integration of vital community infrastructure including a local primary school and community facilities could position the village centre as an important social hub.

The social and community life of the Point land is anticipated to have a wider reach. Adopting and celebrating the former industrial character of the Point land together with activated mixed-use waterfront development could create a new social and leisure destination with the ability to draw in visitors from beyond the Geelong region.

Opportunities to integrate the area's culture and history, including the Signal Station or adapted reuse of some iconic Alcoa buildings, could further enrich the destination's experiences.

Wolfgang Sievers's photography along with elements of the former Alcoa industrial site provide excellent opportunities for new aluminium forms, commissioned artworks and community interactions.





Cultural Events



Passive Recreation



Education



Urban Plaza



Community Heart



Community Facilities

Civic Hearts

Generous public spaces that host a range of activities are key components of social engagement and community life.

A large civic open space is proposed to form the centrepiece of the Bayview land envisioned to inter-link with the surrounding walkable communities.

This expansive open space could be enriched with formal parks and gardens, civic institutions, schools, community gardens, event spaces and playgrounds.

Its scale, role and importance could make it a highly popular destination for the greater Geelong region.

Activated built form uses such as civic and commercial buildings, restaurants and cafés would be linked to the open space network connecting through the Wetlands to the Point land.

At the Point land, civic spaces could complement this unique waterfront destination.

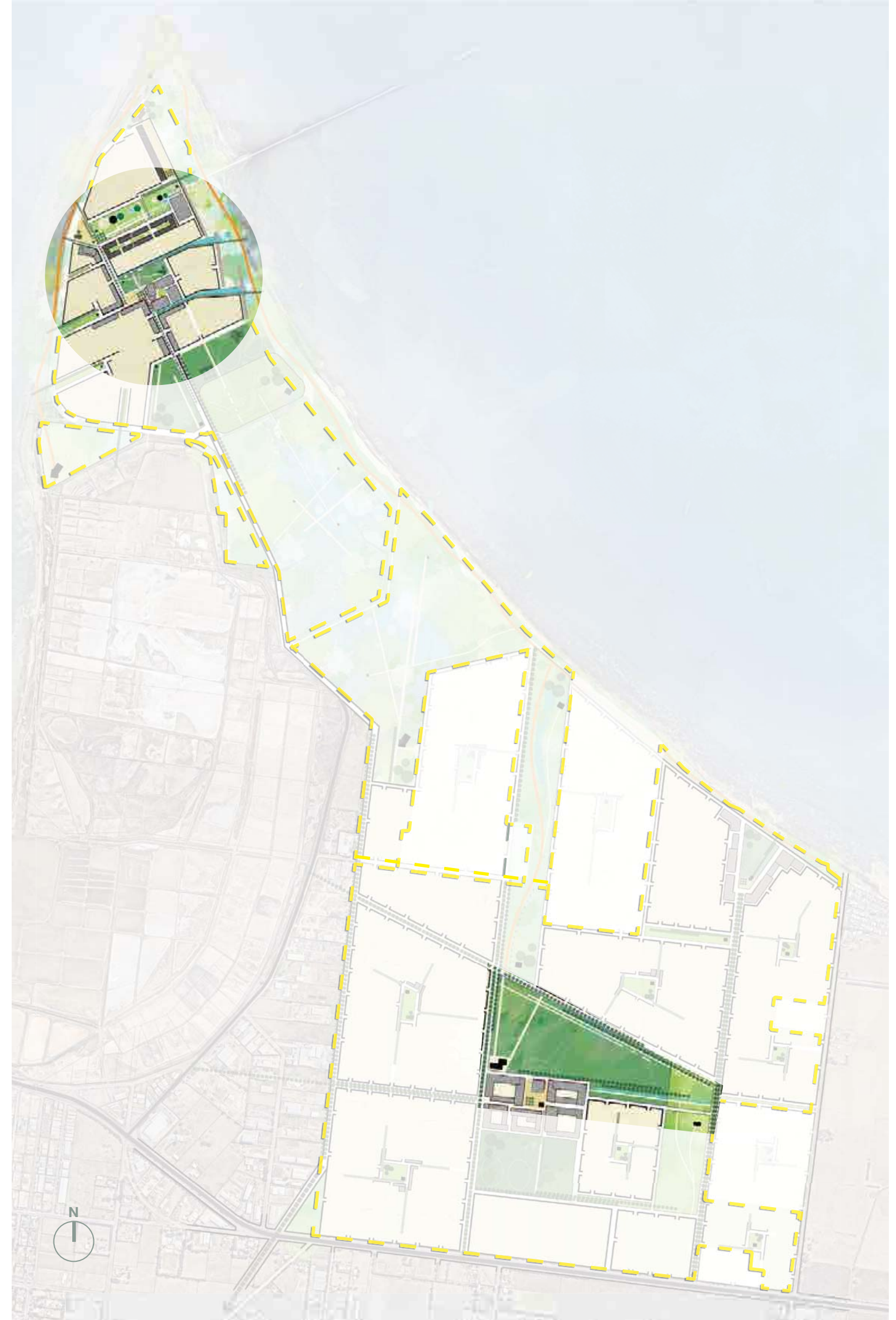
Formal waterside promenades, parks, urban squares and event spaces could ensure this setting becomes a vibrant and activated community destination. The potential activation of the former Pot Rooms could spill out into the space with the north facing edges of the Pot Rooms buildings alive with alfresco dining, event spaces and festival activity.

A vibrant public concourse at the Point could connect the peninsula waterfront. This generous civic spine, activated by a variety of public attractions and events, could provide seamless links to its waterside contexts and foster a setting to meet, play, recreate, dine and shop. This civic scaled pedestrian link could also recognise the heritage of this setting by retaining and reusing selected industrial features that form a centrepiece to this iconic site.

Elevated views to the bay is a signature of the Bayview land and would become a memorable feature of the public experience including opportunities for informal lookouts, framed vistas or civic scaled event spaces.

Within the Bayview land, the civic heart can become a public destination and also an important landscape corridor connecting the grasslands to the east with the centrally located woodland plantings.

A sequence of elevated waterside promenades and terraces could frame the community heart at the Point and provide a continuous public access link to the adjacent beaches, riparian landscapes and wetlands.





Urban Squares



Playgrounds



Civic Park



Local Festivals



Recreation



Performances

Urban Fabric

Housing affordability and housing diversity are interrelated. There is an opportunity to provide housing types that respond to the needs and economic capacity of all sectors of a community.

The 2011 census reveals that only 28% of the households in Geelong fall into the category of the traditional family unit of couples with dependents. Housing needs are therefore becoming more diverse.

Providing greater choice in housing types and options (including compact, more attainable housing through to larger and more aspirational houses and apartments) enhances the livability, social diversity and resilience of a model community.

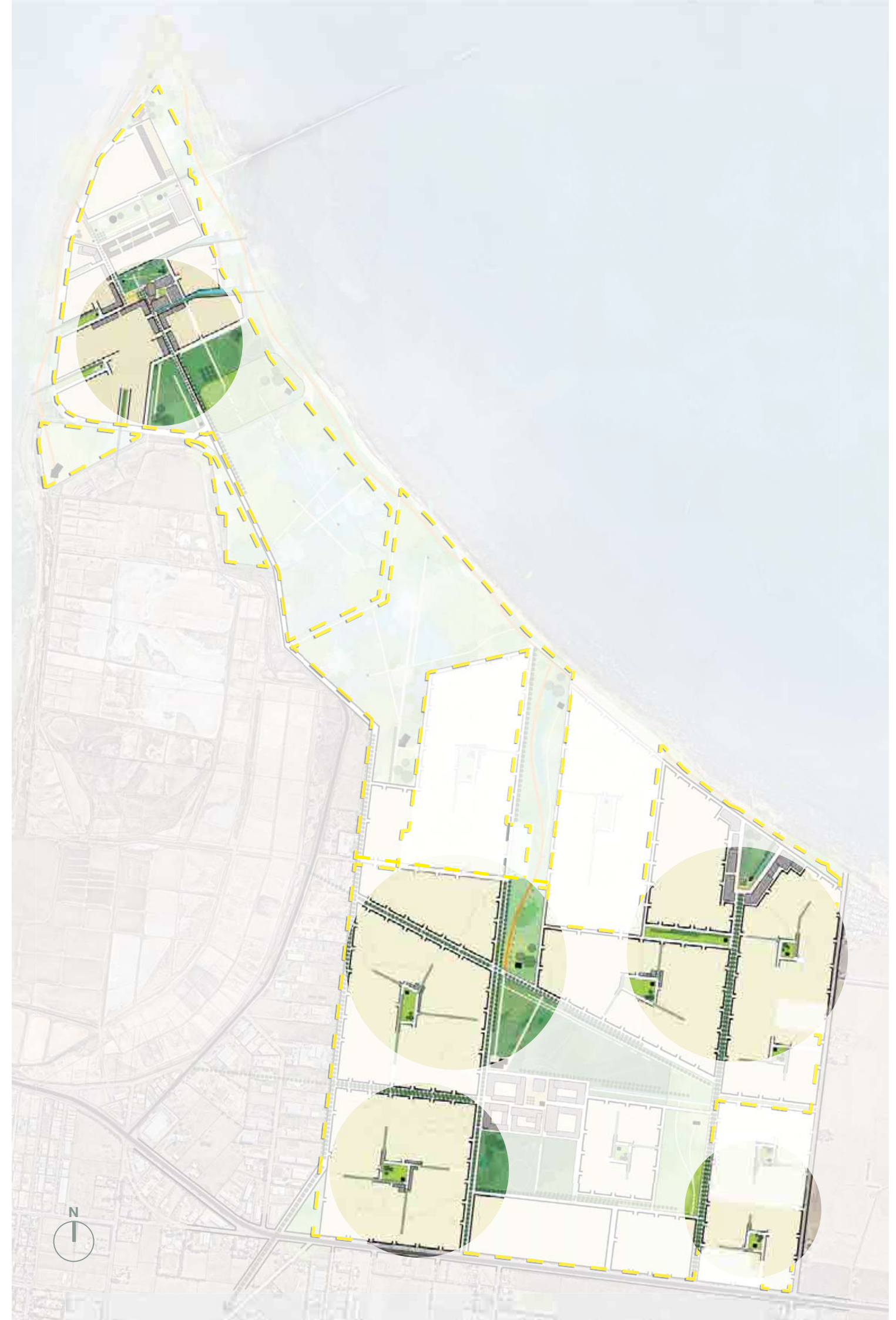
The magnitude and scale of Point Henry 575, the connections to the coast and to central Geelong and the proposed investment in the environment and landscape amenity have the potential to facilitate a truly diverse and unique urban setting.

The urban fabric proposed at Point Henry 575 could provide a range of neighbourhood characteristics and the full spectrum of urban living environments. More urban living residences, including terraces and town houses, would be concentrated around areas of high amenity and in the mixed use cores.

Compact neighbourhoods would include a mix of detached and semidetached family homes. Mixed use apartments could be integrated into the village centres and along the activated waterfronts.

All of these diverse urban living environments would be adjacent to or in close proximity of a range of complimentary land uses designed to enable residents to undertake many aspects of their lives within their neighbourhood.

The opportunity exists to create a truly unique and highly desirable urban setting in Point Henry 575 that provides the ability to access playgrounds and recreation opportunities in one of the neighbourhood or civic parks, go shopping or eat with friends at the village or mixed use centres and access the natural settings in the wetlands or along the coastal edge.





Urban Living residences



Neighbourhood Parks



Mixed-Use Centre



Town Houses



Community Events



Mixed-Use Apartments

Walkable Communities

Transportation, community health, sustainability and housing are all inter-related. The opportunity to bring these urban elements together at Point Henry 575 to create an authentic place in which people will want to live, invest and interact is unparalleled.

Walkable, cycle friendly neighbourhoods designed with the experience of the residents and visitors in mind ultimately have the greatest potential for success. They are generally perceived as friendly, safe and highly desirable places to live.⁸

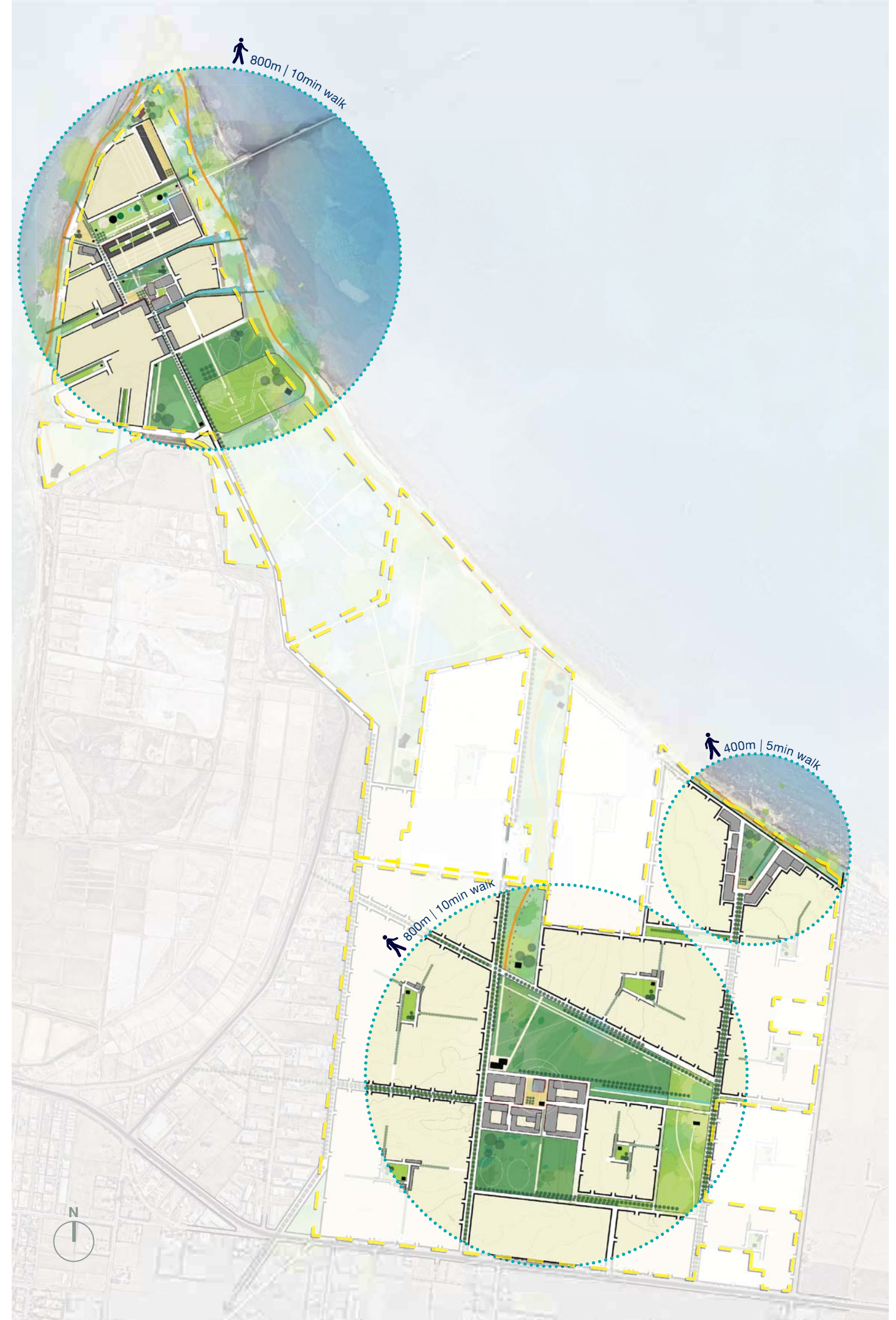
Residents who live in highly walkable neighbourhoods have been shown to have higher levels of social capital and are more likely to exercise regularly. Compact cycle friendly neighbourhoods can greatly reduce car dependency and the associated carbon footprint of the neighbourhood. Direct links between the walkability of an urban environment and value of the land and properties have recently been extensively documented.⁹

Point Henry 575 could be delivered as a series of interconnected, compact, mixed use, walkable neighbourhoods. Each neighbourhood would be structured around an interconnected network of local streets and avenues reflecting the much loved character of the inner neighbourhoods of Geelong.

As the design for each neighbourhood is developed, subtle responses to topography, local landscape features, built form and open space would lead to a unique character and identity within the neighbourhoods.

Cycle infrastructure could be embedded throughout Point Henry 575 offering safe, off road connections to key destinations including the local primary school, shops and parks.

Smaller neighbourhood parks would be embedded within each neighbourhood. These urban parks and plazas would provide high quality day-to-day amenity for residents contributing to their social and physical wellbeing.





Mixed-Use Opportunities



Walking Paths



Cycle Infrastructure



Neighbourhood Parks



Community Gatherings



Walking Buses

Coastal Village

The north facing aspects of the bay foreshore could be celebrated, activated and made accessible for the greater Geelong community through a compact coastal village. Building on the coastal village character and tradition of the Bellarine Peninsula, a mixed use core overlooking a sheltered village park could be a hub of social life, leisure and tourism and bring the bayside living experience to the whole community.

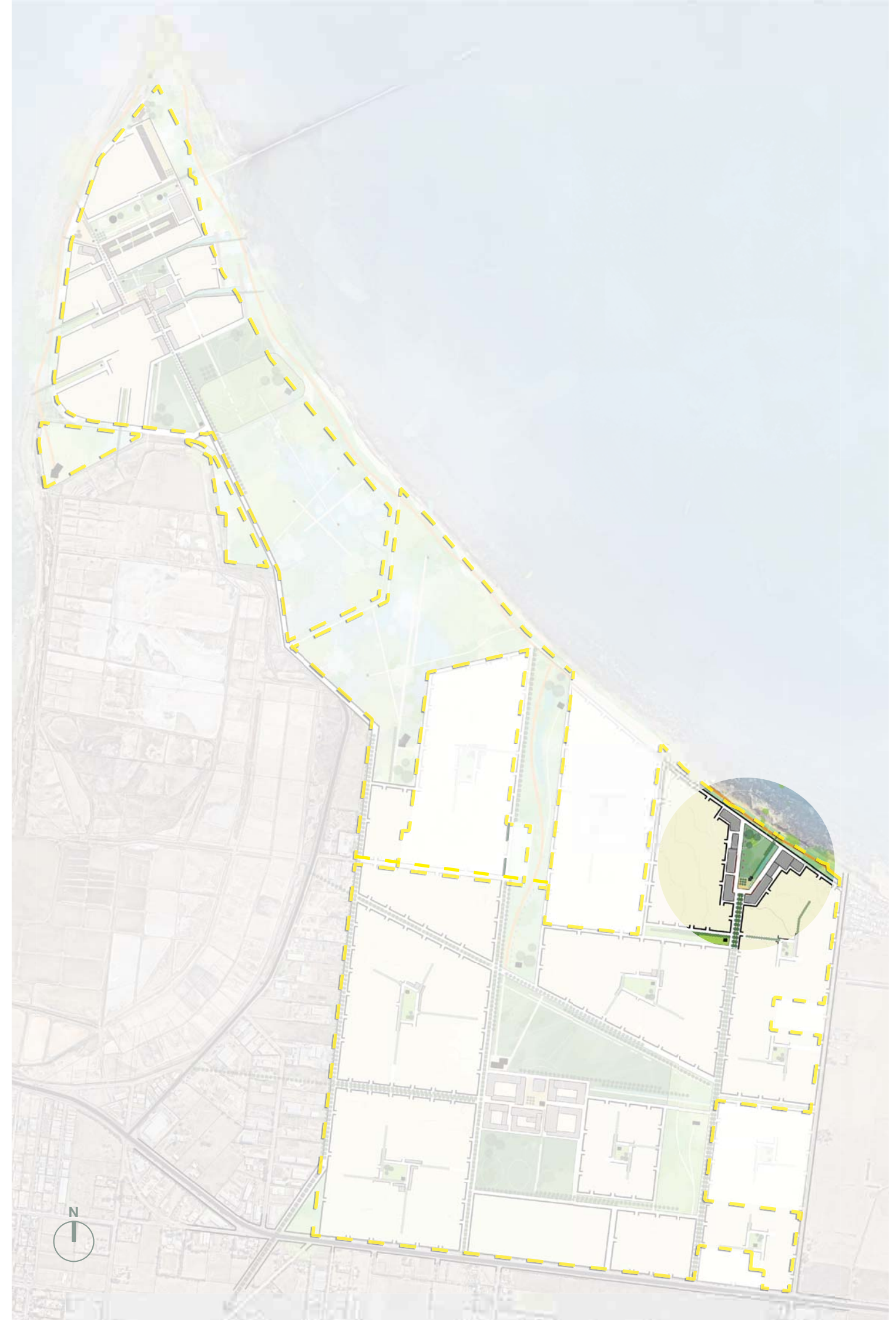
The village square, park and waterfront cafés and restaurants have the potential to establish a popular leisure and tourism destination. Water view apartments and terrace housing would enliven the village and create a thriving day and night economy.

The coastal parks and public waterfronts would open up areas of the coast not accessible to the public for generations and provide a valued leisure amenity along the unique beach frontage.

The village could be a destination along the coastal walk connected to the Point and Corio Bay by a network of coastal parks, trails and boardwalks. Short stay accommodation in the village could support the success of the wetlands education concept as a thriving eco-tourism and education destination.

The village could be a focus point for leisure marine activity on the bay with the integration of boat ramps and facilities including club houses and parking and fishing areas.

A tree lined signature avenue could connect the coastal village to the Bayview land village centre and Portarlinton Road. The alignment of this avenue and its convergence on a defined village square in the heart of the Bayview land village centre would reinforce the urban character of the coastal village and strengthen the vibrancy of the tourism and leisure based economy.





Passive Recreation



Boat Access



Coastal Park



Promenade



Fishing



Coastal Access

Reactivated Point

The redevelopment of the smelter and rolling mill site provides the opportunity to weave a narrative of change in Geelong with the layers of history being reflected in and shaping the urban fabric of the Point land. The transition from former industrial site to a vibrant mixed use urban community and tourism destination could, in time, become an important part of the evolution of Geelong, returning Point Henry to the role it played in the 19th century.

The active heart of the Point land could be focused around the potential adaptive reuse of some existing industrial infrastructure. These iconic buildings could be retained and adapted for a wide range of active uses including cultural events, heritage spaces, market places, co-work studios, artistic/commercial incubators, a new regional home for marine industries and more.

Arcades could connect landscaped courtyards within the complex and provide an extensive network of pedestrian pathways.

A contemporary industrial heritage park and civic plaza could be the signature of the Point land. This space would reflect the alignment of the pier and create a strong visual axis from the pier, through the Point land and towards Geelong's Botanic Gardens on the far side of Stingaree Bay. Elements and relics of the industrial heritage of the site could be captured and interpreted through the landscape architecture of the space. The Signal Station could be a key feature and sensitively adapted for re-use and mark the entrance to the point park.

A network of water channels could permeate through the buildings on the Point land integrating sensitive water management and creating dynamic and unique living environments.

The potential of the Point land for waterfront living and as an active leisure destination could be unlocked through the provision a number of landmark open spaces including coastal boardwalks, active urban plazas and linear green spines.

These spaces would form the public open space and amenity required for medium density living as well as open up views of the bay from areas deep inside the Point land creating a sense of connectivity to the bay from almost all vantage points around the Point land.

The potential integration of hotels and short stay accommodation could support the viability of the Point land as a recreation, leisure and cultural destination as well as provide local tourism, leisure and hospitality jobs, and economic growth.

A grand entry boulevard could connect the Point land through the Wetlands. This tree lined urban promenade could bring the character, life and activity of inner Geelong main streets to the Point land. The termination of the entry boulevard at an urban park and civic plaza framed with views towards the repurposed industrial structures would create a unique and unparalleled sense of arrival. A vibrant place and social focus point for the day to day life of the local community and visitors alike.

South of the mixed use urban quarter a major recreation open space is proposed. Remodeling the landfill sites (in particular the local high point on the original landfill) as lookout parks could showcase the impressive views to Geelong, the Bellarine Peninsula and Melbourne as well as overlook the proposed wetlands park and capture sightlines into the mixed use core of the Point land. Areas of these parks could be activated for recreation uses including playing fields, urban forests and community gardens. A national wind surfing and kite surfing centre could also be explored.





Recreation



Adaptive Reuse



Marine Industries



Tourism



Mixed-Use Opportunities



Signal Station

11.0 IMPLEMENTATION

The Concept Master Plan provides a vision that guides the possible future transition of Alcoa's landholdings over a 20 to 30 year period.

Project Phasing

The proposed future redevelopment of Alcoa's landholdings commences concurrently from the top of the Point land moving south, and from the Portarlington Road frontage of the Bayview land moving north.

This dual fronted approach to project phasing is necessary to ensure that Alcoa's landholdings can be delivered in a commercially viable manner that supports the vision and the objectives of both the Concept Master Plan and the Moolap Plan.

Consideration of Alcoa's adjoining landowners will inform the project phasing and timing of the proposed implementation of the Concept Master Plan over the next 20 to 30 years. As depicted indicatively in the following phasing diagrams, Alcoa will ensure the required separation distances for current surrounding land uses are recognised and integrated into the timing of any future delivery phasing for Point Henry 575.



DEVELOPMENT PHASING

Illustration of potential implementation process (subject to separation distances) over 20 to 30 years.

Proposed Implementation Framework

Alcoa's Point Henry landholdings is a highly strategic and pivotal parcel in delivering on the Moolap Plan vision. Its size, scale and locational attributes also play a role in delivering arguably the most significant and place-changing element of new urban fabric within the study area of the Moolap Plan.

The following Implementation Framework provides for the integrated planning and delivery of Alcoa's Point Henry landholdings in manner that:

- enables the proposed project phasing of Alcoa's Point Henry landholdings; and
- achieves the Moolap Plan's vision of land use across the study area and its objectives for developer-led responsibility for the delivery of local and state level infrastructure.

STAGE 01

Moolap Plan Implementation within the City of Greater Geelong Planning Scheme

A planning scheme amendment to the Greater Geelong Planning Scheme will be prepared to introduce relevant policy and give effect to the approved Moolap Plan as the key strategic guidance document outlining its vision, principles and directions.

Given the significant level of public engagement that has occurred to date on the draft Moolap Plan, the provisions of Section 20(4) of the Planning and Environment Act 1987 should be employed by the Minister for Planning to run an expedited, facilitated amendment process to incorporate the final Moolap Plan into the Geelong Planning Scheme.

STAGE 02

Resolution of separation distances to surrounding major industrial uses

Alcoa seeks to maintain the current Geelong Planning Scheme (S 52.10) separation distance of 1,000 metres for existing major industries in Hays Road.

Maintaining the current separation distance in conjunction with the proposed staging plan provides a workable balance between existing major industries in Hays Road and potential sensitive land uses in the short to medium term (within 10 to 15 years). There are already residences within 1,000 metres of these existing major industries and no adverse amenity issues are being experienced or reported publicly.

STAGE 03

Alcoa Concept Master Plan implementation within the City of Greater Geelong Planning Scheme

A planning scheme amendment to the Greater Geelong Planning Scheme will be prepared, to rezone all of the Alcoa Point Henry landholdings through one comprehensive amendment to:

- reflect the integrated manner in which the Concept Master Plan has been created;
- provide guidance on the anticipated yield and massing of development across the entire landholdings;
- ensure that local and state infrastructure is matched to the anticipated development yield and massing across the entire landholdings and that a Section 173 Agreement is entered into in relation to developer delivery of that infrastructure; and
- avoid the potential problems that could arise through separate examination, decision making and rezoning processes applying to the separate parts of Alcoa's landholdings.

The planning scheme amendment will update the Local Geelong Planning Policy Framework to reflect the final Moolap Plan including the agreed separation distances. It will also establish appropriate guidance on the future subdivision, use and development of land within and in proximity to existing industrial operations.

Proposed Zone Framework

The planning scheme amendment to the Greater Geelong Planning Scheme would zone land as follows:

- Point Henry Precinct ('the Point' in the Concept Master Plan) – in consultation with Government and the City of Greater Geelong, rezone to the optimal combination of underlying zone and Development Plan Overlay to provide all stakeholders with a balance of certainty regarding development outcomes and level of flexibility that is appropriate for a 20 to 30 year development (one example being Commercial 1 Zone + Development Plan Overlay);
- Industry Precinct – Industrial 1 Zone (retained);
- South East Precinct ('Bayview' in the Concept Master Plan) – rezone to General Residential Zone and Commercial 1 Zone;
- Saltworks and Wetland Precinct (incorporating the 'Wetlands' in the Concept Master Plan) – rezone to Public Park and Recreation Zone; and
- Coastal Foreshore – Public Conservation and Resource Zone (retained).

Policy Framework Updates

As outlined, Alcoa seeks to maintain the current Geelong Planning Scheme (S 52.10) separation distance of 1,000 metres for existing major industries in Hays Road.

As part of the rezoning the Geelong Planning Scheme should be amended to provide clarity on the policy position

for required separation distances to achieve a workable balance for industrial operators, current residents and future developments incorporating potential sensitive land uses in the short to medium term (within 10 to 15 years).

Remediation

It may also be necessary to apply an appropriate Environmental Audit Overlay (EAO) over relevant parts of the Alcoa landholdings as part of the rezoning.

The application of an EAO over relevant parts of the Alcoa landholdings should take into account, amongst other things:

- the history of the relevant land - noting that Alcoa's landholdings has been used for activities as diverse as aluminium production on the Point and farming on the Bayview land; and
- the extent of remediation activities already undertaken by Alcoa in relation to that land.

Infrastructure Obligations

As outlined, part of the proposed Implementation Framework and rezoning activities would be the preparation of a section 173 agreement between Alcoa and Government. This will secure the agreed infrastructure required to service the new community, and be supported by an agreed infrastructure delivery timetable to be incorporated into the agreement. This will ensure that the necessary infrastructure is delivered by the developer of Alcoa's landholdings over the life of the development.

The section 173 agreement would be negotiated with the City of Greater Geelong and State Government as part of the rezoning process and would ensure that infrastructure is matched to the anticipated development yield and massing that will be part of the new zoning/Development Plan Overlay controls.

12.0 FROM SHARED VISION TO CONCEPT MASTER PLAN

Between December 2015 and January 2017 Alcoa undertook three phases of community engagement to ensure broad community and key stakeholder input informed the development of the Concept Master Plan.

During this period Alcoa actively engaged with the community through a variety of means including open houses, workshops, listening posts, briefings, advertising, media coverage and an online engagement platform.

The first two phases of community engagement focused on developing then confirming the Shared Vision for Point Henry 575.

The Shared Vision themes, and their respective guiding principles, articulate the aspirations and outcomes the community is seeking in the delivery of Point Henry 575.

The third phase of community engagement followed the release of the draft Concept Master Plan and provided opportunities for the community and key stakeholders to learn about and consider the draft Plan, and provide feedback to Alcoa ahead of its finalisation.

There was a high level of awareness and participation during this phase. The draft plan was seen as consistent with the guiding principles established in previous phases of community engagement and there was an overall positive level of satisfaction with the draft plan. The feedback also demonstrated a very positive response to Alcoa's approach to community engagement.

The Shared Vision for Point Henry 575 provides a sound platform from which the Concept Master Plan has been created.

The Shared Vision themes and guiding principles outlined in section 4.0 have been translated by the Concept Master Plan team into a series of Key Moves described in Section 8.0, which have in turn underpinned the physical components of the Concept Master Plan set out in Sections 9.0 and 10.0.

The pictorial representation details how each of the Concept Master Plan components have their genesis in the relevant Shared Vision themes.

These components will unlock Point Henry's potential for Geelong by connecting Geelong to a new coastal destination, Point Henry's unique landscapes and a diverse range of sustainable living opportunities.



Point Henry 575 community engagement activities, 2015 and 2016.

SHARED VISION

SUPPORT AND BUILD ON THE PROSPERITY OF THE GEELONG REGION



EMBRACE AND CELEBRATE THE COASTAL LANDSCAPE



CREATE A DIVERSE AND INCLUSIVE PLACE



HONOUR THE VARIOUS HISTORIES OF THE SITE



COMPLEMENT THE GEELONG REGION



KEY MOVES

1. LINK
Link Point Henry to Geelong via a coastal open space network.

2. PROTECT
Protect Point Henry's valued environmental qualities.

3. CONNECT
Link these valued settings via a memorable open space network.

4. ENRICH
Establish a sequence of walkable communities.

5. ENLIVEN
Create two civic hearts.

6. ARRIVE
Create The Point as an important Geelong destination.

CONCEPT MASTER PLAN COMPONENTS

OPENSOURCE NETWORK



WETLANDS



SOCIAL AND COMMUNITY LIFE



CIVIC HEARTS



URBAN FABRIC



WALKABLE COMMUNITIES



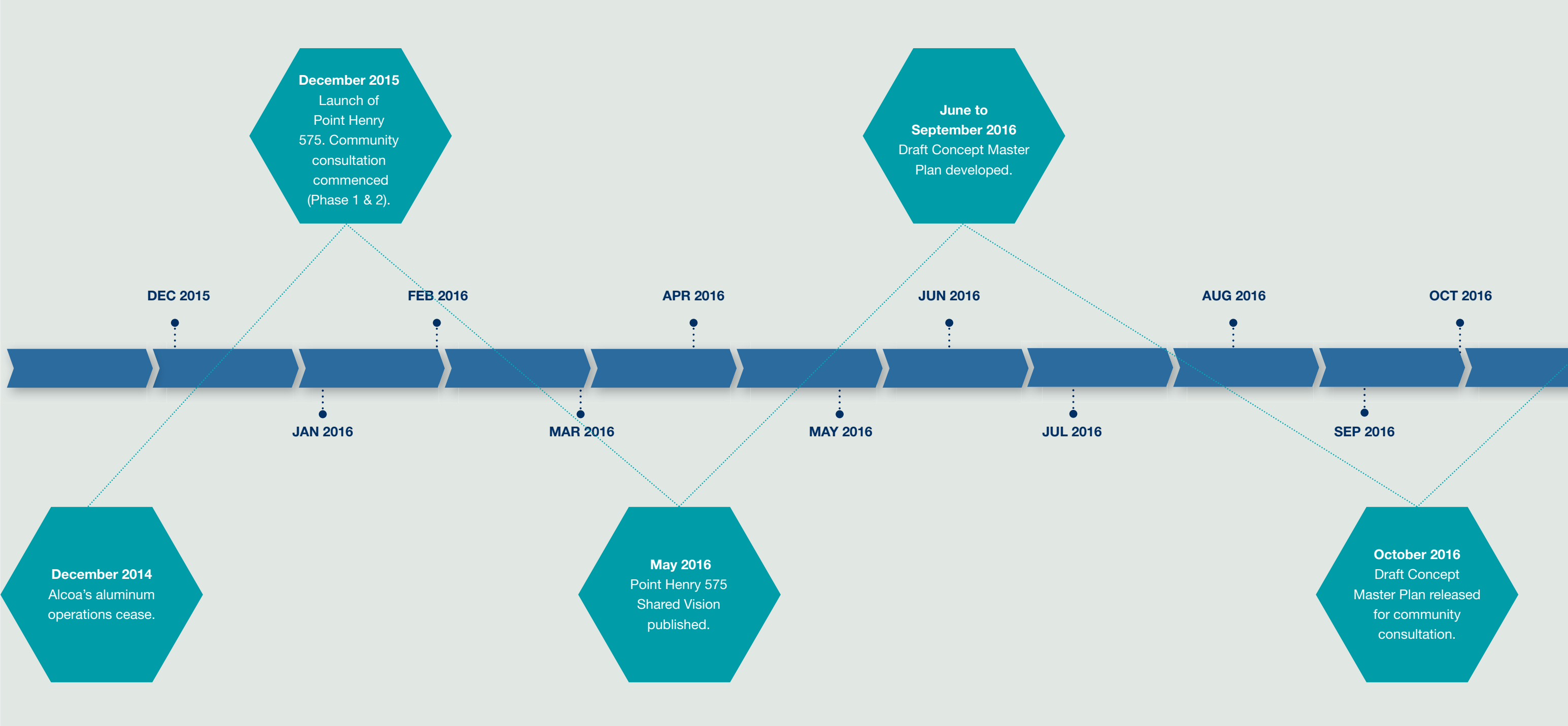
COASTAL VILLAGE

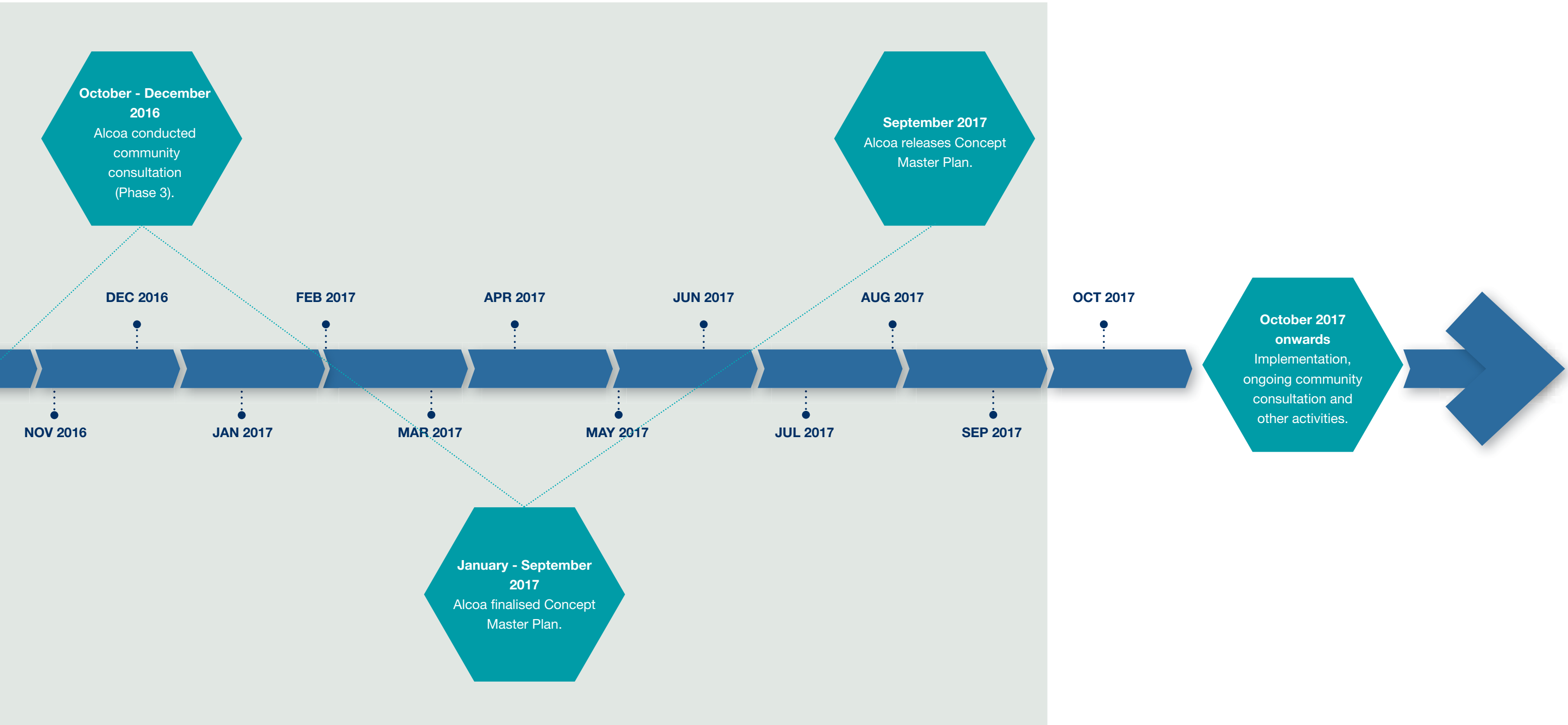


REACTIVATED POINT



13.0 PROJECT TIMELINE





14.0

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Supporting documents:

Point Henry 575 Community Engagement Reports
Point Henry 575 Shared Vision Report

Source: www.alcoa.com.au/pointhenry

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