



Summary Document



CITY OF BALLARAT

Draft Housing Strategy 2023–2041





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The City of Ballarat acknowledges the Traditional Custodians of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognises their continuing connection to the land and waterways.

We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.

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Vision

By 2041, the Ballarat municipality will have grown by up to 55,000 people and will need 29,000 more dwellings.

Higher density areas will have evolved in areas that have a high level of services and amenities. More homes are found in Ballarat's older areas.

High quality, contemporary housing design is embraced, and responds to our heritage areas.

New housing will be of diverse types and sizes, ensuring a housing mix that suits the needs and wants of our changing population. More people have access to alternative forms of transport.

Social and Affordable Housing dwellings are provided in sustainable locations for people that need them most.

New homes will be built to incorporate best practice environmentally sustainable design (ESD) principles. Native flora and fauna thrive in our urban and rural areas.



Why a Housing Strategy?

Our community is growing, and everyone needs somewhere to call home. The City of Ballarat has a responsibility to ensure the municipality's existing and future residents have access to safe, comfortable, well-located homes that are designed to meet high environmental standards and respect the unique heritage character of our city and townships.

This draft Housing Strategy has been prepared to respond to these challenges.

What will the Strategy do?

The draft Housing Strategy has been prepared by the City of Ballarat with input from planning and demographic experts to ensure the findings and conclusions are cohesive and achievable. We also must follow State government guidance and laws when producing the Strategy.

The Ballarat community has provided valuable feedback on how the city and townships should evolve to accommodate our future generations, while protecting valued natural and built environment character.

Alongside our existing strategies, the draft Housing Strategy has been developed alongside the draft Neighbourhood Character Strategy and an Accessibility analysis which has been undertaken to identify where the more accessible parts of the municipality are.

Together, these identify what locations are best suited to accommodate more new homes. Through the Neighbourhood Character Study, the features that make up the existing neighbourhood character of our residential neighbourhoods have been assessed and important features have been identified.

By comparing the results of the accessibility and neighbourhood character analyses, areas of Ballarat have been identified that can accommodate significant change to their existing built form. This could see more, and bigger, residential buildings being constructed in areas that have good accessibility to services and facilities and where there is an adaptable neighbourhood character.

What will it not do?

State government rules mean we cannot use the Housing Strategy to assess the need for 'rural residential' housing. Rural residential housing will be

considered through a separate strategy. The Housing Strategy does not cover the Ballarat CBD, and work is underway on the Ballarat CBD Structure Plan.



Helpful definitions

Infill development is housing that is built on land that is already in a residential use and is in a residential Zone.

Greenfield, or Growth Area, development is housing that is built on land that is currently undeveloped and until recently was used for agricultural or other rural uses.



Where will the new homes be located?

The City of Ballarat will seek to accommodate the 29,000 new homes half; in our Greenfield Growth Areas and half in the existing city and townships. On average, approximately 1,450 new homes per year are needed to meet forecast demand.

Currently there is enough land to accommodate nearly 10,500 new homes in the existing Growth Area – Ballarat West. A new Growth Area with capacity for around 7,000 homes has been approved north of the Western Highway, near Mt Rowan and Miners Rest and the City of Ballarat is working with State Government, local landowners, and other stakeholders to bring this Growth Area forward.

Planning is also underway to determine the order in which other Growth Areas should come forward for

development, taking into consideration infrastructure and servicing costs alongside environmental impacts. Existing and proposed Growth Areas will contribute a supply of around 39,600 residential lots.

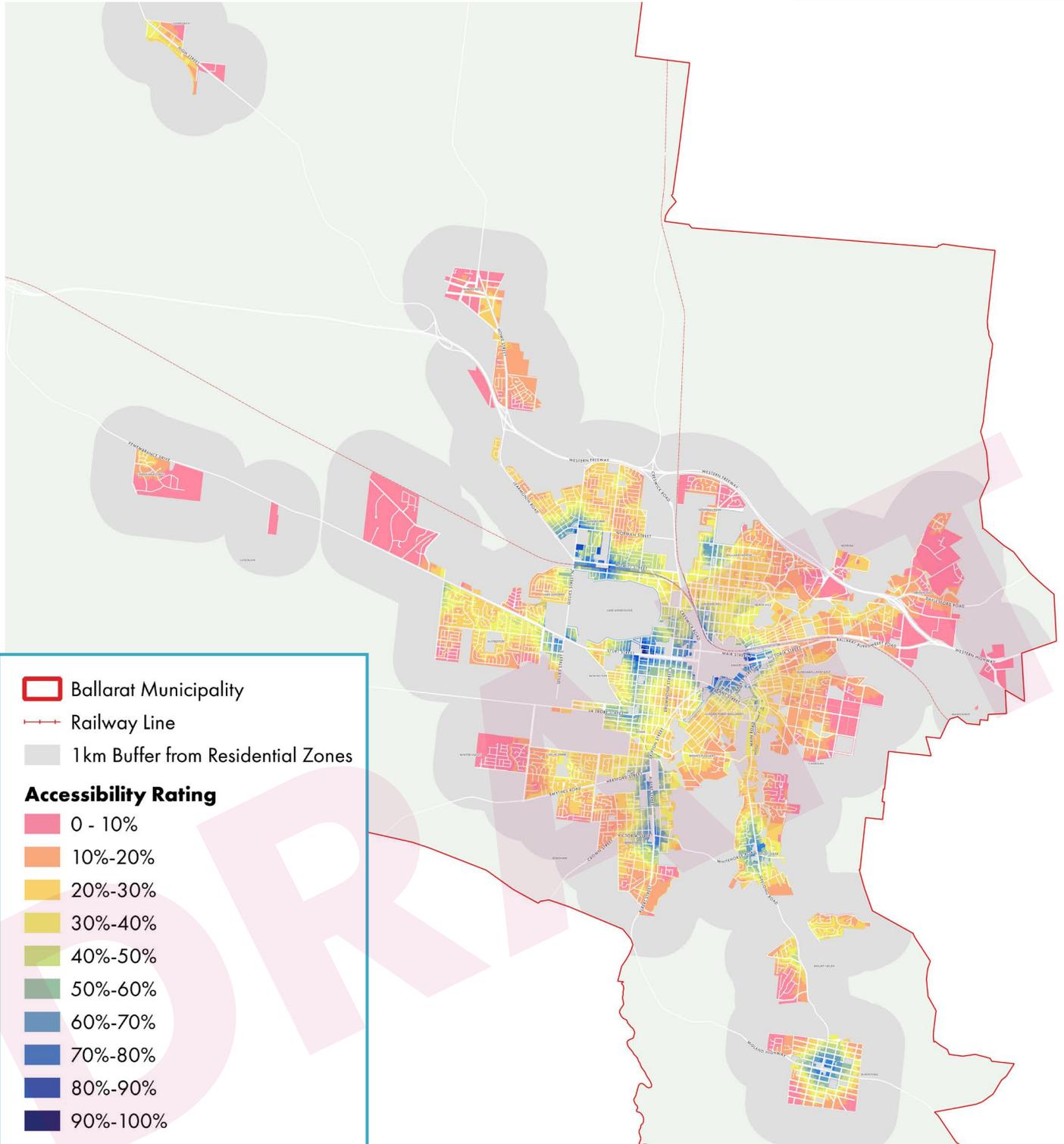
14,500 homes need to be provided in our existing city and townships. In analysing the infill capacity, bushfire hazards and flood risk have been considered. Based on the accessibility analysis and Neighbourhood Character Study, Ballarat has identified sufficient land to accommodate an additional 34,000 dwellings.

Areas of Sebastopol, Wendouree, Alfredton, Ballarat East, and Ballarat Central are considered to have the most capacity for change. In these areas new neighbourhood characters will result. In other areas of the municipality, less significant change is expected.

Accessibility and connectivity

It is important that new homes are in places where future residents can easily access services and amenities that meet their daily needs. This helps ensure socially, economically, and environmentally sustainable development outcomes.

The City of Ballarat has identified the most important amenities as: schools, shops, healthcare, public open space, and public transport. From this, the City of Ballarat developed accessibility ‘heat mapping’ that shows how accessible the different areas of the municipality are. These conclusions have helped guide where an increase in new homes is preferred.

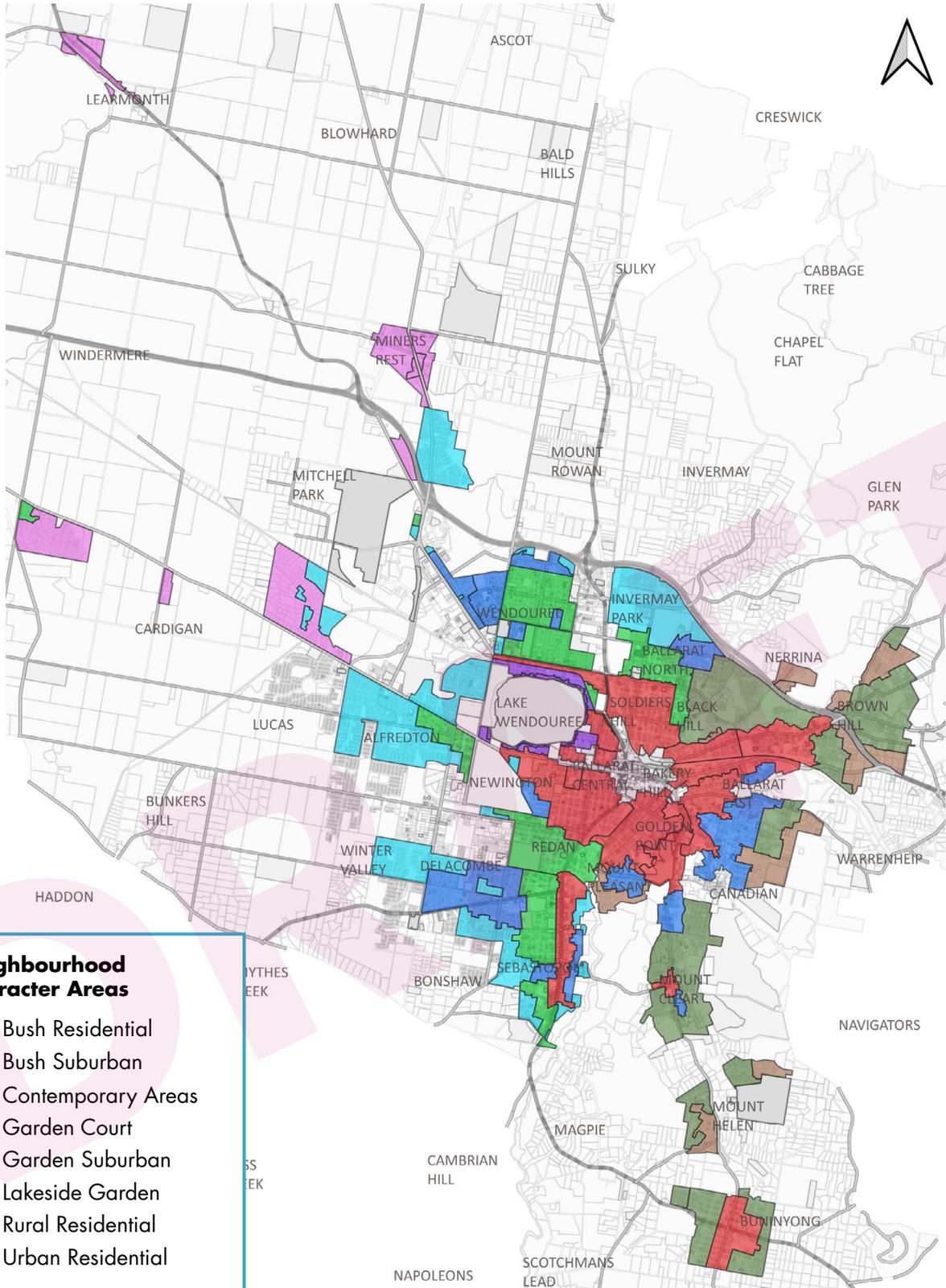


Residential properties accessibility rating

It is important that new homes are directed towards areas with higher accessibility to services and amenities. This ensures sustainable patterns of development and creates cohesive and strong communities as a result.

This does not mean that the City of Ballarat intends to prevent new housing being built in areas with relatively poor access to services and amenities.

The intention is to ensure that any increases in dwelling density are guided towards areas that are better connected to services and amenities that people need on a daily basis.



Neighbourhood Character Areas



What will our suburbs and new homes look like?

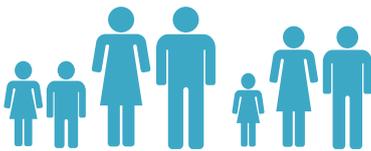
We know that design is very important to Ballarat. The city and townships are world renowned for their heritage values, and this will be protected while also making sure there are enough homes for the growing community.

The City of Ballarat needs to ensure these homes are environmentally friendly, meaning they must be built to high standards and minimise impact on the natural environment. They must reflect preferred neighbourhood character, are environmentally friendly, and protect biodiversity values in line with our existing Biodiversity Policy and ESD.



Recommendations

To achieve this Vision, the following Recommendations will be implemented through new controls in the [Ballarat Planning Scheme](#) and further strategic work.



Spatial distribution of residential growth until the year 2041

- > The City of Ballarat must ensure sufficient land is provided to enable 29,000 new dwellings to be built
- > 50 per cent of new dwellings will be directed to infill and urban renewal locations
- > 50 per cent of new dwellings will be directed to the Growth Areas
- > Substantial new residential growth should be directed to identified areas that are well connected to amenities and have an adaptable neighbourhood character
- > Smaller amounts of residential growth will be spread more evenly across the municipality
- > Some industrial areas will be revitalised through substantial, residential-led, mixed use development

Housing design and heritage

- > The design of new dwellings must respond to the significance of our heritage places and precincts



Housing diversity and affordability

- > Ensure new dwellings provided meet demographic trends regarding household formations
- > New housing developments in both greenfield locations and established suburbs will have a wide variety of housing typologies, including apartments and townhouses
- > Social and affordable housing must be provided



Environmental sustainability and biodiversity

- > Best practice environmentally sustainable design principles will be incorporated into new development and subdivision layouts
- > The urban environment supports native flora and fauna across private and public land
- > Additional work will be undertaken to establish how to better protect native flora and fauna, especially on the rural-urban fringes to the south, south-east, and east of the municipality and in our Growth Areas





Next steps

The City of Ballarat’s Draft Housing Strategy is on public consultation until 6 October 2023. All the supporting documents are also publicly available for review on our MySay page, and we welcome feedback on these. Drop-in sessions are being held across Ballarat during September, and we encourage anyone with questions about the Housing Strategy to attend.

Any changes that are required will be made, with final versions of the Housing

Strategy and the supporting documents presented to Councillors for endorsement in due course.

The next stage of the project involves a Planning Scheme Amendment to bring the Housing Strategy into the Ballarat Planning Scheme, ensuring it informs future decision-making. Work will also commence on the required Zone and Overlay reforms, to ensure future residential developments reflect preferred neighbourhood character outcomes.



Scan or click the QR code to view the supporting documents and provide feedback. Or visit mysay.ballarat.vic.gov.au

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The Phoenix | 25 Armstrong Street South, Ballarat, VIC 3350
City of Ballarat | PO Box 655, Ballarat, VIC, 3353

☎ 03 5320 5500 🌐 ballarat.vic.gov.au

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