

THE CITY OF  
GREATER GEELONG

# SOUTH GEELONG URBAN DESIGN FRAMEWORK (UDF)

STAGE 2 COMMUNITY ENGAGEMENT REPORT

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DRAFT 1  
MARCH 2021

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# STAGE 2 COMMUNITY ENGAGEMENT

## 01. EXECUTIVE SUMMARY

It is a common belief that people fear and oppose change. However, it is not change people fear but what they might lose that they value. People in South Geelong fear that the character of their residential neighbourhood will be lost to high-rise development and the impacts of increased population. The stage two engagement process has surfaced this fear of loss which in turn has clouded many of the intentions and finer details of the Draft UDF.

## 02. PURPOSE OF DRAFT UDF AND ENGAGEMENT

The purpose of the UDF is to set out how South Geelong will grow and develop in the future.

The UDF shows how public spaces will function and what they will look like and what land uses and built form are possible. The purpose of the Stage 2 Engagement was to get feedback on the draft vision, directions and design proposals.

## 03. PRINCIPLES OF THE DRAFT UDF

- To protect and enhance local character.
- To encourage best practice environmentally sensitive design.
- To improve universal access.

## 04. VISION FOR SOUTH GEELONG

- South Geelong will continue to have a strong residential community with a character of green, tree lined streets and open spaces.
- It will have attractive destinations which promote community interaction and are linked by safe and pleasant pathways.
- Development will remain modest in scale within heritage areas, where there is opportunity for larger developments consideration should be given to existing heritage buildings, streetscapes and open spaces.

## 05. ENGAGEMENT PROCESS

Council used a number of techniques to engage with the community on the Draft South Geelong UDF. These include:

### ONLINE AND PHONE SESSIONS

3

1-hour Online Sessions

Online sessions were offered across three 1-hour timeslots 10.30am, 2.00pm and 7.00pm on August 25 and 27; September 1, 3, 11 and phone conversations September 17, 18 2020.

52

Residents Participated On-line or over Phone

52 residents participated in the sessions on-line or over the phone. The process involved going through a presentation on the draft Urban Design Framework (UDF) and seeking input on a range of topics. Notes from the interviews are detailed in this report

### SUBMISSIONS

163

Total Written Submissions Received

Written submissions were also sought and around 163 were received. It is difficult to be totally accurate about the total because some people submitted more than one submission. Every effort has been made to separate the additional submissions. Within each submission respondents made a range of comments about different aspects of the Draft UDF. This report has separated comments from the submissions into topic areas. Consequently, the number of comments exceeds the number of submissions.

87

Female Submissions

Around 87 females and 76 males made submissions.

76

Male Submissions

### ADDITIONAL SUBMISSION INFORMATION

Both the interview notes and comments from submissions have been grouped under the headings:

#### LIKE:

the respondent commented favourably about the theme.

#### SUGGESTIONS:

the respondent comments were uncertain; seeking more information or offering suggestions for further consideration. Comments under this heading are more aligned to "Like" .

#### DON'T LIKE:

the respondent commented unfavourably about the theme.

### PIN DROP MAP

The community were also able to place a 'pin' on the concept image of the UDF and provide a comment. A map detailing the location of the pin are included in this report.

### ONLINE SURVEY

2020

Year of Conducted Survey

An online survey was also conducted in late 2020. The results of the online survey are included in this report.



## SUMMARY OF OVERALL COMMENTS FROM THE ENGAGEMENT PROCESS

The following table shows the number of Likes, Suggestions and Don't Like comments for components of the UDF along with observations. It highlights the perspectives, insights and interest of respondents.

THEME	LIKE	SUGGESTIONS	DON'T LIKE	TOTAL
<b>Density of Built Form and High-Quality Urban Environment</b>	19	36	171	226
<ul style="list-style-type: none"> <li>This theme attracted the most comments and was controversial. There are 19 likes, 36 suggestions and 171 don't likes. The majority of 'don't like' comments concern opposition to high rise development and can be attributed to a local campaign from local residents. The major area of concern is the potential loss of heritage and character in South Geelong resulting from high rise development. By comparison, there is more support and less opposition to increased height and density in Moorabool Street.</li> <li>There are wide ranging and passionate views about appropriate building heights. There is broad consensus that 10 storeys are excessive and out of scale with South Geelong. However, there is some tolerance for up to four storeys and perhaps six storeys.</li> <li>There is some support for social housing but generally there is an underlying fear about the potential for falling standards of public safety caused by lower socio-economic groups. More information was asked for about the demographic groupings to be targeted.</li> </ul>				
<b>Station Hub Development</b>	27	72	63	162
<ul style="list-style-type: none"> <li>There are a number of supportive comments about the height and density of housing adjacent to the station, improvements to carparking, improving foot access and making the area a vibrant community hub. There is tension about increased population in the area between thriving and overcrowding. 'Don't like' comments tend to echo the views already expressed about building heights, complaints about parking and increased traffic.</li> <li>The multi-storey car park attracts competing views around height, putting it underground and safety at night. There are technical queries about the future duplication and extension of rail lines and the consequent impact on South Geelong station. Adding a supermarket is suggested. Noise from trains is a growing issue for some respondents.</li> </ul>				



## SUMMARY OF OVERALL COMMENTS FROM THE ENGAGEMENT PROCESS

THEME	LIKE	SUGGESTIONS	DON'T LIKE	TOTAL
<b>Vehicular Access and Car Parking</b>	<b>12</b>	<b>66</b>	<b>83</b>	<b>161</b>
<ul style="list-style-type: none"> <li>This theme ranked three in the number of comments. There are concerns that the proposed high-density development will attract more people and make existing traffic problems worse. There was a call for the final UDF having a traffic impact and management plan. The removal of railway crossings as an immediate priority to assist with current traffic problems was raised a number of times.</li> <li>The narrow local streets add to traffic and parking problems. There are many wide-ranging views about car parking as it is a key issue in the minds of respondents. There is mixed support for parking in the centre of the road with some considering it dangerous. It is recognised that there needs to be more parking around the railway station and the multi-storey car park is supported by some but is controversial from a design and visual impact perspective. There are suggestions</li> </ul>				
<ul style="list-style-type: none"> <li>that it would be better located on the Barwon Water site. The prospect of insufficient parking spaces in the proposed high-rise developments is prompting fears that the small local streets will become clogged with cars.</li> <li>A more frequent and reliable bus service to the railway station is seen by some as a strategy to ease traffic and car parking issues. It seems that South Geelong Station is mainly used by commuters to Melbourne and is under pressure. The impacts of Covid may reduce the amount of commuting in future. There was no specific question about vehicle access traffic in the survey, but a number of comments were made. The survey question about well-located and managed car parking rated 6th in importance out of the 15 statements.</li> </ul>				
<b>Principles / Vision / Analysis</b>	<b>34</b>	<b>58</b>	<b>62</b>	<b>154</b>
<ul style="list-style-type: none"> <li>There is some support for the Draft UDF with respondents liking greenery and public open space and being optimistic about economic benefits and revitalisation. However, there are questions about retaining character and heritage, the feasibility of centre road parking and proposed zoning. There is concern and opposition about the scale and impact of high-rise development on the neighbourhood character and heritage of South Geelong. Respondents are worried about increased population exacerbating existing problems with traffic and parking and bringing anti-social behaviour to the area.</li> <li>The comments indicate confusion and uncertainty about aspects of the Draft UDF. A view was expressed that the framework did not reflect the wishes of the community as expressed in the initial engagement. The intent in the principles and the vision align with the values expressed in many of the comments from the community. People want to protect the heritage and local character and have best practice environmental design and modest scale developments. It seems that the suggested high-rise developments up to 10 storeys came as a surprise which has in turn triggered an energetic local campaign of opposition that has clouded analysis of the finer details in the UDF.</li> </ul>				
<b>Public Realm and Streetscape</b>	<b>22</b>	<b>43</b>	<b>35</b>	<b>100</b>
<ul style="list-style-type: none"> <li>There are positive comments about increased green spaces and a desire for more. Tree plantings are supported but there is some debate about appropriate tree types. Public spaces and outdoor dining also get favourable comment. There is some debate about the ability of social infrastructure like primary schools, medical services, local roads, sewerage systems and open space to cope with increased population.</li> <li>There is uncertainty about the projected population increase and demographic. Public realm and streetscape rates four in the number of comments. A strong residential community with a character of green tree-lined streets and open spaces was seen as the second most important outcome in the online survey followed closely by celebrating and protecting the history of South Geelong.</li> </ul>				

THEME	LIKE	SUGGESTIONS	DON'T LIKE	TOTAL
<b>Moorabool Street Development</b>	35	30	15	80
<ul style="list-style-type: none"> <li>Comments are generally much more supportive and the potential for Moorabool Street to become a major landscaped boulevard with tree-lined streets and improved economic possibilities is recognised.</li> <li>There is less opposition to building height as the stadium towers are already in the area. Similarly, there is less opposition to increased residential. The tree planting and landscaping received positive comments.</li> <li>The relatively low number of comments particularly 'don't likes' indicates less anxiety around this option.</li> </ul>				
<b>Walkability and Active Transport</b>	1	14	4	4
<ul style="list-style-type: none"> <li>Did not attract a lot of comment but walkability, pedestrian safety and cycling are supported. In the online survey, pedestrian safety was ranked the most important outcome for the future. The outcome 'Pedestrian access to key destinations, like the train station and Kardinia Park' was ranked 4 out of 14 in importance. Bicycle connections ranked 8.</li> </ul>				
<b>Barwon Water Site Development</b>	5	4	10	19
<ul style="list-style-type: none"> <li>The Barwon Water site is seen by some as presenting an opportunity to undertake a leading environmentally sustainable development with a mix of housing. There are a number of supportive comments. Again, most 'don't like' comments relate to building heights and the negative impact on the scale, heritage and character of residential South Geelong. The site is suggested as an alternative location for the multi-storey car park.</li> </ul>				
<b>Retail and Local Business:</b>	1	8	8	17
<ul style="list-style-type: none"> <li>There is scepticism about the commercial viability of increased retail in the area as there are developments with vacancies at present. There is some support for a local supermarket but a 'non-conglomerate' one. South Geelong is physically close to the CBD and there is a view that CBD retail should be strengthened. This issue ranks last in the number of comments. In the online survey the question: 'Buildings that encourage activity on the street e.g., retail, commercial or community uses on the ground floor within Moorabool Street and the Station hub precinct' rated 12 out of 14 in importance.</li> </ul>				

## 06. DATA ON COMMENTS FROM INTERVIEWS AND SUBMISSIONS

**200** PARTICIPATES

Around 200 people participated in the interviews and submission process.

**939** COMMENTS

There were 939 comments generated from the 163 submissions and 52 interviews

**48%** DISLIKES

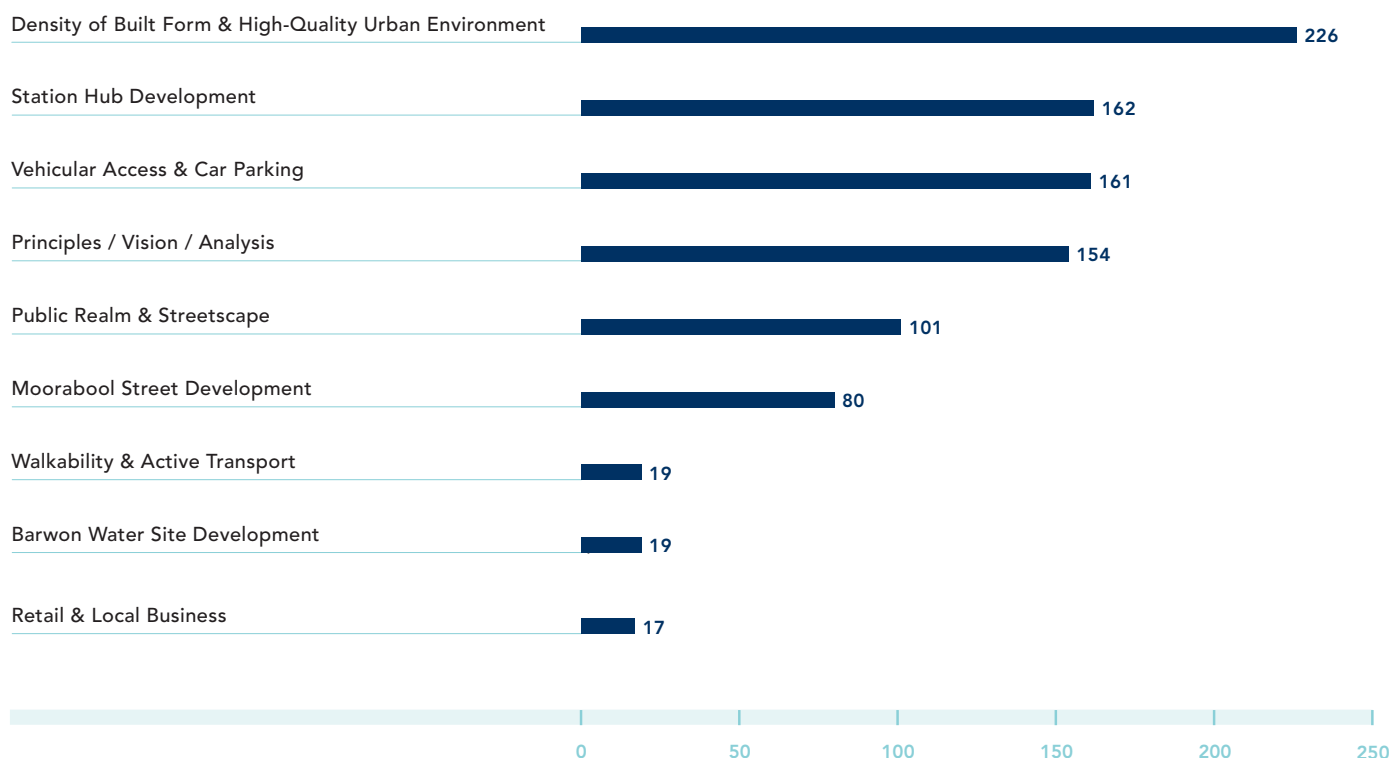
- Of the 939 comments 17% were likes, 35% suggestions and 48% dislikes. This indicates a relatively high level of uncertainty and dissatisfaction with the Draft UDF.
- A common thread throughout the top five areas was dissatisfaction with high rise residential development and the perceived adverse consequences of an increased population in the area.

The chart below shows the number of comments across the nine theme areas. The top five themes were closely grouped and represent 85% of all comments.

THEME	TOTAL NUMBER OF COMMENTS	% COMMENTS	RANKING
Retail & Local Business	17	2	6
Barwon Water Site Development	19	2	6
Walkability & Active Transport	19	2	6
Moorabool Street Development	80	9	5
Public Realm & Streetscape	101	11	4
Principles / Vision / Analysis	154	16	3
Vehicular Access & Car Parking	161	17	2
Station Hub Development	162	17	2
Density of Built Form & High-Quality Urban Environment	226	24	1
Total Overall Number of Comments	939	100	

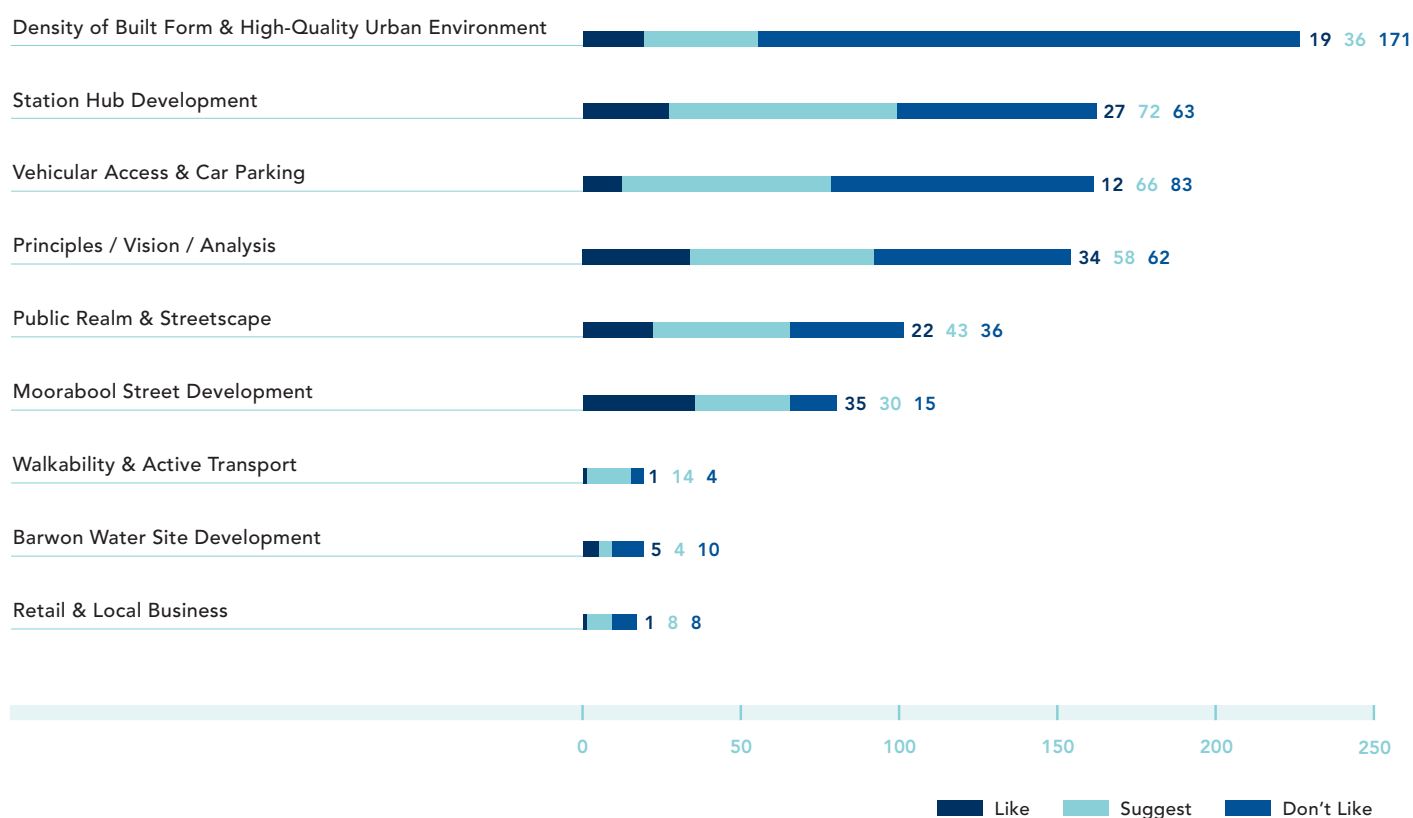


## TOTAL NUMBER OF COMMENTS BY THEME



The next chart shows the distribution of likes, suggestions and don't likes across the nine theme areas. The theme with the highest number of "don't like" comments (130) is diversity of built form and high-quality urban environment, followed by vehicular access and carparking (83) and Public realm and streetscape (77).

## DISTRIBUTION OF LIKES, SUGGESTIONS AND DON'T LIKE THEMES



## 07. ONLINE SURVEY

### RESPONSE SCORES

The survey sought responses, for 15 outcome statements, to the question: "When considering the future of South Geelong which of the following do you consider important or not?" There were 53 respondents.

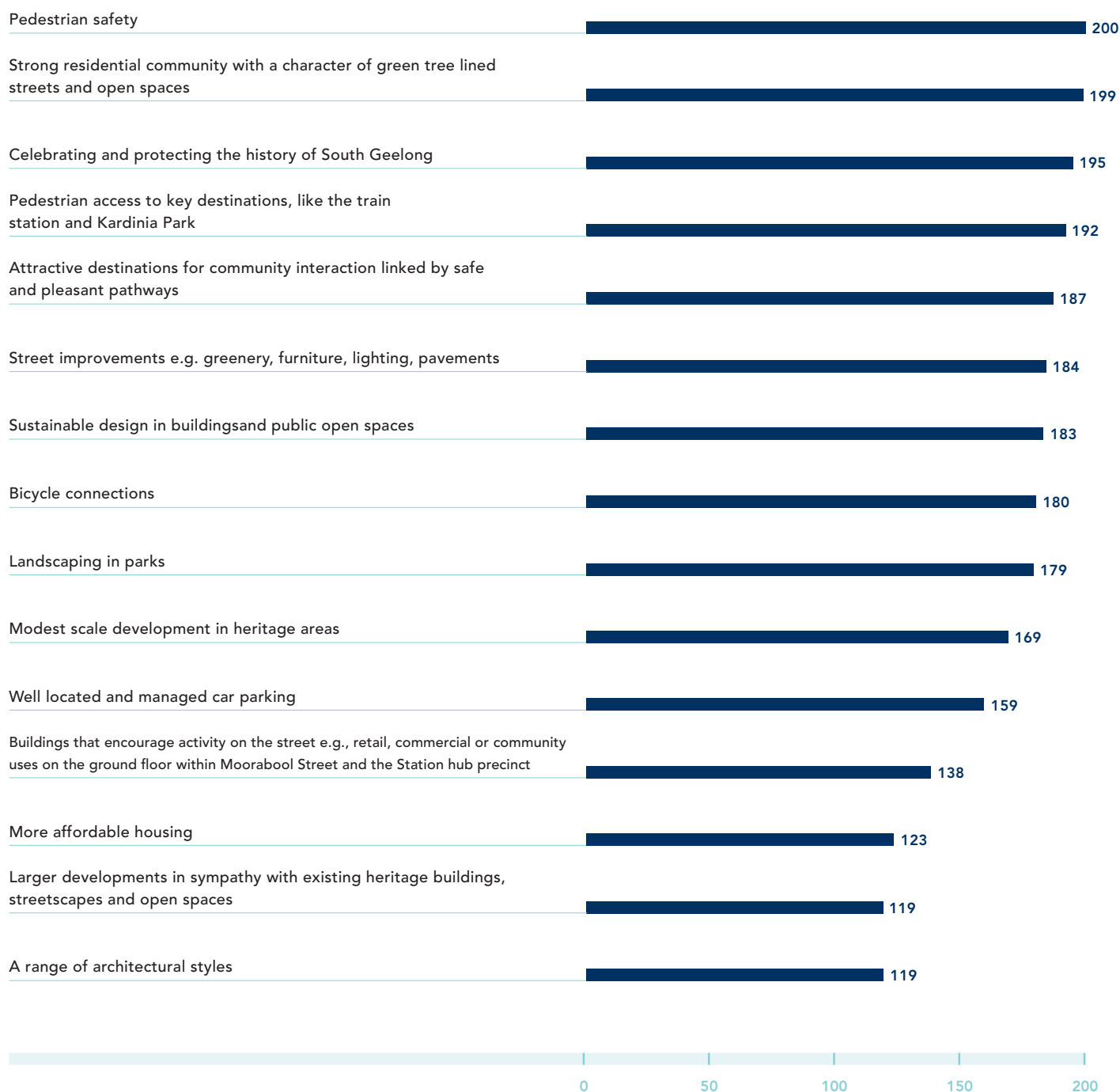
The following table shows the responses for the 15 outcome statements and a weighted score. The weighted score is calculated as follows (score for very important x 4) + (score for important x 3) + (score for somewhat important x 2) + (score for not important). If every one of the 53 respondents rated the outcome as very important the maximum weighted score would be 212. The weighted scores are ranked in order of importance.

The following table shows the survey result.

OUTCOME	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	WEIGHTED SCORE	RANK
Strong residential community with a character of green tree lined streets and open spaces	42	9	2	0	199	2
Attractive destinations for community interaction linked by safe and pleasant pathways	32	17	4	0	187	5
Modest scale development in heritage areas	33	5	7	8	169	10
Larger developments in sympathy with existing heritage buildings, streetscapes and open spaces	13	8	13	17	119	14
Pedestrian access to key destinations, like the train station and Kardinia Park	35	16	2	0	192	4
Pedestrian safety	41	12	0	0	200	1
Bicycle connections	30	15	7	1	180	8
Well located and managed car parking	21	18	8	5	159	11
Street improvements e.g. greenery, furniture, lighting, pavements	30	19	3	1	184	6
Buildings that encourage activity on the street e.g., retail, commercial or community uses on the ground floor within Moorabool Street and the Station hub precinct	11	17	18	7	138	12
Landscaping in parks	28	18	6	1	179	9
Sustainable design in buildings and public open spaces	32	15	5	0	183	7
Celebrating and protecting the history of South Geelong	44	3	5	0	195	3
More affordable housing	12	11	12	18	123	13
A range of architectural styles	8	12	18	15	119	14

The following chart shows the ranking of importance for each of the outcome statements.

## RANKING OF OUTCOMES BY WEIGHTED SCORE



## 07. ONLINE SURVEY

### GENERAL COMMENTS

The survey also asked respondents to make comments on what they thought was important for the future of South Geelong. Protecting the heritage and character of South Geelong attracted 14 comments followed by 9 comments objecting to high rise developments and 7 comments expressing support for green spaces and community places.

The comments are set out in the following table.

#### SURVEY COMMENTS

Walkability / Active Transport / Safety (3 comments)	
<ul style="list-style-type: none"><li>• More bike parking.</li><li>• I believe that the proposed bike paths and increased street parking and greenery is important and seem to be well designed.</li></ul>	<ul style="list-style-type: none"><li>• Roads having consistent cycle and pedestrian infrastructure across the UDF (ideally the city) so children in particular are safe and it is clear where cyclists and pedestrians and cars travel.</li></ul>
Vehicle Access & Car Parking (3 comments)	
<ul style="list-style-type: none"><li>• No multi-level carpark.</li><li>• Parking will also be a large concern on a daily basis for train services and when there are events such as the use of GMHBA Stadium.</li></ul>	<ul style="list-style-type: none"><li>• One-way streets in smaller streets to allow for cycling and parking of cars.</li></ul>
Traffic (3 comments)	
<ul style="list-style-type: none"><li>• Ensure planning decreases rather than amplifies existing traffic and safety problems during events within the Kardinia Park, South Geelong and Showgrounds precincts.</li></ul>	<ul style="list-style-type: none"><li>• Increased street lighting, traffic management for the smaller streets to decrease traffic trying to avoid traffic lights.</li><li>• Not too much traffic.</li></ul>
Public Transport (4 comments)	
<ul style="list-style-type: none"><li>• Opportunities and interface with the train infrastructure.</li><li>• Frequent public transport services to reduce car-dependency.</li><li>• Railway crossing improvements on Swanston Street.</li></ul>	<ul style="list-style-type: none"><li>• As this will be located around a train station, the residents that it will attract will most likely be commuters to Melbourne therefore, the rail network and line duplication from South Geelong to Geelong will be required well before this is viable. Trains are already above capacity and encouraging more patronage in this area along with an increased population in the growth areas of Armstrong Creek etc make it a non-viable proposal.</li></ul>



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## Green Spaces & Community Places

(7 comments)

- Community garden
- The park should be redeveloped, consider it to become a community garden.
- Safe, green links to the river.
- Proper wildlife corridors need to connect the river to suburbs that are adjacent to South Geelong.
- Well maintained public and congregational spaces encouraged by maximum usage to dissuade anti-social behaviour - small pockets of green spaces with seating-tables.
- Community spaces could include tool library, book exchange, grow free carts and community gardens and orchards -street plantings need to provide extensive shade (not eucalypts!) - open and green spaces need to encourage passive and informal recreation.
- Visible first nations acknowledgement public artwork/ sculpture - history project with interpretive signage focusing on Station, Barwon Water, First Nation people.

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## Heritage & Character of South Geelong

(14 comments)

- Ensuring any development is in keeping with the heritage buildings in the area. e.g., apartment complex on corner of Balliang and Yarra looks like eyesore and not keeping with the buildings near it.
- Larger developments would take away the character and charm of South Geelong however any scale development should be appropriate for the existing aesthetic of the community.
- Keeping the look and feel of the heritage area - very important! (e.g., not building huge modern apartment buildings).
- Large scale development, particularly greater than 4 storeys will completely ruin the character of the area .
- Just keep the heritage feel, no multi development
- Please maintain the character of this area. Leave the residential areas as is and DO NOT allow multi storey dwellings on current residential house blocks.
- Heritage values must be protected.
- The heritage appeal of the suburb should not be lost with high density.
- Sympathetic to the character of South Geelong
- I really would like to emphasise the importance of celebrating and protecting the history of the suburb. It's vital.
- At the community meeting in 2019, there were many, many people who spoke about the draw card of South Geelong being older renovated houses, quiet streets and trees.
- Agree on and retain the local character and identity of the area - keep it distinctive.
- Impact on existing and proposed residential amenity.
- Ensure neighbouring properties maintain their value.

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## Height and Density of Buildings

(9 comments)

- Larger developments of 10 storey high are not reflective of the heritage of the surrounds. Support Option 2
- No high-density buildings (above 4 levels) as this will detract from the character of the area.
- Low rise buildings
- 2 storeys above ground level limit.
- Multi-storey on Water Board land and train carpark and along Moorabool Street is fine.
- Nothing higher than 3 storeys to be in keeping with the area. It should be architect designed, not architects who work for developers.
- Residential construction should be low level.
- I DO NOT agree with the raised buildings. All the buildings should not be more than 2 storeys to ensure they match the current character of South Geelong buildings and do not impact on current residents who will have potential eyesores in the front/back yard.
- There is no need for more than 4-5 storey buildings.

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## Retail and local business

(2 comments)

- Retail is not needed here, we have numerous cafes close by three supermarkets (CBD, Belmont and Newcomb) very close by. Garden Street, CBD and 'Pako' are walking distance. The retail at the base of the Little Myers Street monstrosity is empty, the retail at the base of the housing on the corner of Moorabool and Kilgour was so badly designed with no street presence, always empty except for real estate agent
- A (non-conglomerate) supermarket and other retail food outlets

## 07. PIN DROP

### PIN DROP MAP

The community were asked to use a 'Pin' drop to provide comments onto features of the Draft UDF concept plan and to provide feedback or comments. The following map shows the location of the pins and whether the comments were positive or negative.

The map illustrates the proposed rail corridor through Geelong, with various land use zones and infrastructure. The corridor is shown as a dashed line, and the surrounding areas are labeled with street names and land use types. The map includes a legend indicating 'I don't like this' (red dot) and 'I like this' (green dot). A scale bar shows 0, 50, 100, and 200m.

Streets shown include Kilgour St, Mundy St, Bellarine St, Carr Street, Verner St, Moorabool Street, Anderson Pl, Park Cr, and Evans St. Land use zones include Residential Medium Density, Residential Low Density, Commercial, and Industrial. Parks include Kardinia Park and Moorabool Park. Infrastructure includes the proposed rail corridor, bus stops, and a pedestrian crossing.

Legend: I don't like this (red dot), I like this (green dot). Scale: 0, 50, 100, 200m.

## WHO CAN I CONTACT FOR MORE INFORMATION?

All project materials and feedback activities can be found on the City's website <https://yoursay.geelongaustralia.com.au/>

We can send you a hard copy of the draft urban design framework plan if you do not have access to the internet.

If you wish to speak to a planner please contact Strategy Planning on 52725078.

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### CITY OF GREATER GEELONG

PO Box 104  
Geelong VIC 3220  
P: 03 5272 5272  
E: [contactus@geelongcity.vic.gov.au](mailto:contactus@geelongcity.vic.gov.au)  
[www.geelongaustralia.com.au](http://www.geelongaustralia.com.au)

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