



THE CITY OF
GREATER GEELONG

PAKINGTON STREET & GORDON AVENUE

URBAN DESIGN
FRAMEWORK

INTERIM FINAL AUGUST 2021

ACKNOWLEDGMENT OF COUNTRY

The Greater Geelong municipality is located on the traditional lands of the Wadawurrung people. The land was created by the great ancestor spirit, Bunjil, the wedge tailed eagle.

Wadawurrung territory extends from the Great Dividing Range in the north, to the coast in the south, from the Werribee River in the east to Aireys Inlet in the west - including the major regional cities of Ballarat and Geelong.

The City acknowledges the Wadawurrung people as the Traditional Owners of this land who to this day practice their culture and uphold the dignity of their ancestors.



- image: ferne millen photography 2018

SUMMARY OF KEY CHANGES - FROM DRAFT TO INTERIM FINAL UDF

A key part of the process of preparing an Urban Design Framework (UDF) for Pakington Street and Gordon Avenue has been in undertaking community consultation at key stages.

The first stage consisted of a series of face-to-face Visioning Workshops, online surveys, a trader workshop and place experience surveys that informed the overall guiding principles and future vision for the area.

Outcomes from this stage of consultation largely informed proposed projects and recommendations in the Draft UDF that was released for consultation in March 2020.

The second stage of consultation involved collecting feedback on the released Draft UDF over a period of 24 weeks. Feedback was received through online and mailed submissions, phone interviews and online meetings.

The Interim Final UDF is a revision to the Draft UDF based on feedback received during the first and second stages of community consultation.

Below is a list of key changes made to the Draft UDF to produce the Interim Final UDF:

- Revised document structure to ensure recommendations and proposals for the separate precincts work together to improve the area as a whole.
- Clarified the role of a UDF and its limitations.
- Recommended development guidelines and controls that respond to concerns regarding amenity impacts to surrounding residential areas, including; site coverage, solar access and interface treatments.
- Provided revised preferred building heights and included mandatory controls to better balance design flexibility and certainty.
- Provided further clarification on approach to social housing contributions.
- Committed to prepare a parking plan for Pakington Street to manage car parking provision as the area develops.
- Revised transport recommendations to better address traffic concerns.
- Commissioned a Traffic Network Assessment (currently underway) to highlight additional road infrastructure upgrades or requirements.
- Prioritised landscaping and vegetation in public realm design outcomes.
- Included existing laneways in urban renewal projects.
- Included a recommendation to prepare a night-time economy strategy for the Heritage Core precinct.
- Recommended footpath and bike path upgrades to support walking and cycling.
- Highlighted opportunities for further consultation on proposed projects and strategic work.
- Recommended further investigations into required infrastructure upgrades to cater for increased demand.
- Revised guidelines for the Heritage Core precinct to provide more flexibility in the design of signage, lighting and built form additions.
- Revised Project C in the Heritage Core precinct to provide more flexibility in the design response for kerb extensions.
- Provided further detail on implementation and timing for proposed projects and further work.



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Geelong West Library, Streetface Project, image by the City of Greater Geelong.



01

Introduction

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Section Contents

Below is a breakdown of what this section of the UDF contains.

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WHAT IS A UDF AND WHAT DOES IT DO?

Urban Design Frameworks (UDF's) are an integral part of the planning system and are important tools to translate local action plans and visions for the future of a place into actual projects and guidelines. They are a vehicle to help local authorities and communities set an overall direction for a particular place that fits within the local and wider state planning context.

As a long-term visioning document, UDF's can provide a mechanism to direct investment and renewal in an area while guiding future development outcomes. The results of the UDF process can inform changes to zoning and overlays in the local planning scheme and initiate design guidelines and policies. Recommendations and projects are fed into capital budgets.

A UDF does:

- Provide a 'road map' to achieve a preferred future vision.
- Highlight key projects and further work to be undertaken as part of the implementation process.
- Provide principles and guidelines to assess project outcomes and future development proposals.
- Provide flexibility for the final design and delivery of specific projects.
- Provide high-level concepts and ideas for further discussion during detailed design and delivery.

A UDF doesn't:

- Specifically address or deal with individual developments.
- Resolve delivery and timing of highlighted further strategic work.
- Produce detailed designs required for construction.
- Deal with construction or project management of capital works projects.

'UDF's are an important planning tool that assist local planning authorities and their communities in setting an overall direction for the future of a place with local action plans and initiatives. Combining the direction-setting aspects of strategic plans with the more detailed design process of a master plan'



A UDF is like a box where ideas and projects for a place are held together. Each project is then taken 'out of the box' to be investigated, assessed and implemented through a separate process which involves further community feedback and consultation.

PURPOSE

The Urban Design Framework (UDF) has been prepared to help shape the continued development and renewal of the Geelong West extents of Pakington Street and Gordon Avenue. The UDF supports implementation of the aspirations in the Greater Geelong: A Clever and Creative Future 2047 vision and the strategic priorities identified in the Council Plan 2018-2022.

Recognising the importance of strengthening the role of our existing inner urban areas by creating more compact liveable neighbourhoods that are well connected to Central Geelong, key public and community infrastructure and each other. Providing new lifestyle and business opportunities for our growing population.

This UDF outlines a future focus for three distinct precincts; the Heritage Core, Pakington North, and Gordon Avenue, providing recommendations, urban design strategies, and guidelines and controls for future development.

Once a final UDF is adopted by Council, it will be used as a guide for future investment and design decisions in the area. Parts of the final adopted UDF will be delivered through a separate planning scheme amendment process, which will involve further community consultation.

The UDF is committed to three overarching outcomes:



Better Places and Streets

Creating great people-friendly places and streets that encourage diversity, build social cohesion, connect people with nature and heritage values, and attract investment and innovation. Contributing to the liveability and attractiveness of our neighbourhoods.



Living Locally

Continuing to offer unique lifestyle choices for a diverse and growing population in neighbourhoods that can meet daily needs within an easy and safe walking or cycling distance. Allowing existing and future residents to live, work and play 'locally'.



Infill Development and Diversity

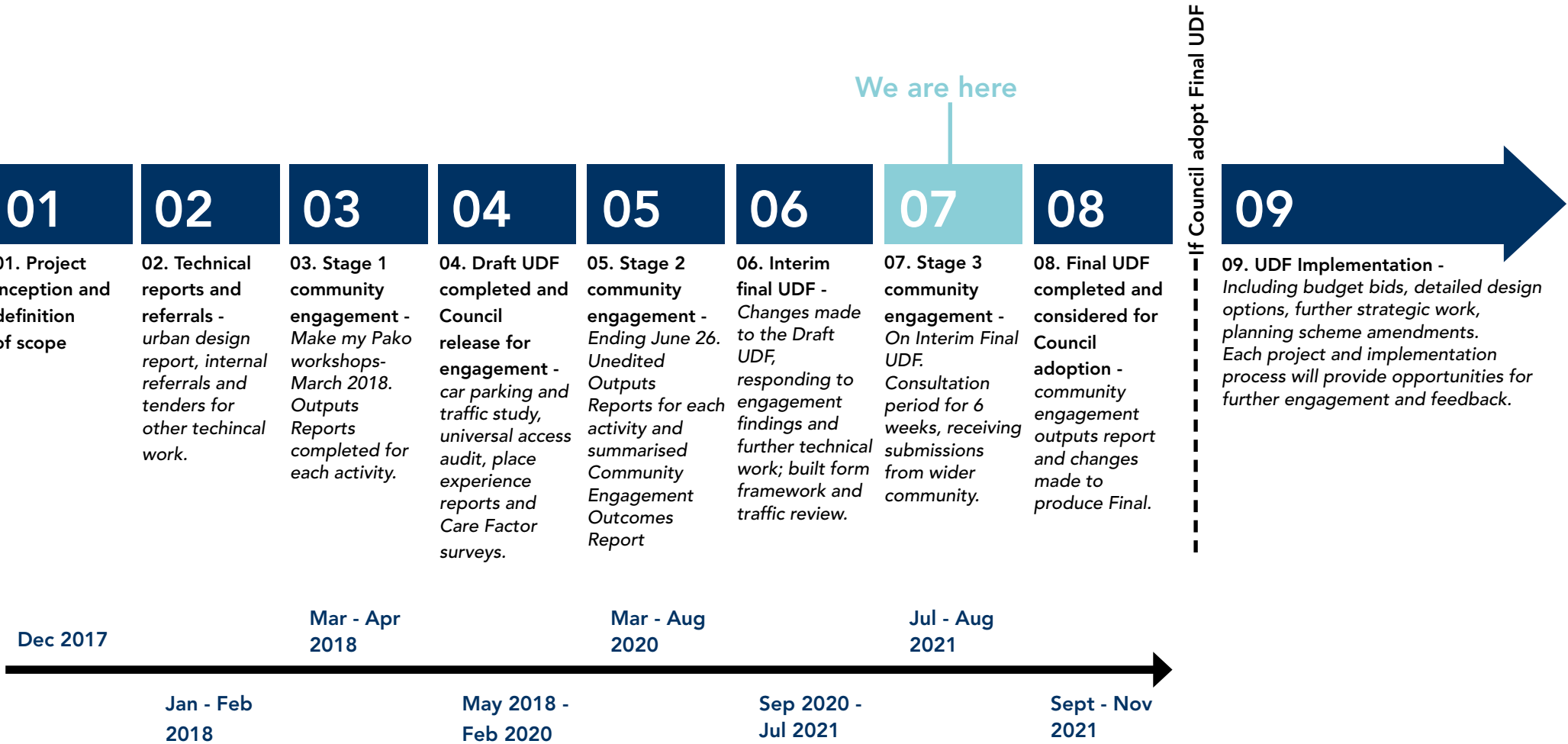
Facilitating development that respects the character of the area and helps accommodate our growing population. Fostering diversity, design excellence and sustainability. Building on existing character without the loss of amenity that makes Geelong West a great place to live.

The UDF consists of:

- An Introduction which presents the strategic background for the UDF and the wider framework for the study area.
- A summary of what we have heard from past community engagement.
- The overarching Vision and Guiding Principles for the area, as well as specific key moves for each of the three identified precincts; the Heritage Core, Pakington North and Gordon Avenue.
- A discussion of the approach for the future of the public realm of each of the three precincts.
- Recommendations for land use changes for the Pakington North and Gordon Avenue precincts.
- A discussion of proposed built form guidelines and controls for future development in the Pakington North and Gordon Avenue precincts.
- An implementation strategy for recommendations and identified further strategic work.
- A glossary with key terms used throughout this document and an appendix which discusses existing conditions.

The UDF aims to balance multiple agendas and priorities, presenting actions for consideration.

PROCESS



KEY DRIVERS FOR CHANGE

Situated only 75km southwest of Melbourne, Geelong is Victoria's second largest city and the gateway to the famous Great Ocean Road. Its varied landscapes offer multiple lifestyle opportunities, ranging from wilderness, rural, coastal, suburban and city environments.

As Victoria continues to experience population growth and development pressure, Geelong plays an important role in accommodating future growth. The City's latest estimates project an annual growth rate of 2.5 per cent, resulting in an additional 152,600 people who will be calling Geelong home by 2036.

Growth presents a significant challenge, including the need to provide an additional 73,400 dwellings and ensure access to employment, services, education, recreation, and entertainment opportunities for a diverse community in a way that reduces car dependence. Currently, 86 per cent of all trips in Greater Geelong are in private vehicles, despite the fact that 35 per cent of all car trips are only covering short distances of 1-2kms.

There is a significantly lower environmental, social and economic 'cost' of 'infill development'; providing new housing in areas which are within a walking or cycling distance to existing services, public transport and activity centres.

Pakington Street in Geelong West plays an important role as Greater Geelong's only Specialised Retail Centre. The Centre has grown over time from a traditional shopping strip serving the local community, to a 'hub' for retail, civic and community uses capturing niche trade from the wider region. Slow and cultural retail, which are based on customers' 'experience', have the greatest potential to develop the strongest links to the local economy and improve local employment outcomes. Future planning and design in this Centre must focus on enhancing this 'experience' of place.

In terms of housing, considering almost 85 per cent of our housing stock consists of single storey detached homes, any future medium and high rise developments must positively contribute to the character of existing urban areas, while delivering a genuine mix of housing types that cater for a diverse range of lifestyles and demographics.

Increasing housing diversity and facilitating infill development contribute to sustainable development. Both are measures of success for the Clever and Creative Vision, which aims to increase the contribution infill development makes to housing supply by approximately 15 per cent in order to increase its overall contribution to 50 per cent by 2047.



KEY INFLUENCES AND TRENDS

Sustainable Development

- Significant social, environmental and economic benefits of 'infill' development around public transport corridors and activity centres.
- Adopting ESD principles can reduce the negative impacts of development on both people and the environment.
- Actively reducing car dependence and advocating for improvements to active and public transport.
- Walkable, compact neighbourhoods.
- Reducing the urban heat island effect and sequestering carbon.

Technology and Streets for People

Taking advantage of new technology and creating 'streets for people':

- Renewable energy, alternative transport, 'green' infrastructure and widespread use of phone 'apps'.
- "Smart city" infrastructure that can provide live updated data.
- Increase in social equity by designing streets that cater for everyone, not only those who can drive/ own a vehicle.
- Greener streets that contribute to our urban forest.

Climate Change

Key impacts Geelong is likely to face:

- Declining annual rainfall.
- Increased intensity of extreme rainfall events.
- More extreme hot days.
- More bushfire risk days.
- Greater coastal exposure to shoreline erosion and inundation from sea-level rise.
- Continued loss of biodiversity.
- Increased demand for water.

Geelong Apartment Market

- Must be located in areas with great amenity.
- Revenue for apartments in Geelong is lower than in Melbourne, while construction costs are the same.
- High construction cost of basement car parking.
- Difficult to consolidate fragmented and small parcels.

COVID 19 Pandemic

Though the full impacts of the COVID-19 pandemic are still being studied, below are a few to consider within the built environment:

- Importance of living within easy access to services, public parks, facilities and the natural environment.
- Impacts to rate of immigration and population growth.
- Importance of smaller businesses being surrounded by a strong local resident community.
- Improvements required to apartment design to increase liveability and amenity for residents including size of living areas and private open space.

Retail

- A change in focus towards "experience" over "convenience" shopping.
- Online retail growth and competition.
- Evidence highlighting the benefits of "small" retail in local shop-strip environments over "big-box" retail or "malls".
- Rise in demand for 'unique' and artisan products and supporting local businesses.
- Significantly contributes to Geelong's employment.

POLICY CONTEXT

There are ten key Council policy documents that justify the development of a UDF for Pakington Street (Geelong West) and Gordon Avenue.

1 *A Clever and Creative Future*

Sets out a **Vision** for the **Greater Geelong Region** to be internationally recognised for being **forward looking, enterprising and adaptive**, and **caring** for its **people and environment** by 2047.

2 *Settlement Strategy Oct. 2018*

Directs **50 per cent** of future **growth** to 'infill' areas which are directly inside or within a 20 minute walk; to our **train stations** and **activity centres**.

3 *Housing Diversity Strategy 2007*

Supports a **range of housing** typologies and increasing supply in areas that are well serviced by infrastructure and facilities.

4 *Urban Forest Strategy 2015 - 2025*

Sets out a **strategy** to **enhance** and **protect** the public and private **tree population** and **vegetation** across all of **Greater Geelong** to **25 per cent** canopy cover.

5 *Social Infrastructure Plan 2014 - 2031 (Under Review)*

The **provision** of new **social infrastructure** in 'infill' areas will rely heavily on **redevelopment** and **re-purposing** of **existing facilities**, due to the limited land availability in established areas and the increasing price of land.

6 *Integrated Comprehensive Transport Plan 2015*

Promoting the **change** from **car** use and **dependence** to **active** and **public transport** begins with **prioritising streets** for the **safety** and **convenience** of **people** instead of for the safety and convenience of cars.

7 *Retail Strategy 2016 - 2036*

Recommends further **investigation** to **transition** the **Gordon Avenue** area into one which allows **residential, office** and **retail**.

Considers the **Pakington Street Specialised Retail Centre** as extending from **Autumn Street** to **Church Street**.

8 *Access and Inclusion Action Plan 2018 - 2022*

Sets out **actions, strategies** and **initiatives** that continue to **build accessible** and **inclusive communities** in the Greater Geelong Region.

9 *Municipal Public Health and Well-being Plan 2018 - 2021*

Goals include, **supporting social connection** to **improve mental health**, increase participation in **physical activity**, improving **access to safe** and **healthy local environments**, services and food.

10 *Social Housing Plan 2020 - 2041*

Outlines key initiatives, recommended strategies and actions to increase the supply of social housing in Greater Geelong as a response to an identified growing need to address housing stress, homelessness and housing poverty.

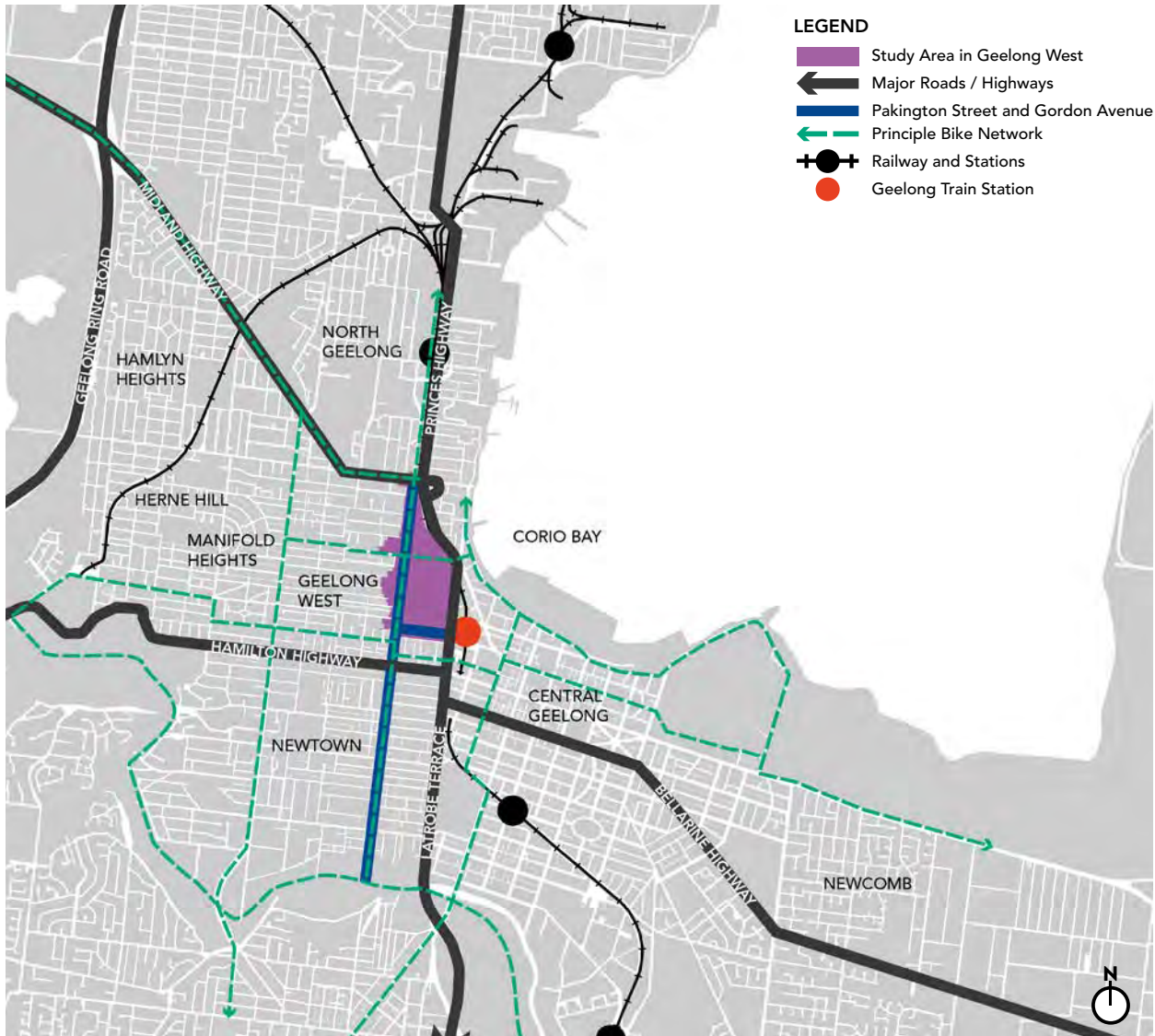
The strategies and recommendations in the UDF aim to contribute and support Geelong's UNESCO City of Design designation and our commitment to the UNESCO Creative City Network (UCCN) Sustainable Development Goal #11 - Sustainable Cities and Communities.

STUDY AREA

The study area for this Framework is located in the established inner suburb of Geelong West and includes two key streets; Pakington Street and Gordon Avenue. Pakington Street is a key north-south connection that stretches as far north as Church Street and as far south as the Barwon River. Gordon Avenue is a key east-west connection between Pakington Street and Latrobe Terrace. They both play important roles in providing connections for the 'West' to key destinations including; the Geelong train station, Central Geelong, the waterfront, and the many shops and businesses in 'Pako' itself.

The area contained by these two key streets has a long history, with many of the established residential areas having significant heritage character. The areas along Pakington Street and Gordon Avenue are established commercial areas; the 'central' part of Pakington Street is a recognised specialised retail centre, while Gordon Avenue and the northern section of Pakington Street serve as areas for secondary services and bulky goods.

The area's key location and access to existing services, public and active transport infrastructure, and established community are some of the factors that highlight its infill development potential, contributing to Geelong's sustainable growth.



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A WIDER FRAMEWORK

Government-led plans to revitalise Central Geelong are bringing significant investment and growth. Alongside this we must also plan the future of our inner suburbs to create a network of walkable compact neighbourhoods.

The City acknowledges the need to continue to invest in our streets, transforming them into a safe, inclusive, and attractive part of the public realm. The 'public realm' relates to places that belong to everyone, comprising streets, squares, parks, green spaces and other outdoor places that are accessed without charge and available for everyone to use.

These places offer space for people to move while facilitating a variety of uses and activities. Unlocking their potential to become people-oriented 'green' streets is key to building a more sustainable and liveable future for our existing and future communities.



The structure of 'urban' Geelong consists of a central city surrounded by established residential neighbourhoods with local activity centres ranging in size from small shopping strips, iconic specialised retail centres like 'Pako' and large format premises like the Waurin Ponds shopping centre.

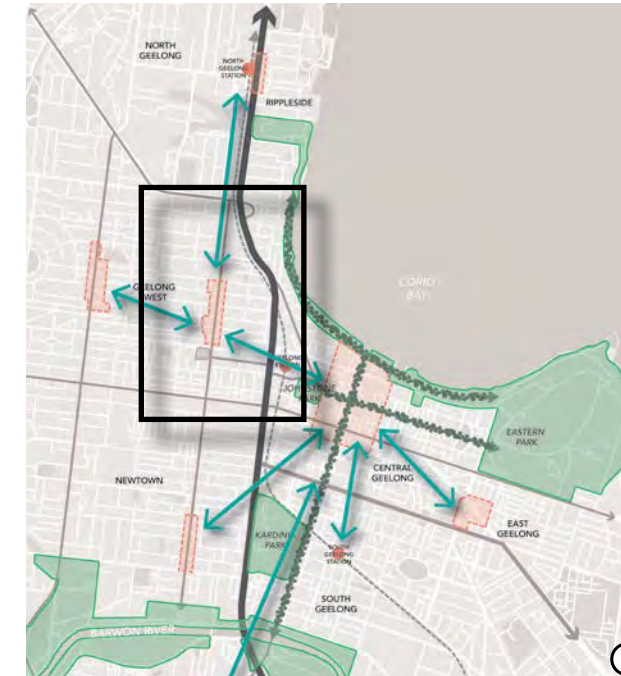
Currently, Latrobe Terrace, McKillop Street and the railway corridor are significant barriers for people-friendly movement to and from Central Geelong and surrounding neighbourhoods.



A key vision for revitalising Central Geelong is to create a 'City in a Park'. Creating 'green' people - friendly and environment - friendly activated streets connecting public open spaces.

The 'green spine' project aims to improve the vibrancy, liveability and amenity of Central Geelong with a linear park along the length of Malop Street connecting Johnstone Park and Eastern Park.

There is opportunity to provide more 'greening' in other key streets.



Looking outside the 'city' boundaries, there is an opportunity to create a network of well-connected 'places' where people live, work and play. Acknowledging that together, they create a more resilient, diverse and adaptive urban and 'city' environment.

Highlighting opportunities to improve connectivity and access to and from Central Geelong and surrounding neighbourhoods.

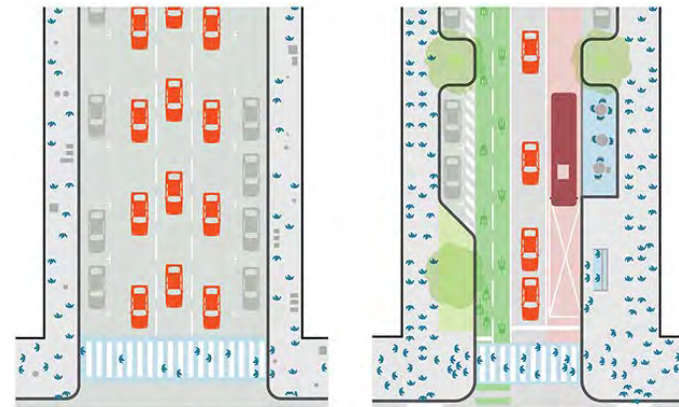


This UDF seeks to improve the vibrancy, liveability and amenity of Pakington Street and Gordon Avenue to provide better connections to key destinations. Building on their different roles and unlocking their capacity to accommodate new infill development that contributes to housing diversity.

THE STRATEGIC APPROACH

Street as "Place"

- Adopting a more flexible approach to how we design and experience Pakington Street and Gordon Avenue.
- Taking a people-oriented approach that promotes walking, cycling and public transport over car use.
- Creating 'nodes' of activity with seating and vegetation that add interest



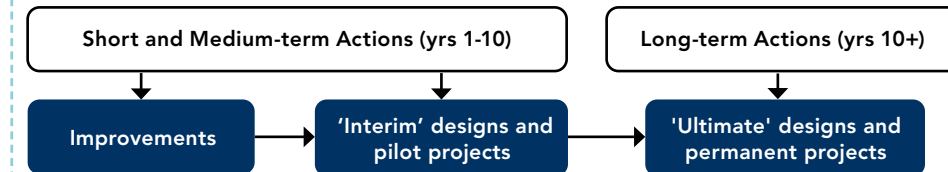
Car-oriented street
- Global Street Design, Global Designing Cities Initiative, Island Press 2016.



- images: Google images

Incremental change in the public realm

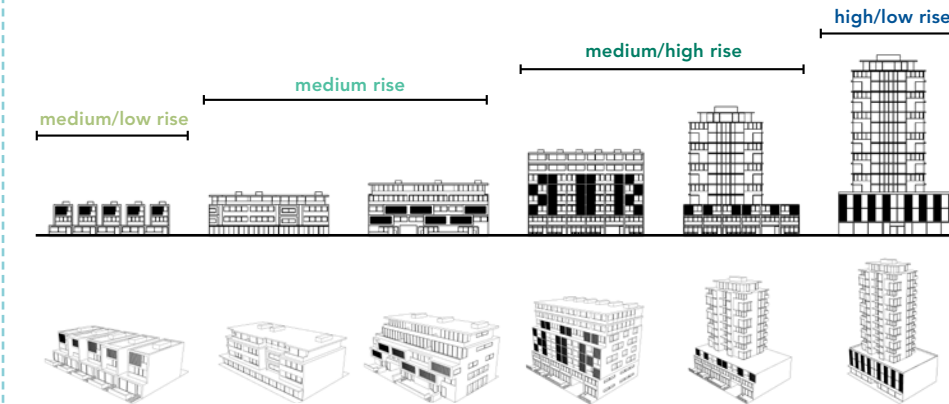
- Recognising that large-scale projects can be costly, disruptive and difficult to implement.
- Maximising the opportunity to partner with the community and stakeholders.



- images: Google images

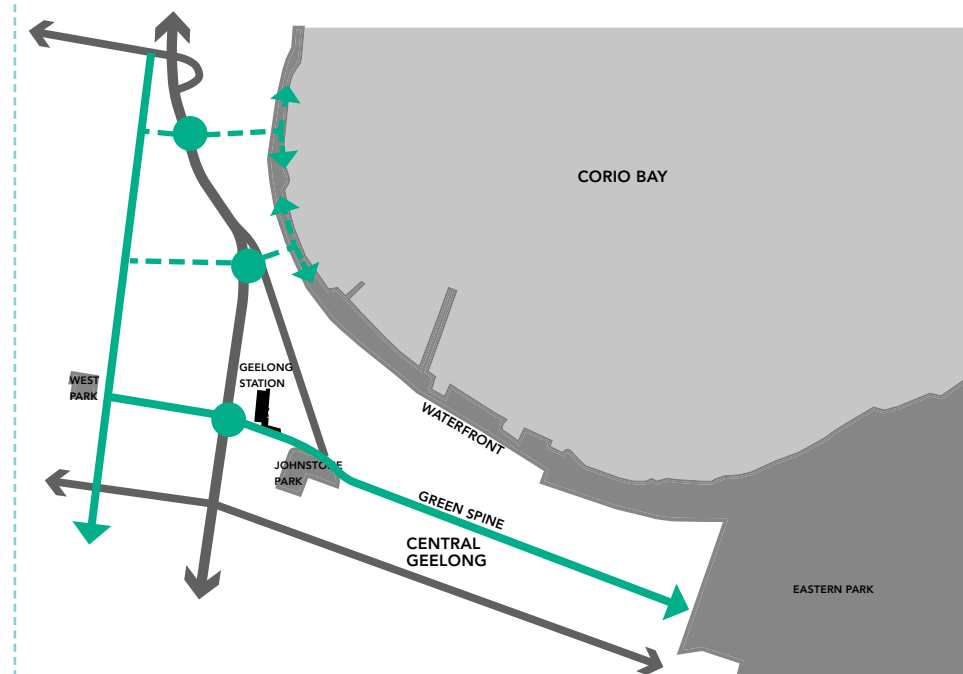
Infill development and housing choice

- Recognising the development potential in areas along Pakington Street and Gordon Avenue.
- Ensuring future development responds to context and adds to existing or desired character.
- Increasing housing type mix to cater for a wider variety of lifestyles



Connecting key destinations

- Advocating for better connections from the 'West' to the Geelong Station, Central Geelong and the open space reserve along Corio Bay.
- Recognising the need to redesign the Geelong Station to allow better access across Latrobe Terrace, including upgrades to the Gordon Avenue intersection.
- Highlighting the opportunity for a new connection over the top of Latrobe Terrace.

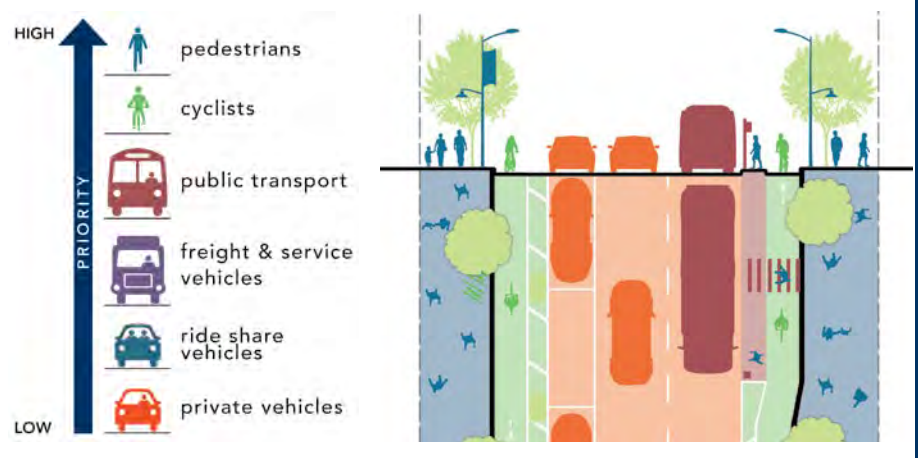


THE APPROACH - KEY STREETS

Pakington Street and Gordon Avenue

Aspiration

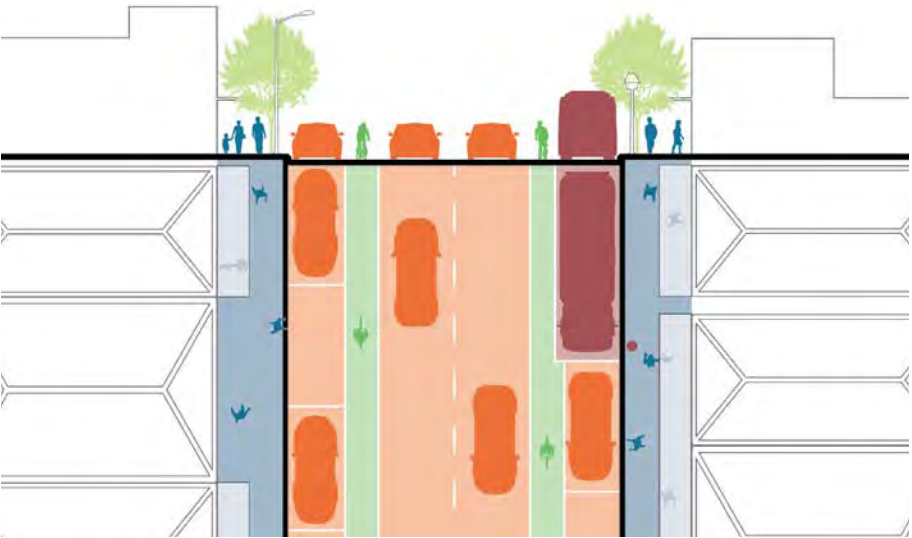
Best practice approach to sharing space. Works to deliver this aspirational design in Pakington Street and Gordon Avenue do not form part of the UDF. These works would be subject to future design and planning processes following implementation of the short term and 'interim' actions.



- Pedestrians: wide footpaths (3.5m - 3.8m), allowing clearance zone (1.8m - 2m) for wheelchair, pram, mobility scooter access. Greater opportunity for seating, outdoor dining and/or street trading.
- Cyclists: buffered bike lanes located adjacent to footpath provide safest design. Note that 'buffer' is at-grade and delineated with line-marking to avoid tripping hazards.
- Public transport: bus stop design and treatment optimises level of service.
- Vehicles: on-street parking provision and loading zones, recognising on-street parking works towards visitor convenience and can help calm traffic speeds.

Existing

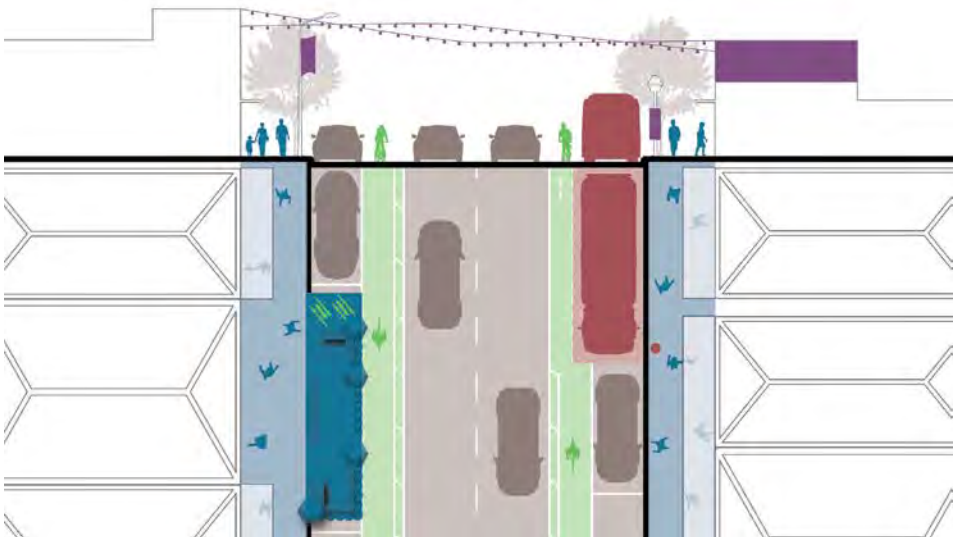
Typical street layout, noting Gordon Avenue does not currently provide for cyclists.



- Pedestrians: average 2.8m wide footpaths (or narrower) allow limited opportunity for street trading and outdoor dining whilst maintaining the 1.8m clearance zone for wheelchair, pram, mobility scooter access.
- Cyclists: average 1.4m on-road bike lane located between parked vehicles and traffic with no clearance for opening doors on Pakington Street. There is currently no provision for cyclists on Gordon Avenue.
- Public transport: bus stop design requires buses to leave and enter traffic lanes.
- Vehicles: average 3.2m two-way carriageway with on-street parking provision on both sides of the street.

Short to Mid-term

Formalising 'successful' elements of short-term projects, including side-street design.



- Pedestrians: side-street upgrades. 'Parklet' program formalised with both temporary and long-term options. Investigate widening footpaths on Gordon Avenue.
- Cyclists: existing bike lanes on Pakington Street remain. Investigate introducing bike lanes on Gordon Avenue. At grade buffer next to traffic lane and improved signage for cycling lanes. Increase visibility through paint treatment.
- Public transport: improve seating provision and bus priority.
- Vehicles: existing on-street parking remains on both sides of Pakington Street. On-street parking provision on Gordon Avenue to be reviewed. Potential to use up to 5% for temporary voluntary 'parklets' in temporary or long-term options along Pakington Street.



Existing Pakington Street streetscape.



Visualisation of the potential future Pakington Street streetscape.



Existing Gordon Avenue streetscape.



Visualisation of the potential future Pakington Street streetscape.



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Below is a breakdown of what this section of the UDF contains.

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STAGE 1 ENGAGEMENT - VISION AND FOCUS AREAS

A key part of the Stage 1 engagement process; which took place in March to April 2018, was to develop a 'vision' for the future of the area and identify key focus areas; issues, opportunities and desired outcomes from a wide range of community members and key stakeholders

The engagement process for developing a Draft UDF involved a wide range of activities including 'Visioning' workshops, an online survey, a trader workshop and 'Place Assessment' and 'Care Factor' surveys.

Key messages are summarised and have helped inform the strategies and actions in this document.

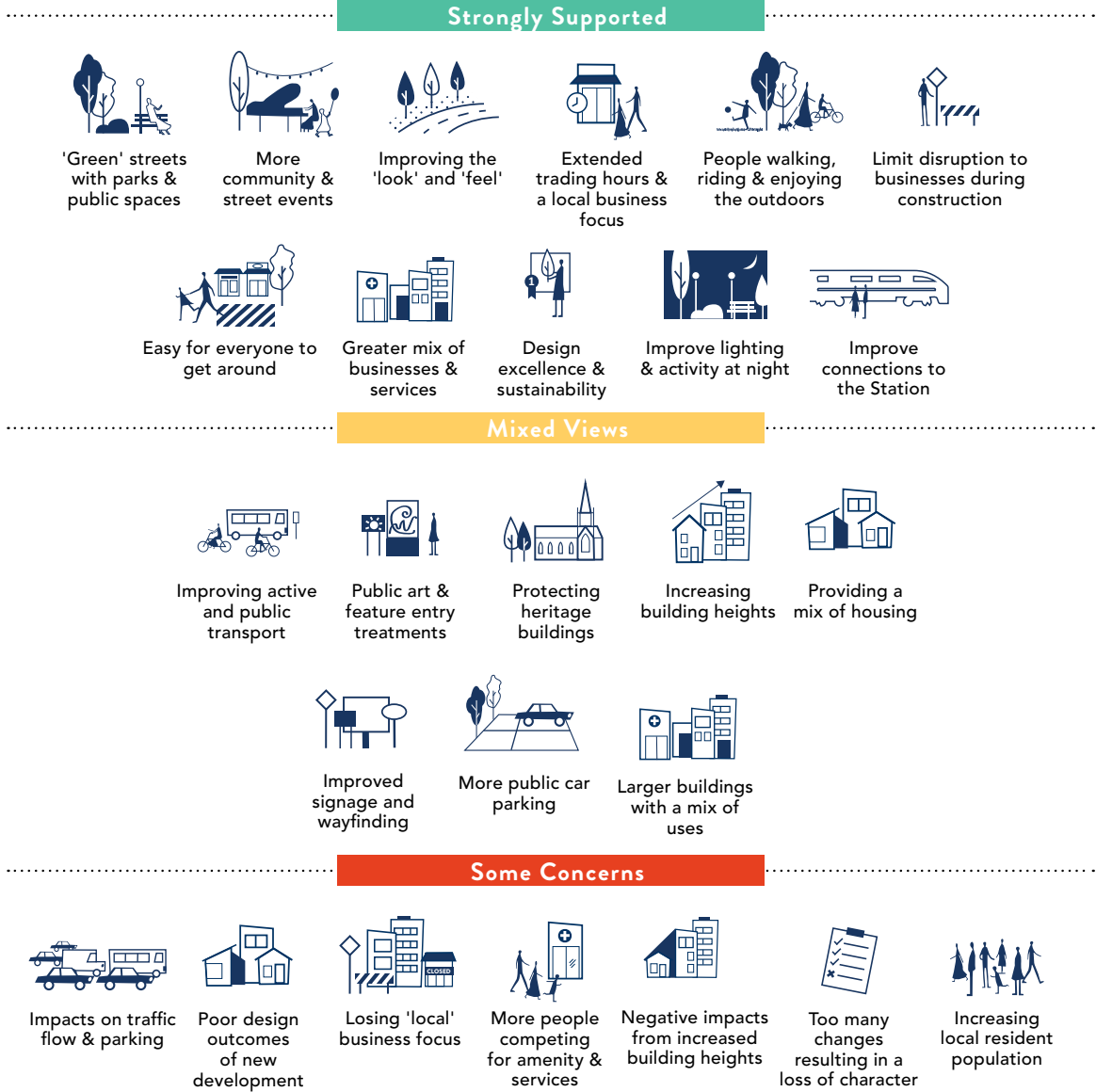
320
Online survey responses

60
Community workshop participants

12
Trader workshop participants

210
Place Experience assessment

300
Care Factor responses



Images from the 'Make My Pako' community workshops and Trader workshop.

STAGE 2 ENGAGEMENT - DRAFT UDF

Ways to Participate



24

Weeks

11th March to the 31st of August 2020.

77

Submissions

Total submissions received through mail, email and online throughout the 11th March - 31st August 2020.



51%
Female



49%
Male



60%
local residents



17%
business / land
owners



21%
visitors



2%
Gov. agency
/ industry
group

Despite the Covid 19 restrictions in place during consultation, there were 77 submissions received and 51 individuals participated in consultation activities.

Local traders were offered separate sessions at their own convenience but were largely unable to participate due to the impacts of Covid 19. Their input has largely been through the submission made by the Geelong West Business Association addressing the three precincts.

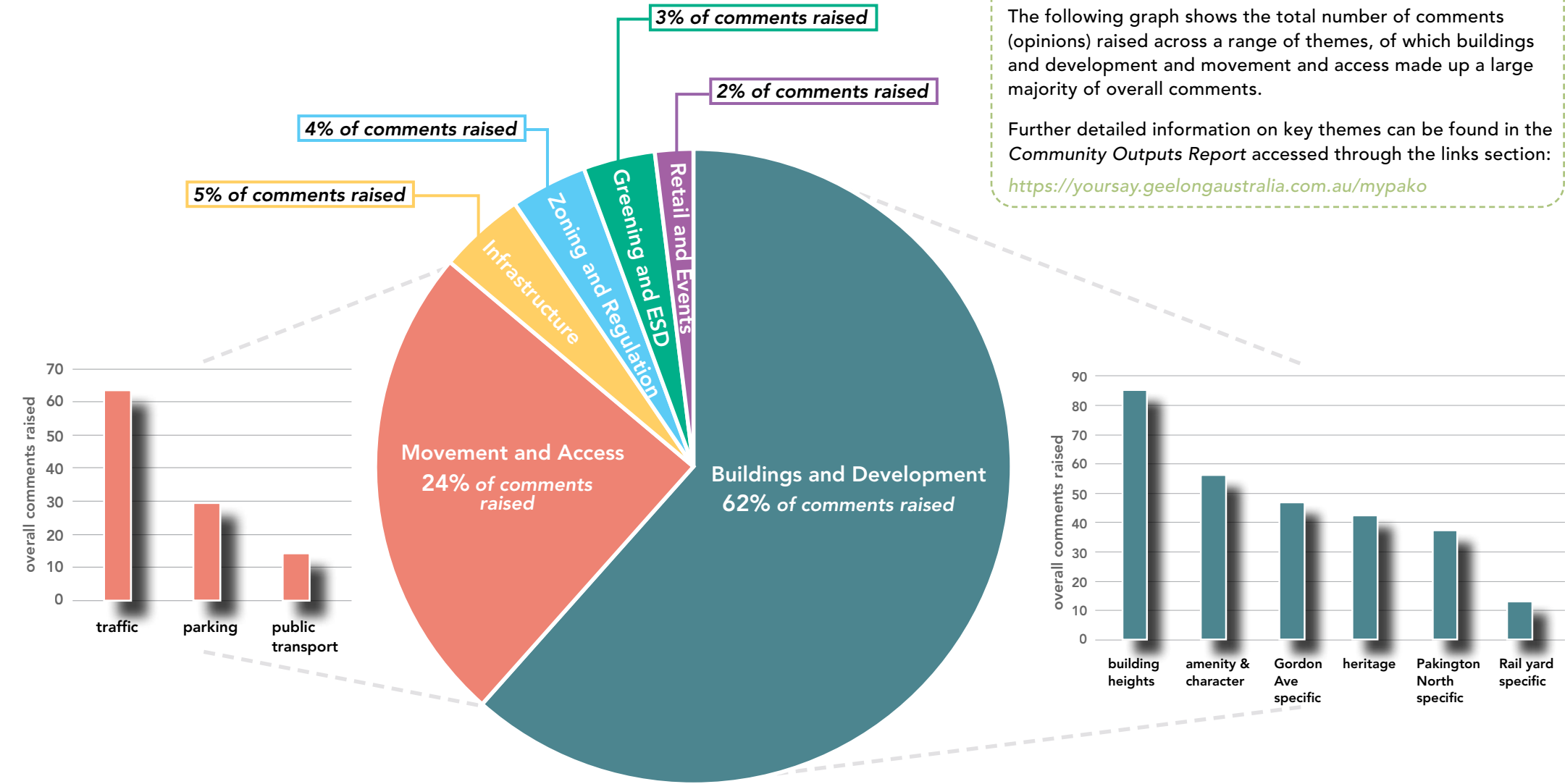
51

Participants

Total participants for engagement activities offered in June; online community meetings, one-on-one phone or online interviews & online trader sessions.

STAGE 2 ENGAGEMENT - DRAFT UDF

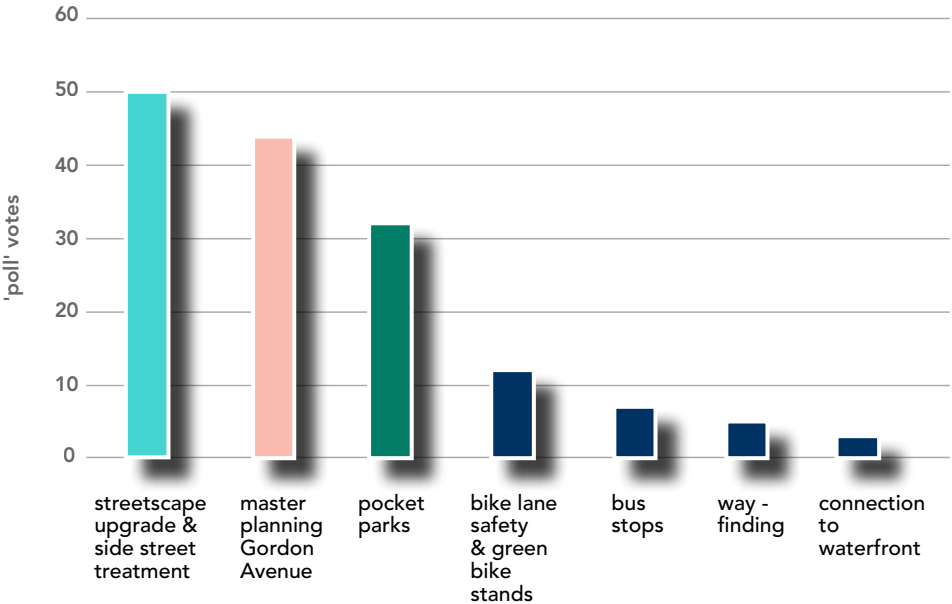
Key Themes - sessions and submissions



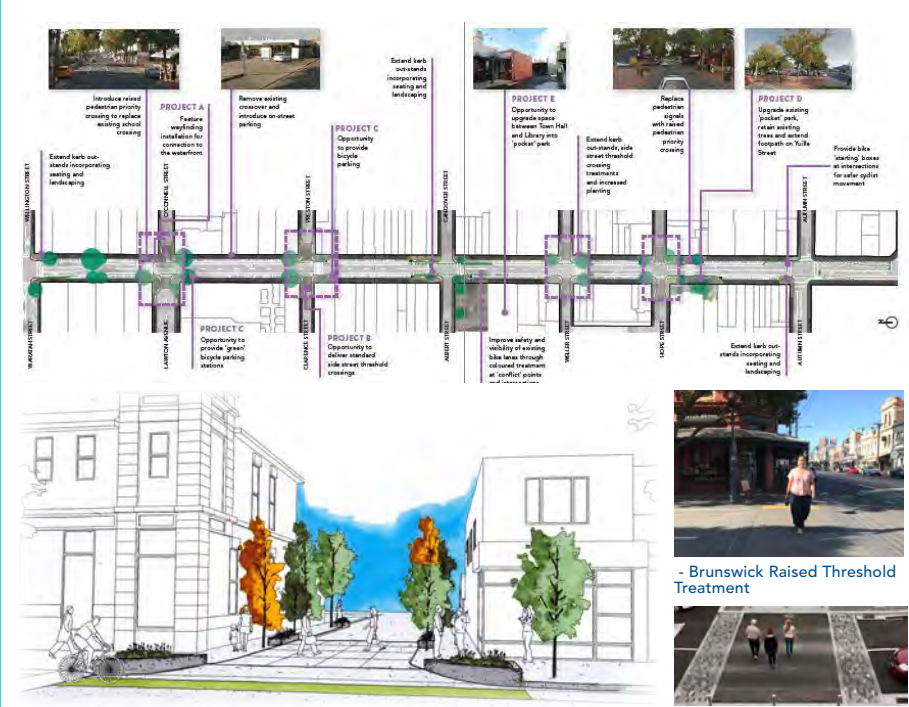
STAGE 2 ENGAGEMENT - DRAFT UDF

Priority project 'poll' - online sessions

During the on-line sessions, participants were asked to 'poll' their three priority projects, those that they thought would make the biggest positive difference to the area. The top three are highlighted, and key concerns or issues for further consideration are presented for each.



Streetscape upgrades and side street treatments



Artist's illustration showing a concept design for side streets.

Comments

- Want more detail on street furniture design and footpath materials.
- Cleaning and maintenance required for street overall.
- Consider plant & tree selection to improve biodiversity in the area.
- Make sure trees selected have capacity for large canopies.
- Address any potential impacts on car parking.
- Lower speeds to 30km/h.
- Specifically address lighting concerns - especially in laneways.

Master planning Gordon Avenue



Artist's illustration showing a concept design for side streets.

Comments

- Consider plant & tree selection, involvement of Wadawurrung.
- Address Spring Street and Autumn Street as well.
- Address flooding and drainage issues.
- Managing existing space to fit in all movement & large trees.
- Improve pedestrian & cyclist connection across Latrobe & into the Geelong Train Station.
- Consider interruption to locals & businesses during construction.

Pocket parks (library and post office)



Comments

- Want more detail on landscaping and paving.
- Would like these projects to address and improve lighting.
- Clarify any impacts to car parking.
- Improve usability of town square in front of Town Hall.
- Ensure community is involved in final design of these spaces.
- Consider plant and tree selection to maximise use of space.
- Address opportunities for public art as part of these projects.
- Consider interruption of works to locals & businesses.

03

Vision and Key Moves

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OVERARCHING FUTURE VISION

An overarching Vision and Guiding Principles for the three Precincts as a whole have been developed with the insights from the community engagement process to describe the preferred future for the area:

Over the next 25+ years, the Pakington Street (Geelong West) and Gordon Avenue area will be a vibrant, compact and thriving urban village that is:

A place of Inclusion

A village that showcases universal design to ensure everyone can access the varied local attractions, services and businesses offering plenty of opportunities for all to participate and contribute to the vibrant street and community life.

A place of Opportunities

A village that provides a variety of spaces and places to rest, reflect and socialise that are comfortable, attractive and relaxing. There's always something happening with plenty of community events showcasing local design, culture and business.

A place for People

A village that puts people first and respects the human scale at the street level. Designing streetscapes that allow for the integration of varied transport modes while giving enough room for activities. The green leafy trees provide shade and comfort helping to create a healthy, safe and attractive urban village.



Artist's illustration of a concept design to improve the existing space at the corner of Hope and Pakington Street opposite the Geelong West post office.



OVERARCHING GUIDING PRINCIPLES

Work Together

The long term success of the Precincts requires collaboration between the local community and the public and private sectors, who all have an interest in the area and benefit from ensuring it continues to thrive. Recognising that three successful and thriving Precincts are better than one.

Thriving Business and Activity

There is a unique range of niche specialised retail, offices and cafés in the Precincts that benefit from the exposure and address of Pakington Street. Improvements to the public realm, better access for everyone and a growing residential population will continue to support growing local businesses.

Streets and Places for People

'Streets' should be designed for people to enjoy outdoor public life. Attractive, friendly and safe streets play a key role in providing amenity for residents and visitors of all ages and abilities. Having the potential to attract and retain business and activity. There are many opportunities for public and private investment in the Precincts.

Urban Greening and Sustainable Outcomes

Apart from the aesthetic benefits of incorporating more trees and landscaping in the Precincts, quality green urban areas positively impact biodiversity, human health and well-being and the liveability of Geelong West. In order to build a better future for the area, we must advocate and support sustainable development and outcomes.

A great place for Everyone

As the Precincts continue to develop into people - friendly environments, serving a diversity of local residents and visitors, their built environment and streetscapes must showcase universal design. To ensure services and public infrastructure is safely and conveniently accessible to everyone.

Design Excellence

Well designed and maintained buildings are a key part of what creates local identity and influences the attractiveness of the area as a place to visit or invest in. Built form should respect the human scale, showcase heritage buildings and invite activity to spill out onto the street.

Identity and Place

There are many opportunities to enhance the sense of identity and 'place' in the area. Celebrating its history and adding public and community art that promotes local creative talent and supports more events.

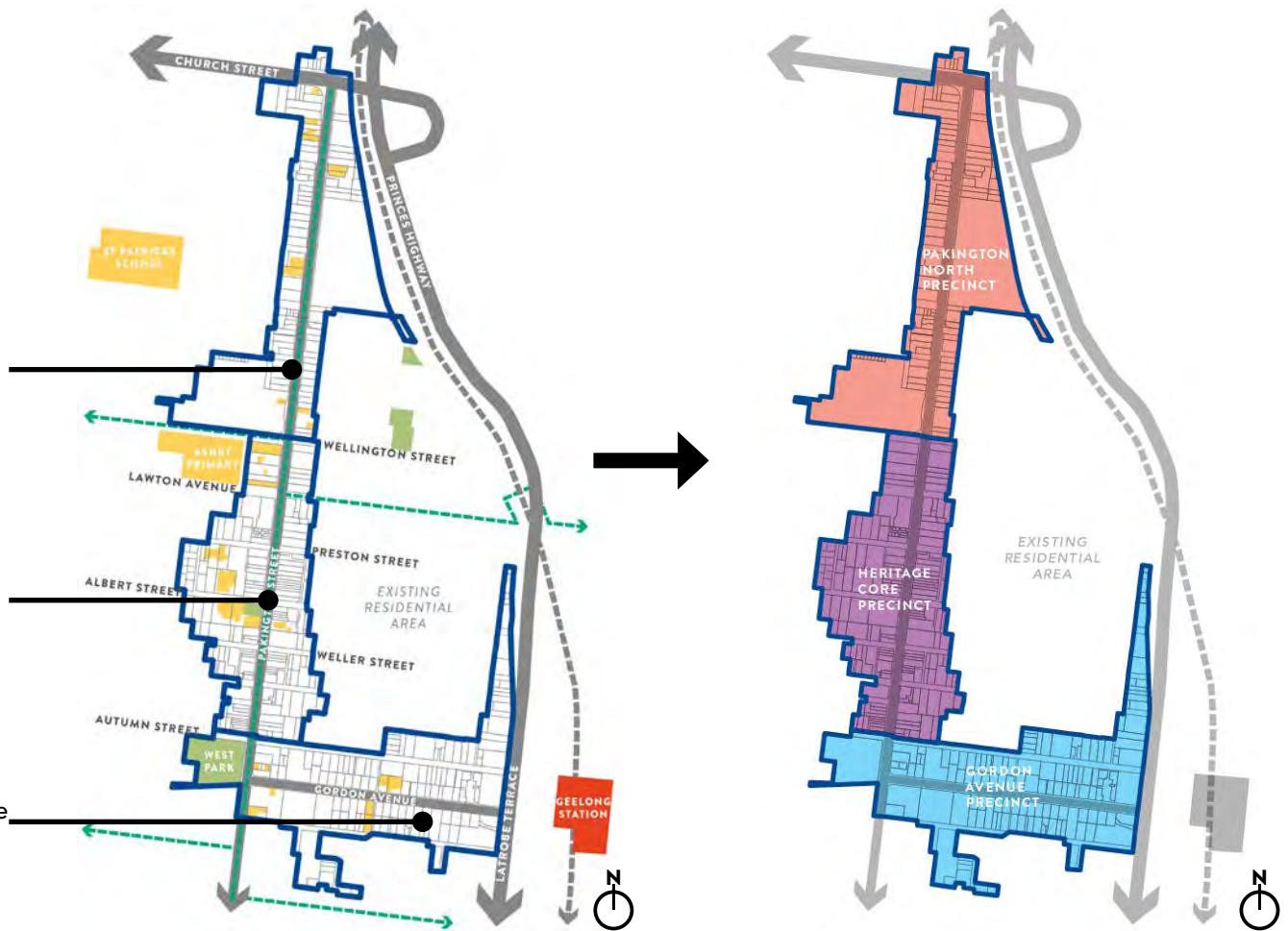
THREE DISTINCT PRECINCTS

The UDF recognises the existing distinct character of three areas which are referred to as 'precincts'. The boundaries generally reflect transitions in character, land use and built form, informing potential to enhance their character. The approach is to enhance these distinct areas, to maximise what they each have to offer and improve their connections to each other and key attractors such as Central Geelong.

The Pakington North Precinct stretches along Pakington Street from Church Street to Waratah/Wellington Street; with a mix of office, restricted retail, and emerging cafés and restaurants. This precinct is currently in a Commercial 2 Zone.

The Heritage Core Precinct is the area that comes to mind when you hear the term 'Pako' - stretching along Pakington Street from Waratah/Wellington Street to Autumn Street; with a mix of locally owned specialty retail, cafés and restaurants, the Town Hall, library and post office, among others. This precinct is currently in a Commercial 1 Zone.

The Gordon Avenue Precinct stretches along Gordon Avenue from Pakington Street to Latrobe Terrace; with a mix of large format retail, warehouse and office space. This precinct is currently in a Commercial 2 Zone, though parcels opposite West Park are currently in a Commercial 1 Zone.



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HERITAGE CORE PRECINCT

The activity "core" of Pakington Street (Geelong West), stretching from Wellington / Waratah Street to Autumn Street is the area that comes to mind when you hear “Pako”. It’s home to one of Geelong’s biggest celebrations of cultural diversity and offers some of the best shopping and dining experiences in a backdrop of heritage buildings and community spirit.

Pakington Street itself is the glue that brings everything together, the space between the buildings that belongs to everyone and from where shops and services are accessed and where interactions and activity take place.

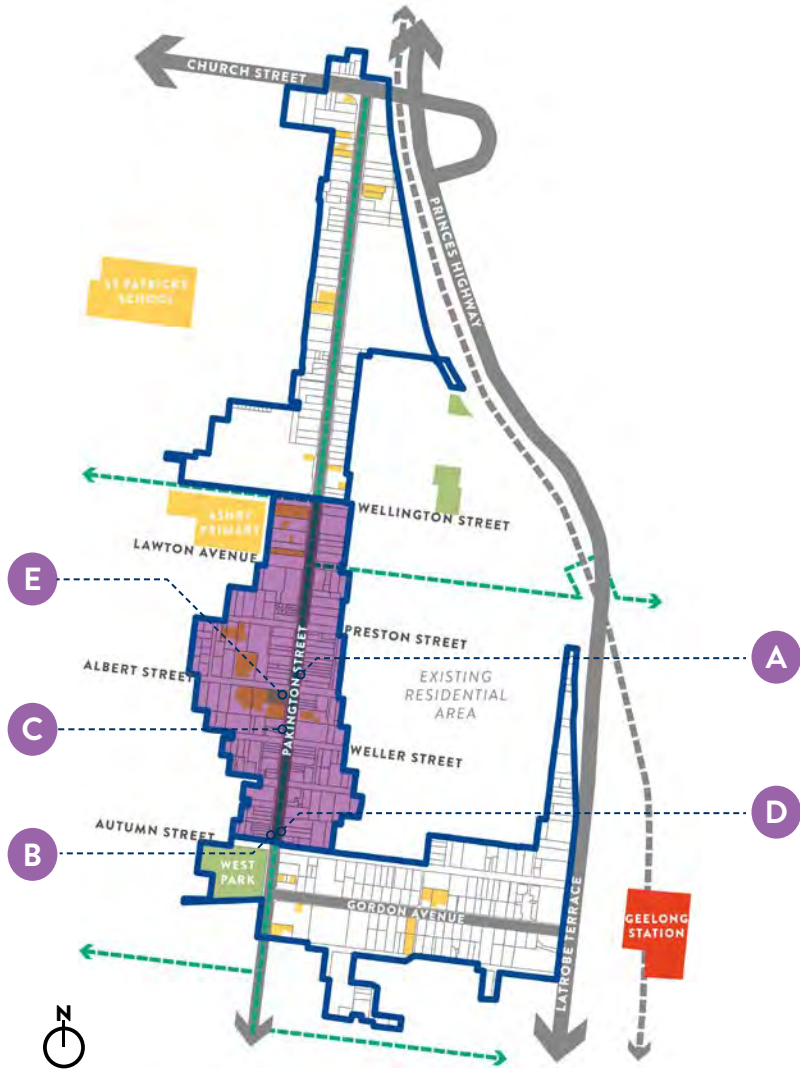
The retail and community 'hub' function of this section of Pakington Street requires it to be a safe, inclusive and attractive part of the public realm. Embracing its role and catering for the different ways people move, with 'nodes' offering seating, shelter and interest.

Recognising that this is a successful and well-known part of Geelong with a distinct character and strong community 'feel', design interventions should focus on improving, rather than changing the area in order to ensure the precinct continues to thrive.

Opportunities

Key opportunities that were identified through analysis of existing conditions, the community engagement process and review of existing policy:

- 'Cleaning' up the street and improving footpaths.
- Public art, festive lighting and places to sit.
- Wayfinding and clear signage.
- Making it easier for everyone to walk around and cross the street.
- Activating existing laneways.
- Extending 'activity' on the street after hours.
- Free wi-fi in public spaces.
- Better use of existing 'pocket' parks and kerb outstands.



Streetscape Images

Along this section of Pakington Street one can clearly see the variety of shops and local businesses in older heritage buildings with fine grain and narrow frontages.

Refer to map on the left for image locations.



Shop frontages along Pakington Street between Preston and Candover Streets.



Shop frontages along Pakington Street between Autumn and Yuille Streets.



Shop frontages along Pakington Street between Weller and Albert Streets.



Shop frontages along Pakington Street between Autumn and Hope Streets.



Geelong West library and Town Hall along Pakington Street near corner of Albert Street.

A VISION FOR THE FUTURE

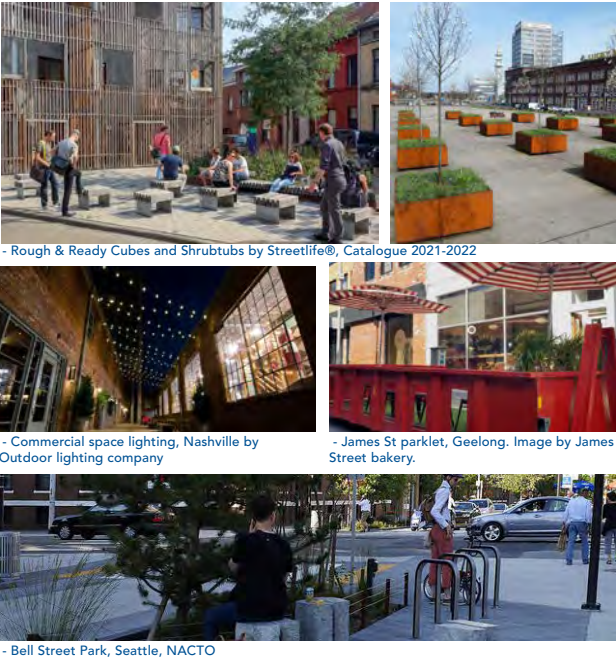
Heritage Core Precinct

The Heritage Core Precinct will continue to play an important role as a premier shopping strip and community hub in a backdrop of heritage buildings. Based around a safe, leafy and 'people' friendly environment where locals and visitors of all ages and abilities can meet, shop, rest, eat and play. Enhancing and celebrating its unique built form and cultural heritage through a high quality public realm that connects people with nature and offers opportunities for 'life' to spill out onto the street. Providing attractive and comfortable urban public spaces that become iconic places for people to meet.

KEY MOVES

The following outlines the key moves for the Heritage Core Precinct, which aim to 'act' on the Vision and Guiding Principles to ensure Pakington Street continues to evolve into a great people-friendly street that encourages diversity, builds social cohesion, connects people with nature and heritage values and attracts investment and innovation. Also recognising the need to protect the 'low' rise scale of existing heritage buildings that significantly contribute to the 'look' and 'feel' of the area.

Streetscape Upgrades



Addressing existing slip/trip hazards and issues raised by the universal access audit along the footpaths. Replacing existing materials with contemporary, practical and long-lasting materials for a buzzing and attractive strip-shop environment. Existing kerb out-stands with increased planting and investigating introducing feature lighting.

Urban Renewal Projects



Key renewal projects that aim to transform currently underused or inactive spaces into urban 'pocket' parks. Addressing the issue of connectivity across side streets, including 'greening' and activating kerb out-stands. The designs presented in the UDF are 'concepts' only and presented for discussion.

Unified Wayfinding



Establishing a suite of signage for Pakington Street and integrated wayfinding. Capitalising on existing services and public infrastructure by ensuring directional signage is visible, easily understood and does not clutter the streetscape. The designs presented are 'concepts' presented for discussion.

Additional Heritage Design Guidelines



Improve existing policy and heritage guidelines to further enhance these heritage buildings that play a key role in 'Pako's' identity and character.

PAKINGTON NORTH PRECINCT

The Pakington North Precinct stretches along Pakington Street from Church Street to Waratah/ Wellington Street. The precinct developed over time as a peripheral area to the Heritage Core Precinct, traditionally incorporating office and restricted retail, but has gradually 'transitioned' to more retail and hospitality uses.

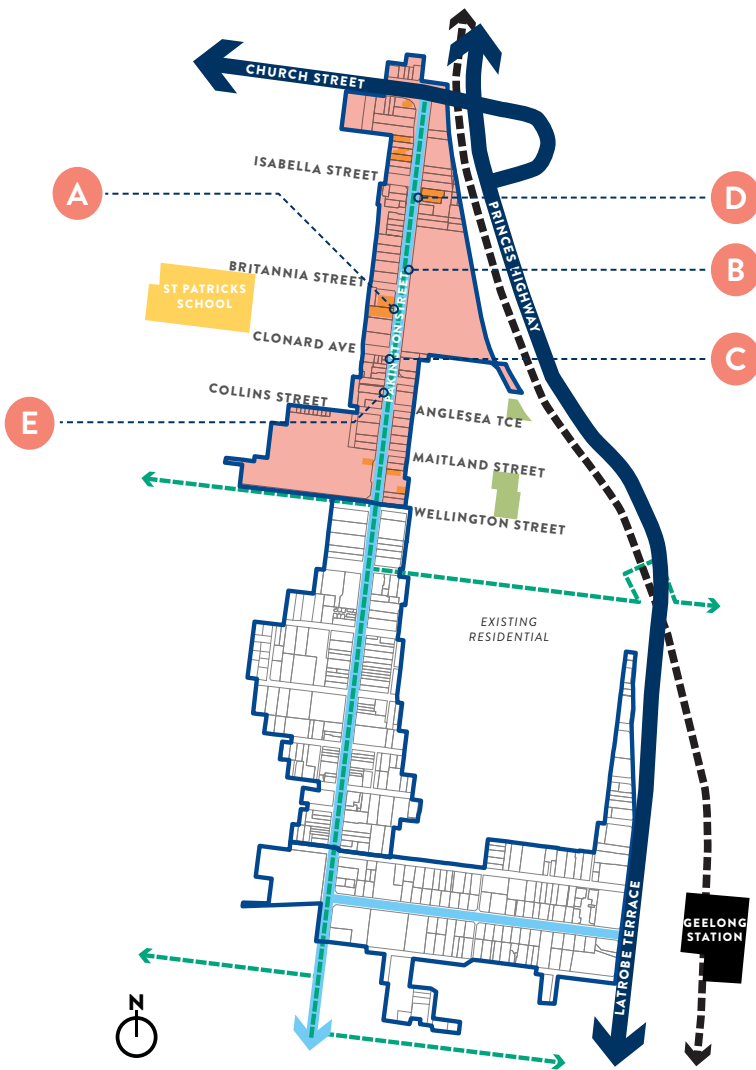
The 'look' and 'feel' of the street is disconnected from the greener, more 'people' friendly environment in the Heritage Core Precinct. There are less trees, inconsistency in the built form, inactive interfaces and a greater dominance of car parking. There is an opportunity to extend elements of the valued character of central Pakington further north to improve the amenity of the street. The building design, streetscape and uses in the area currently limit the amount of activity that can 'spill' out onto the street. However, the precinct's access to existing services and infrastructure, along with its larger property sizes means the precinct has great potential to support more residential uses.

The City recognises the need to advocate for sustainable growth by encouraging development in areas that are within walking distance to existing services and public transport and can support a range of building types catering for a diverse community by providing greater housing diversity and choice.

Opportunities

Key opportunities that were identified through analysis of existing conditions, the community engagement process and review of existing policy:

- Development potential of larger sites.
- More street trees and vegetation.
- Improve connections to Corio Bay.
- Providing more open space.
- Public art and more places to sit.
- Improving bus stops.
- Making it easier for everyone to walk around and cross the street.
- Clear signage and wayfinding.
- Renewal and investment through new development.



Streetscape Images

Along this section of Pakington Street one can clearly see buildings with wider frontages and different types of local businesses, as well as the rail sidings yard.

Refer to map on the left for image locations.



Business frontages along Pakington Street near the corner of Clonard Avenue. - image:Google Streetview



Buildings along Pakington Street between Clonard Avenue and Britannia Street.



Rail Sidings Yard interface, stretching 200m along Pakington Street. - image:Google Streetview



Examples of buildings with entrances set back from Pakington Street.



Examples of buildings along Pakington Street with larger grain and wide frontages.

A VISION FOR THE FUTURE

Pakington North Precinct

The Pakington North Precinct will be a hub of sustainable shop-top living, with local shops, offices and communal spaces at lower levels and high-quality apartments above.

A growing residential community will contribute to Pakington Street's life and activity and a greater mix of complementary uses will provide opportunities for existing and future residents to live, work and play 'locally'.

New sustainable developments will be designed to provide a mix of housing opportunities that cater for the needs of a diverse community and a range of lifestyles.

This section of Pakington Street will be enhanced as a 'green' street that improves the urban environment and makes a significant contribution to Geelong's urban canopy.

KEY MOVES

The following outlines the key moves for the Pakington North Precinct, which aim to ensure the overarching Vision and Guiding Principles for the area are 'acted' on, and provide a way forward for the precinct to evolve into a great people-friendly environment for a greater mix of local businesses and new local residents. Ensuring the streetscape connects people with nature and heritage values and attracts investment and innovation.

Exploring the infill development potential of the area and a greater mix of uses and activities.

Street Improvements and Key Connections



- Bell Street Park, Seattle, Seattle Parks and Recreation



Providing a 'Vision' for the overall streetscape to capitalise on private investment and development. Prioritising 'greening' the street to provide an inviting and comfortable urban environment. Addressing the existing slip/trip hazards and issues raised by the universal access audit along the footpaths. and replacing existing materials with contemporary, practical and longer-lasting materials that tie in with those of the Heritage Core precinct.

Street Interventions



- Pop-Up Park Gilbert St, Torquay, City of Greater Geelong



- Installation, Ontario, by Erin Perry



- Chain link art, Coal Avenue Commons, New Mexico

Encouraging further street activity and introducing vegetation through temporary and movable street furniture. Opportunity to improve the 'look' of the Rail Sidings Yard interface through feature fencing or public art installation.

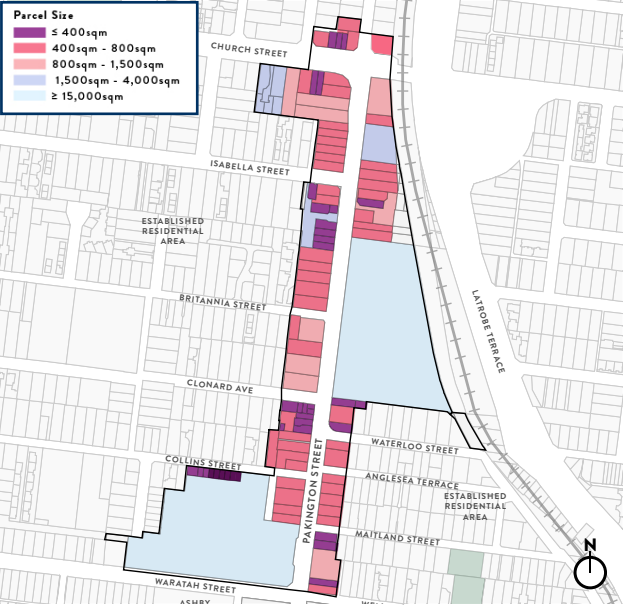
Allowing a Greater Mix of Uses



Proposed zones

Generating a greater mix of uses in the precinct, with a focus on increasing residential and office uses in a prime location with easy access to services and amenity.

Addressing Development Potential



Existing lot size plan.

Larger lot sizes have the potential to introduce a range of mid rise developments in a prime location within walking distance to the Heritage Core and the waterfront. Managing potential impacts to existing low rise residential areas. Ensuring development outcomes have wider community benefits and contribute to sustainable growth.

GORDON AVENUE PRECINCT

The Gordon Avenue Precinct stretches along Gordon Avenue from Pakington Street to Latrobe Terrace; large format retail is predominant in the area with some office and educational uses. The precinct developed over time as a peripheral area to the Heritage Core Precinct and Central Geelong.

The 'look' and 'feel' of the street reflects its more car-oriented uses, characterised by large warehouse built form, front setbacks accommodating private car parking, frequent cross overs and a lack of street trees and street furniture. Activity in the precinct is limited and centred primarily on 'purpose' visits.

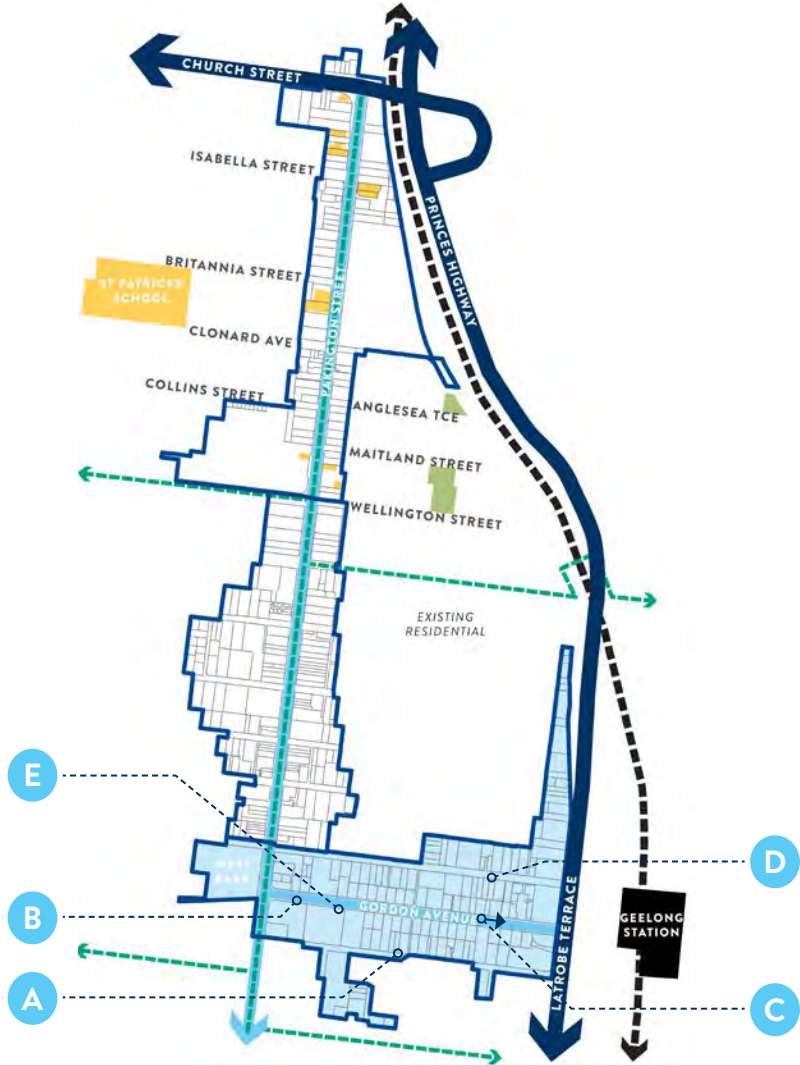
Existing large property sizes and its proximity to 'Pako', Central Geelong and the Geelong Train Station means the precinct has great potential to support a wider mix of uses including residential. Gordon Avenue is a key link between Geelong West and Central Geelong.

The City recognises the need to advocate for sustainable growth by encouraging development in areas that are within walking distance to existing services and public transport and can support a range of building types catering for a diverse community by providing greater housing diversity and choice.

Opportunities

Key opportunities that were identified through analysis of existing conditions, the community engagement process and review of existing policy:

- Development potential of larger sites.
- Introducing street trees and vegetation.
- Improving connections to Central Geelong and the Geelong Train Station.
- Providing more open space.
- Public art and street furniture.
- Improving bus stops.
- Making it easier for everyone to walk around and cross the street.
- Clear signage and wayfinding.
- Renewal and investment through new development.



Streetscape Images

These images show the different streetscapes in the Gordon Avenue Precinct; along Autumn Street, Spring Street and Gordon Avenue. Autumn Street has a mix of existing low density houses and established businesses in warehouse style buildings. Spring Street is a narrow mostly residential street and Gordon Avenue has a mix of businesses in large buildings with very wide frontages.

Refer to map on the left for image locations.



Residential buildings along Spring Street near corner of Coronation Street.



Large building with wide frontage along Gordon Avenue near the corner with Pakington Street.



Existing car dealerships in large buildings with wide frontages along Gordon Avenue.



Industrial style buildings along Autumn Street along the Latrobe Terrace end.



Large building with wide frontage along Gordon Avenue.

A VISION FOR THE FUTURE

Gordon Avenue Precinct

The Gordon Avenue Precinct will develop into a vibrant sustainable mid-rise precinct that provides an appropriate transition from the low density character of the surrounding residential area to the future high-density scale of Central Geelong.

Delivering a new form of varied residential and mixed-use development set within a green, leafy, high quality environment that supports a diverse and inclusive community.

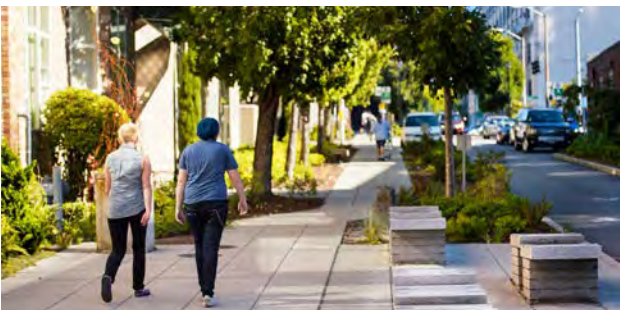
Over time, Gordon Avenue will be transformed into a 'green' street that provides a safe and attractive connection to and from the Geelong Train Station and Central Geelong, acting as a key accessway to the western suburbs of established Geelong.

KEY MOVES

The following outlines the key moves for the Gordon Avenue Precinct, which aim to ensure the overarching Vision and Guiding Principles for the area are 'acted' on, while providing a way forward for the precinct to become an attractive place to live and work with easy access to the Geelong Train Station, Central Geelong and 'Pako'.

With the ultimate goal to redevelop the area with new development which will provide a greater mix of uses and activities while improving the public realm

The future of the Street



- Terry Avenue, Seattle, image by Seattle In Progress.



- Lonsdale Street, Dandenong designed by BKK Architects. Image by John Gollings.

Providing a 'Vision' for streetscapes to capitalise on private investment and development. Prioritising 'greening' that provides an inviting and comfortable urban environment. Setting buildings back to allow for increased planting along streets and to protect internal amenity at lower levels as streets transition into safer and more walkable environments. Providing a new central park to create a central meeting point for the community.

Key Connections



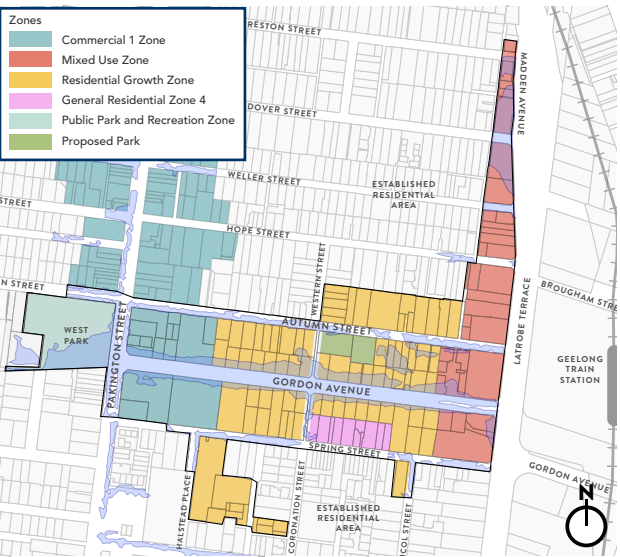
- Latrobe Terrace and Gordon Avenue intersection. - Pakington St and Gordon Avenue intersection.



- Latrobe Terrace and Gordon Avenue intersection. - images: Google Streetview

Highlighting the need to address key projects that will significantly improve connectivity between the area and surrounding services, employment opportunities and public open spaces in Central Geelong and 'Pako'.

Allowing a Greater Mix of Uses



Proposed zones.

Generating a greater mix of uses in the precinct, with a focus on increasing residential and complementary uses in a prime location within walking distance to the Geelong Train Station and Central Geelong.

Addressing Development Potential



Existing lot size plan.

Larger lot sizes have the potential to deliver a range of mid rise developments and building typologies in a prime location, while managing potential impacts to existing low rise residential areas. Ensuring development outcomes have wider community benefits and contribute to sustainable growth.

04

The Public Realm

Section Contents

Below is a breakdown of what this section of the UDF contains.

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STREETSCAPE UPGRADES

Heritage Core Precinct

As there is no existing streetscape infrastructure of heritage value, there is an opportunity to replace kerb and channel, footpath paving and street furniture. From a heritage perspective, it is recommended that replica 19th or early 20th century designs are avoided.

It is an overarching intent of streetscape design not to negatively impact existing on-street parking supply.

Materials

1 Main footpath

- asphalt
- feature bluestone
- bluestone kerb
- coloured concrete channel

2 Side footpath

- asphalt

3 Kerb outstand

- exposed aggregate

4 Side street threshold crossing

- bluestone flat top
- rough bluestone pitchers

5 Coloured bike lane

- coloured pavement

6 Existing trees

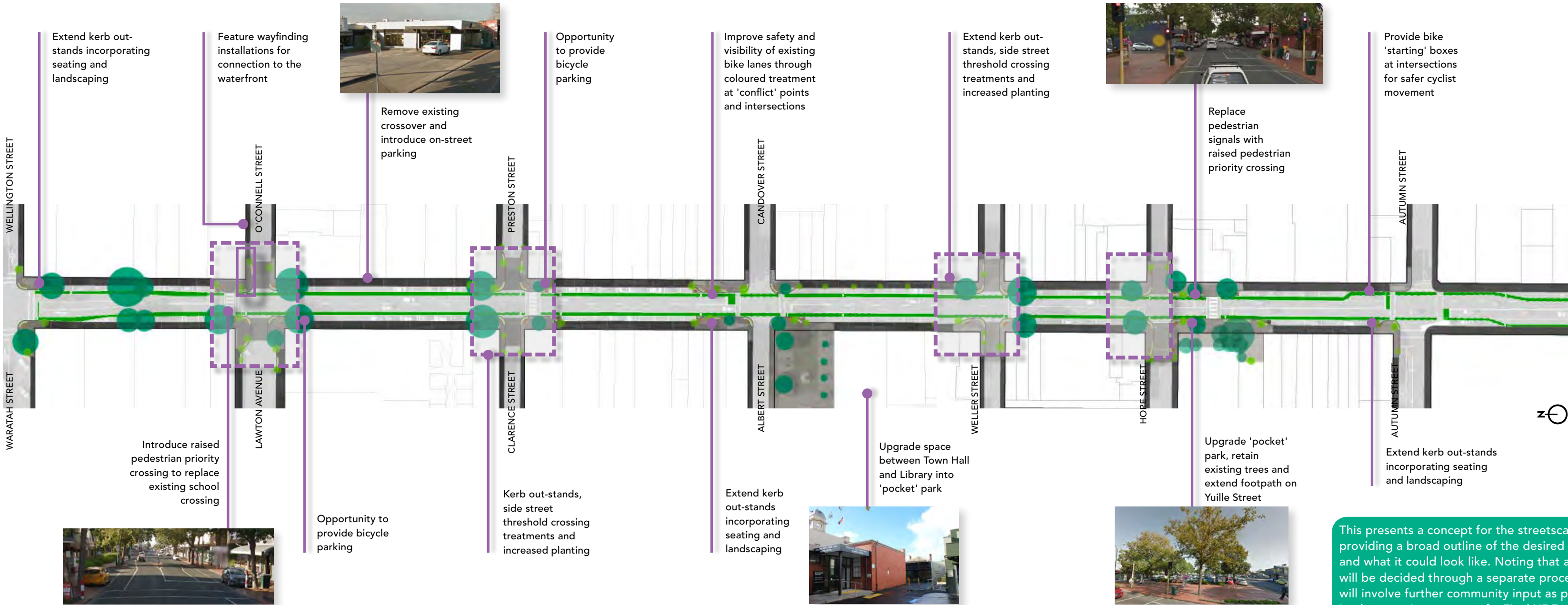
Side street improvements and threshold crossings

Kerb and channel following the City's Engineering Services Unit standard design

Following design of Town Hall Civic Square

Side street threshold crossing

Existing Swanston Street treatment



This presents a concept for the streetscape design; providing a broad outline of the desired outcome and what it could look like. Noting that a final design will be decided through a separate process that will involve further community input as part of the implementation process of a Final UDF adopted by Council.

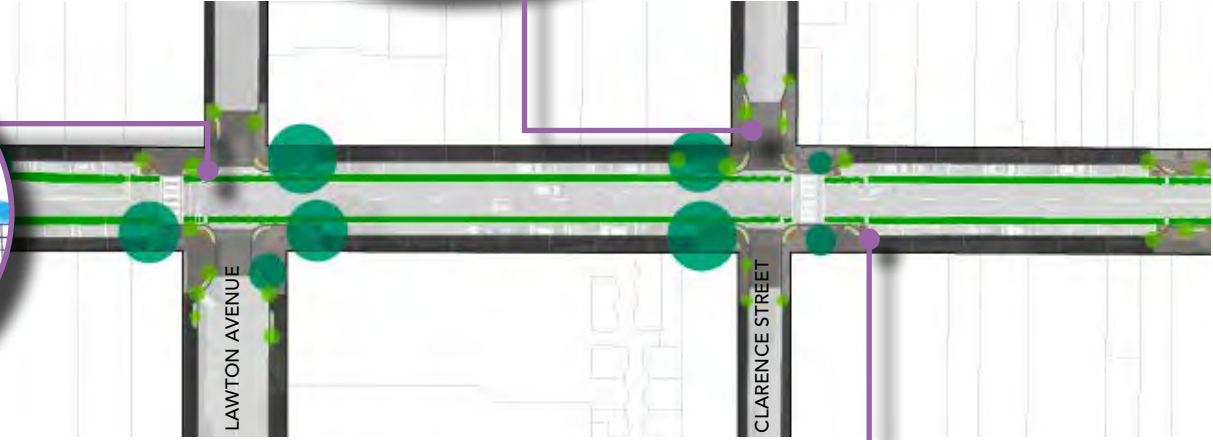
URBAN RENEWAL PROJECTS

Heritage Core Precinct

Project A



Project B



Project C



This presents concepts and indicative locations for suggested urban renewal projects; providing a broad outline of the desired outcome for each and what they could look like. Noting that a final design will be decided through a separate process that will involve further community input as part of the implementation process of a Final UDF adopted by Council.

Project F

LANEWAY IMPROVEMENTS AND ACTIVATION

The project would involve preparing a 'Laneway Activation Strategy' to identify opportunities to improve the 'look' and 'feel' of existing laneways; including lighting, greening and improvements to parking.

Project D



Project E



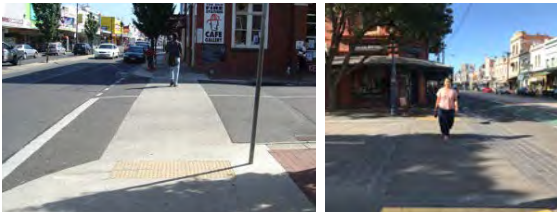
Projects A and B - Standard Side Street Treatment and Wayfinding to the Waterfront



- Tree lined street, image by WGI.
- WestConnex project in Sydney, image by McGregor Coxall



- Raised pedestrian crossing, Taradale, New Zealand image by Simon Devitt.



- Northcote Raised Threshold Treatment, image by City of Darebin
- Brunswick Raised Threshold Treatment

Side street crossings can present a challenge for people to move around the Precinct, having to change levels twice and move across a wide length of carriageway. There is an opportunity for side streets to reflect the leafy pedestrian-friendly character of the Precinct.

The design intent is:

A raised threshold crossing prioritises pedestrians and allows for a seamless connection between side streets and the main footpath. Kerbside planting and additional street trees enhance the 'look' and 'feel', announcing arrival to the wider Precinct.

Project A



Existing

Artist's illustration showing a concept design for side street treatments with raised pavement and additional planting.

Project B



Existing

Artist's illustration showing a concept design for side street treatment and wayfinding to the waterfront.

Project C - Kerb Extensions



Existing



Artist's illustration showing a concept design for a green bike station along Pakington Street. Note that these interventions could introduce seating areas.

Existing no-standing areas, including those near raised pedestrian crossings present opportunities to extend the kerb, using this space to introduce more planting, trees bicycle parking and seating. The projects to be proposed in locations without impacting parking.

The design intent is:

Introducing convenient bike parking stations or seating areas featuring planters for additional vegetation and street trees provide an interesting, contemporary and 'green' element to enjoy.



- Solid Seat Strips by Streetlife®, Catalogue 2021 - 2022.



- Solid Bike Parking by Streetlife®, Catalogue 2021 - 2022.



- Derbyshire St Pocket Park, London by Greysmith Associates.



- Levinson Plaza, Boston by Mikyoung Kim, image by Landezine.

Project D - Yuille street Pocket Park



Existing



Artist's illustration showing a concept design for the space in front of the Geelong West post office at the corner of Hope Street.

There is an existing space in front of the Geelong West post office at the corner of Hope Street that is currently underutilised, with limited seating or interesting features. Existing footpath along Yuille Street is narrow, limiting activity to spill out. This project aims to use the existing space without impacting existing parking provision.

The design intent is:

Using the existing space, raised concrete beds, a shelter structure and paved areas create a green urban pocket park that seamlessly ties in urban living and the natural environment, creating a small oasis with plenty of seating and shade in a busy and active street.



- Bell Street Park, Seattle, image by NACTO



- Downtown Seattle, image by Downtown Seattle Association.



- New York High Line, image by DeZeen.



- Capitol Bike Rack and Bay City Bike Rack by Forms + Surfaces.

Project E - Town Hall and Library Pocket Park



- Red Kangaroo Paw, image by Gardening with Angus.

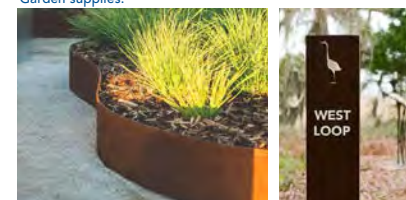
- Tree Grilles CorTen by Streetlife®.



- Weathering steel edging, image by Henderson Garden Supply.



- Yellow Kangaroo Paw, image by Hello Hello Plants and Garden supplies.

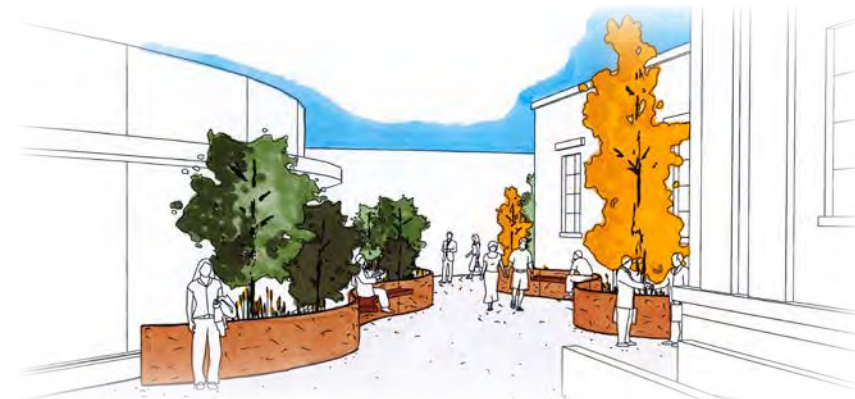


- Weathering steel edging, image by Henderson Garden Supply.

- CorTen signage, image by Baldwin Signs.



Artist's illustration showing a concept design for the space along the back of the Town Hall.



Artist's illustration showing a concept design for the space between the library and Town Hall



Existing

The space is currently underutilised with little vegetation or interesting features despite it providing entry to the Town Hall and access to the public toilets. Directional signage is lacking.

The design intent is:

Raised garden beds weave through the space, connecting the Geelong West Library and Town Hall, creating pockets where people can sit and rest surrounded by elements of native flora and fauna. Integrated signage directs locals and visitors to key destinations including, Town Hall and library entrances.

UNIFIED WAYFINDING

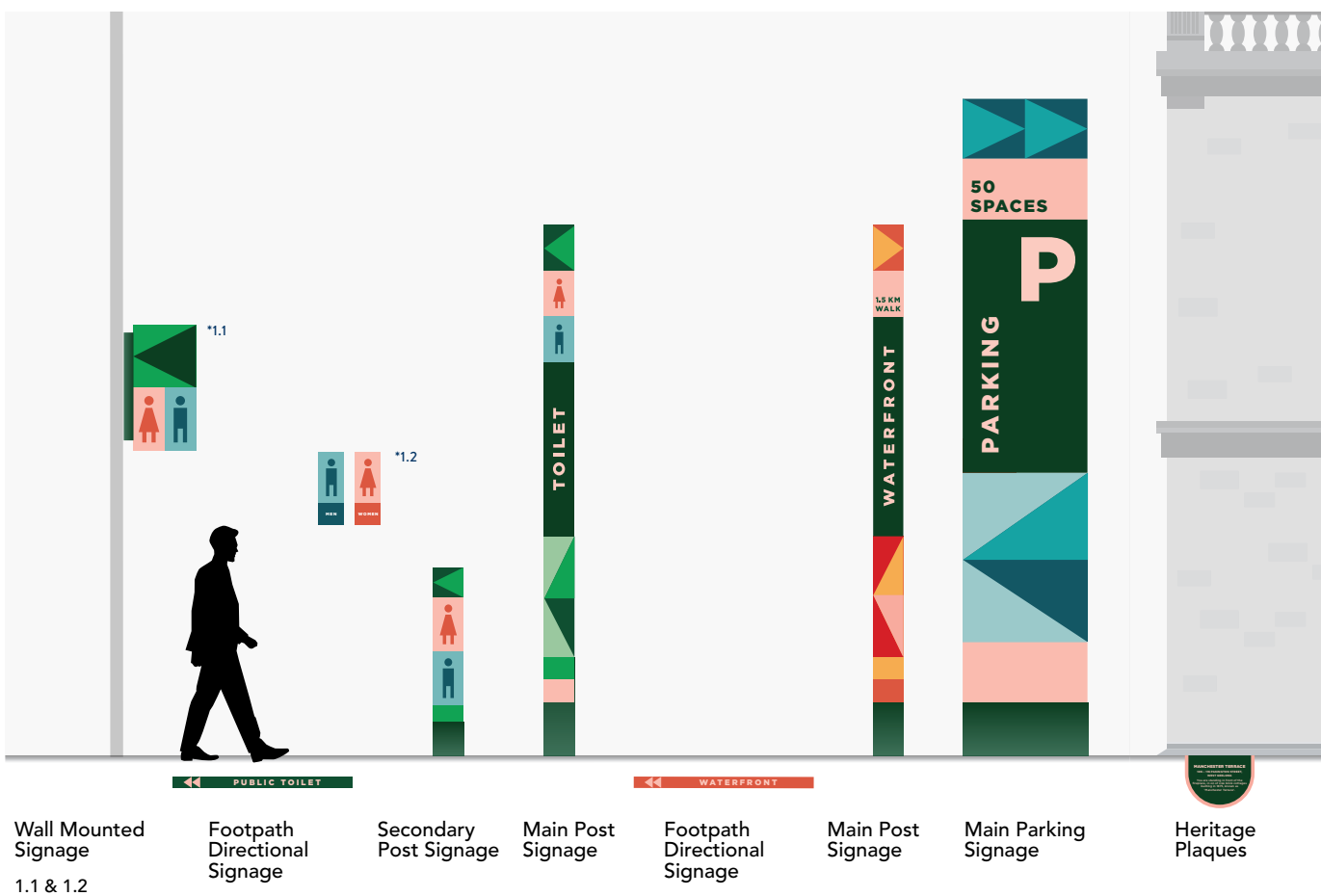
Heritage Core Precinct

These concepts illustrate how a unique wayfinding and signage 'look' could be implemented to Pakington Street in order to unify the Street, promote sense of place and build on existing character. These concepts illustrate how wayfinding elements and signage could be seamlessly and effectively integrated into the streetscape.

These concepts are indicative and have been provided as a guide to how unified wayfinding could be implemented.

This presents concepts for wayfinding elements for the street; providing a broad outline of the desired outcome and what they could look like. Noting that final designs will be decided through a separate process that will involve further community input as part of the implementation process of a Final UDF adopted by Council.

Potential Wayfinding Signage - Concept Design



Potential Signage Locations

1 Gateway / Entrance Signage

2 Main Parking Signage

3A Main Waterfront Post Signage

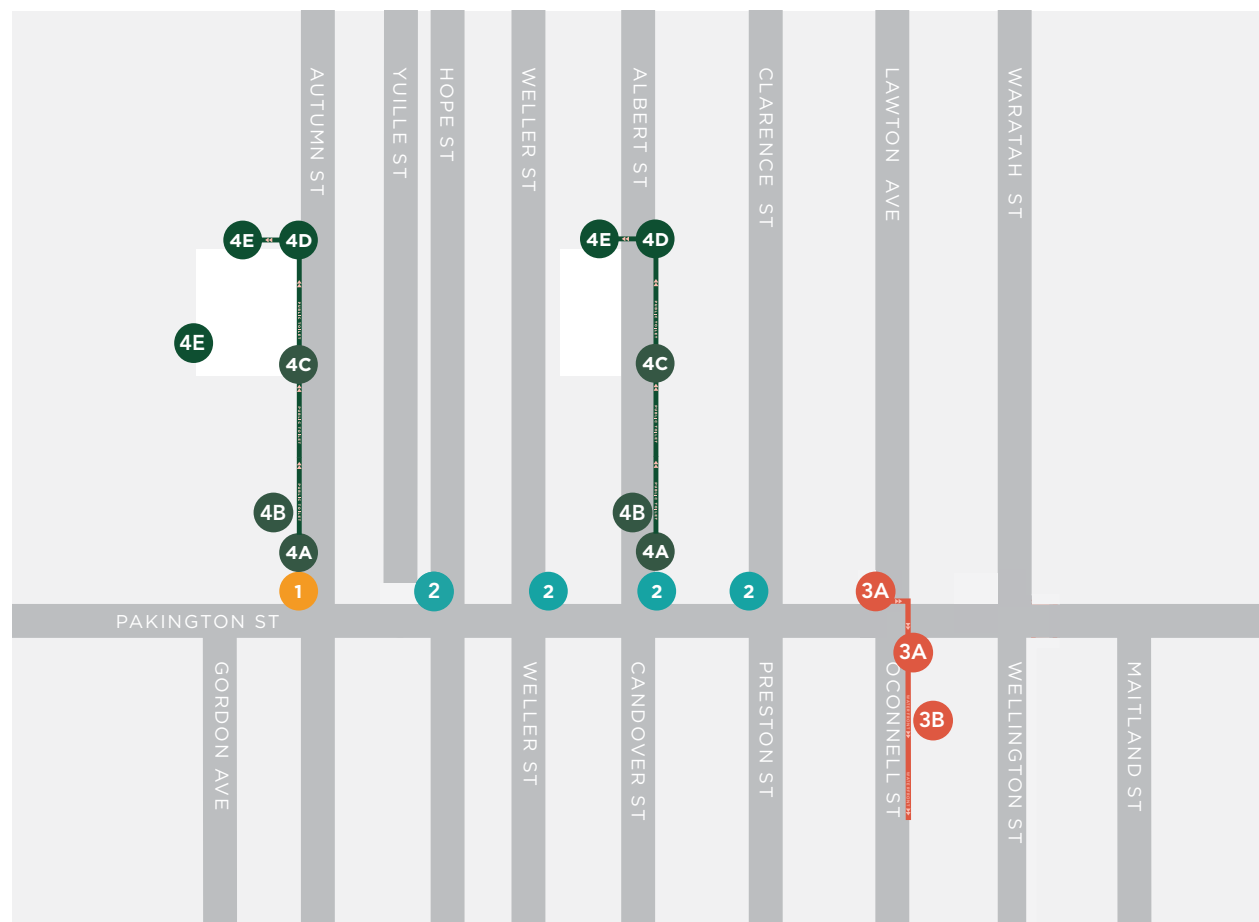
3B Footpath Directional Signage

4A Main Toilet Post Signage

4B Footpath Directional Signage

4C Secondary Post Signage

4D & 4E Wall Mounted Signage



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THE FUTURE PUBLIC REALM

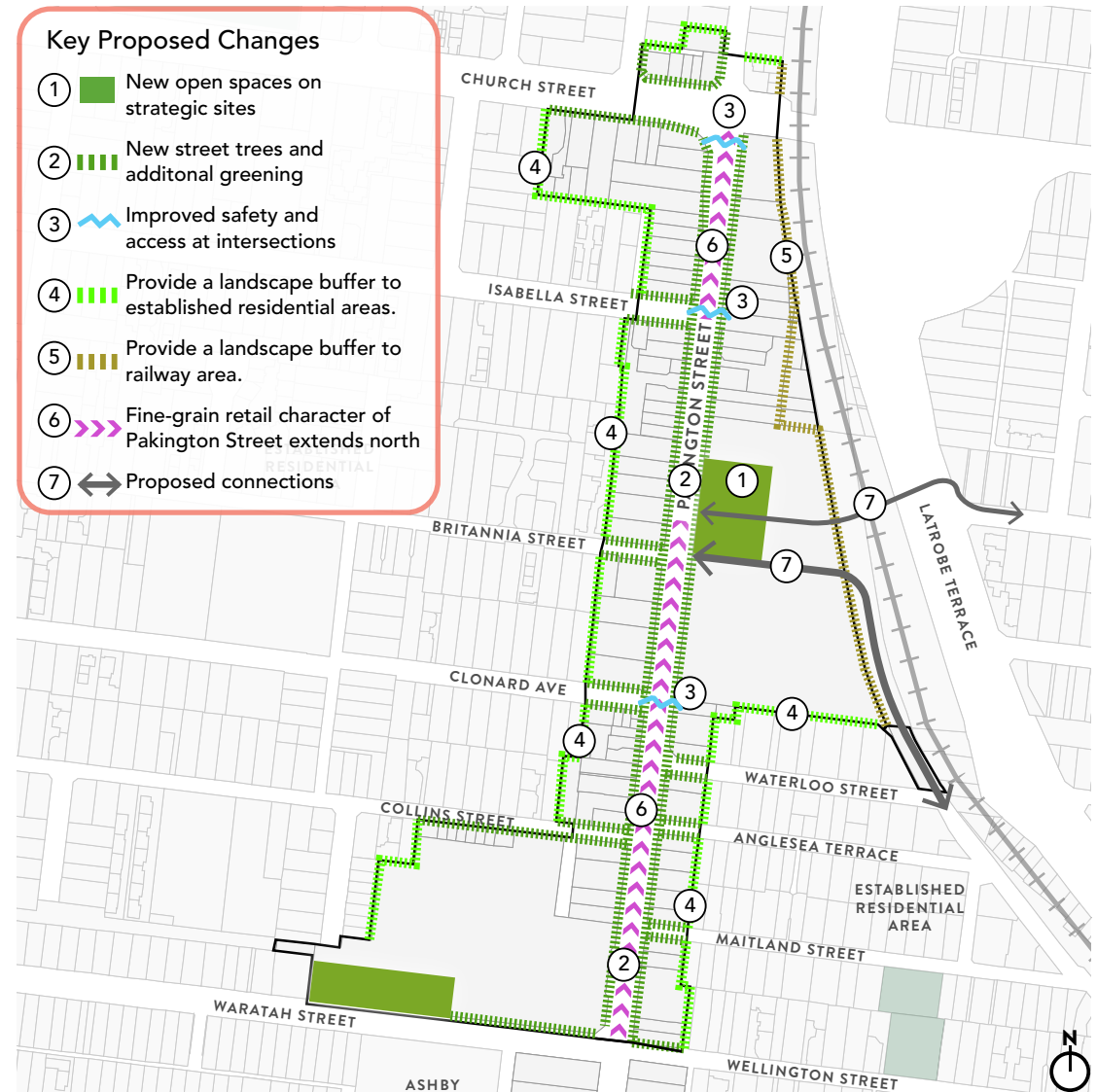
Pakington North Precinct

This aims to acknowledge Geelong's overarching aspiration to deliver on its reputation as a City of Design by leading the way in exemplary public realm and building design.

Responding to the vision for the future of this section of Pakington Street to be a 'green' street that improves the urban environment and makes a significant contribution to Geelong's urban canopy.

Objectives

- To increase street greening by providing new landscaped areas within the public realm.
- To provide landscaped setbacks along lower-amenity traffic routes (Church St) in order to improve the public realm character and deliver internal amenity at the lower levels of buildings.
- To provide ground floor landscape setbacks at the interface to low-scale residential streets that reflect the consistent character of ground floor setbacks along the street.
- To improve accessibility and amenity within the public realm.
- Improve safety and encourage cycling and walking.



STREET IMPROVEMENTS AND INTERVENTIONS

Pakington North Precinct

The 'look' of Pakington Street in this precinct should complement the concept design in the Heritage Core precinct by using similar colour materials and treatments. Initial thinking for materials and the 'look' include; contemporary street furniture, coloured concrete kerb and channel, asphalt surface with saw-cut concrete feature kerb outstands.

It is an overarching intent of streetscape design not to negatively impact existing on-street parking supply.



Project B

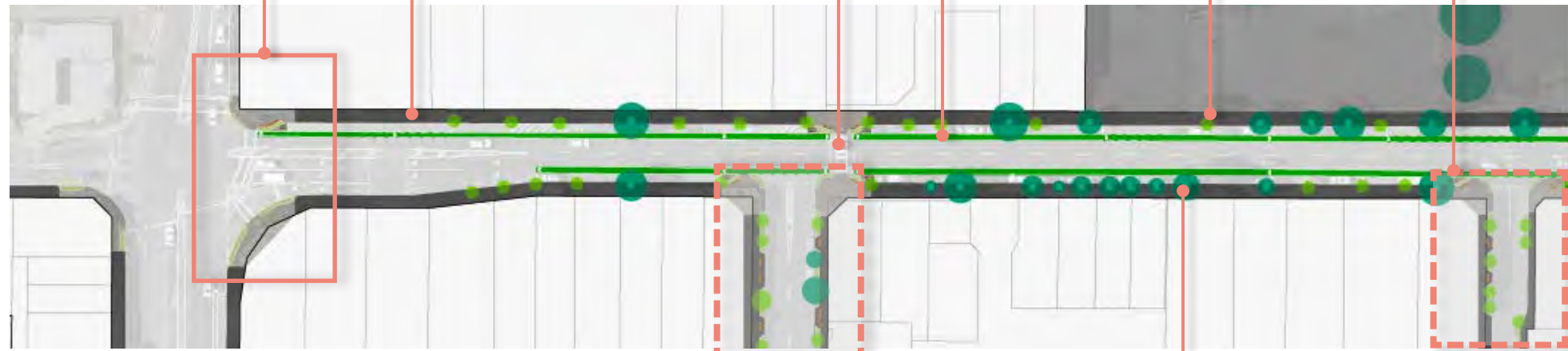
Upgrade to existing bus stop



Project D

Introduce public art to rail yard interface

Project C
Future
side street
improvement



- ## MATERIALS

- 1  FOOTPATH
• asphalt
- 2  KERB OUTSTAND
• exposed aggregate
- 3  COLOURED BIKE LANE
• coloured pavement
- 4  EXISTING TREES
- 5  PROPOSED TREES
- 6  INDICATIVE STREET FURNITURE

Project C

Future side street improvements to include seating, trees and vegetation

Retain
existing
trees



Retain
existing
trees

Replace school crossing with a raised pedestrian priority crossing

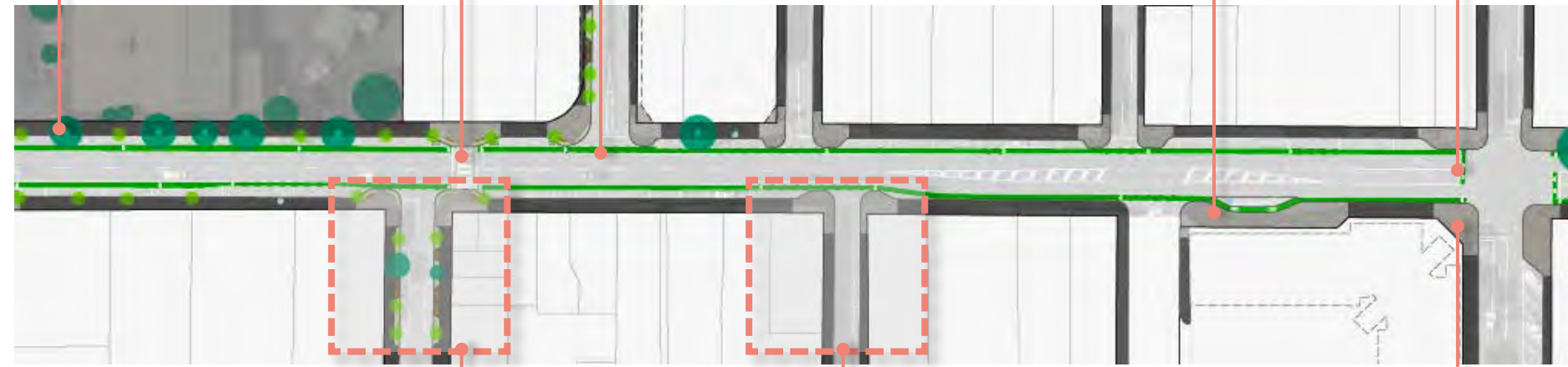
Improve safety and visibility of existing bike lanes through coloured treatment



Project A

Upgrade to existing bus stop

Provide bike 'starting' boxes at intersections for safer cyclist movement.



Project C

Future side street improvements

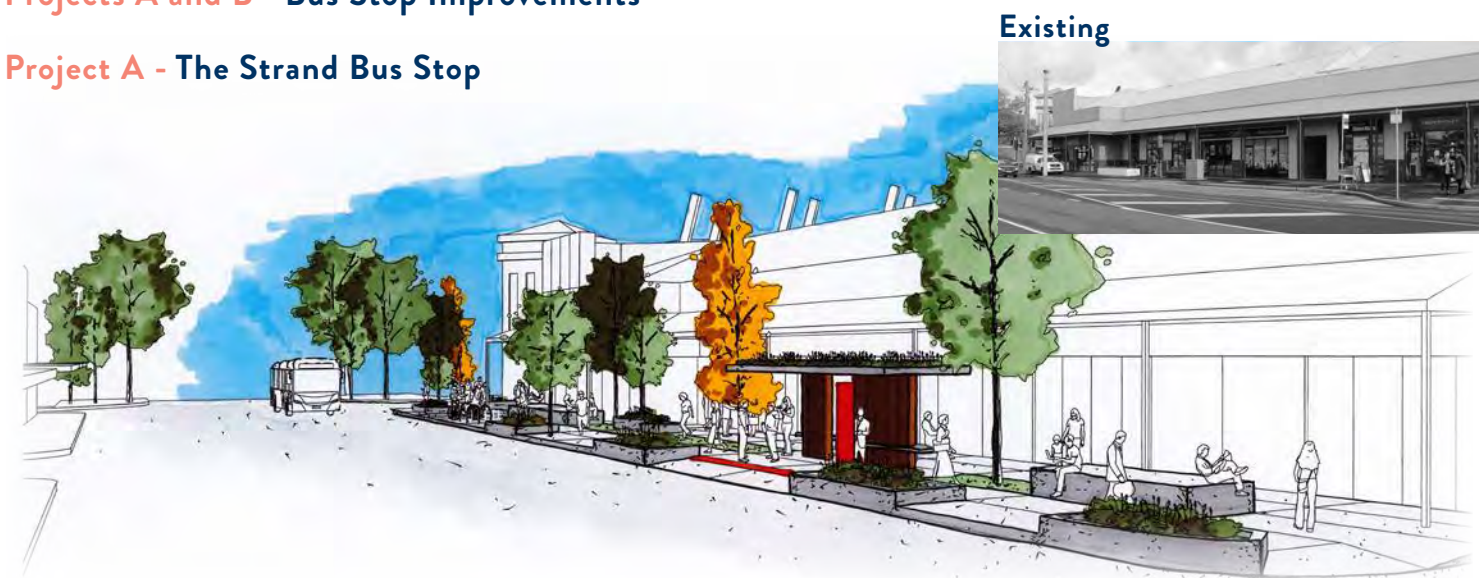
Project C

Future side street improvements

Feature kerb as gateway

Projects A and B - Bus Stop Improvements

Project A - The Strand Bus Stop



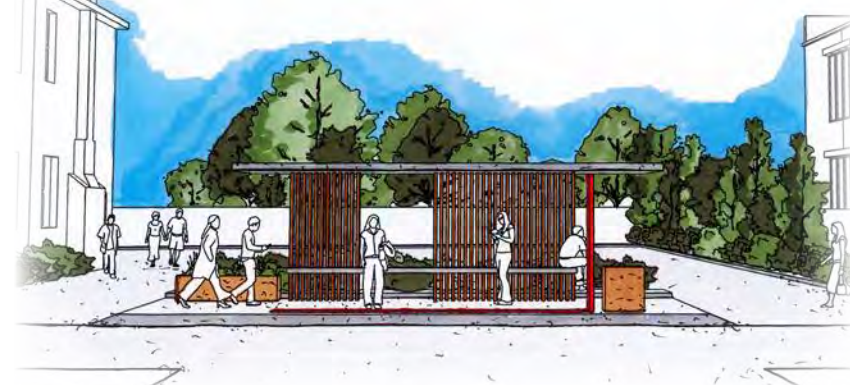
Artist's illustration showing a concept design for the space in front of The Strand shops along Pakington Street, including a bus stop.

The bus stops are located at key north and south gateways into the Precinct and currently provide limited seating, shelter and should do more to positively contribute to the Precinct's 'look' and 'feel'.

Concept design intent:

A contemporary, urban and 'open' design that provides seating and shelter that can be used more widely, not only for those waiting for the bus. Integrating wayfinding, timetable information and vegetation.

Project B - Church Street Bus Stop



Artist's illustration showing a concept design for the bus stop outside The Telegraph Hotel.

Existing



- Aureo bus stop by David Karásek, image by Architonic.



- Synthetic Cone Planter by Streetlife®.



- Metro bus shelter in New Zealand, image by CAM Shelters.



- Station and Terminal structure, image by mimarobot.



- 'Rain' CorTen steel tree grate by Landworks Studio.

Project C - Side Street Improvements



- All images are of street furniture designed by Streetlife®, Catalogue 2021-2022.



Existing



Artist's illustration showing a concept design for a raised pedestrian crossing and street furniture at kerb outstands.



Artist's illustration showing a concept design for kerb outstand seating spaces.

There is an opportunity to improve the 'look' and 'feel' of side streets and areas around the proposed raised pedestrian crossings once they are installed.

Concept design intent:

Well designed contemporary relocatable street furniture that incorporates planter beds 'green' the street while providing interesting and comfortable places for people to sit, meet and rest. Inviting 'life' to spill out onto the street.

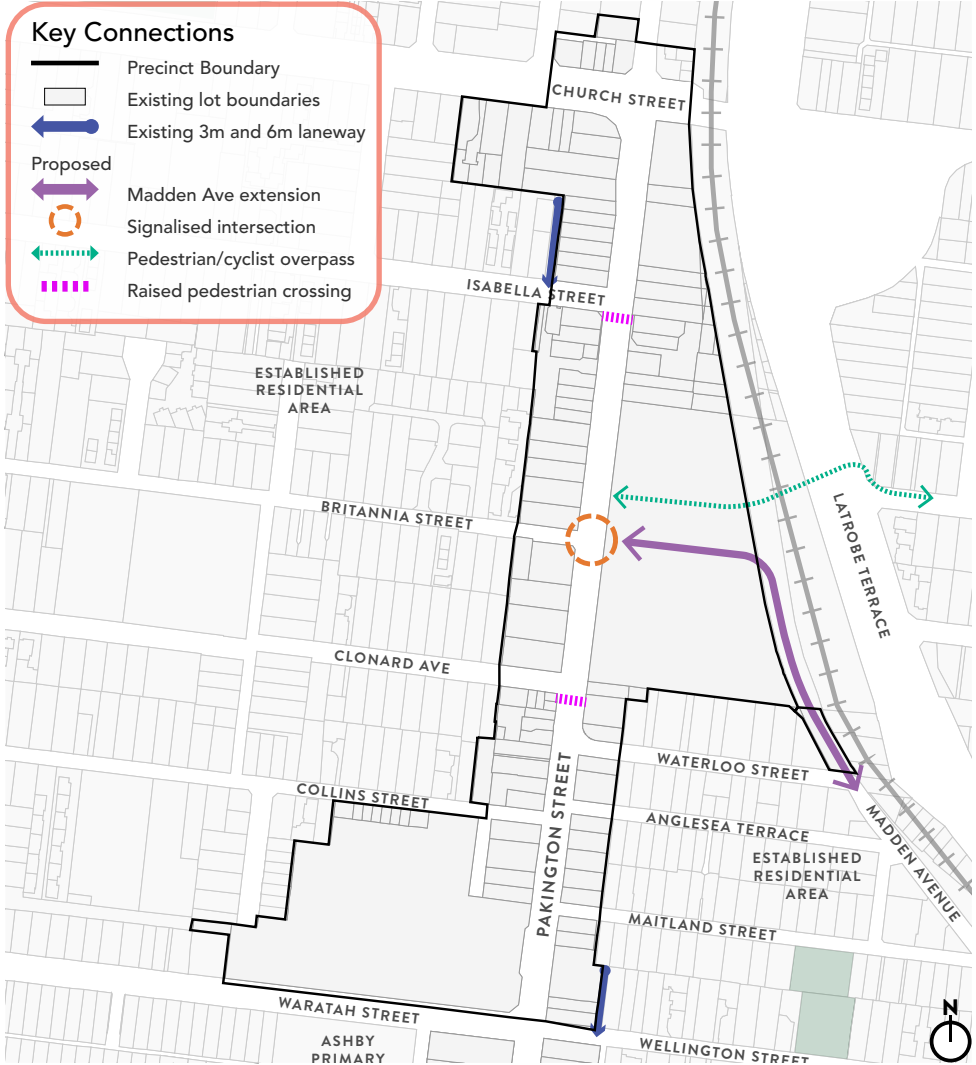
KEY CONNECTIONS

Pakington North Precinct

The City has commissioned a Traffic Network Assessment which will be completed to inform further traffic recommendations for the Final UDF that will improve traffic management in the precinct and respond to the increased requirements of larger developments.

Traffic Recommendations

- Opportunity to extend Madden Avenue through the Rail Sidings Yard to Britannia Street in order to create a signalised intersection to assist right turns onto Pakington Street from side streets, to be considered as part of a future redevelopment of the site.
- Undertake a gap analysis to determine the extent of issues relating to uncontrolled side street right turns from Hope Street, Waterloo Street and Isabella Street onto Pakington Street to determine if strategic side road closures or left out only arrangements at any of these locations is necessary.
- Investigate the current operation of the Pakington Street and Church Street intersection as part of the Traffic Network Assessment being completed to inform the Final UDF.



DESIGN RECOMMENDATIONS AND FURTHER WORK

Pakington Street Design

Recommendations to be taken into account during the detailed design process for Pakington Street in both the Heritage Core and Pakington North precincts:

- Investigate opportunities to raise awareness and appreciation of local Aboriginal Cultural heritage through consultation and collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation.
- Encourage the use of indigenous plants and natural materials where appropriate.
- Reduce the speed limit to 30km/hr along Pakington Street in the Heritage Core precinct.
- Ensure streetscape projects retain existing car parking provisions where safe to do so.
- Increase the width of existing bicycle lanes as far as practical without impacting on-street parking.
- Encourage removal of any redundant crossovers to provide additional on-street parking. Additional vehicle crossovers onto Pakington Street in the Heritage Core precinct will not be supported.
- Locate public bicycle parking spaces near pram ramps or raised pedestrian crossings to improve access convenience from existing on-road lanes.
- Kerb outstand bus stops should be considered at strategic locations to improve bus priority along the route.

- Consider a painted treatment for existing bicycle lanes to further increase the visibility of cyclists and give greater awareness to all road users.
- Include 'smart' poles, which can offer intelligent LED lighting, wi-fi access, charging stations and parking sensors, as part of streetscape upgrades.
- Begin investigations with the Department of Transport to identify opportunities to improve pedestrian and cyclist connections across the Church Street bridge.

Further Work

- Commission a parking plan for the Heritage Core and Pakington North precincts to improve the long term management of car parking as the areas change and develop.
- Investigate improvements to existing laneways in the Heritage Core Precinct to improve public realm outcomes and parking arrangements.
- Review existing outdoor dining and street trading guidelines that apply to the street.
- Investigate improvements to landscaping and lighting in existing public off-street parking areas.
- Publish an 'access' map that covers both precincts.
- Collaborate with key stakeholders to organise and design a 'Heritage Walk' that showcases heritage buildings in the Heritage Core precinct.
- Investigate installing a community board in a visible public building.
- Produce a night-time economy strategy for the Heritage Core precinct.
- Ensure wayfinding elements are designed to be universally legible, reflect the local context and are integrated into the built form or landscape.
- Investigate funding and grant opportunities for restoration of significant buildings in the Precinct.

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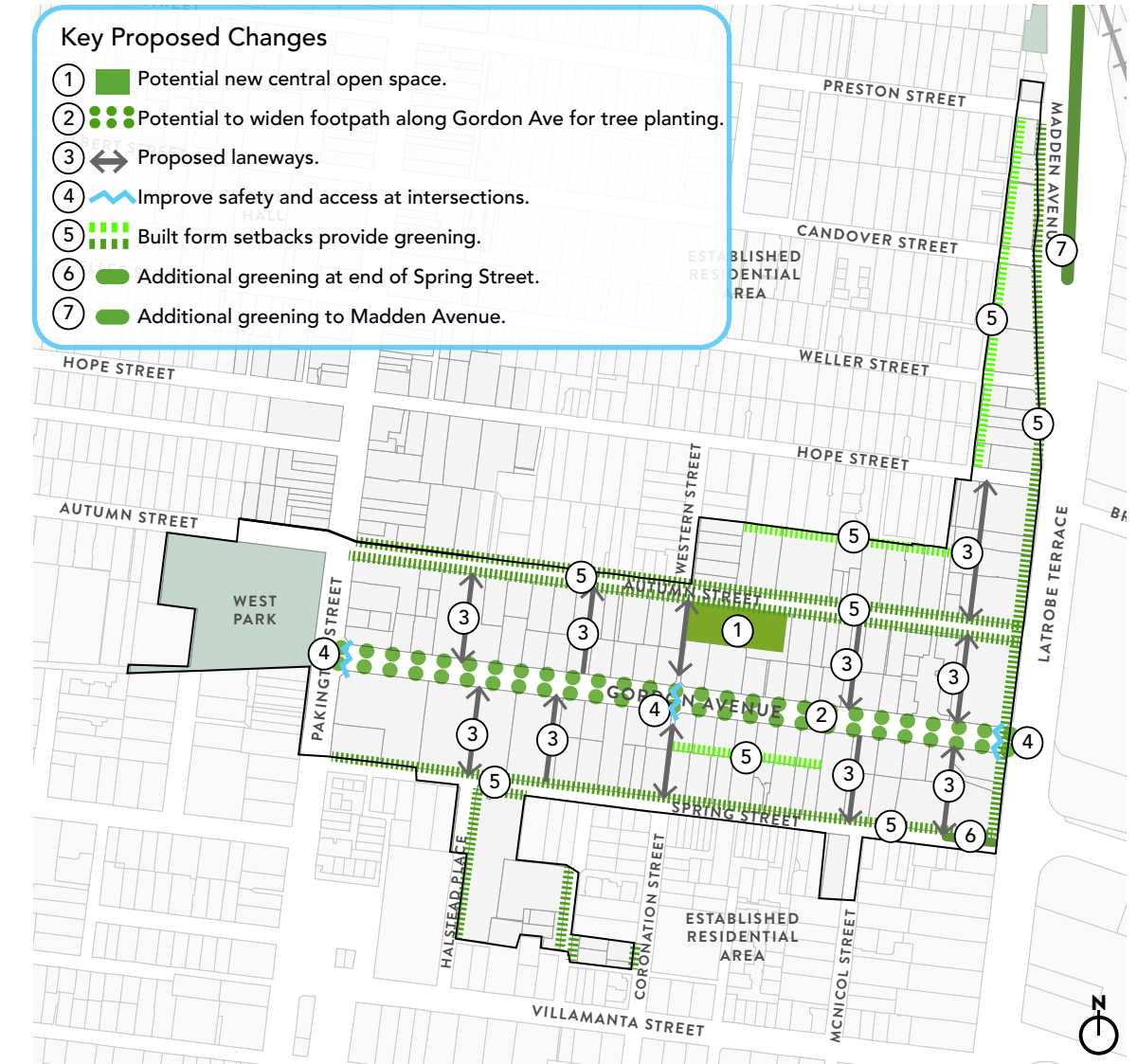
THE FUTURE PUBLIC REALM

Gordon Avenue Precinct

This aims to respond to Geelong's overarching aspiration to deliver on its reputation as a City of Design by leading the way in exemplary public realm and building design. Responding to the vision for Gordon Avenue to be transformed into a 'green' street that provides a safe and attractive connection to and from the Geelong Train Station and Central Geelong, acting as a key accessway to the western suburbs of established Geelong.

Objectives

- To increase street greening by providing new landscaped areas within the public realm.
- To improve connections by creating new laneways and improving safety at intersections.
- To provide landscaped setbacks along low-amenity traffic routes (Latrobe Terrace and Gordon Avenue) to provide a buffer and improve the 'look' of the area while delivering internal amenity at the lower levels of new buildings.
- To provide ground floor landscape setbacks at the interface to low-scale residential streets that reflect the consistent character of ground floor setbacks along the street.
- To reduce the impact of servicing on the public realm by minimising the number of vehicle crossovers required and removing vehicle crossovers where appropriate.



KEY CONNECTIONS

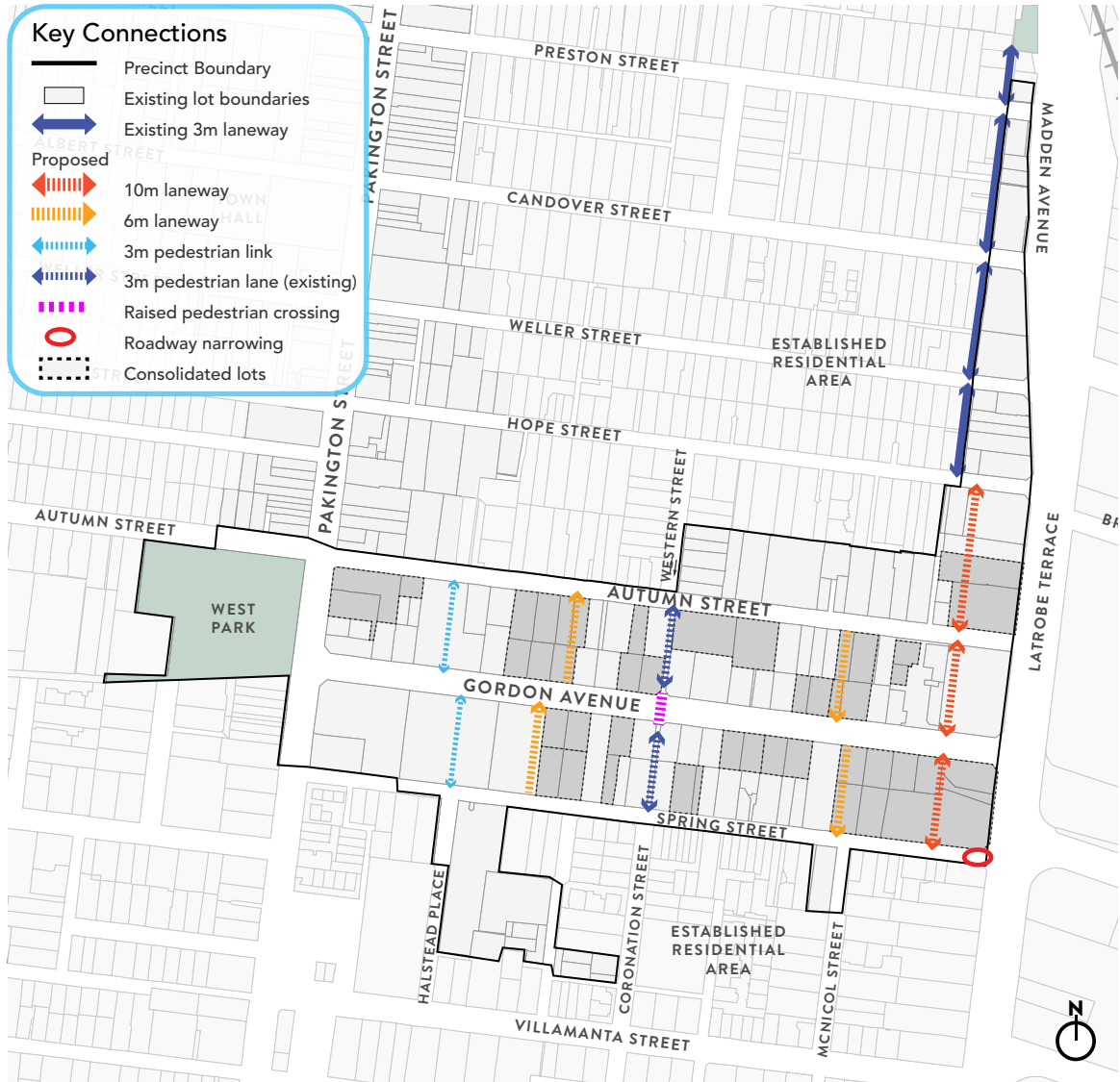
Gordon Avenue Precinct

The Gordon Avenue precinct will require new laneways to manage the increased service requirements of larger scale buildings and provide improved connectivity for walking and cycling, with opportunities to improve key connections in the precinct.

The current configuration of the intersection between Latrobe Terrace and Gordon Avenue prevents efficient movement for all users as it currently has three sets of lights, including a cycle that allows entry and exit from the at-grade Geelong Train Station car park. The future redevelopment of the Geelong Train Station should address this issue of connectivity to improve access for pedestrians, cyclists, buses and private vehicles.

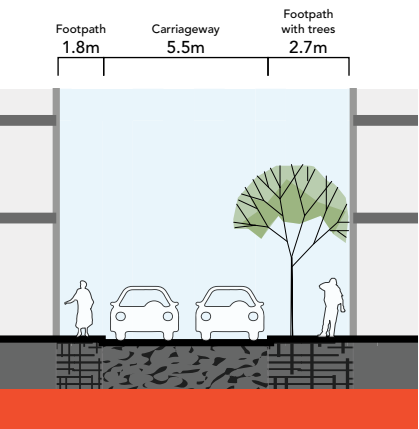
A number of new laneways are proposed and have been strategically located to improve connectivity and maximise service access to multiple large-scale sites.

Large-scale sites have been prioritised for the location of new laneways, proposed to be delivered within sites in single ownership. This would require a 4.5m laneway to be delivered within both of these sites. The existing central laneway is proposed to be upgraded into a pedestrian walkway with a new pedestrian crossing providing direct access across Gordon Avenue.



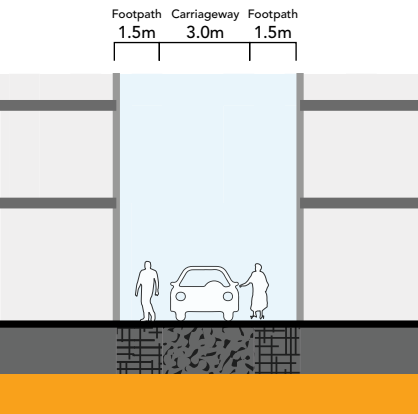
Proposed Laneway Design

10m Laneway Reserve



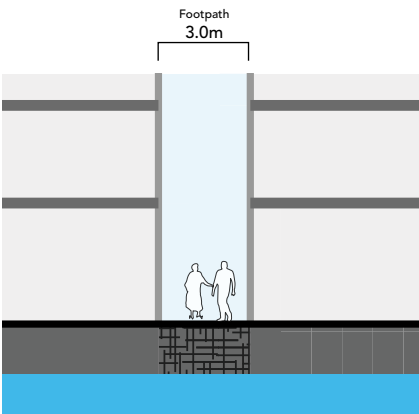
Little Bourke Street in Melbourne demonstrates a laneway of similar width that includes two-way traffic and greening interventions.

6m Shared Laneway Link (one way)



Guildford Lane in Melbourne demonstrates a laneway of a similar width that includes one-way traffic and greening interventions.

3m Pedestrian Link



Scott Alley in Melbourne demonstrates that this scale of built form can be supported along a narrow laneway due to the short length of the laneway.

STREET DESIGN RECOMMENDATIONS

Gordon Avenue

Recommendations to be taken into account during the further planning process for streets in the Gordon Avenue precinct:

- A future Masterplan for Gordon Avenue is recommended to redesign the street cross section to align with the future vision of the precinct, including enhanced pedestrian, bicycle and public transport facilities similar to Pakington Street.
- Kerb outstands and a raised pedestrian crossing should be provided at the Gordon Avenue crossing to strengthen the pedestrian connection.
- Future developments should remove any redundant crossovers to provide additional on-street parking.
- Further investigate providing treatments at the cross intersections between new north-south laneways and the existing east-west streets, being Gordon Avenue and Autumn Street, to downplay the through movement for the new laneways. This may include entry or exit bans as well as turn restrictions from particular streets.

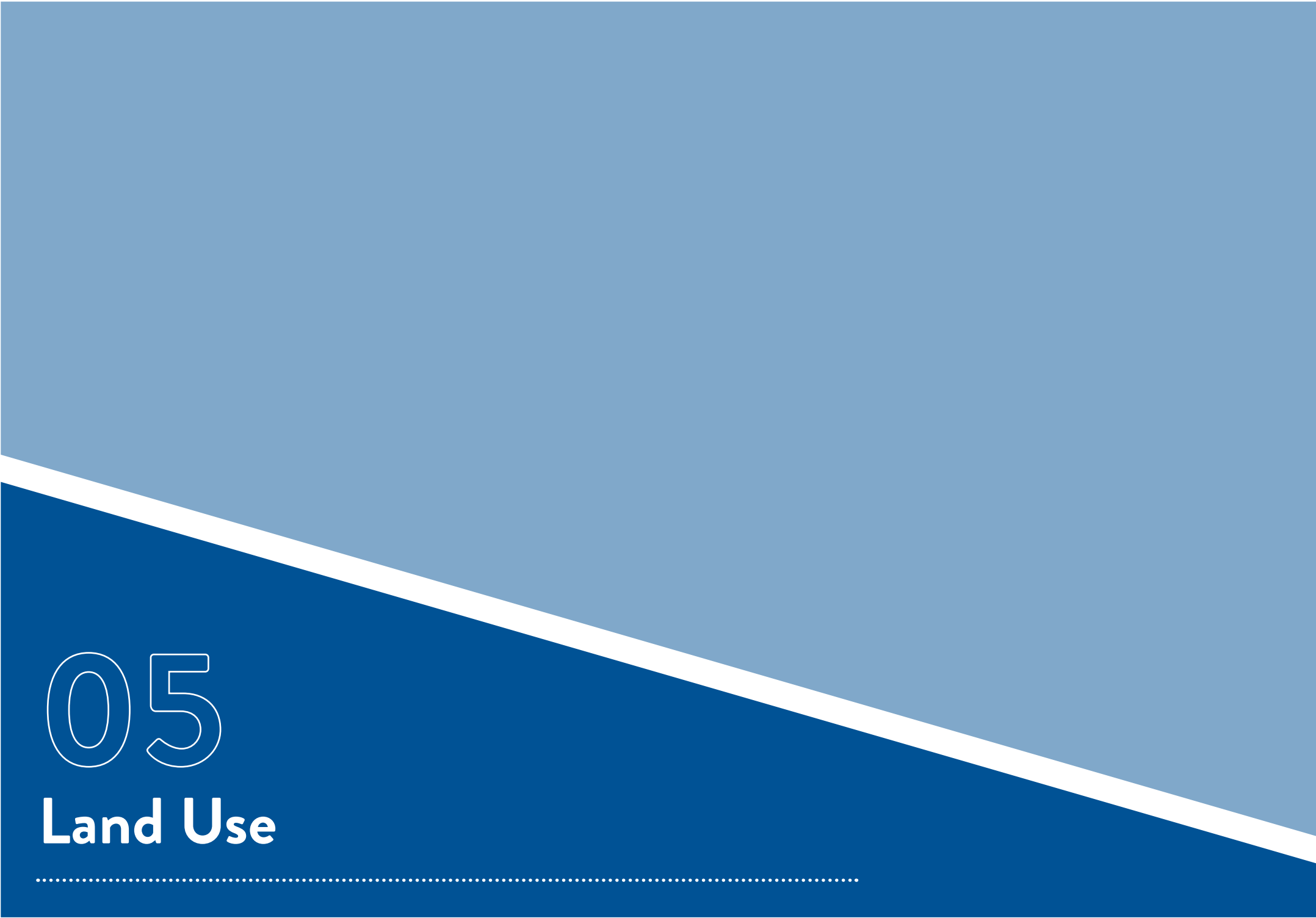
Other Recommendations

- Investigate potential upgrades to West Park to improve accessibility and usability for community events.



Gordon Avenue looking west towards West Park and Pakington Street.

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Section Contents

Below is a breakdown of what this section of the UDF contains.

Allowing a Greater Mix of Uses	
Pakington North Precinct	76
Gordon Avenue Precinct	78
Land Use Recommendations	80

ALLOWING A GREATER MIX OF USES

Pakington North Precinct

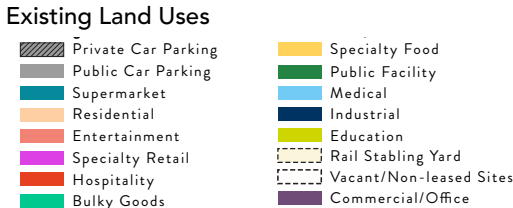
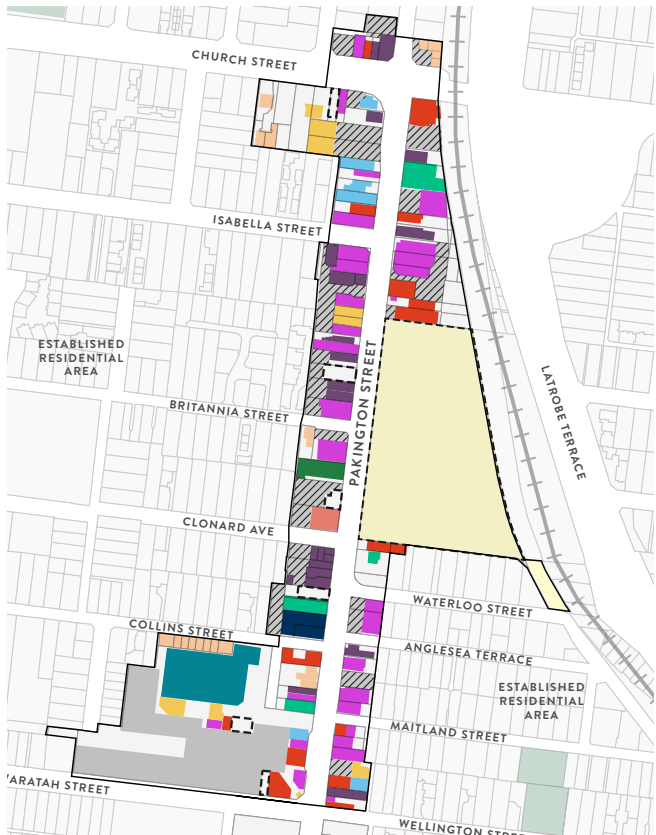
The Pakington North Precinct developed as a peripheral area to the retail core, with a focus on manufacturing and bulky goods retailing. This role is reinforced through the existing application of the Commercial 2 Zone.

This zone encourages bulky goods and office uses and prohibits residential uses other than a caretaker's house or a residential hotel. The area has been transitioning to more retail, hospitality and office uses, with fewer 'bulky' goods or industrial uses remaining.

However, the lack of residential uses, along with discontinuous building frontages and blank walls limit the 'activity' of the precinct to standard working hours, with little activity and people present in the area after hours.

The area has significant potential to accommodate a wider mix of uses. This includes residential uses that increase the local resident population, generate more foot traffic, support the expansion of commercial and retail uses, extend the Precinct's 'activity' after hours and provide passive surveillance onto Pakington Street.

This change, along with continued public and private investment in the public realm will create a compact liveable Precinct that is better connected to the Heritage Core Precinct and is an attractive place to 'live' and 'work'.

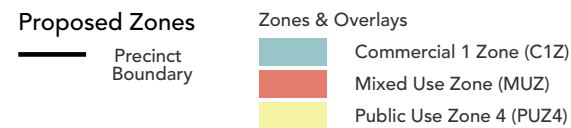
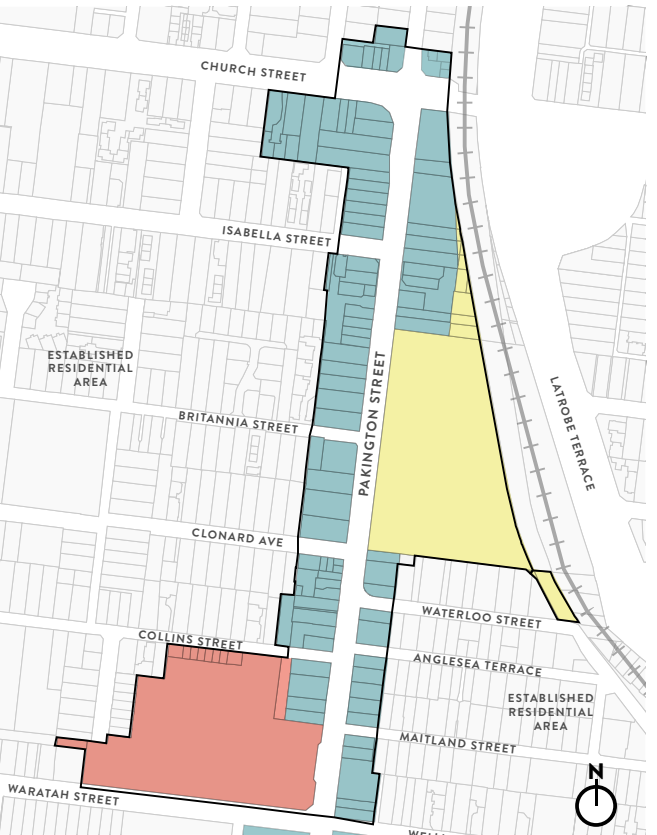
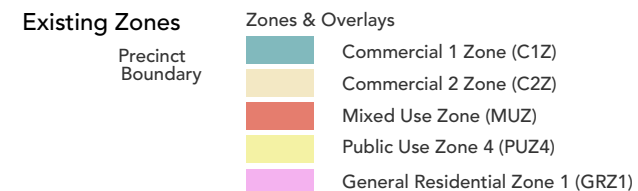
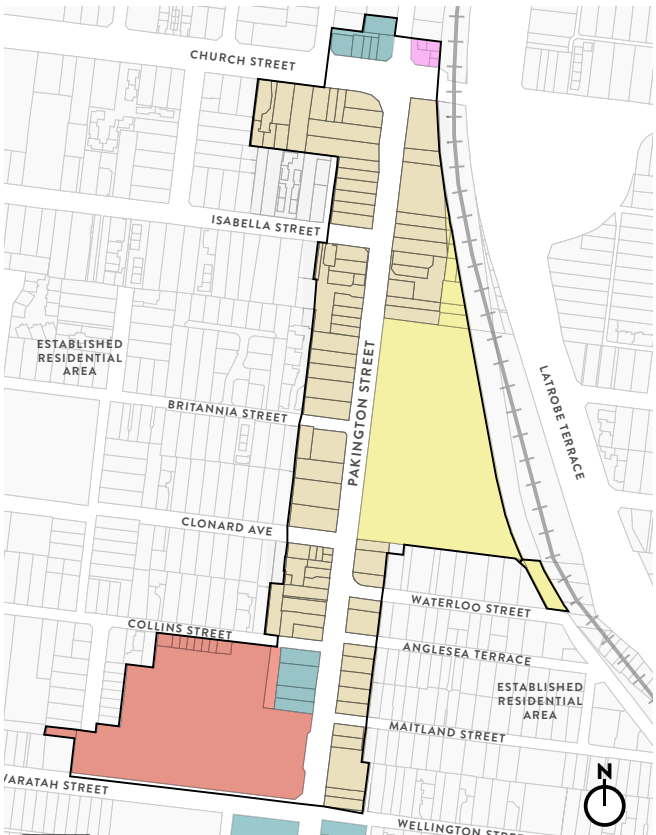


The Precinct is already 'in transition', and it is considered appropriate to consider an alternative zoning:

The Commercial 2 Zone (C2Z) north of Waratah Street is in a late stage of transition from manufacturing industries and bulky goods retailing to more fine grained retail and commercial uses. The City's Retail Strategy 2018 identifies the Pakington Street Specialised Centre as one Centre extending from Autumn Street to Church Street.

The C2Z area is recommended to be rezoned to Commercial 1 Zone (C1Z). This zone is generally applied to vibrant commercial centres that provide every day needs and services supported by residential uses. No changes are proposed to residential areas; except for one property on the corner of Church Street and Stubbs Avenue, or land currently zoned Public Use Zone 4 (PUZ4) or Mixed Use Zone (MUZ).

Social housing contributions will be sought as part of the rezoning of the precinct, this is further detailed in section 07 - Implementation of this report.



ALLOWING A GREATER MIX OF USES

Gordon Avenue Precinct

The Gordon Avenue Precinct developed as a peripheral area, with a focus on manufacturing and bulky goods retailing. This role is reinforced through the existing application of the Commercial 2 Zone.

This zone encourages bulky goods and office uses and prohibits residential uses other than a caretaker's house or a residential hotel. The area continues to have a significant proportion of industrial and bulky goods uses, with some office and educational uses.

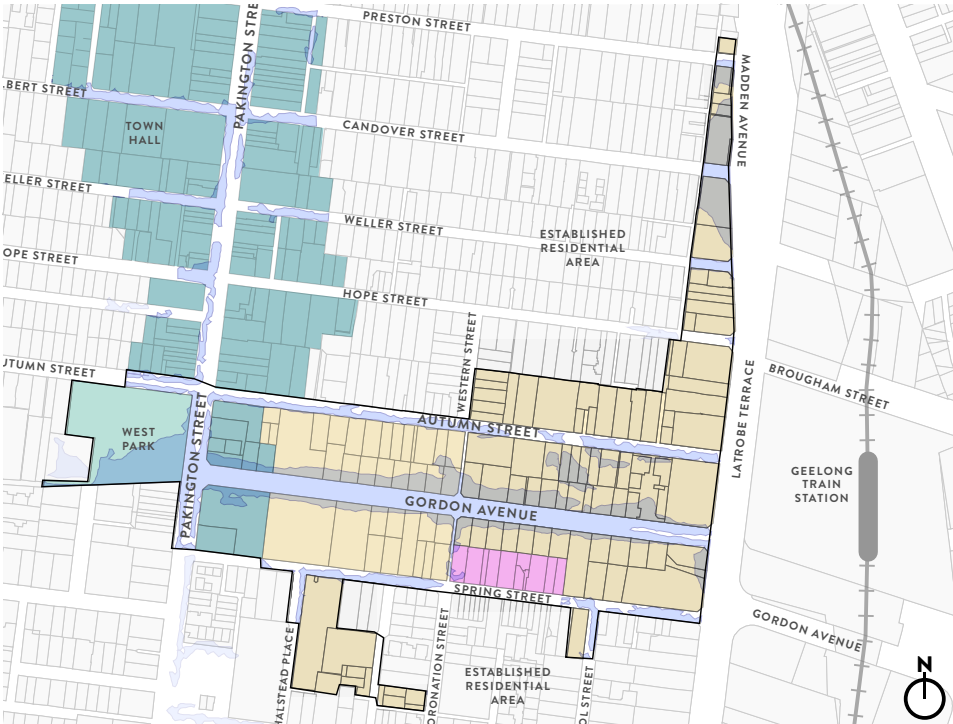
The lack of residential uses, along with discontinuous building frontages and blank walls limit the 'activity' of the precinct to standard working hours, with little activity and people present in the area after hours.

The area has significant potential to accommodate a wider mix of uses; with a particular focus on residential uses that increase the local resident population, taking advantage of its proximity to the Geelong Train Station, Central Geelong and 'Pako' itself. Other complementary retail and commercial uses that support a growing local community would extend the Precinct's 'activity' after hours and provide passive surveillance onto Gordon Avenue.

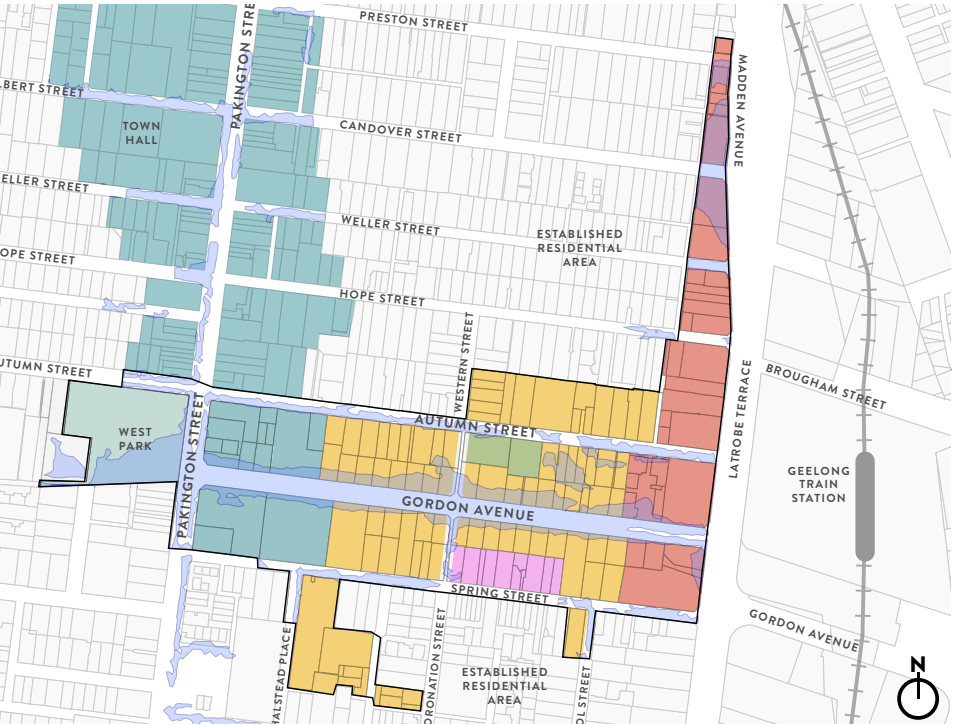
Social housing contributions will be sought as part of the rezoning of the precinct, this is further detailed in section 07 - Implementation of this report.



- Existing Land Uses**
- Precinct Boundary
 - Private Car Parking
 - Public Car parking
 - Residential
 - Specialty Retail
 - Hospitality
 - Bulky Goods
 - Medical
 - Industrial
 - Education
 - Vacant / Non-leased Site
 - Commercial / Office



- Existing Zones and Special Building Overlay**
- Precinct Boundary
 - Zones and Overlays
 - Commercial 1 Zone (C1Z)
 - Commercial 2 Zone (C2Z)
 - General Residential Zone 4 (GRZ4)
 - Public Park and Recreation Zone (PPRZ)
 - Special Building Overlay (SBO)



- Proposed Zones**
- Precinct Boundary
 - Zones and Overlays
 - Commercial 1 Zone (C1Z)
 - Residential Growth Zone (RGZ)
 - Mixed Use Zone (MUZ)
 - General Residential Zone 4 (GRZ4)
 - Public Park and Recreation Zone (PPRZ)
 - Future PPRZ
 - Special Building Overlay (SBO)

LAND USE RECOMMENDATIONS

Pakington North Precinct

The existing Commercial 2 Zone (C2Z) land will be rezoned to Commercial 1 Zone (C1Z) to facilitate the land use vision.

Application of the C1Z is sought to allow for retail and commercial uses at street level with residential uses above, inviting activity to 'spill' out onto the street and providing better connectivity and transition to the Heritage Core Precinct.

Considering the Precinct has the capacity to accommodate additional floor space and residents, opportunities to provide further local open space have been highlighted and are tied to the redevelopment of key sites.

Gordon Avenue Precinct

The area will be rezoned to Residential Growth Zone, Commercial 1 Zone and Mixed Use Zone to facilitate the land use vision. The precinct will be nominated as a Key Development Area in the Greater Geelong Planning Scheme (clause 21.06-3).

It is recommended that the full extent of Gordon Avenue is established as a Key Development Area.

Considering the Precinct has the capacity to accommodate additional floor space and residents, opportunities to provide further local open space have been highlighted, as existing access and provision is already limited.

The nominated potential site for further open space is a City owned at-grade car park. The demand for this as a public car park serving local businesses in the Precinct will be further investigated once the concentration of commercial and retail uses shifts to more residential uses.

Other potential sites will need to be investigated.

Land Use Transition and Further Work

In order for the land use in the precincts to transition, the City will undertake planning scheme amendments to implement the UDF into the planning scheme.

An amendment process includes requesting the Minister of Planning to authorise the preparation of the amendment. Rezonign will require the completion of relevant further work, such as infrastructure capacity investigations. It also includes a public notice period including the opportunity to make submissions.

Below is a list of further work that may be required:

- Undertake an assessment of the condition and capacity of existing infrastructure, including (but not limited to); utilities and services, drainage, community services and open space provision to support future growth.
- Investigate where an environmental assessment may be required prior to rezoning to a more sensitive use.
- Further investigate open space potential and possible areas for re-zoning (to be considered in conjunction with a potential future strategic site at the area currently zoned (PUZ4).
- Investigate contributions for social and affordable housing via an inclusionary zoning process or a voluntary agreement with potential development sites, which is further outlined in the Implementation section of this UDF.

Existing Businesses

If the land is rezoned and the permitted uses change, existing businesses will be able to continue to operate if they meet the existing use right provisions under clause 63 of the planning scheme. This includes the use being lawfully established under the previous zone or the site being in continuous use for at least 15 years. Existing use rights apply to the land not the business owner so a site can be sold with existing use rights.

06

Built Form Guidelines

Section Contents

Below is a breakdown of what this section of the UDF contains.

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Pakington North Precinct		Gordon Avenue Precinct	
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Character Areas	88	Overall Sections	114
Gordon Avenue Precinct		Visualising Potential Futures	116
Addressing Development Potential	90	General Controls	118
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Pakington North Precinct			
Interface Treatments	102		

ADDITIONAL HERITAGE DESIGN GUIDELINES

Heritage Core Precinct

A. Encourage paint removal on masonry walls and parapets by approved chemical methods for the following significant buildings:

- 109-113 Pakington Street.
- 126 Pakington Street.
- 1-3/138-140 Pakington Street.
- 142-144 Pakington Street.
- 163 Pakington Street.
- 165 Pakington Street.
- 167A-171 Pakington Street.
- 172-176 Pakington Street.
- 175-177 Pakington Street.
- 204-206 Pakington Street.
- 208A Pakington Street.

B. Encourage the removal of introduced parapet cladding and repairs to currently obscured parapets for the following significant buildings:

- 152-154 Pakington Street.
- 168-170 Pakington Street.

C. Encourage the retention of original signage lettering on significant building parapets.

D. Encourage the removal of introduced panel sign on parapet at 167A-171 Pakington Street that disguises the original signage lettering.

E. Encourage originally painted surfaces to significant buildings to be painted in colours compatible to their era and design.

F. Encourage the retention of existing original shop-fronts to the following significant buildings:

- 106-116 Pakington Street (except one shop-front bay of this six bayed building).
- 1-3/138-140 Pakington Street.
- 142-144 Pakington Street (except the window frames).
- 148 Pakington Street (the glazed tile surrounds to the sides of the shop-front have been removed).
- 149 Pakington Street.
- 151A Pakington Street (except the introduced tile surrounds and doors).
- 199 Pakington Street.
- 206 Pakington Street.

G. Encourage the reconstruction of the standard cast iron post-supported convex verandahs for the following buildings:

- 137A Pakington Street.
- 159 Pakington Street.
- 163 Pakington Street.
- 165 Pakington Street.
- 167A-171 Pakington Street.
- 167 Pakington Street.
- 168-170 & 172-174 Pakington Street.
- 173 Pakington Street.
- 175-177 Pakington Street.
- 208A Pakington Street.

H. Encourage the reconstruction of verandahs with timber signage valances and posts (applicable to the scale, design and era of the buildings) for the following buildings:

- 138-140 Pakington Street.
- 142-144 Pakington Street.
- 143-147 Pakington Street.
- 197-199 Pakington Street.
- 151 Pakington Street.

I. Where it is unsafe or detrimental to accessibility to re-install historical verandah posts as per the above (G and H), adapting the historical number or spacing of the posts to rectify the problem whilst preserving the historical character, or accommodating the historical roof/awning form within a cantilevered design may be encouraged as an alternative.

J. Encourage the retention of cantilevered verandahs for the following buildings:

- 106-116 Pakington Street.
- 148 Pakington Street.

K. Encourage no verandahs for the buildings located at:

- 126 Pakington Street.
- 149 Pakington Street.
- 200-202 Pakington Street.

L. Encourage new development that presents one or two Victorian/Edwardian storey heights to the street, to complement the significant buildings in the precinct; mezzanines or a third storey may be permitted to the rear of heritage and nonheritage sites where they can be accommodated in an overall building height comparable to two Victorian/Edwardian storeys and do not detract from the character of any heritage buildings within or alongside the property.

M. Additional signage is allowed as long as it complies with the following:

- Does not obscure any architectural detailing on the façade.
- Are in proportion to the building and are framed by architectural elements (such as building parapets and verandah fascias).
- Are not in excessively bright colours.
- Are not internally illuminated panels and boxes (apart from below verandahs or within shop windows). Consideration may be given to back-lit individually illuminated letters (but not illuminated flashing) so long as the installation has no physical impact on significant building fabric.
- Floodlight and spot lights may be appropriate alternatives to internally illuminated signs.
- Use clear, simple lettering styles and include not more than two type faces.
- Are placed no higher than the fascia line of a verandah unless affixed to the façade and conform to the above.
- Sky signs along parapets or rooftops should be avoided.
- Projecting signs perpendicular to a wall should be modest in scale and suspended from a bracket attached in a manner that has negligible and easily reversible physical impact on significant building fabric.

- Shop window signage should retain some transparency into the premises and not block out majority of window shop-fronts.
- Photographic and digital imagery may be incorporated within shop windows but should be avoided on building exteriors.

These additional guidelines will need to be incorporated into the existing Heritage Overlay (HO) 1634 Pakington Street Commercial Heritage Area in Clause 22.37 of the Greater Geelong Planning Scheme once a Final UDF is adopted by Council.

ADDRESSING DEVELOPMENT POTENTIAL

Pakington North Precinct

Additional height is considered in order to introduce new housing and building typologies to Geelong West, which currently predominantly consists of single storey detached dwellings and a limited amount of terrace and unit developments.

Proposed heights range from 4 - 8 storeys with lower heights at the southern end of the street gradually increasing towards the Church Street intersection, with sites that back onto the railway corridor having the potential to accommodate taller buildings. The proposed heights respond to a series of conditions including; existing property sizes, consideration of interfaces and street widths.

Landscape will be used to create a transition between higher building forms and surrounding residential areas of predominantly 1 - 2 storey buildings.

The lower levels of buildings will have rich material detail, awnings that provide shelter along the street, easily identifiable entrances and fine grain frontages.

Developments will provide a range of uses at the street level with residences above, including shop-top housing options.

The design objectives and controls listed in this section will inform planning controls, such as a design and development overlay (DDO) or a schedule to a zone, to ensure the built form outcomes sought will be delivered in future development proposals.

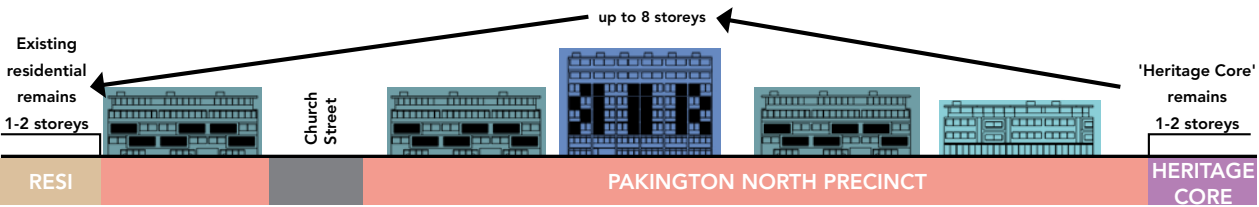
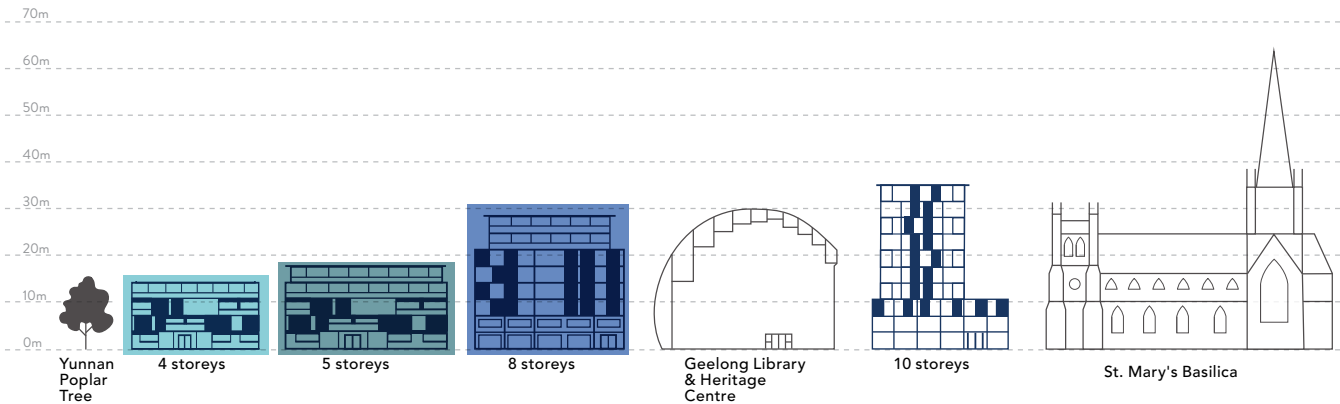


Diagram showing proposed increase in height



Proposed heights in a Geelong context



- image: Pakington North Precinct, looking south along Pakington Street.

CHARACTER AREAS

Pakington North Precinct

The analysis of existing conditions led to the identification of three different character areas in the Pakington North precinct - Church Street Junction, Pakington Retail and Strategic Sites.

Church Street Junction includes the sites that interface the Church Street junction and the sites to the east of Pakington Street that directly interfece the railway line. The junction is a car centric area and is characterised by a large roadway, large off street car parks, a petrol station and other road related infrastructure. There is a lack of public amenity or greening within the precinct.

Pakington Retail is characterised by a mix of one and two storey retail buildings that address Pakington Street. Buildings are generally located on the footpath edge, however some sites provide off street car parking with built form set back from the street edge. The sites are relatively uniform in depth and width and abut sensitive residential areas to the east and west. There are several heritage buildings in this precinct.

Strategic Sites include the The Rail Stabling Yard and the Pakington Strand Shopping Centre. The Rail Stabling Yards are bound by the rail corridor to the east, Pakington Street to the west and an established residential area to the south. The Pakington Strand Shopping Centre site includes a supermarket, a large at-grade carpark, a number of smaller retailers and the heritage protected Kinners Ropeworks building.



Church St Junction

The Church St Junction area will be a predominantly commercial precinct that benefits from its close proximity to Church Street, the waterfront and the Heritage Core. New developments will provide new contemporary spaces for local businesses.

Building heights will range from 6-8 storeys, with tall buildings located along the rail interface with views to Corio Bay. The images below provide a reference to the preferred future built form outcomes.



Breese Street by Breathe Architecture uses materiality and an upper level setback to continue the existing street wall height of the neighbouring buildings. The upper level setback allows the full height of the building to not be seen on ground level, creating an unimposing form. Additionally, the setback allows for large open balcony spaces for residents.

Pakington Retail

Pakington retail will be a mixed use precinct with fine-grain retail tenancies at the lower levels and residential uses at upper levels. A consistent two storey street wall and ground level awnings will extend the valued retail character of Pakington Street in the Heritage Core Precinct to the north.

Ground floor setbacks to the rear of buildings will support the transition to low-scale residential areas to the east and west. Corner buildings will integrate landscape and ground floor setbacks to increase the quality of the public realm and soften views of higher built form for low-scale surrounding areas.

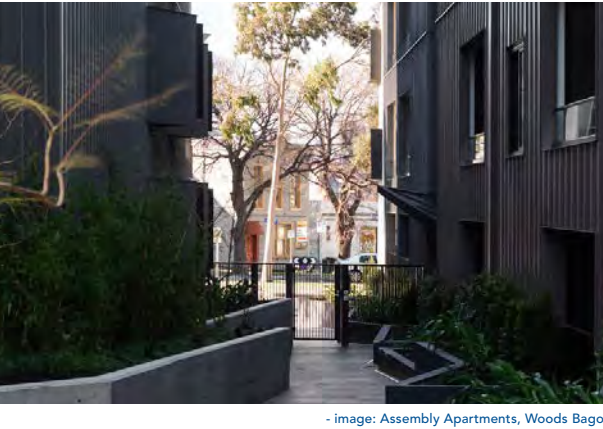


Fieldwork incorporates awnings over the ground floor, representing a key feature of a typical retail typology. The upper level setback and change in materiality break up the form and create a unimposing design.

Strategic Sites

Strategic sites will be developed as a village of buildings with varying scales and uses that are integrated into a landscape setting. The master plan for each will need to demonstrate how it achieves sustainable development outcomes, celebrates heritage buildings and provides new public open space for the growing community.

A new network of streets and laneways will integrate these sites into the surrounding built form fabric and invite people in. Buildings will transition down to low-scale residential areas.



Assembly Apartments by Woods Bagot is an apartment development that is made up of a series of individual buildings with open space and pathways in the negative space. This building separation brings light into the buildings and creates relief from the built form.

ADDRESSING DEVELOPMENT POTENTIAL

Gordon Avenue Precinct

Additional height is considered in order to introduce new housing and building typologies in Geelong West, which currently predominantly consists of single storey detached dwellings and a limited amount of terrace and unit developments.

Proposed heights range from 4 - 10 storeys and respond to a series of existing conditions including consideration of interfaces and street widths.

At the edges of the precinct, buildings reduce in scale and landscape setbacks are introduced to create a buffer between the low-scale residential areas to the north and south.

There is opportunity for developments to have a range of uses at ground level with residential units or commerical tenancies above the street.

The design objectives and controls listed in this section will inform planning controls, such as a design and development overlay (DDO), to ensure the built form outcomes sought will be delivered in future development proposals.

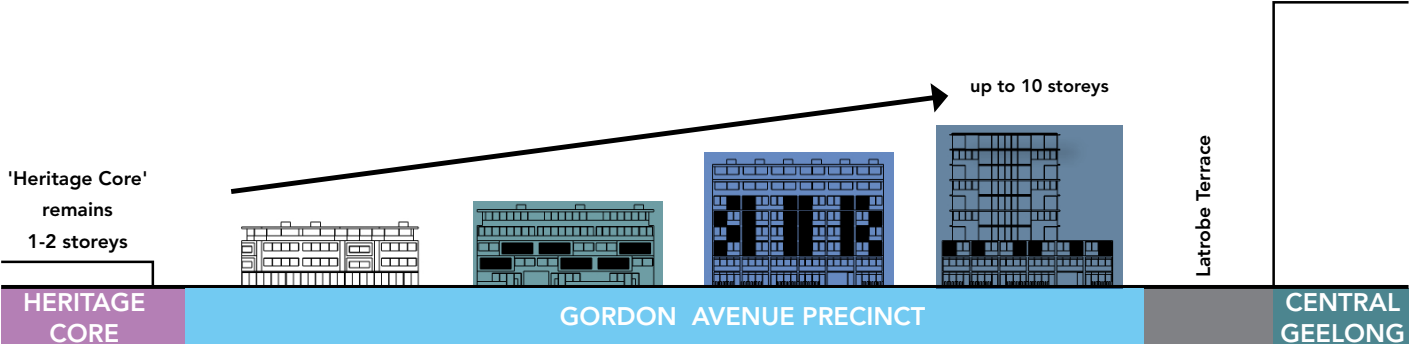
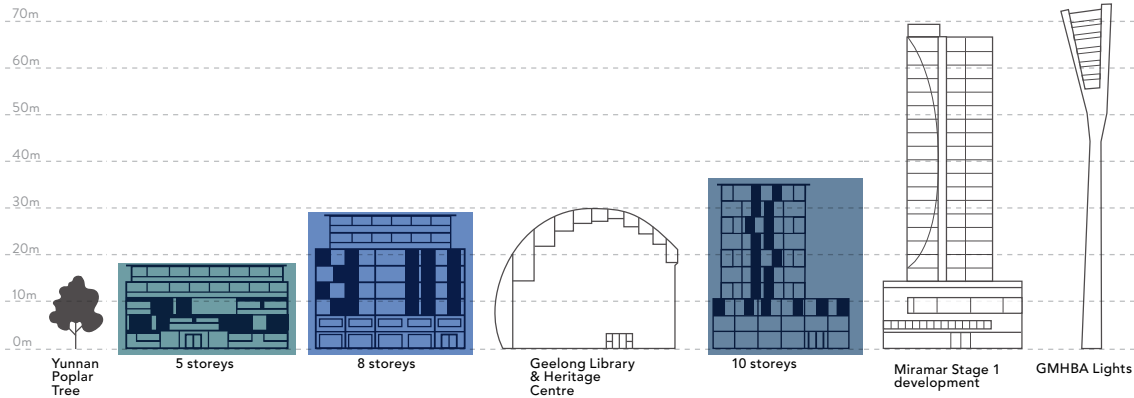


Diagram showing proposed increase in height



Proposed heights in a Geelong context



- image: Latrobe Terrace and Gordon Avenue

CHARACTER AREAS

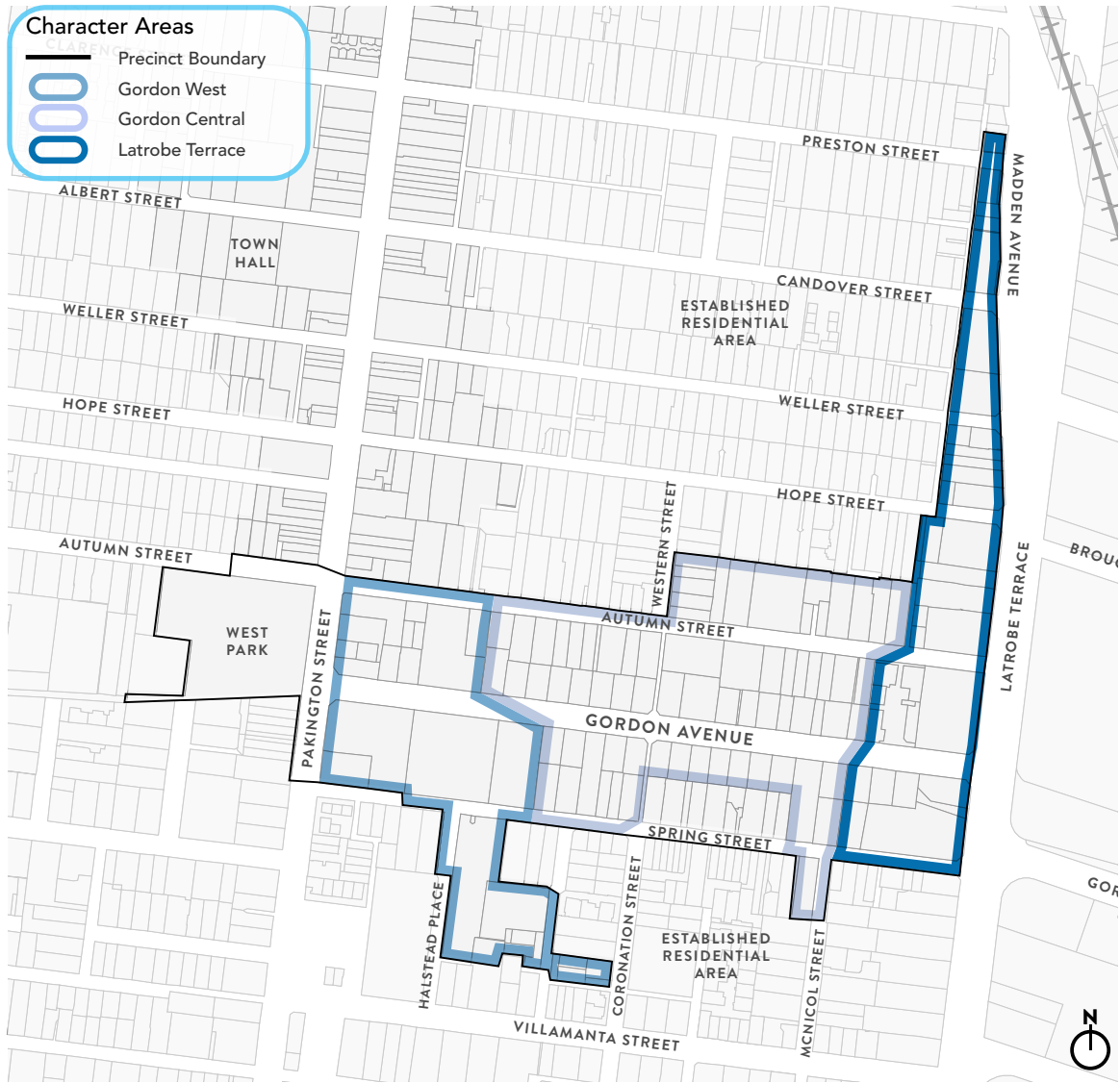
Gordon Avenue Precinct

The analysis of existing conditions led to the identification of three different character areas in the Gordon Avenue precinct - Gordon West, Gordon Central and Latrobe Terrace.

Gordon West includes sites fronting Pakington Street, several large-scale industrial sites along Gordon Avenue and a series of sites that sit south of Spring Street within the residential area. The existing buildings are predominantly industrial buildings with some retail uses at the Pakington Street interface. The street quality is low with limited street trees and narrow footpaths.

Gordon Central includes the majority of sites along Gordon Avenue, Spring Street and Autumn Street. These sites are of moderate scale and interface with sensitive residential areas to the north and south. The existing buildings are predominantly industrial, interspersed between at-grade carparks. This includes a large at-grade carpark owned by the City on Autumn Street.

Latrobe Terrace predominantly includes the sites directly fronting La Trobe Terrace. These sites interface with sensitive residential areas to the west. Latrobe Terrace is a very low-amenity street with four lanes of traffic and limited street trees. The buildings include a mix of industrial and commercial buildings as well as aa petrol station at the entrance into Gordon Avenue.



Gordon West

The Gordon West area will become a mixed use precinct of 4-6 storey buildings interspersed between new laneways and open spaces. Fine-grain retail tenancies will be provided at the ground floor along Pakington Street and Gordon Avenue to extend the valued character of Pakington Street into the precinct. A ground floor landscape setback will be provided at the southern and northern interfaces to create a sensitive transition to lower-scale residential areas.



- image: Hawke & King, 6 Degrees

The Hawke & King development by 6 Degrees, is an example of a preferred built form outcome. It uses varying forms, materials and setbacks to better intergrate with the surrounding fine grain residential context. The development has numerous breaks and pathways between the buildings, creating pedestrian links and internal open spaces. These links and open spaces create relief from the built form and allow sunlight into the buildings.

Gordon Central

Gordon Central will be a vibrant, green and predominantly residential precinct with 4-6 storey buildings that are well spaced and set within a thriving landscape. A broad range of housing will support a diverse population to live in close proximity to the Geelong Train Station. At the centre of the precinct will be a sunny new open space that is surrounded by community and retail uses. Buildings interfacing Gordon Avenue will be setback to allow for mature trees to establish and provide shade. Solar access will be protected to the south side of Gordon Avenue to ensure that the street remains sunny in the long-term.



- image: Balfe Park, KTA

The Balfe Park apartments by Kerstin Thompson Architects demonstrate an appropriate scale and height to protect solar access to Balfe Park. The varying size and positioning of the fenestration breaks up the façade to create a less imposing form and intergrate it with the residential context.

Latrobe Terrace

Latrobe Terrace is a predominantly commercial precinct that benefits from its close proximity to Geelong Railway Station and Central Geelong. A landscaped setback protects internal amenity at the ground floor and contributes to the improvement of the public realm along major traffic routes. Buildings reduce in height and apply rear setbacks to respond to the sensitive residential interfaces.



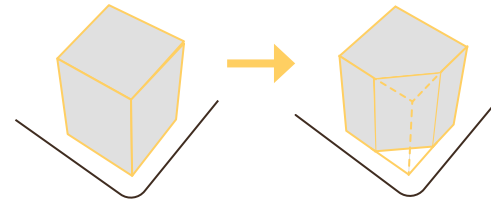
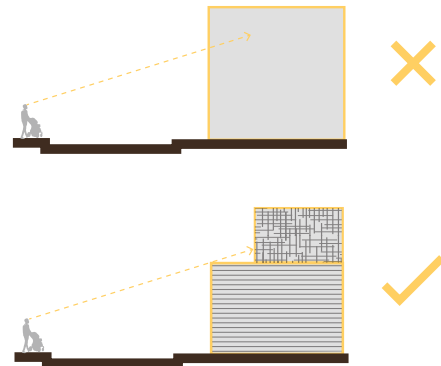
- image: Lumina Apartments, DKO

The varying setbacks shown in the Lumina Apartments design by DKO Architects break down the façade and create areas where people can sit, improving the public realm. The varying materiality of the Lumina Apartments reflect the grain of the site context and help break up the bulk of the building.

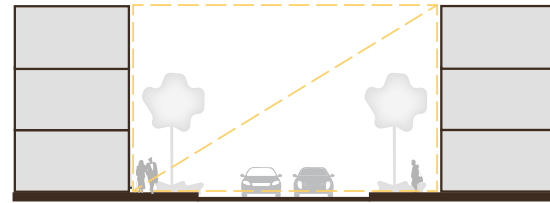
GENERAL BUILT FORM OBJECTIVES

A. Design buildings that are sensitive to the context

- To reduce visual bulk by using vertical recesses in buildings, changes in façade design and a mixed palette of materials to present larger-scale buildings as a series of smaller, complementary buildings.
- To minimise the scale of taller building elements and carefully locate them to minimise visual bulk as seen from the street and overshadowing in the public realm.
- To provide a distinction between the lower building levels and the upper building levels through changes in form, details and materials that create visually recessive upper levels.
- To maintain solar access to identified streets and open spaces between 11am and 2pm at the spring equinox.
- To design buildings that fit within the low-scale residential heritage context of predominantly 1-2 storey detached dwellings with front and back gardens.
- To design buildings that respond to the corner condition by providing an expanded public realm at intersections through the provision of chamfered corners.



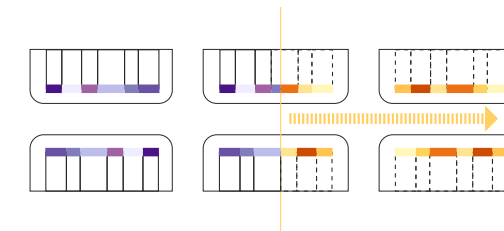
- To provide street walls that relate to the overall width of the street and create a positive sense of enclosure.



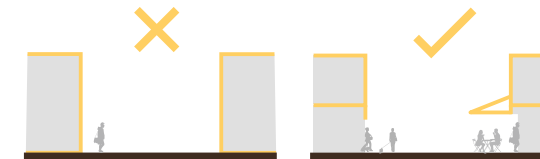
- To predominantly provide a more consistent street wall in the Pakington North precinct that relates to the existing character of Pakington Street in the Heritage Core precinct.
- To moderately increase street wall heights at intersections (1-2 storeys) if the building façade is well-resolved and designed to minimise visual bulk.

B. Create engaging streets and laneways

- To provide high-quality retail frontages (nominally 5-10m wide) along Pakington Street and western portion of Gordon Avenue to extend the fine-grain character of the historic Pakington Street retail precinct.



- To encourage a mix of small and medium scale tenancies along Pakington Street and Gordon Avenue that support a mix of different uses.
- To encourage high quality active frontage and passive surveillance of the public realm.
- To encourage provision of laneways which are open to the sky, publicly accessible, attractive, provide a direct route and where opportunities for activation and passive surveillance are maximized.



- To minimise the extent of servicing located on primary street and pedestrian link / laneway frontages and integrate the design of servicing into the overall design of the ground floor.
- To integrate signage into the design of the ground floor façade to discourage signage that dominates buildings or obstructs glazed areas.
- To minimise wind effects of taller built form and improve amenity within existing and proposed new connections.
- To ensure façades turn the corner at the intersection of streets and laneways to create continuity in the public realm.



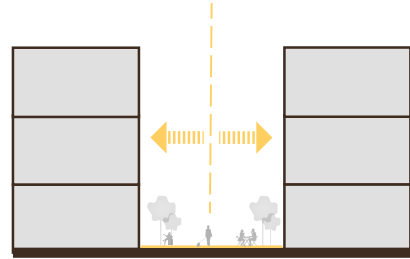
- image: 9 Smith St, Neometro



- image: Nightingale 2.0, 6 Degrees

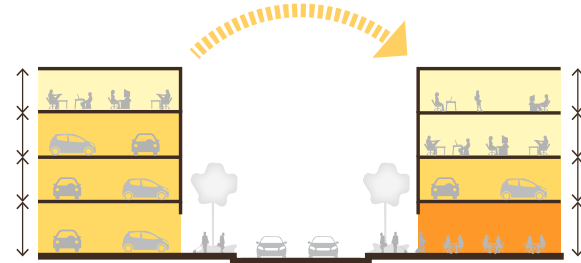
C. Deliver high-amenity housing and commercial tenancies

- To deliver high quality buildings that range in height from 4 - 10 storeys and integrate landscape as a key driver of building design.
- To deliver internal amenity and development equity between sites by providing adequate building separation.



- To ensure that internal privacy is well-managed in buildings through building separation, landscape interventions and the careful location of windows.
- To avoid reliance on screening to manage privacy issues at the ground floor and at upper levels.

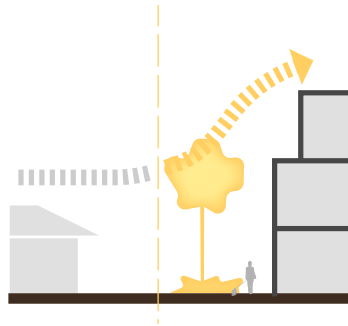
- To provide adequate floor to floor heights that support good internal amenity outcomes and the adaptability of floorspaces over time.



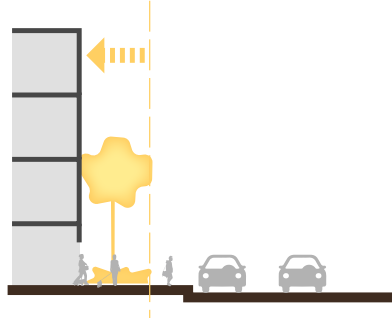
- To provide an integrated design response to manage flood risk that integrates landscape and eliminates the need for steps at the street interface in the Gordon Avenue precinct.

D. Integrate landscape as a key driver of building design

- To integrate landscape as a key driver of building design through the provision of functional open spaces (e.g. central courtyards) and landscaped areas to the front and rear of buildings.
- To provide ground floor landscape setbacks at the interface to low-scale residential streets that reflect the consistent character of ground floor setbacks along the street.
- To provide rear landscape setbacks at interfaces to sensitive residential areas to manage the transition to low-scale residential areas.



- To provide landscape setbacks along traffic streets (Latrobe Terrace and Gordon Avenue) to improve ground floor amenity in the Gordon Avenue precinct.



- image: Roseneath St, Fieldwork



- image: Arkadia, Breathe Architecture

SITE COVERAGE AND SOLAR ACCESS

Proposed site coverage controls respond to the characteristics and context of the sites in each character area of both precincts.

The highest level of site coverage (80%) is proposed along Pakington Street where landscape will predominantly be delivered to the rear of sites and along Latrobe Terrace where landscape will predominantly be delivered to the front and rear of sites to improve streetscape amenity.

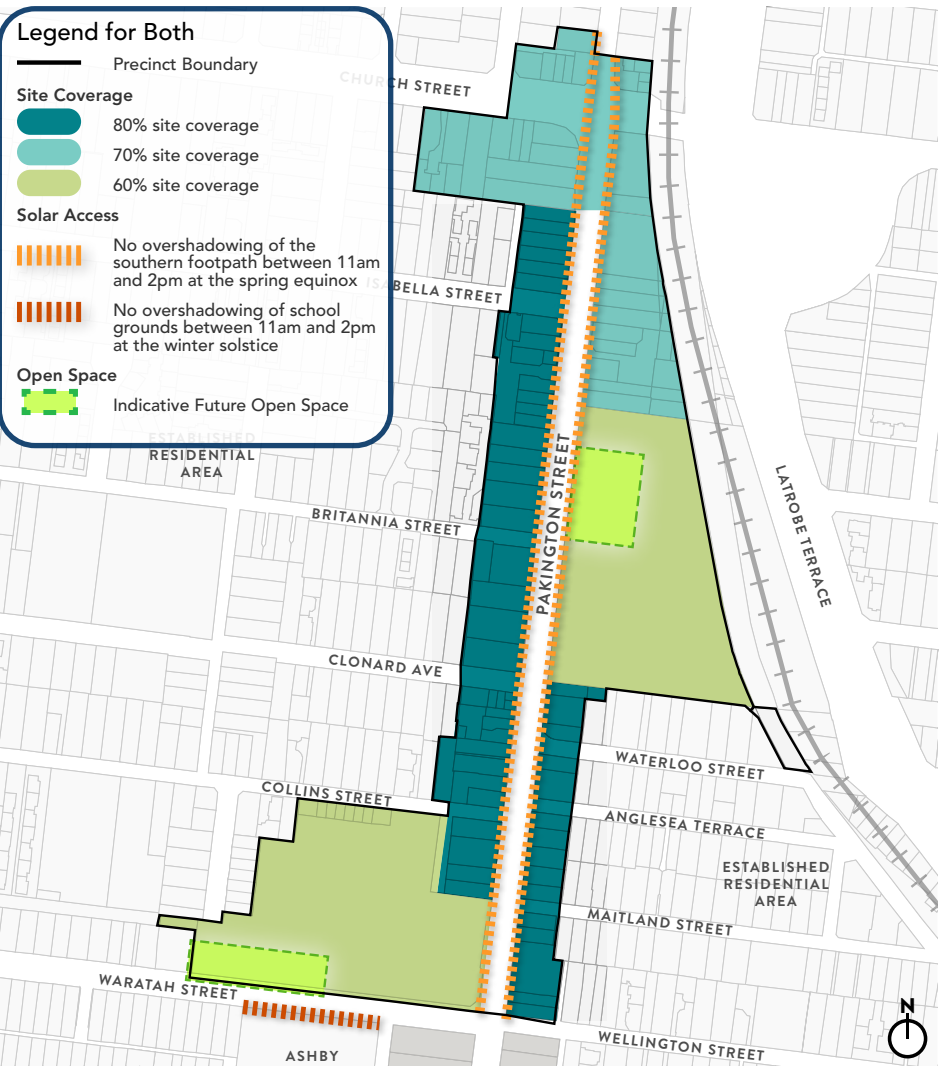
A moderate site coverage control (70%) is proposed at the Church Street junction to support landscape to the front and rear of sites and internally to improve amenity. In Gordon Central this will support landscape at interfaces and internal courtyards.

The lowest site coverage control (60%) is proposed for strategic sites in Pakington North which are large and should consider the provision of significant open spaces to deliver amenity within these sites. In Gordon West sites are large and significant open space will be required to deliver sufficient amenity within.

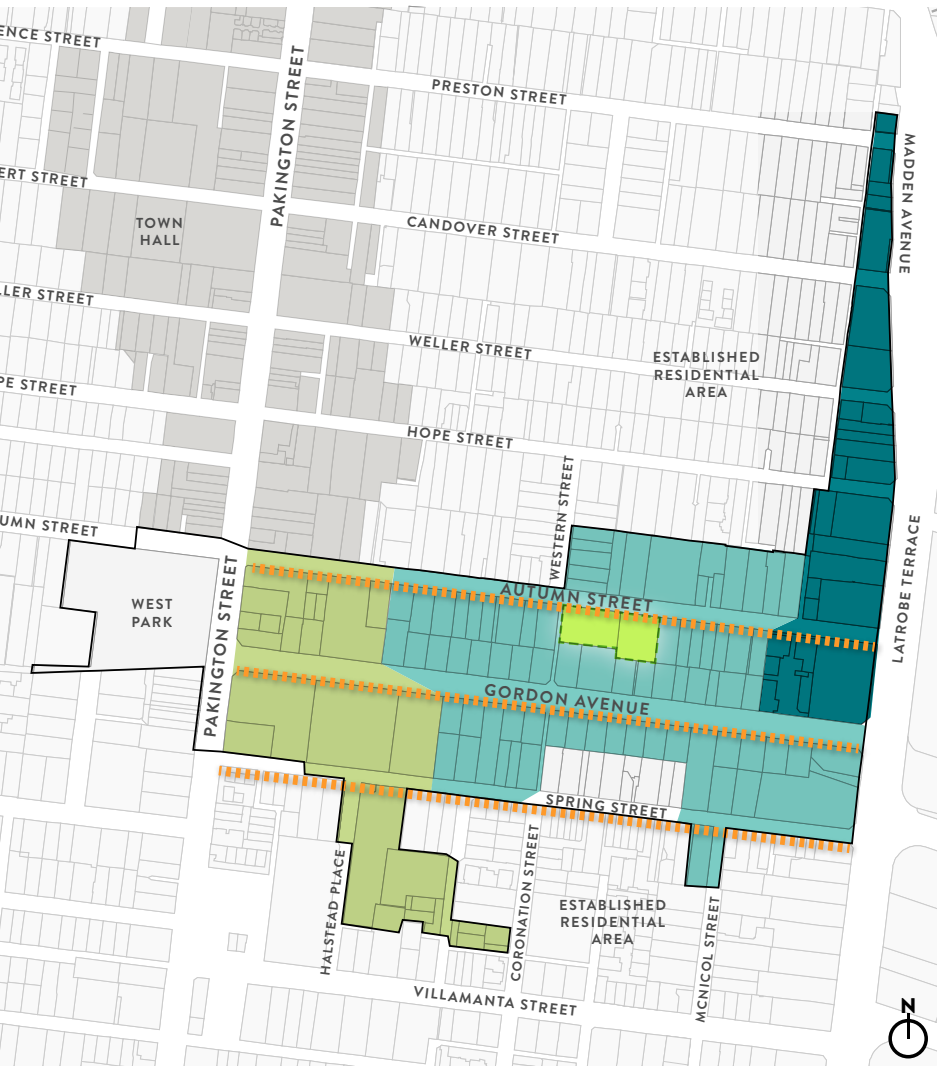
Solar access controls are proposed to be introduced to protect Pakington Street and Ashby Primary School in the Pakington North precinct and Autumn Street, Gordon Avenue and Spring Street in the Gordon Avenue precinct. This will ensure that important public and semi-public spaces remain high-amenity in the long-term.

Solar access controls are also proposed for potential future open spaces, with no overshadowing between 10am to 3pm at the winter solstice (note that this control will apply to future open space regardless of final location).

Pakington North Precinct



Gordon Avenue Precinct



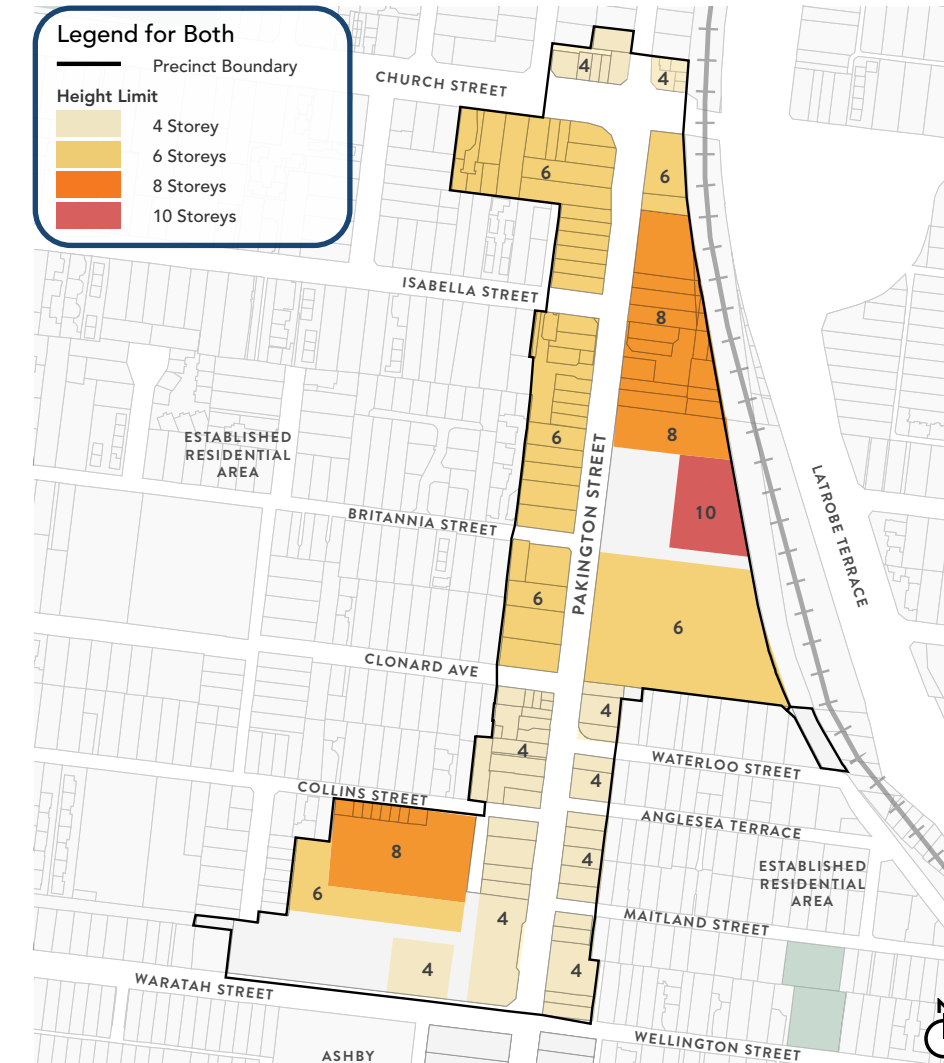
BUILDING HEIGHTS

The proposed heights are predominantly mid-scale and intend to deliver a medium-scale of built form between 4 - 10 storeys, in order to be responsive to the context and sensitive to the adjacent low-scale residential areas while increasing development potential.

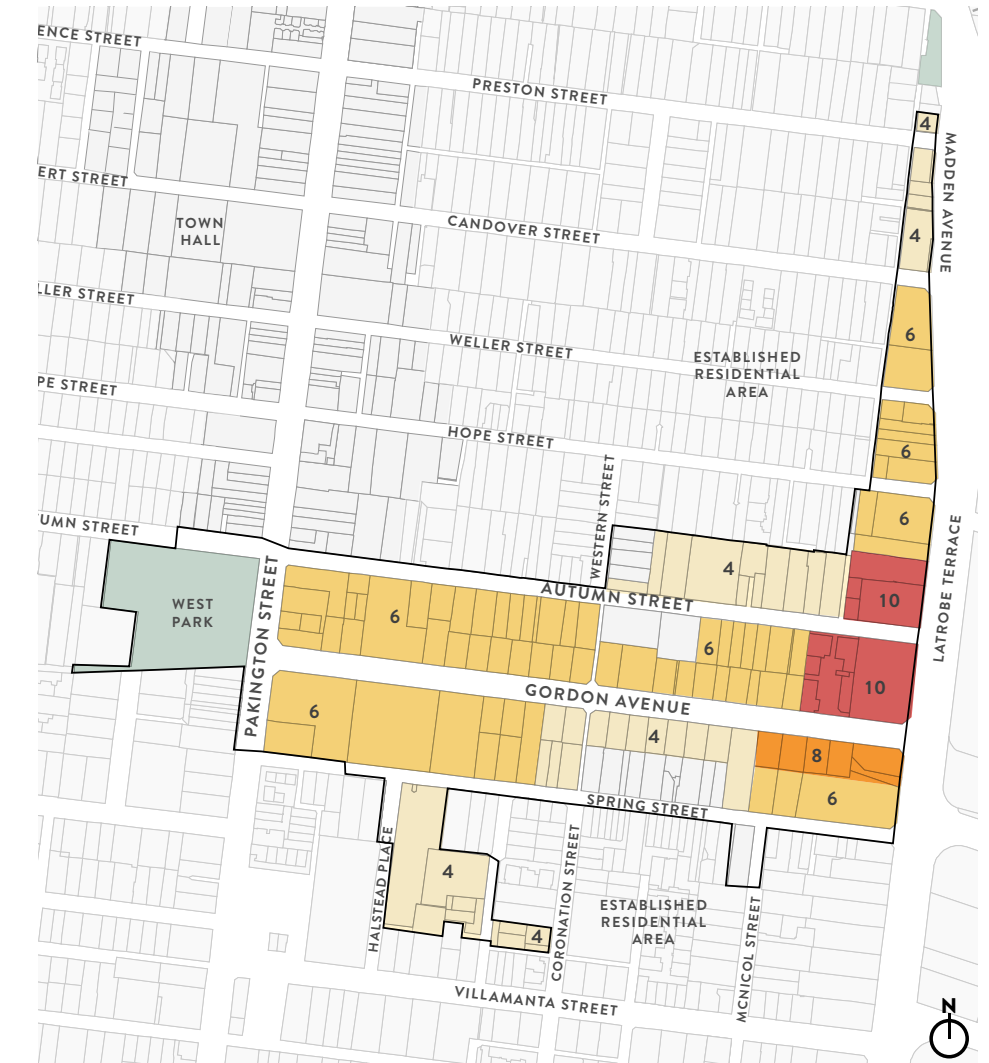
In the Pakington North precinct, the tallest buildings are proposed on two identified strategic sites - the Rail Sidings Yard and the Pakington Strand site. This is because height can be accommodated on these sites while managing the impact to low-scale residential areas. Taller buildings up to 8 storeys are proposed along the railway interface. This is because the development of these sites would have minimal impacts on neighbouring properties.

In the Gordon Avenue precinct, the tallest buildings are proposed at the Latrobe Terrace and Gordon Avenue intersection in response to the scale of development proposed on the east side of the street in the Railway Precinct of the Central Geelong Framework. Heights then transition down to the north and south in order to be responsive to the more sensitive surrounding low-scale residential areas.

Pakington North Precinct



Gordon Avenue Precinct



INTERFACE TREATMENTS

Pakington North Precinct

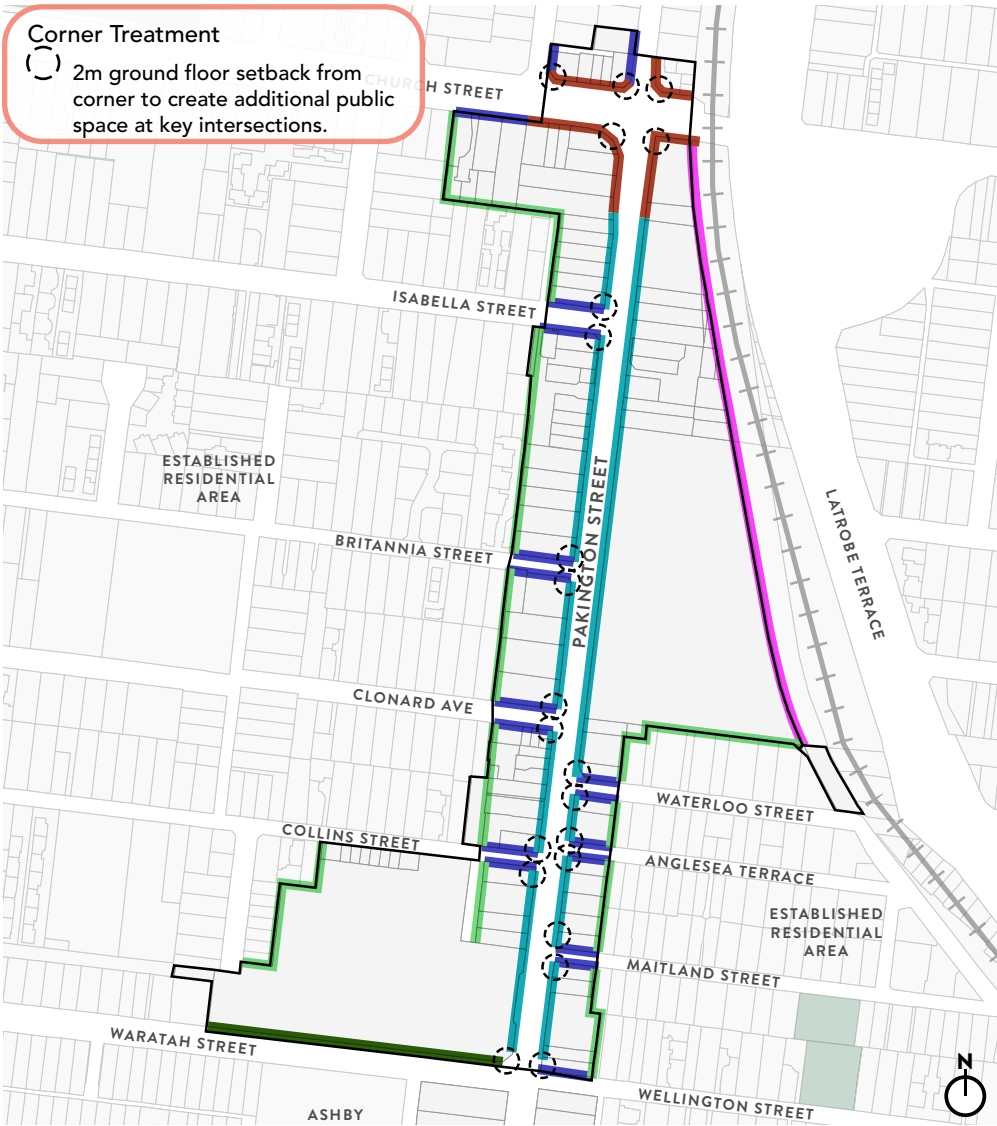
Designing a high-quality street interface is an important aspect of the building design as this element of the building has the most significant influence on the public realm.

Buildings will need to provide a transition when they directly interface with more sensitive areas of single storey housing.

Proposed setbacks have been established in response to:

- The width and function of streets.
- The desire to create a new landscape character at the Church Street and Pakington Street intersection.
- The desire to create additional public space at busy intersections.
- The need to respond to the existing retail character of Pakington Street.
- The need to sensitively transition between commercial streets and residential streets.
- The need to provide a buffer between proposed higher buildings and low-scale residential areas.

These built form controls cumulatively create the preferred design outcome for the streets in the Pakington North precinct.

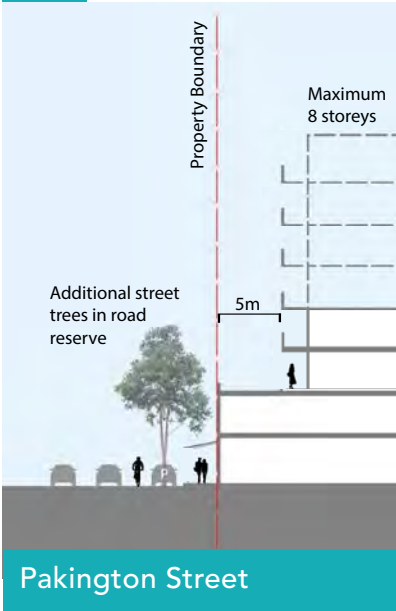


Key	Interface	Ground Floor Setback	Street Wall Height	Upper Level Setback
P1	Pakington Street	0m	2 storey	5m
P2	Railway interface	3m	8 storey	N/A
P3	Church Street	3m	N/A	N/A
P4	Residential transition	2m	N/A	2m
P5	Residential street interface	3m	N/A	N/A
P6	Direct residential interface	5m	2 storey	5m

Table 1 is a summary of the proposed built form controls for each interface.

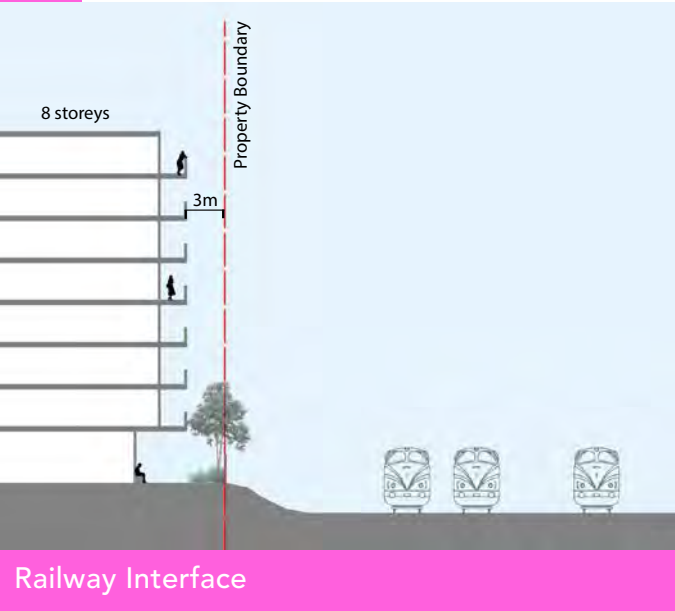
Interface Treatments - Built Form Controls

P1



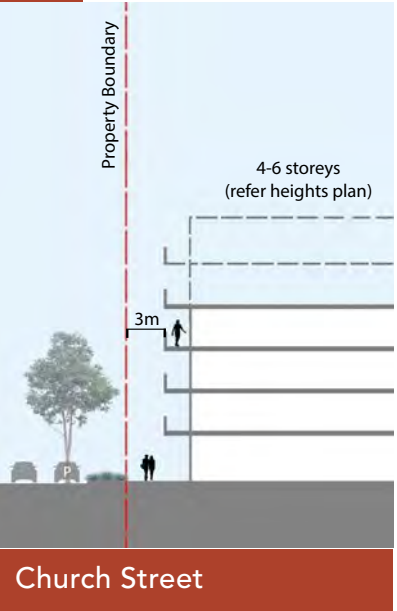
Pakington Street indicative section demonstrating no ground floor setback and awning at ground level.

P2



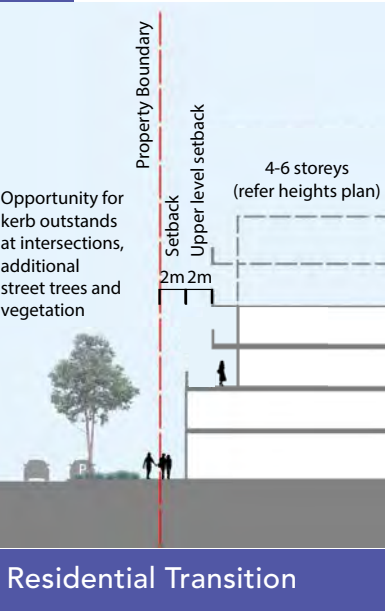
Railway interface indicative section demonstrating landscape buffer.

P3



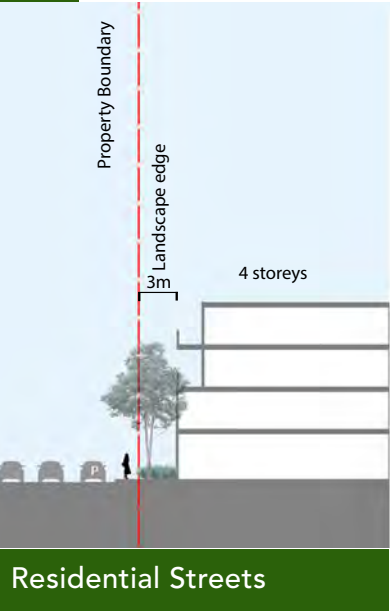
Church Street indicative section demonstrating landscape buffer.

P4



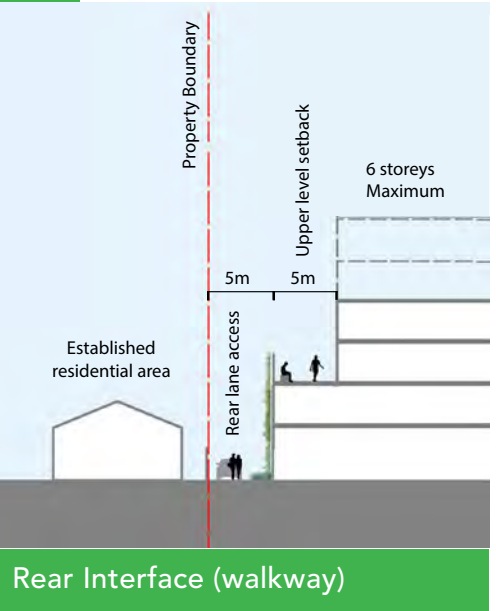
Residential transition indicative section that proposes a transitional ground floor setback of 2m to unify intersecting residential streets with commercial streets.

P5



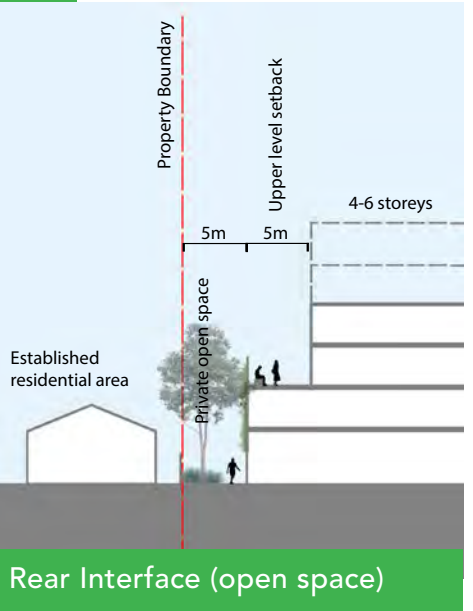
Residential streets indicative section demonstrating landscape setback that aligns with predominant street character.

P6



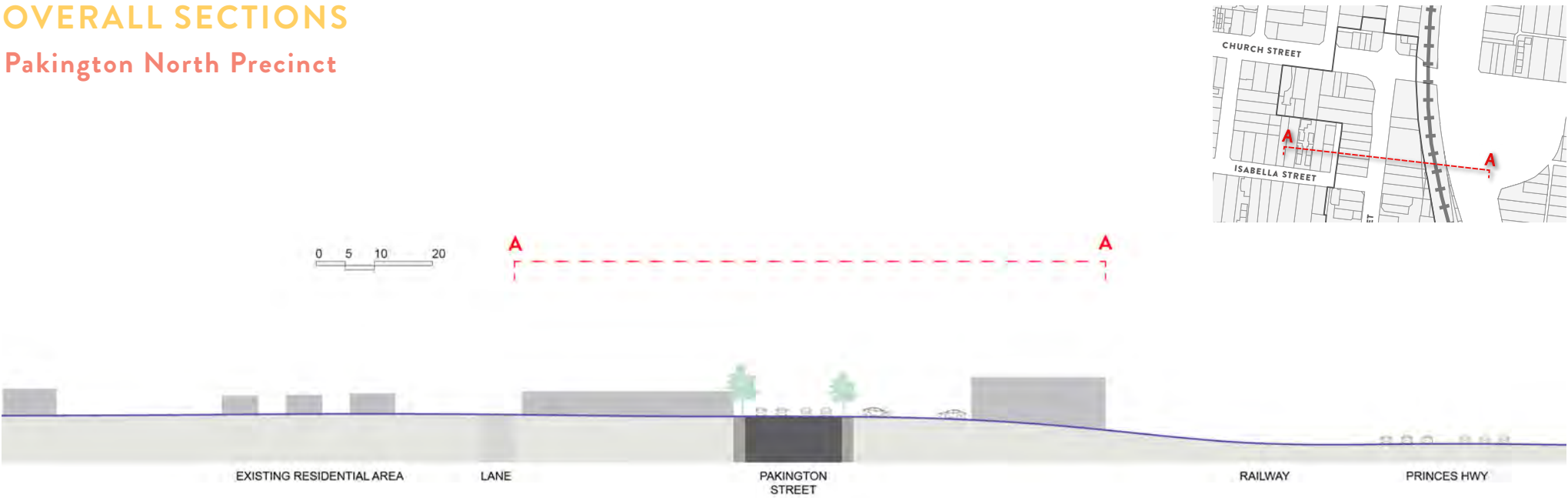
Direct residential interface indicative section. This section demonstrates the provision of a pedestrian walkway with landscaping to provide a buffer to low-scale residential areas.

P6

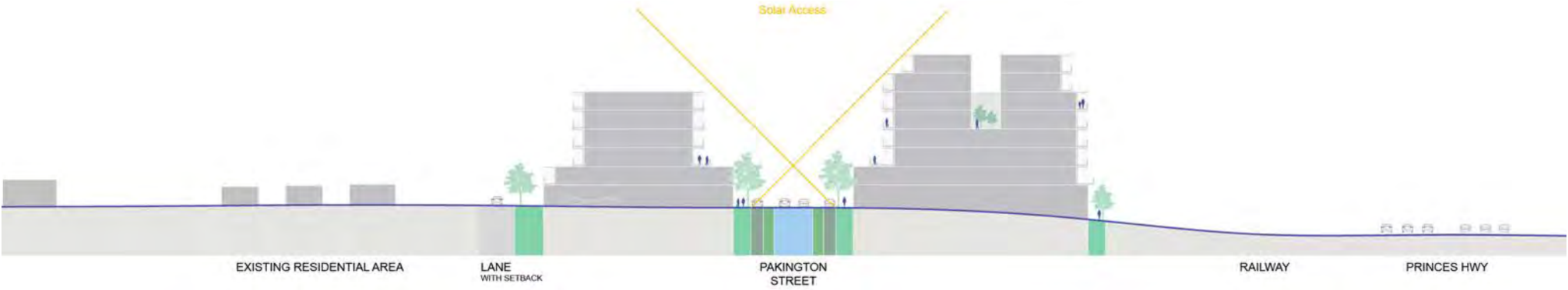


Direct residential interface indicative section. This section demonstrates the provision of a private garden at the ground level to provide a buffer to low-scale residential areas.

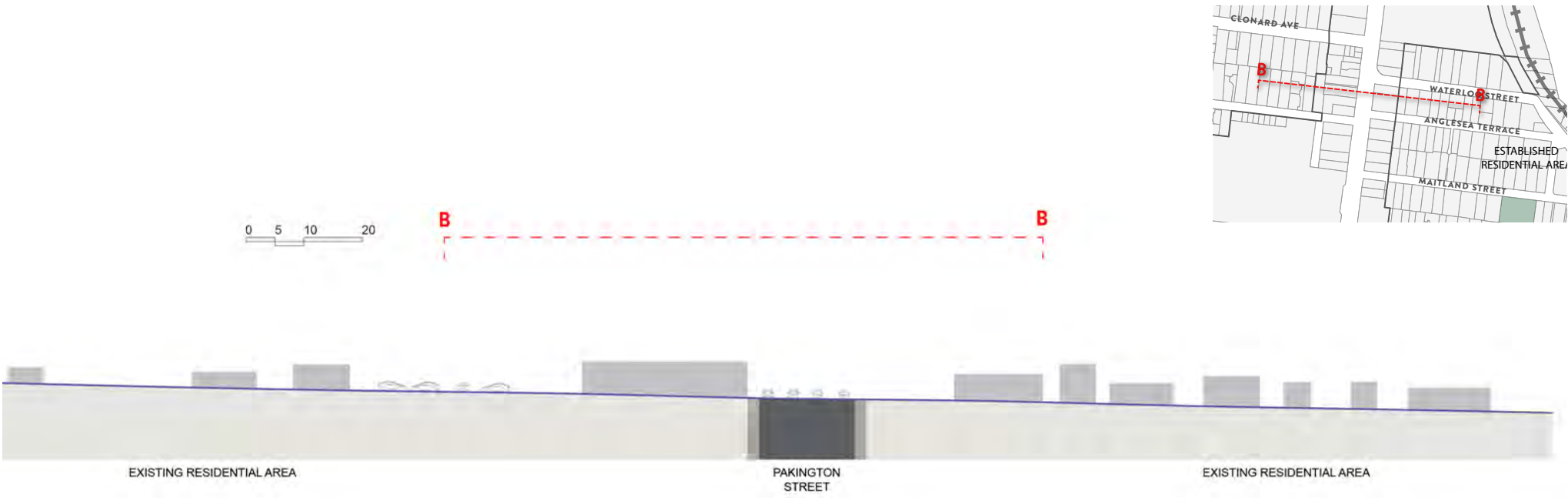
OVERALL SECTIONS Pakington North Precinct



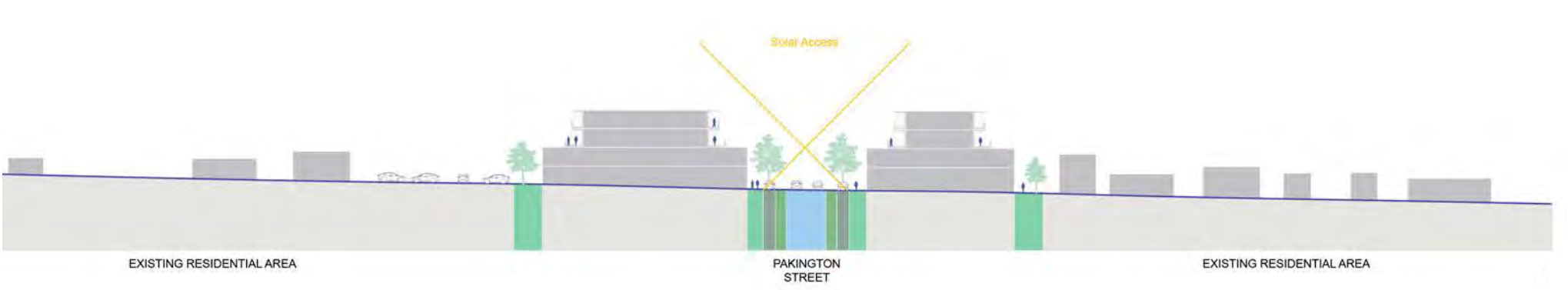
Section A A Existing



Section A A Proposed



Section B B Existing

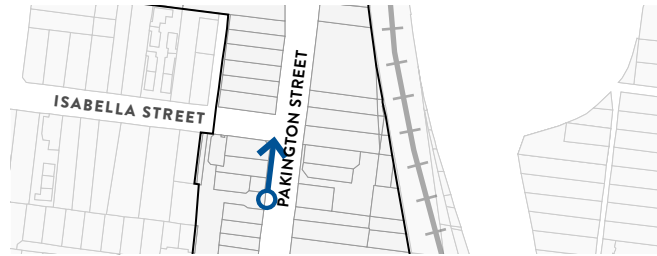


Section B B Proposed

VISUALISING POTENTIAL FUTURES

Pakington North Precinct

Pakington Street



BEFORE - Looking north-east along Pakington Street towards Church Street near the existing Swim School.



AFTER - Visualisation showing indicative built form and public realm upgrades when looking north-east along Pakington Street towards Church Street.

Waterloo Street



BEFORE - Looking west along Waterloo Street towards Pakington Street.



AFTER - Visualisation showing indicative built form and public realm upgrades when looking west along Waterloo Street towards Pakington Street. Note that overhead street lights would remain but have been removed in the image to highlight built form.

INTERFACE TREATMENTS

Gordon Avenue Precinct

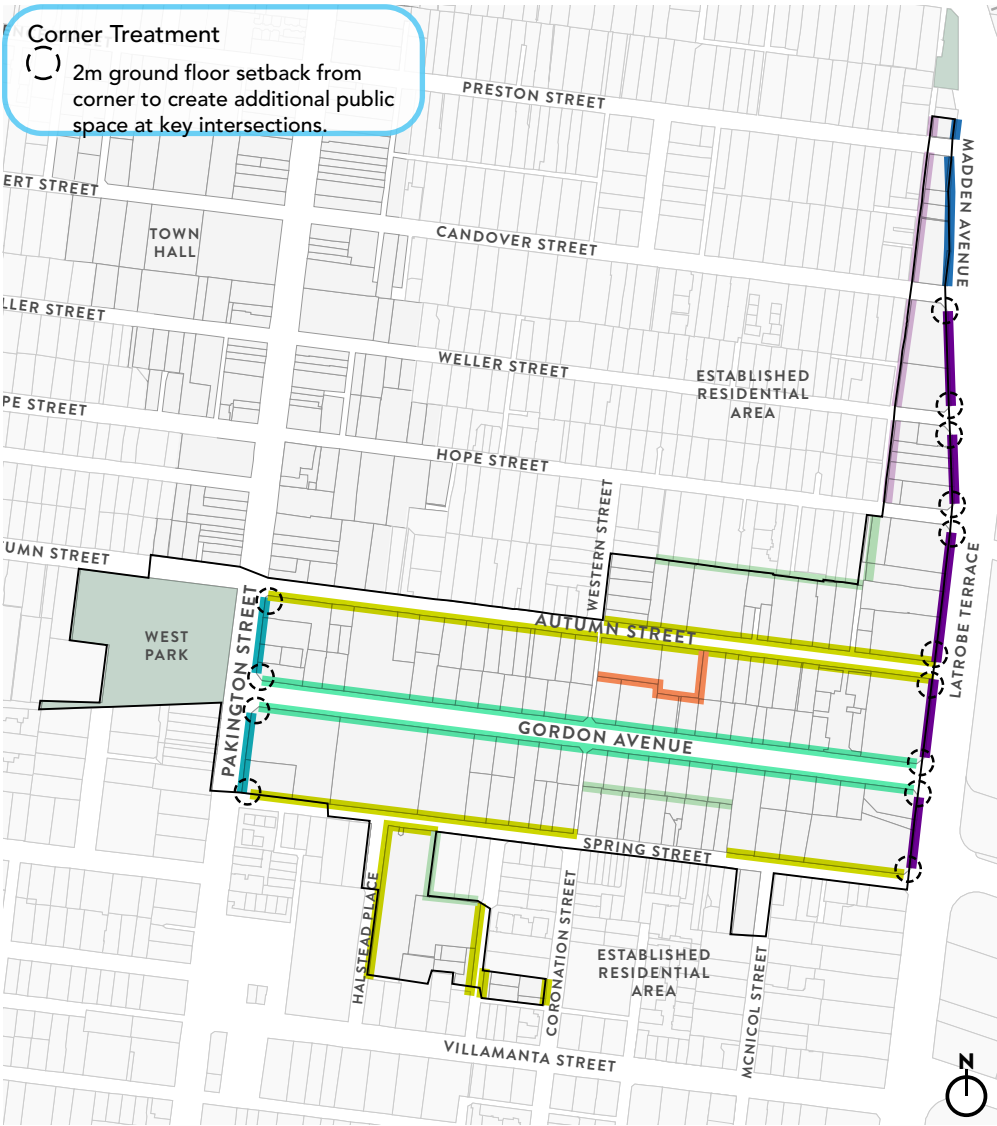
Designing a high-quality street interface is an important aspect of the building design as this element of the building has the most significant influence on the public realm.

Buildings will need to provide a transition when they directly interface with more sensitive areas of single storey housing.

Proposed setbacks have been established in response to:

- The width and function of streets.
- The desire to create a new landscape character along Gordon Avenue and Latrobe Terrace.
- The desire to create additional public space at busy intersections.
- The need to respond to the existing residential character of Spring Street and Autumn Street.
- The need to respond to the proposed new park.
- The need to respond to the existing retail character of Pakington Street.
- The need to transition between higher-scale buildings and low-scale residential areas along Ripley Street.
- The need to provide a buffer between proposed higher buildings and low-scale residential areas.

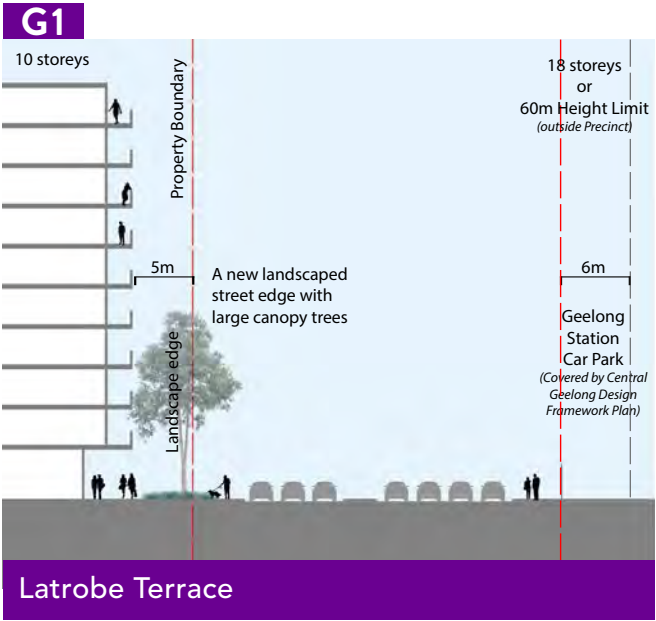
These built form controls cumulatively create the preferred design outcome for the streets in the Gordon Avenue precinct.



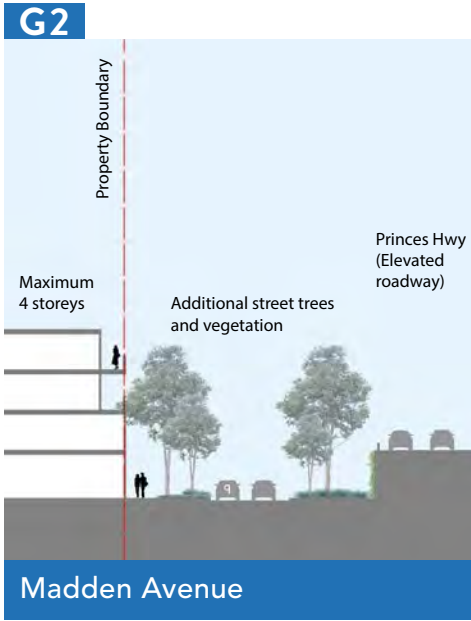
Key	Interface	Ground Floor Setback	Street Wall Height	Upper Level Setback
G1	Latrobe Terrace	5m	N/A	N/A
G2	Madden Avenue	0m	2 storeys	0m
G3	Gordon Avenue	3m	6 storeys	0m
G4	Pakington Street	0m	2 storeys	5m
G5	Park interface	3m	6 storeys	0m
G6	Ripley Street	5m	2 storeys	5m
G7	Residential street interface	3m	2 storeys	3m
G8	Direct residential interface	5m	2 storeys	5m

The table above is a summary of the proposed built form controls for each interface.

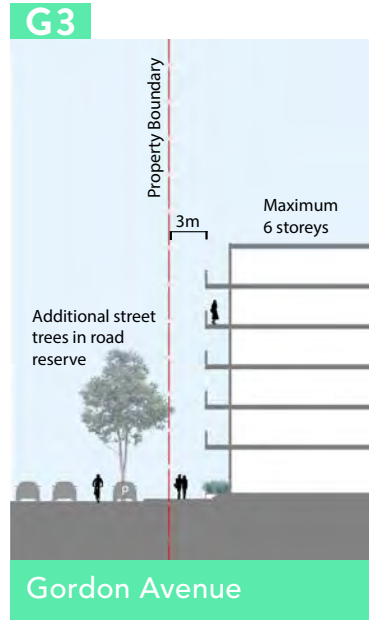
Street Interfaces - Built Form Controls



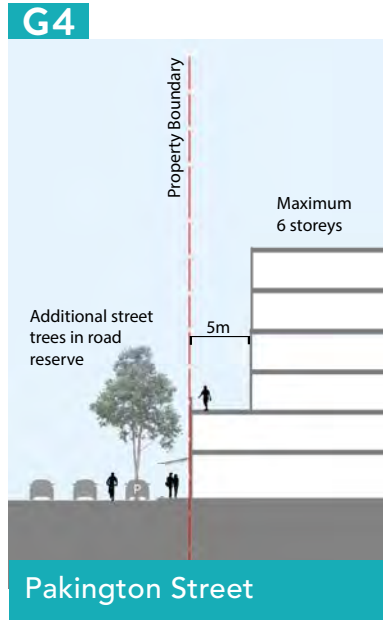
Latrobe Terrace indicative section demonstrating landscape buffer.



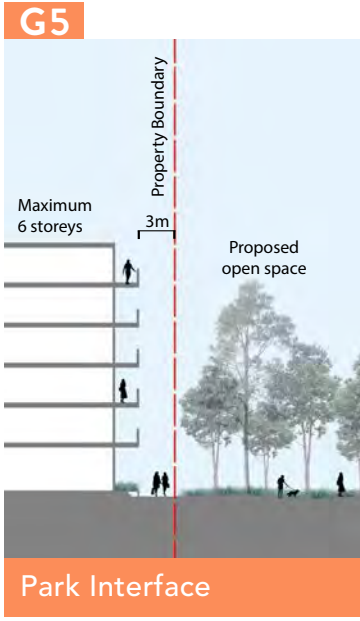
Madden Avenue indicative section demonstrating no ground floor setbacks or upper level setbacks.



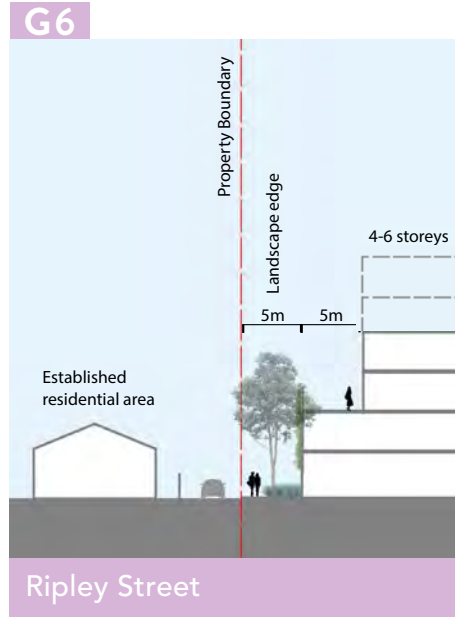
Gordon Avenue indicative section demonstrating landscaped edge.



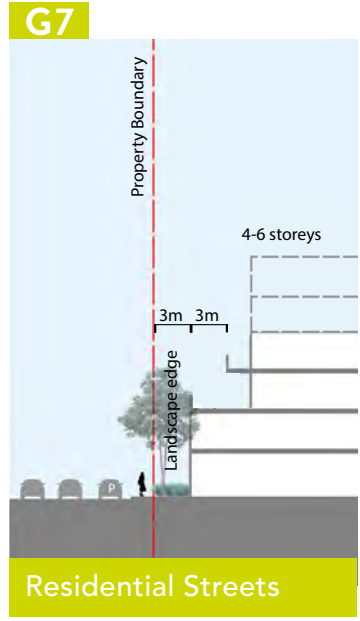
Pakington Street indicative section demonstrating no ground floor setback and awning at ground level.



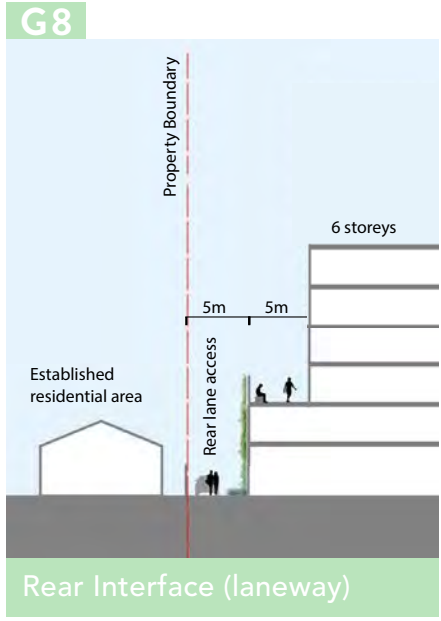
Park interface indicative section demonstrating landscaped edge.



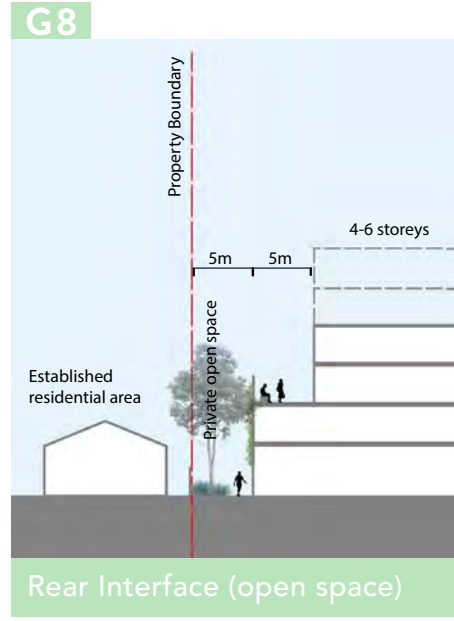
Ripley Street indicative section demonstrating rear lane access and landscaping to create a buffer to low-scale residential areas.



Residential streets indicative section demonstrating landscape setback that aligns with predominant street character.

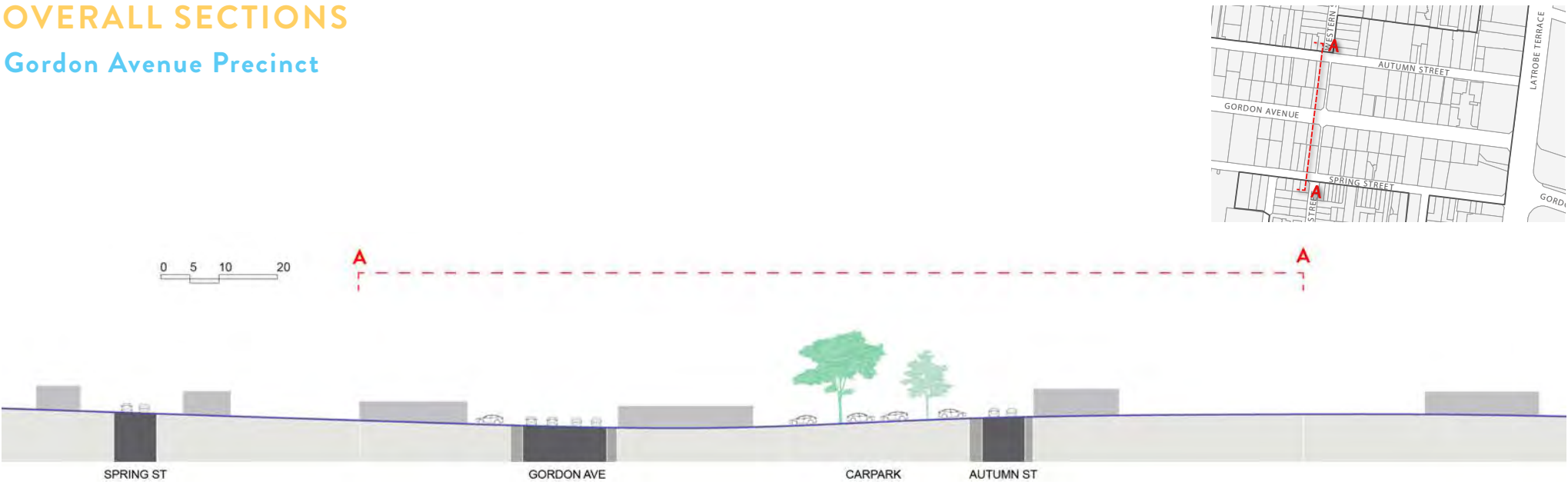


Direct residential interface indicative section. This section demonstrates the provision of a pedestrian walkway with landscaping to provide a buffer to low-scale residential areas.

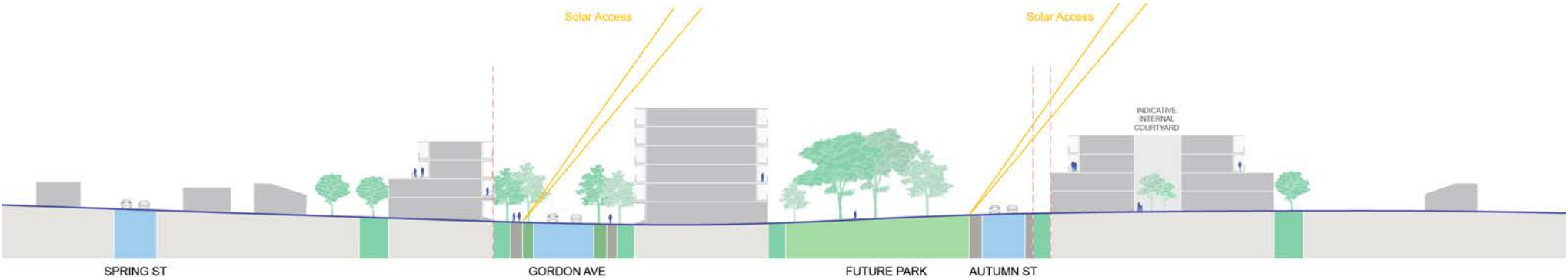


Direct residential interface indicative section. This section demonstrates the provision of a private garden at the ground level to provide a buffer to low-scale residential areas.

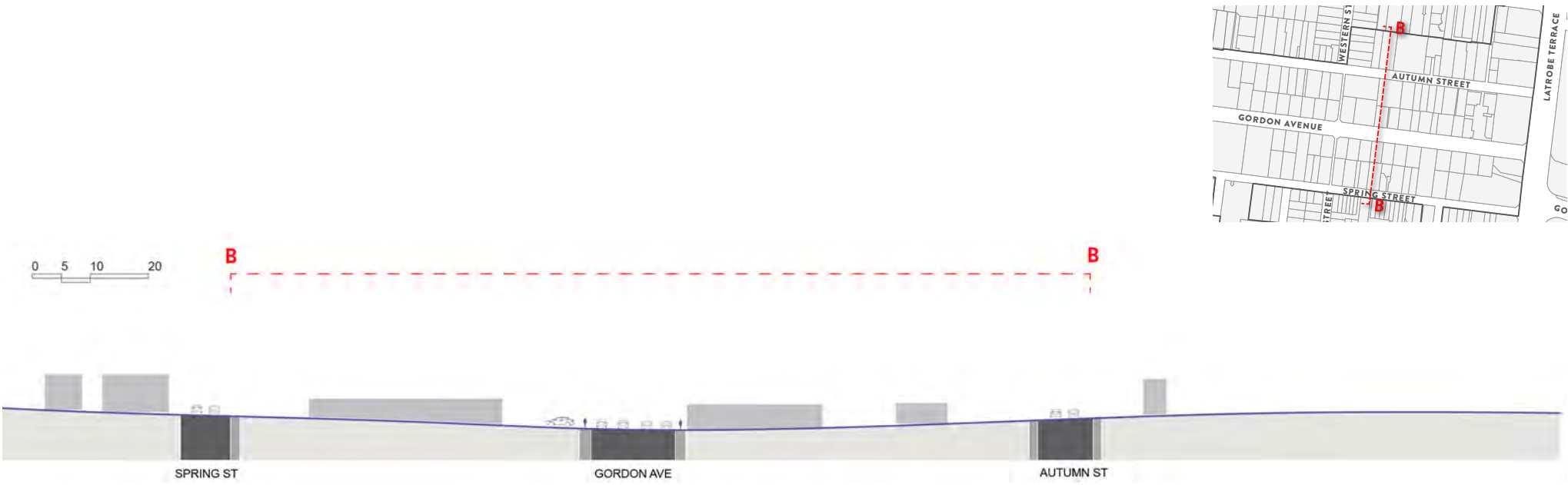
OVERALL SECTIONS
Gordon Avenue Precinct



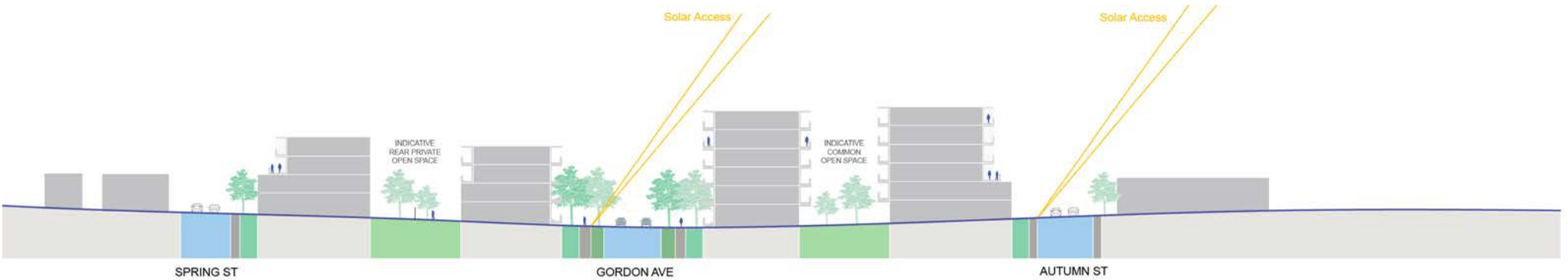
Section A A Existing



Section A A Proposed



Section B B Existing



Section B B Proposed

VISUALISING POTENTIAL FUTURES

Gordon Avenue Precinct

Autumn Street



BEFORE - Autumn Street looking south-east towards public car park behind Oxygen College.



AFTER - Visualisation representing upgrades to the public realm, indicative built form and a future open space along Autumn Street.

Gordon Avenue



BEFORE - Looking east along Gordon Avenue towards Latrobe Terrace.



AFTER - Visualisation representing a potential future design of the public realm and indicative built form along Gordon Avenue.

GENERAL CONTROLS

Balancing Design Flexibility and Certainty

The proposed built form outcomes have been developed through a site analysis of existing conditions and the application of the design objectives within each precinct and character area. Attention has been paid to the holistic design outcomes that are sought and to the specific relationships between new development and the existing context, for example, to the street, or to adjacent low-scale residential areas.

The specific site conditions of an individual site may support variations to the proposed built form outcomes. Providing opportunities for flexible design responses to these localised conditions can lead to enhanced design outcomes.

The following Table assesses the potential impacts of variations to the preferred design outcome. This assessment demonstrates that variations to the ground level building setbacks and the solar access controls would result in an unacceptable outcome. A mandatory built form control is therefore proposed to apply to ground floor setback requirements and solar access requirements.

However, minor variations to buildings heights, upper level setbacks to streets and laneways, setbacks to adjacent residential uses and site coverage could be acceptable if it could be demonstrated that the design objectives could still be met. This would need to be demonstrated through a site specific design response.

Potential Impacts of Variations to preferred design outcomes

Proposed control	Are minor variations on individual sites acceptable?	Explanation	Proposed method of regulating the outcome
Ground level setbacks to streets, laneways and parks	No	A reduction in the setback would have a number of negative consequences: <ul style="list-style-type: none">Varied building setbacks will create an incoherent, visually cluttered streetscape resulting in a precinct of poor character.This could also introduce safety issues due to the introduction of concealed spaces.Loss of dedicated landscape areas which would undermine the delivery of the vision and design objectives,Poor amenity internally for ground level apartments	Mandatory
Upper level setbacks to streets and laneways	Yes	A minor variation to these setbacks could be acceptable on some sites in response to existing adjacent conditions or as a result of detailed building design that reduces the visual bulk of upper levels.	Preferred (discretionary)
Buildings setbacks to adjacent residential uses	Yes	A minor variation to these setbacks could be acceptable on some sites in response to existing adjacent conditions.	Preferred (discretionary)
Site coverage	Yes	A minor variation could be acceptable, however, a high degree of landscape planting would need to be delivered, including large scale canopy trees (on sites with 60 or 70% coverage) and sufficient communal and public space.	Preferred (discretionary)
Overall building height	Yes	A minor variation in building height is likely to be acceptable on some sites (e.g. 1-2 additional levels) without compromising the overall character of each precinct. This would need to consider impacts on heritage and amenity outcomes.	Preferred (discretionary)
Solar access controls to streets and parks	No	No variation is acceptable as the incremental loss of sunlight to public space would permanently reduce the quality of the environment for pedestrians and park users.	Mandatory

Density

There is a need to manage the extent of variations from the proposed built form outcomes. This is because significant variations will undermine the delivery of the vision and design objectives, which is exacerbated when significant variations occur on multiple sites. Having the cumulative effect of eroding the overall vision for the precinct and reducing the character and liveability of the area.

Considering the location of the precinct being adjacent to Central Geelong, the Geelong Train Station and 'Pako', development pressure is likely to escalate once the proposed rezoning occurs. This may result in developers seeking to accommodate increased yield on their sites, potentially leading to applications for increased building heights and reductions in setbacks and/or increases in site coverage.

While the use of mandatory building heights, setbacks and site coverage controls would provide a clear method of addressing this issue, they can also result in a loss of design flexibility that can support site specific and place based design responses.

A development control that manages the overall yield that is allowable on a site is a more direct way to address this problem. This is because it is the pressure to deliver excess yield that drives proposing significant variations from the preferred design outcomes. A Floor Area Ratio (FAR) control is therefore proposed to manage the overall density allowable within sites.

The proposed building height and site coverage outcomes can be readily converted into an appropriate FAR control. These are listed in the Table below.

		Site Coverage		
		60%	70%	80%
Building Heights	4	2.4	2.8	3.2
	6	3.6	4.2	4.8
	8	4.8	5.6	6.4
	10	6	7	8

Proposed Floor Area Ratio Controls

A developer would need to determine which FAR applies based on the building height and site coverage control that applies to their site.

This FAR is proposed to be a mandatory control in order for it to have meaningful effect.

Floor heights

In order to ensure that new development allows for the future adaptation of lower levels for a different use over time and high internal amenity for residential uses above the street wall, buildings should provide a minimum floor-to-floor height of:

- At least 4 metres at ground floor.
- 3.5 metres for upper levels for non-residential uses (including car parking structures).
- 3.2 metres for upper levels for residential uses.

Building Separation

Adequate building separation distances are required to ensure that good levels of daylight and sunlight enter into buildings and into private or communal open spaces. Building separation also ensures that an outlook is provided from within buildings to connect occupants to the outside world. Both of these improve internal amenity for future residents.

Building separation is also important to provide development equity, ensuring that the way one site is developed does not diminish the potential to deliver a well-designed building on the adjacent site. Building separation is achieved by setting buildings back from side and rear boundaries and by separating buildings within sites.

Car Parking

Though basement car parking is preferred, where car parking is provided above ground it must be 'sleeved' with active uses along street frontages and laneways and designed and located to minimise impacts on footpaths of vehicle entries and ramp access.

Standalone multi-storey car parks should not be visible from the street and located behind buildings.

Developments should design off-street car parking facilities to have the ability to convert standard parking spaces into additional electric vehicle charging spaces in the future, should the demand increase.

Provision of electric vehicle charging stations equipped with at least 50kw charging facilities is encouraged.

Developments are encouraged to provide less than the preferred maximum number of car spaces where there is a genuine commitment to providing alternative transport options. A suitable sustainable transport strategy should be produced to the satisfaction of the Responsible Authority as part of the permit application.

Developments are encouraged to explore the possibility of providing shared car parking between different land uses, pairing land uses that are expected to experience different peak car parking demand times.

Access

Vehicle access to private car parking is to be located away from the primary pedestrian network where possible, to support increased amenity and safety for pedestrians.

Ramp grades into new basement car parks should be designed to ensure the safety of pedestrians along footpaths.

Impacts of private vehicle access points related to new developments on pedestrian, public transport and bicycle priority routes is to be reduced.

Developments are to consolidate vehicle access points (including loading, car parking, etc) to minimise the number of crossovers.

Larger developments are encouraged to provide facilities to have waste collection and loading undertaken on-site or from side streets.

Developments are required to maintain a balance between providing car parking and shared resources / promoting sustainable transport options.

High levels of and easy access to bicycle parking facilities in new developments should be provided, including end of trip change rooms, showers and lockers.

Designed for People

Developments should adopt and demonstrate the use of the latest Crime Prevention Through Environmental Design (CPTED) principles.

Developments that directly face or are adjacent to public open space should provide views (passive surveillance), movement and activation to these spaces.

Proposals should incorporate and promote a diversity of building types.

Developments should minimise the potential for off-site impacts, including from noise, fumes, odour or vibrations.

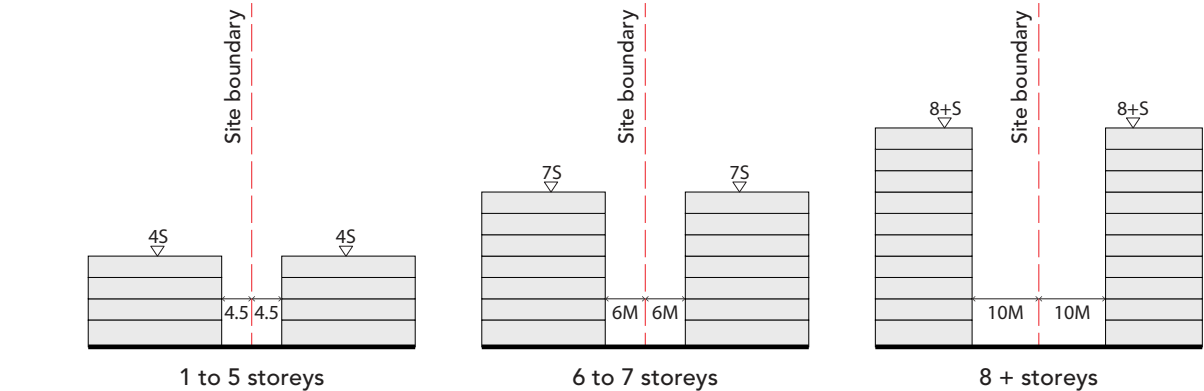
Developments should ensure that waste and recycling facilities are accessible, adequate and integrate with the building design.

Developments should provide opportunities for the ground floor to spread out onto and interact with the street.

Residential components should consider meeting a Silver Level performance in Liveable Home Design.

Wind reports should be provided for all developments of 5 storeys or more.

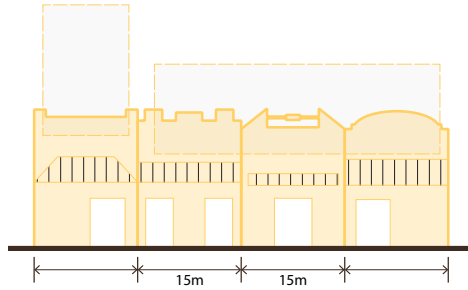
Wind mitigation strategies should be provided on site.



Proposed building separation requirements.

Architectural Expression

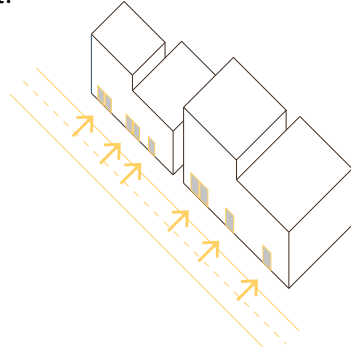
- Ensure new developments enhance streetscape character and respect adjoining residential and heritage areas and landmark buildings.
- Modulate façade frontages to provide visual interest, allowing continuous façades for no more than 15m. Avoid using surface effects to provide modulation.



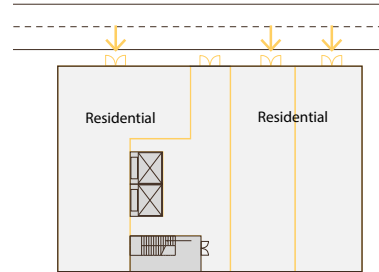
- Design buildings to address the street, with legible and direct entries to support street activation.



- Maximise the number of doors which face the street.

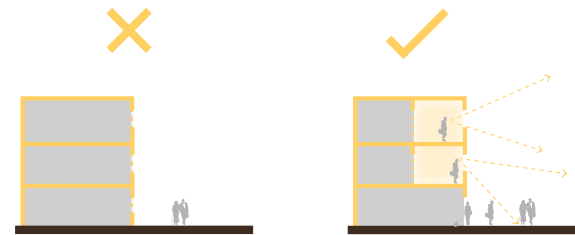


- If ground level residences are proposed, encourage provision of direct access.

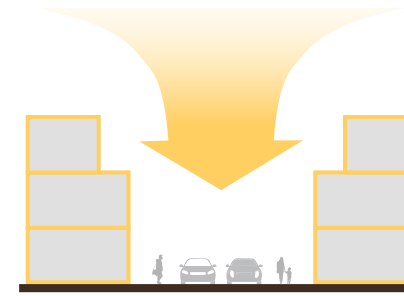


- Encourage active frontages which employ depth and tactility with high quality materials, as opposed to shallow floor to ceiling glazed façades. Encourage providing operable windows.
- Encourage use of natural, tactile and visually interesting materials and façade treatments at ground and upper levels.

- Avoid large signage or graphic displays which interrupt views in/out from tenancies and dominate built form.
- All walls visible from the public realm should be designed as an integrated three-dimensional component of the building. Avoid blank walls or walls with only colour or minimal textural variation. Where side elevations adjoining other properties are built on a boundary, or reasonably anticipated to be obscured by future development, they should continue to be designed to be viewed.
- Building design is to comply with the City's Environmentally Sustainable Design policy.
- Provide balconies and habitable windows towards laneways to increase passive surveillance opportunities. Encourage providing doors and operable windows at ground level to support activation.



- Ensure laneways are open to the sky and publicly accessible.



- Integrate plant equipment and services into the built form design. Avoid placing services on main streets and grouping them together to create long inactive edges.
- Avoid using solid roller shutter doors or security grills.
- Roof plant and services should be designed to be located out of sight from the public realm. If screening is visible from the street, it should be integrated with the façade of the building.
- Use low-height or semi-transparent front fences to assist informal surveillance of the street.
- Allow a maximum 75% glazing on any façade and provide 50% visually permeable balcony balustrades.

Strategic Site Recommendations

The Rail Sidings Yard site is the largest site in the Pakington North. Though it is still being used for transport purposes, there is an opportunity in the future, for the redevelopment of this key site into an integrated development with the potential to provide housing, commercial and retail uses and additional public open space.

The existing Pakington Strand site includes a supermarket, a large at-grade carpark, a number of smaller retailers and the heritage protected Kinners Ropeworks building.

Future masterplans should consider the following:

- Provision of a new public open space which should have protected solar access between 11am-3pm during winter solstice.
- Ensure public open spaces are safe, accessible, visually prominent and bound by active uses.
- Enhanced permeability through delivery of proposed key connections for each precinct.

07 Implementation



This section provides a summary of recommendations, policies and projects that have been identified throughout the UDF for the three identified precincts; the Heritage Core, Pakington North and Gordon Avenue. It outlines future actions that will be implemented once a Final UDF is adopted by Council.

The tables outline short (1-5 years), medium (5 - 10 years) and long (10+ years) term implementation actions to be achieved over the next 10+ years for each precinct.

It is important to note that the City's various departments as well as State Government agencies and the wider community will influence each of the initiatives as they progress from concepts and recommendations into policies for implementation and detailed designs for construction. However, the principles, controls and design guidelines outlined in the UDF will be used as the overarching guide for decision-making.

Proposed timing of actions are subject to the resourcing and budget approval processes of the City's relevant unit(s).

Section Contents

Below is a breakdown of what this section contains.

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SUMMARY OF ACTIONS

Heritage Core Precinct

Implementation Actions

- Council adoption of a Final UDF.
- Prepare a planning scheme amendment to implement the UDF and a Design and Development Overlay for the Heritage Core precinct.
- Consult with the Wadawurrung Traditional Owners Aboriginal Corporation to identify opportunities for cultural heritage interpretation for streetscape upgrades, renewal projects, wayfinding signage and public art.
- Prepare detailed designs for:
 - Pakington Street upgrades; from Autumn Street to Waratah / Wellington Street (see pg. 50).
 - Renewal Project A (see pg. 54).
 - Renewal Project B (see pg. 54).
 - Renewal Project C (see pg. 55).
 - Renewal Project D (see pg. 56).
 - Renewal Project E (see pg. 57).
 - Renewal Project F.
- Investigate reduction of speed limit on Pakington Street to 30km/hr from Autumn to Waratah / Wellington Street.
- Develop wayfinding signage design and public art opportunities.
- Produce and publish an 'access map' for the area.
- Review existing outdoor dining and street trading guidelines.
- Investigate improvements to landscaping and lighting in existing public off-street car parks.
- Investigate funding and grant opportunities for restoration of significant buildings.
- Work with key stakeholders to organise and design a digital 'Heritage Walk' to showcase significant heritage buildings.
- Investigate installation of a community board in a visible public building.
- Investigate improvements to the existing Geelong West Library.
- Prepare a night-time economy strategy.
- Prepare a Parking Plan for Pakington Street.
- Prepare a planning scheme amendment to implement the Parking Plan into a Parking Overlay.
- Prepare a planning scheme amendment to incorporate additional heritage guidelines into the existing Heritage Overlay (HO) 1634.

Infrastructure Actions

- Streetscape works - Pakington Street from Autumn Street to Waratah / Wellington Street.
- Streetscape works - Renewal Project A.
- Streetscape works - Renewal Project B.
- Streetscape works - Renewal Project C.
- Streetscape works - Renewal Project D.
- Streetscape works - Renewal Project E.
- Streetscape works - Renewal Project F.
- Streetscape works - off-street public car parking improvements.
- Installation of wayfinding signage.
- Installation of 'smart' poles and parking sensors.

IMPLEMENTATION TIMING

Heritage Core Precinct

Implementation Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Council adopts Final UDF	Short Term	Final UDF currently scheduled for November Council meeting.
Prepare a planning scheme amendment to implement the UDF and a Design and Development Overlay for the Heritage Core precinct.	Short Term	Subject to capacity in the City's Planning Implementation unit.
Consultation with the Wadawurrung Traditional Owners Aboriginal Corporation.	Short Term	To inform preparation of detailed design plans for streetscape / public realm projects.
Prepare detailed design plans for: - Pakington Street (Autumn to Waratah / Wellington Streets) - Renewal Project A - Renewal Project B - Renewal Project C - Renewal Project D - Renewal Project E - Renewal Project F - Improvements to public off-street car parks.	Short Term	Council budget bids. These would involve further community consultation.
Investigate speed reduction to 30km/hr on Pakington Street from Autumn Street to Waratah / Wellington Street.	Short Term	Included in scope of the Traffic Network Assessment currently being undertaken.
Develop wayfinding and public art opportunities and publish an 'access map' for the area.	Short Term	Council budget bid and grant applications. This would involve further community consultation.
Review existing outdoor dining and street trading guidelines.	Short Term	Subject to capacity in the City's Urban Design and Heritage unit.



IMPLEMENTATION TIMING

Heritage Core Precinct

Implementation Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Organise and design a digital 'Heritage Walk'	Short Term	Subject to capacity in the City's Urban Design and Heritage unit in collaboration with the Smart City's unit.
Investigate installation of a community board in a visible public building.	Short Term	N/A.
Investigate improvements to the existing Geelong West Library.	Medium Term	Subject to capacity in the City's Social Planning and Investment unit in collaboration with the Urban Design and Heritage unit.
Prepare of a 'Night-time Economy Strategy' for the Heritage Core precinct.	Short Term	Council budget bid. This work would involve engagement with the Traders Association.
Prepare a Parking Plan to improve long term management of public car parking.	Short Term	Work has been commissioned. This work will involve engagement with the Traders Association.
Prepare a planning scheme amendment to implement the Parking Plan into a Parking Overlay	Medium Term	To commence after completion of adopted Parking Plan. Internal work, subject to capacity in the City's Strategic Implementation unit.
Prepare a planning scheme amendment to incorporate additional heritage guidelines into the existing Heritage Overlay (HO) 1634	Short Term	Subject to capacity in the City's Planning Implementation unit.



IMPLEMENTATION TIMING

Heritage Core Precinct

Infrastructure Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Stage 1 Streetscape Works - upgrades to Pakington Street (from Autumn to Waratah / Wellington Street) and Renewal Projects A - C	Short Term	Subject to capital funding bids.
Stage 2 Streetscape Works - Renewal Projects D - F and improvements to public off-street car parks	Medium Term	Subject to capital funding bids and grant applications for Renewal Projects D and E.
Installation of wayfinding signage.	Short Term	Subject to capital funding bids.
Installation of 'smart' poles and parking sensors.	Medium Term	Subject to capital funding bids
Installation of community board in visible public building.	Short Term	Subject to findings from investigation and capital funding bids.
Construction works - Geelong West Library improvements.	Medium Term	Subject to findings from investigation and capital funding bid.

SUMMARY OF ACTIONS

Pakington North Precinct

Implementation Actions

- Council adoption of a Final UDF.
- Prepare a planning scheme amendment to incorporate the UDF into the planning scheme.
- Undertake an Infrastructure Capacity Assessment.
- Investigate mechanism for contributions for infrastructure upgrades.
- Investigate where an Environmental Assessment may be required.
- Investigate provision of additional open space.
- Prepare a planning scheme amendment to rezone the land, including a Design and Development Overlay or Schedule to Zone to implement guidelines and controls.
- Finalise the Traffic Network Assessment currently being undertaken and include actions from recommendations into the Final UDF, which include:
 - A gap analysis to determine if strategic side road closures or left out only arrangements are required for right turns from Hope, Waterloo and Isabella Streets.
 - Investigation of the current operation of the Pakington and Church Street intersection.
- Prepare a Parking Plan for Pakington Street.
- Collaborate with the Department of Transport to investigate improvements to the bus network to improve connections with the Geelong Train Station and Central Geelong.
- Consult with the Wadawurrung Traditional Owners Aboriginal Corporation to identify opportunities for cultural heritage interpretation for streetscape upgrades, renewal projects, wayfinding signage and public art.
- Prepare a masterplan for Pakington Street from Waratah / Wellington Street to Church Street.
- Prepare detailed designs for streetscape interventions:
 - Project A (see pg. 63).
 - Project B (see pg. 63).
 - Project C (see pg. 64).
 - Project D (see pg. 62).

Infrastructure Actions

- Streetscape works - Intervention Project A.
- Streetscape works - Intervention Project B.
- Streetscape works - Intervention Project C.
- Streetscape works - Intervention Project D.

IMPLEMENTATION TIMING

Pakington North Precinct

Implementation Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Council adopts Final UDF	Short Term	Final UDF currently scheduled for November Council meeting.
Prepare a planning scheme amendment to incorporate the UDF into the planning scheme.	Short Term	Subject to capacity in the City's Planning Implementation unit.
Undertake an Infrastructure Capacity Assessment.	Short Term	Council budget bid. Subject to capacity in the City's Strategic Planning and Planning Delivery units.
Investigate mechanism for contributions for infrastructure upgrades.	Short Term	Subject to capacity in the City's Strategic Planning unit in collaboration with the Planning Delivery unit.
Investigate Environmental Assessment Requirements.	Short Term	Council budget bid. Subject to capacity in the City's Strategic Planning unit.
Investigate provision of additional open space.	Short Term	Subject to capacity in the City's Social Planning and Investment unit in collaboration with the Urban Design and Heritage unit.
Prepare a planning scheme amendment to rezone land in the Pakington North precinct, including a Design and Development Overlay or Schedule to a Zone to implement guidelines and controls.	Short to Medium Term	Subject to completion of Infrastructure Capacity and Environmental Assessments and mechanism for contributions for infrastructure upgrades.
Finalise Traffic Network Assessment and include actions from recommendations into the Final UDF.	Short Term	Work is underway and any additional recommendations will be included into the Final UDF prepared by the City's Urban Design and Heritage unit.



IMPLEMENTATION TIMING

Pakington North Precinct

Implementation Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Prepare a Parking Plan to improve long term management of public car parking.	Short Term	Work has been commissioned. This work will involve engagement with the Traders Association. Work being undertaken concurrently with the Heritage Core precinct.
Prepare a planning scheme amendment to implement the Parking Plan into a Parking Overlay.	Medium Term	To commence after completion of adopted Parking Plan. Internal work, subject to capacity in the City's Strategic Implementation unit. Work being undertaken concurrently with the Heritage Core precinct.
Work with the Department of Transport to investigate improvements to the bus network.	Short Term	Investigation will cover Pakington Street in both the Heritage Core and Pakington North precincts.
Consultation with the Wadawurrung Traditional Owners Aboriginal Corporation.	Short Term	To inform preparation of master plan for Pakington Street (from Waratah / Wellington Street to Church Street).
Prepare a master plan for Pakington Street (from Waratah / Wellington Street to Church Street).	Short Term	Council budget bid. Subject to capacity in the City's Urban Design and Heritage Unit. This work would involve further community consultation.
Prepare detailed design plans for: - Intervention Project A - Intervention Project B - Intervention Project C - Intervention Project D	Short Term	Council budget bids. These would involve further community consultation.



IMPLEMENTATION TIMING

Pakington North Precinct

Infrastructure Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Streetscape Works - Intervention Projects A and B	Short Term	Subject to capital funding bids.
Streetscape Works - Intervention Projects C and D	Short Term	Subject to capital funding bids.

SUMMARY OF ACTIONS

Gordon Avenue Precinct

Implementation Actions

- Council adoption of a Final UDF.
- Prepare a planning scheme amendment to incorporate the UDF into the planning scheme.
- Undertake an infrastructure Capacity Assessment.
- Investigate development requirements for the existing Special Building Overlay (SBO) and/or drainage upgrades.
- Investigate mechanism for contributions for infrastructure upgrades and delivery of key connections.
- Undertake a phase 1 site assessment to inform the application of the Environmental Audit Overlay for potentially contaminated land.
- Finalise the Traffic Network Assessment currently being undertaken and include actions from recommendations into the Final UDF, which include:
 - A traffic impact assessment for Spring Street.
 - Identify opportunities to improve the Gordon Avenue and Latrobe Terrace intersection.
 - Delivery of a raised pedestrian crossing along Gordon Avenue.
- Treatments required at cross intersections between proposed north-south laneways and the existing east-west streets.
- Collaborate with the Department of Transport to improve the Gordon Avenue and Latrobe Terrace intersection based on Traffic Network Assessment findings and recommendations.
- Collaborate with the Department of Transport to investigate improvements to the bus network to improve connections with the Geelong Train Station and Central Geelong.
- Seek to collaborate with the State Government on the design of the Geelong Station Precinct to improve access and connections to services from Geelong West.
- Investigate provision of additional open space.
- Investigate upgrade opportunities for West Park.
- Prepare a planning scheme amendment to rezone the land, including a Design and Development Overlay or Schedule to a Zone to implement guidelines and controls.
- Undertake a master planning process for Gordon Avenue, including collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation.

Infrastructure Actions

- Construction works - West Park upgrades.

IMPLEMENTATION TIMING

Gordon Avenue Precinct

Implementation Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Council adopts Final UDF	Short Term	Final UDF currently scheduled for November Council meeting.
Prepare a planning scheme amendment to incorporate the UDF into the planning scheme.	Short Term	Subject to capacity in the City's Planning Implementation unit.
Undertake an Infrastructure Capacity Assessment, including development requirements for the existing Special Building Overlay (SBO).	Short Term	Council budget bid. Subject to capacity in the City's Strategic Planning and Planning Delivery units. To be completed concurrently with work for the Pakington North precinct.
Investigate mechanism for contributions for infrastructure upgrades.	Short Term	Subject to capacity in the City's Strategic Planning unit in collaboration with the Planning Delivery unit. To be completed concurrently with work for the Pakington North precinct.
Undertake phase 1 site assessment to inform application of the Environmental Audit Overlay.	Short Term	Council budget bid. Subject to capacity in the City's Strategic Planning unit.
Finalise Traffic Network Assessment and include actions from recommendations into the Final UDF.	Short Term	Work is underway and any additional recommendations will be included into the Final UDF prepared by the City's Urban Design and Heritage unit.
Work with the Department of Transport to improve the Gordon Avenue and Latrobe Terrace intersection.	Short Term	Based on findings and recommendations from the Traffic Network Assessment.
Work with the Department of Transport to investigate improvements to the bus network.	Short Term	Investigation will cover Gordon Avenue.



IMPLEMENTATION TIMING

Gordon Avenue Precinct

Implementation Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Advocate to collaborate with the State Government on the design of the Geelong Station Precinct, to improve access and connections to services from Geelong West.	Short Term	Subject to State Government timing and decision.
Investigate provision of additional open space.	Medium Term	Subject to capacity in the City's Social Planning and Investment unit in collaboration with the Urban Design and Heritage unit.
Investigate improvements to West Park.	Short Term	Subject to capacity in the City's Social Planning and Investment unit in collaboration with the Urban Design and Heritage unit.
Prepare a planning scheme amendment to rezone land in the Pakington North precinct, including a Design and Development Overlay or Schedule to a Zone to implement guidelines and controls.	Medium Term	Subject to completion of Infrastructure Capacity and Environmental Assessments and mechanism, contributions for infrastructure upgrades and Gordon Avenue masterplan.
Prepare a master plan for Gordon Avenue, including collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation.	Short Term	Council budget bid. Subject to capacity in the City's Urban Design and Heritage Unit. This work would involve further community consultation.



IMPLEMENTATION TIMING

Gordon Avenue Precinct

Infrastructure Actions	Timing Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	Comment
Construction works - West Park improvements.	Medium Term	Subject to findings from investigation and capital funding bid.



SOCIAL AND AFFORDABLE HOUSING CONTRIBUTIONS

Social and affordable housing contributes to our urban infrastructure just like transport, water management, open space, health, education and other community infrastructure. They are all essential infrastructure necessary to support sustainability, health and economic productivity of the Pakington Street and Gordon Avenue precincts as well as the broader Greater Geelong communities.

Social and affordable housing are also required within the Pakington Street and Gordon Avenue Urban Design Framework (UDF) to fulfill Council’s vision for a “vibrant, compact and thriving urban village” and to achieve objectives set out in the City's Social Housing Plan.

The Pakington Street and Gordon Avenue UDF has both state and local policy support as well as strategic justification for introducing a social and affordable housing requirement that are applicable to all development applications in order to address the severe shortage and need. This requirement would see proponents entering into enforceable agreements as a condition of development approval.

In 2050, the Geelong community will require approximately 11,000 social housing dwellings which is 14% of total dwellings to be delivered in Geelong. One third of these, or 3,700 units (4.6%), could reasonably be expected to be delivered through planning and development approval process.

In calculating an appropriate contribution rate, a reasonable assumption has been made that the Commonwealth Government, the state government, and developers and the planning system each share responsibility for meeting measured existing and future need. As such, each is required to deliver one third of the total social housing infrastructure required for healthy, sustainable communities.

In order to address the need, a requirement for social housing floor space via a cash or dwelling contribution shall be attributed to each successive unit of development. By attributing the 1/3 (or 4.6%) of social housing need to the total residential and commercial floor space to be delivered, the indicative equivalent contribution can be then negotiated through a Section 173 agreement to either:

- Include social housing units in the project at the rate of 0.022 sq m (GFA) for each square metre of commercially saleable or leasable floorspace (GFA) in the building(s) in question, with these social housing units being delivered at zero consideration to registered community housing provider, or
- Provide a cash-in-lieu payment into the Geelong Affordable Housing Trust at the rate of \$161.87 (indexed annually to movements in unit dwelling prices in Geelong) for each square metre of saleable or leasable floorspace, or
- A combination of these two to reflect the value of partial dwellings to be indicated

The City has appointed a qualified expert to determine the appropriate level of social and affordable housing contributions noted above. Further work will be undertaken as part of the planning scheme amendment process to apply the local policy framework and site-specific planning requirements to give guidance to the implementation of the contributions.



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08

Glossary

A

Accessibility

The ease with which a building, place or facility can be reached by people and or goods and services. Accessibility can be shown on a plan or described in terms of pedestrian and vehicle movements, walking distance from public transport, travel time or population distribution.

Active edge

Provided by a building or other feature whose use is directly accessible from the street or space which it faces; the opposite effect to a blank wall.

Adaptable

A building, place, or space that is able to adjust to new conditions, or to be modified for a new purpose.

Amenity

Something that contributes to an area's environmental, social, economic or cultural needs. The term's meaning is a matter for the exercise of planners' discretion, rather than being defined in law.

Apartment

A dwelling located above the ceiling level or below the floor level of another dwelling and is part of a building containing two or more dwellings.

Attractive

A building, place, or space that is aesthetically-pleasing, or appealing

Amenity

The 'liveability' of a place. A building's amenity is affected by its design, access to sunlight and views, access to facilities and services, and design. Expectations of amenity and comfort change over time.

Artist's illustration

A representation of an object or a scene created by an artist when no other accurate representation is available. It could be an image, a sound, a video or a model.

B

Building element

A feature (such as a door, window or cornice) that contributes to the overall design of a building.

Building envelope

The possible site and massing of a building.

Building height

The vertical distance from natural ground level to the roof or parapet at any point.

Built environment

The entire ensemble of buildings, neighbourhoods and cities with their infrastructure.

Built form

Buildings and structures.

Bulk

The combined effect of the arrangement, volume and shape of a building or group of buildings. Also called massing

C

Character

The combination of the particular characteristics or qualities of a place

Clear to the sky

An unroofed area or area roofed with material that transmits 90 per cent of light.

Community

A group of people living in the same area or place, or a group of people having certain characteristics, attitudes, and interests in common.



Comfortable

A building, place, or space that provides physical and emotional ease and wellbeing for its people.

Concept Design

A drawing of building forms and spaces which is intended to guide whomever will later prepare the actual design.

Connected

A building, place, or space that establishes links with its surrounds, allowing visitors and residents to move about freely and sustainably.

Connectivity

Creating an interconnected network of open space.

Consultation

A meeting, or series of meetings, set up as part of the design process, to seek advice from stakeholders and the community and to discuss a project's aims, objectives, challenges, and visions. Consultation usually involves people considering projected outcomes or visions.

Context

The setting of a site or area.

D

Density

The mass or floorspace of a building or buildings in relation to an area of land. Density can be expressed in terms of plot ratio (for commercial development); homes or habitable rooms per hectare (for residential development); site coverage plus the number of floors or a maximum building height

Design principle

An expression of one of the basic design ideas at the heart of an urban design framework, design guide, development brief or design code. Each such planning tool should have its own set of design principles.

E

Enclosure

The use of buildings to create a sense of defined space.

Engagement

A consultation process, for example, community engagement whereby a particular group is engaged to gather their input in relation to a particular proposal, challenge, or outcome.

Enhance

Enhance means to improve the presentation and appearance of a place through restoration, reconstruction or removal of unsympathetic or intrusive elements; and through appropriate development.

F

Façade

The principal face of a building.

Fenestration

The arrangement, proportioning and design of windows and doors in a building.

Fine grain

The quality of an area’s layout of building blocks and plots having small and frequent subdivisions.

Floor area ratio (FAR)

A measurement of density expressed as gross floor area divided by the net site area.

Form

The layout (structure and urban grain), density, scale (height and massing), appearance (materials and details) and landscape of development.



Frontage

The road alignment at the front of a lot. If a lot abuts two or more roads, the one to which the building, or proposed building, faces.

Functional

A building, place, or space that is designed to be practical and purposeful.

G

Green space

An area of grass, trees, and other vegetation set apart for recreational or aesthetic purposes in an urban environment.

Ground level

The natural level of a site at any point.

H

Human Scale

The size of a building, parts of a building or its details in relation to the size of a person.

I

Infill development

A new building in an established historic context. It may be adjacent to a heritage building, within a conservation area, or in a heritage site or precinct. Good infill projects are sympathetic to the surrounding buildings and historic context, and enhance and complement the existing urban, suburban, or rural character.

Inviting

A building, place, or space that is welcoming to visitors, community, and individuals.

L

Landmark

A building or structure that stands out from the background buildings.

Laneway

A laneway is a narrow road or right of way generally abutting the rear or side boundary of a property. It may be paved or unpaved and in public or private ownership and will typically provide vehicle access to adjoining properties.

Layout

The way buildings, routes and open spaces are placed in relation to each other.

Legibility

The degree to which a place can be easily understood by its users and the clarity of the image it presents to the wider world.

Liveable

A built environment which supports and responds to people's patterns of living, and is suitable and appropriate for habitation, promoting enjoyment, wellbeing, safety and prosperity.

Local

A building, place, or space that relates to an area or neighbourhood.

Lot

A part (consisting of one or more pieces) of any land (except a road, a reserve, or common property) shown on a plan, which can be disposed of separately and includes a unit or accessory unit on a registered plan of strata subdivision and a lot or accessory lot on a registered cluster plan.

M

Massing

Massing means the arrangement of a building’s bulk and its articulation into parts.This is also called bulk.



Master plan

A framework document showing how development will occur in a given place and including building parameters like height, density, shadowing, and environmental concerns. It is a visual document that details a clear strategy or plan for the physical transformation of a place, supported by financial, economic, and social policy documents which outline delivery mechanisms and implementation strategies.

Mobility

The ability of people to move round an area, including carers of young children, older people, people with mobility or sensory impairments, or those encumbered with luggage or shopping.

Movement

People and vehicles going to and passing through buildings, places and spaces.

O

Open space

Land that has no buildings or other built structures, which is accessible to the public, including green space.

P

Passive surveillance

The discouragement to wrongdoing by the presence of passersby or the ability of people to see out of windows. Also known as eyes on the street.

Permeability

The degree to which a place has a variety of pleasant, convenient and safe routes through it.

Perspective

A drawing showing the view from a particular point as it would be seen by the human eye.

Place

A social and a physical concept-a physical setting, point, or area in space conceived and designated by people and communities. In this sense, place can describe different scales of the built environment-for example, a town is a place and a building can be a place.

Planning

A strategic, technical, and political process. It outlines potential physical, social, and strategic solutions related to land use, the built or natural environment, and public welfare.

Precinct

A designated area within real or perceived boundaries of a specific building or place. A precinct can be of different scales and usually related to a study area of a particular place.

Private open space

An outdoor area of a dwelling or residential building or land for the exclusive use of the occupants.

Public realm

The parts of a city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Also called public domain.

R

Retail

The sale of goods or materials, in any quantity or manner, other than whole-sale wholesale.



S

Scale

The size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to the size of a person.

Section

A drawing showing a slice through a building or site.

Setback

The minimum distance from any allotment boundary to a building.

Site coverage

The proportion of a site covered by buildings.

Storey

That part of a building between floor levels. If there is no floor above, it is the part between the floor level and ceiling. It may include an attic, basement, built over car parking area, and mezzanine.

Streetscape

A streetscape is a collection of buildings along a street frontage. When referred to in relation to a heritage precinct, a streetscape typically contains a majority of buildings which are categorised significant or contributory.

Sustainable

Relates to the endurance of systems, buildings, spaces, and processes- their ability to be maintained at a certain rate or level, which contributes positively to environmental, economic, and social outcomes.

U

Universal design

Designs where all users are acknowledged and designed for-not just those with different abilities. Includes providing access to websites and audio cues for those with a vision impairment, and audio loops for those who are hard of hearing.

Urban canopy

The layer of trees and tree populations that exist in urban settings

Urban design

The art of making places. Urban design involves the design of buildings, groups of buildings, spaces and landscapes, in villages, towns and cities, and the establishment of frameworks and processes that facilitate successful development.

Urban forest

The layer of trees and tree populations that exist in urban settings.

Use

Use means the functions of a place, including the activities and traditional and customary practices which may occur at the place or are dependent on the place.

V

Vision/ design intent

An advisory document, usually produced by a community, showing how development can be carried out in harmony with the community and its setting.

Visualisation

An artist's representation or idea of an object, situation or set of information as an image.

W

Wayfinding

The process of determining or following a path or route between an origin and destination.

Wayfinding Signage

Signage that serves the purpose of helping direct people to a destination.

08

Appendix - Existing Conditions

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Section Contents

Below is a breakdown of what this section of the UDF contains.

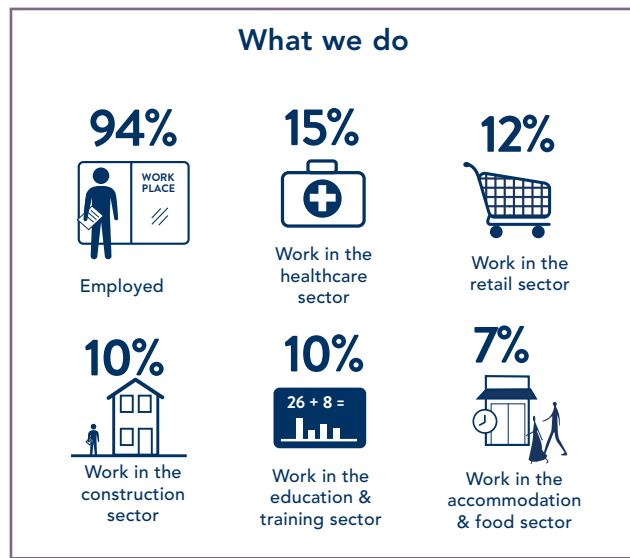
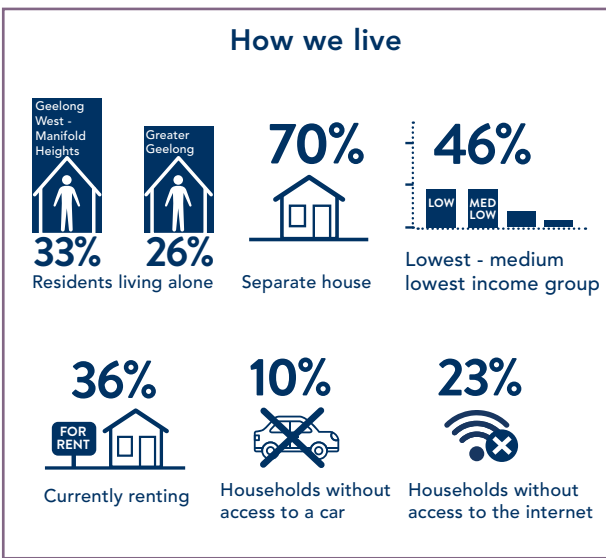
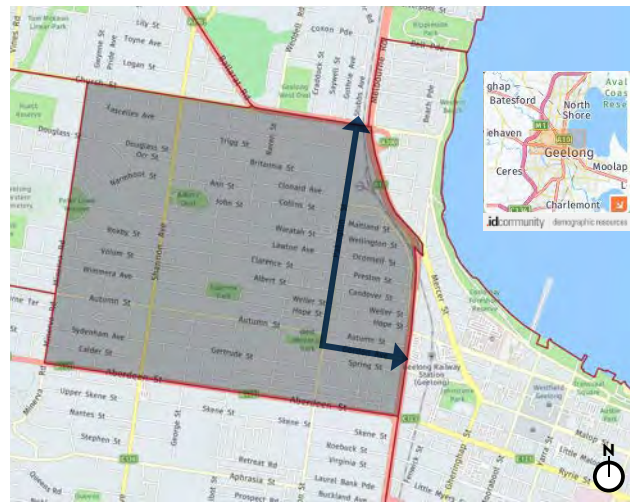
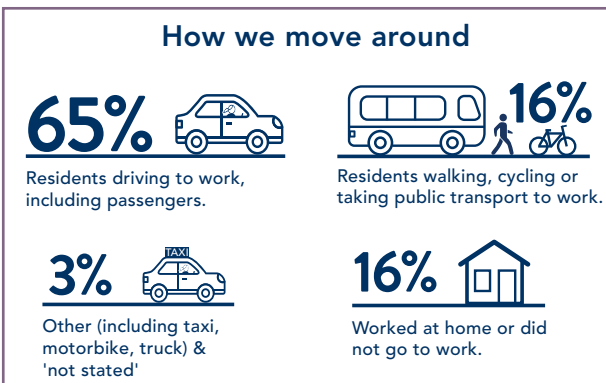
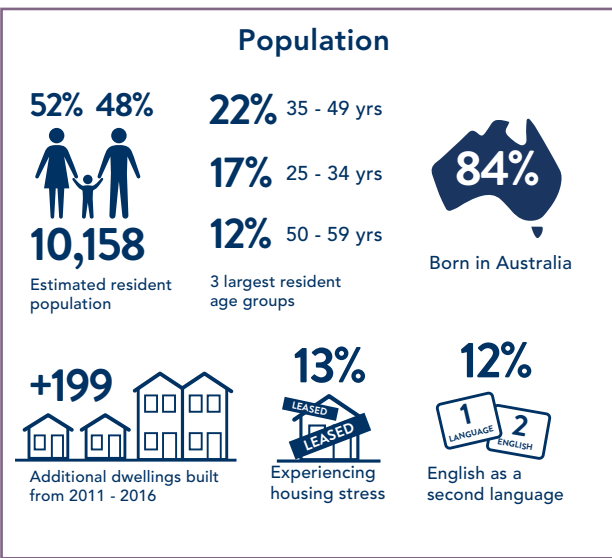
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GEELONG WEST SNAPSHOT

The established suburbs of Geelong West and Manifold Heights are considered together as a Profile Area.

This section provides a summary of key characteristics of the Geelong West - Manifold Heights resident composition based on 2018 ABS statistics.

Appropriate planning for the future of an area and its residents begins with an understanding of its current composition and key emerging demographics. This is particularly relevant for established existing urban areas if we are to have a better understanding of 'who', 'what' and 'where' we are planning for.



PAKINGTON STREET'S HISTORY

The history of an area plays an important role in its ongoing 'identity' and character. When planning for the future of the Pakington Street retail core precinct, it is vital to reflect on its history.

The traditional owners, the Wadawurrung people, lived in the Geelong and Bellarine region for over 2,000 generations before European contact, making use of the natural environment and managing the land as the original custodians.

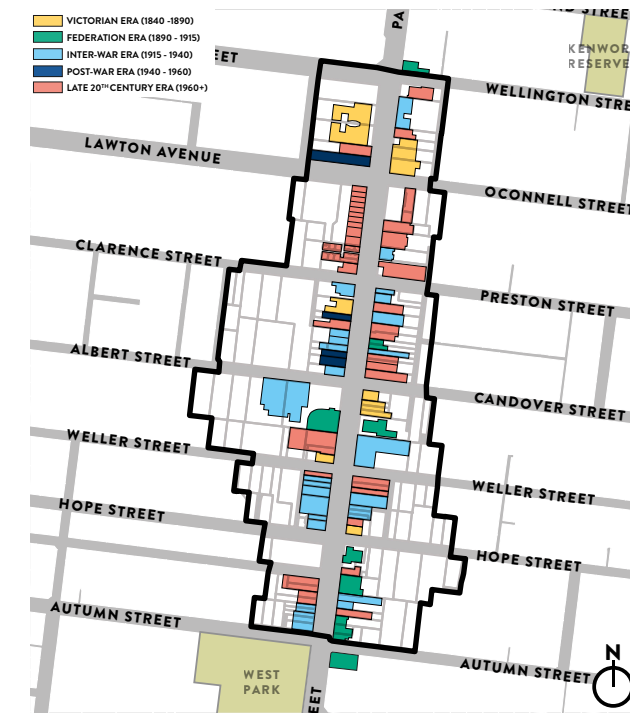
In 1837, the suburban area now known as Geelong West was first surveyed and subdivided into 22 separate 25 acre allotments following a grid layout by Port Phillip Senior Surveyor, Robert Hoddle. By 1841, these allotments had grown into a little suburban village known as "Ashby", which became a viable business alternative to the Town of Geelong; today's Central Geelong. With the introduction of a tram in 1912 and continued growth in businesses offering employment opportunities, Geelong West continued to grow, becoming a Town in 1922 and a City in 1929.

The area of Pakington Street in the retail core precinct is in Heritage Overlay 1634: Pakington Street Commercial Heritage Area. This policy sets objectives to preserve key elements that contribute to the character of the area and recognises the long history of this precinct as a 'main' street catering for the daily needs of the local community and plays an important role in generating a sense

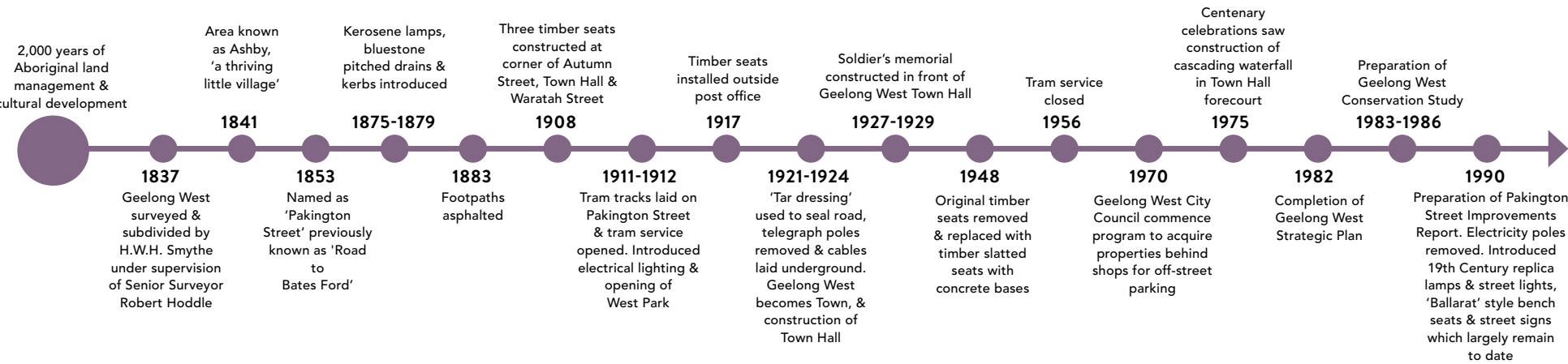
of community in Geelong West. The remaining buildings are representative examples of each of the major periods of architectural styles, from early Victorian to Post War, with some of considerable regional or local significance. These buildings, along with the mix of commercial, institutional and community uses contribute substantially to the character of 'Pako'.

Percentage breakdown of building eras:

- Victorian (1837-1895): 14%
- Federation (1895-1918): 10%
- Inter-war (1918-1945): 32%
- Post War (1945-1960): 5%
- Late 20th Century (1960-2000): 37%
- Vacant sites: 2%



Geelong West and Pakington Street Commercial Area Timeline



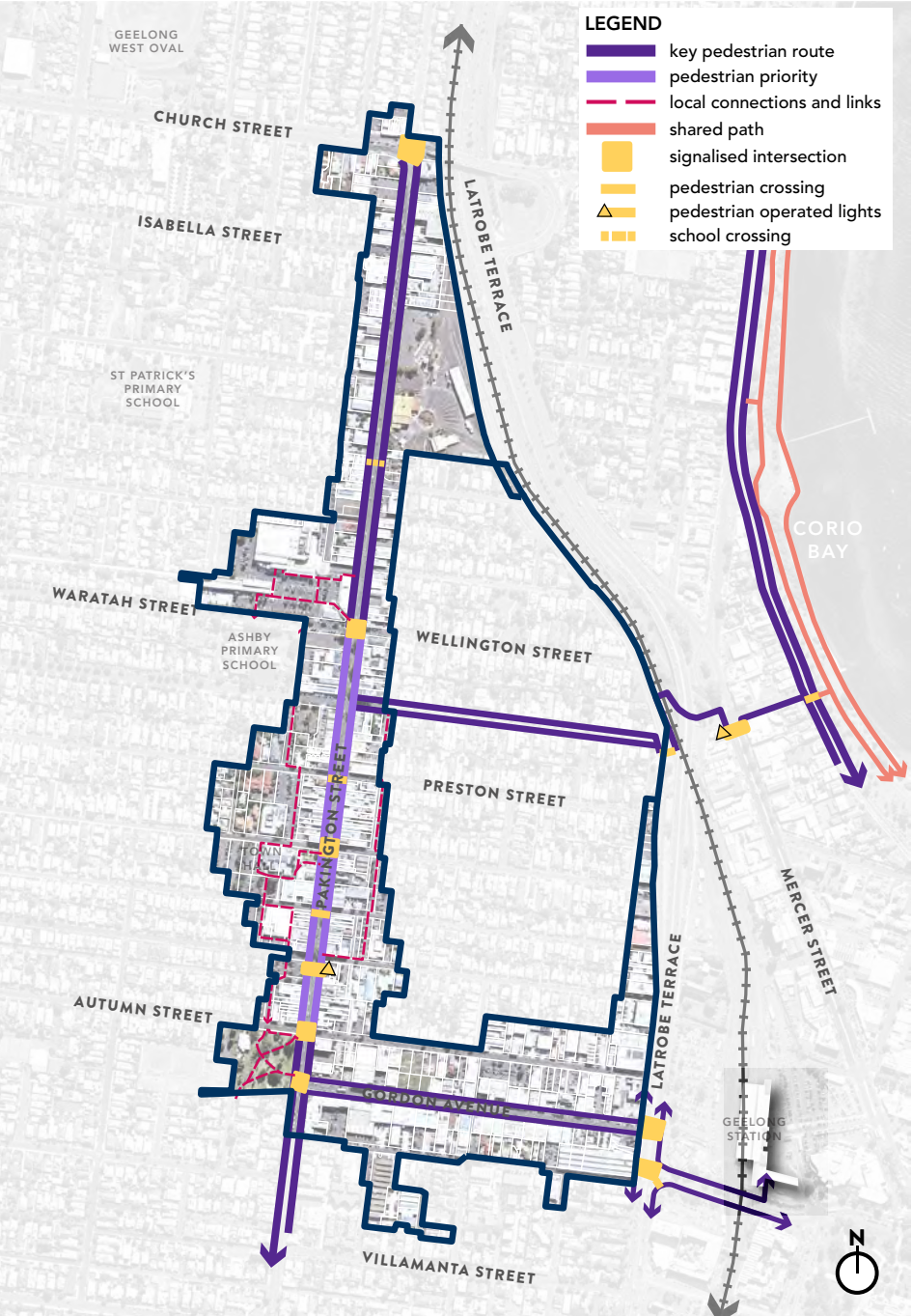
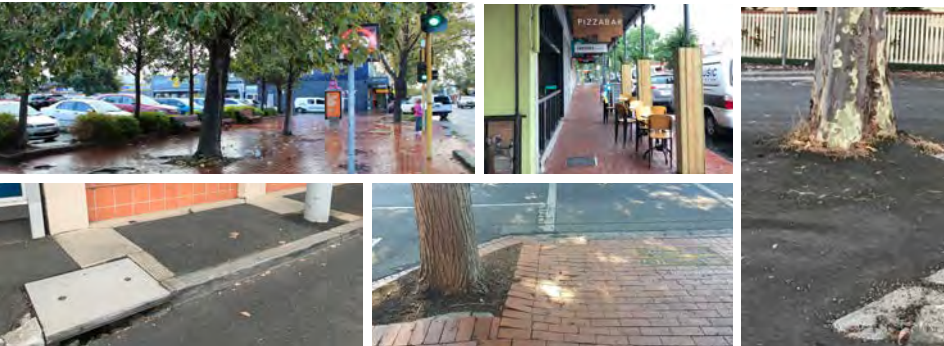
EXISTING PEDESTRIAN MOVEMENT

Pakington Street (Geelong West) and Gordon Avenue play an important role within the wider pedestrian network; providing connections to the Geelong Train Station and Bus Terminal, West Park, the retail area, and Central Geelong. The pedestrian and cyclist overpass at the end of O'Connell Street is an important connection across Latrobe Terrace.

At a more local scale, Pakington Street and Gordon Avenue connect pedestrians to key destinations within the area which generate high levels of foot traffic. The retail and community hub function of the area relies heavily on its ability to provide a safe, connected, walkable and attractive pedestrian environment. The City has recently constructed two additional raised pedestrian crossings in the activity 'core' of Pakington Street to enhance mobility across both sides of the street.

With the exception of a few local laneways, the pedestrian network includes paved footpaths on both sides of every street and road. The existing footpath condition varies throughout the study area. Raised pavers, protruding tree roots, and level changes in the existing footpaths are creating tripping hazards and present significant barriers for safe mobility for everyone. The surface and design of footpaths in busy retail strips is vital in ensuring everyone can safely and conveniently access shops, services and facilities in various weather conditions.

Even where the footpath is generally in good condition, signage, outdoor seating or trading and street furniture compete for space within a limited width, and can make it difficult and uncomfortable for people to move around; particularly the elderly, those with mobility aids or prams. By providing a more balanced allocation of street 'space' that recognises all road users; pedestrians, cyclists, public transport passengers and drivers, we can create streets that are safe, attractive and economically vibrant 'places'.



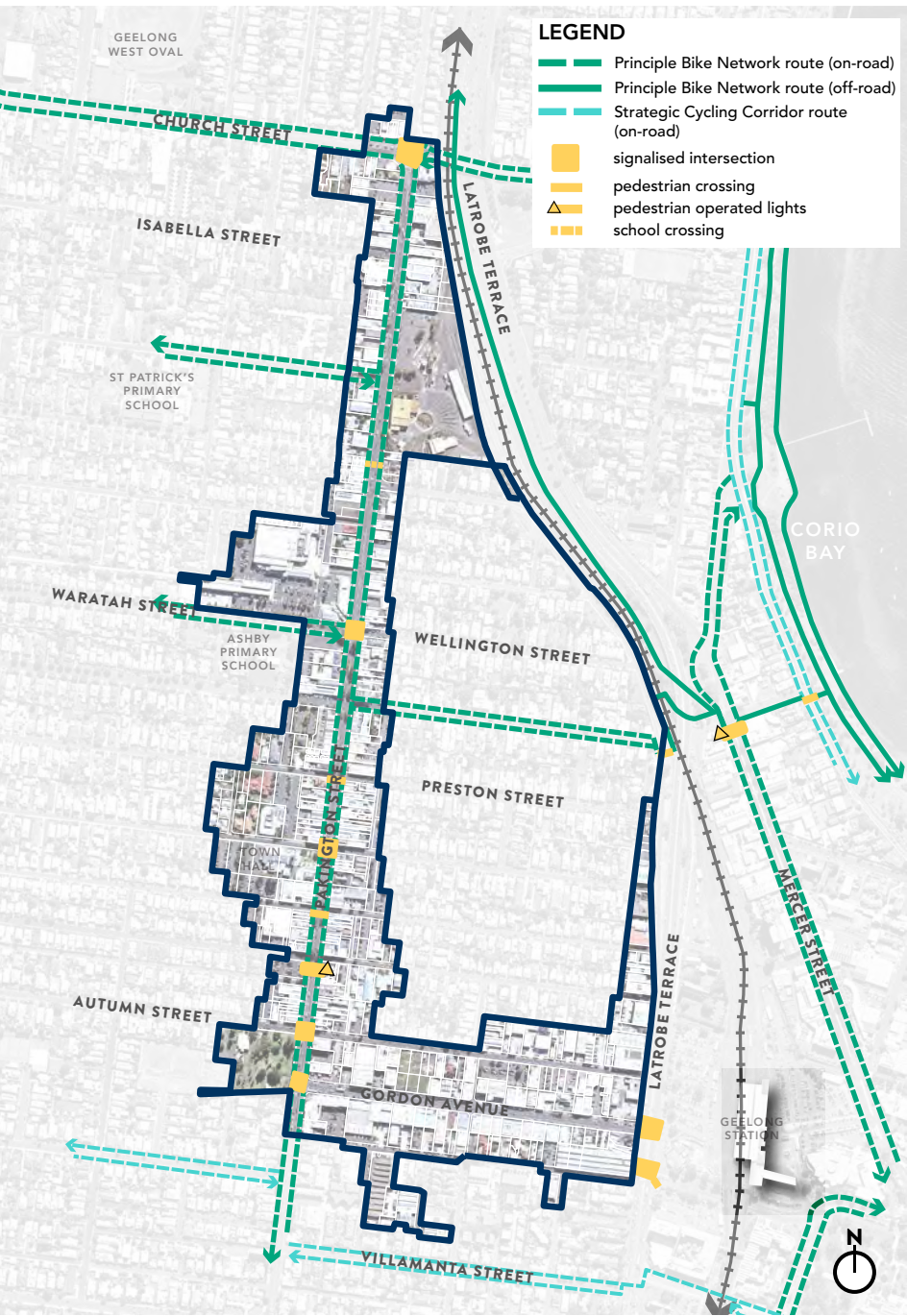
EXISTING CYCLIST MOVEMENT

Greater Geelong has an extensive existing network of bike paths and shared paths that connect people to key local and regional destinations through cycling. However, of the roughly 40,000 trips made every day in and out of Central Geelong by workers, only two per cent of these trips are made by bike despite the fact that seventy per cent of these trips are within easy cycling range.

Pakington Street (Geelong West) forms part of the Principal Bicycle Network; which aims to serve a commuter purpose. There is a pedestrian and cyclist overpass at the end of O'Connell Street along Madden Avenue that connects to the bike path on Mercer Street, the Esplanade, and along the Waterfront. On road bike paths along Villamanta Street, Gertrude Street and The Esplanade form part of the Strategic Cycling Corridor; which aims to serve a recreational purpose with strategic connections to key destinations including the Geelong Waterfront, and the Bellarine. However, there are limited safe east-west connections across Latrobe Terrace.

Though Pakington Street forms part of the Principle Bike Network and is a key north-south connection, existing cycling infrastructure in the study area is limited. The existing on-road bike lanes along Pakington Street are not clearly visible and sit between parked and moving cars, with a limited provision of parking facilities and directional signage.

The City is committed to adopting best practice design to encourage cycling as a viable local alternative to driving, recognising that a safe and well connected cycling network can help alleviate traffic congestion, reduce carbon emissions and promote healthy lifestyles.



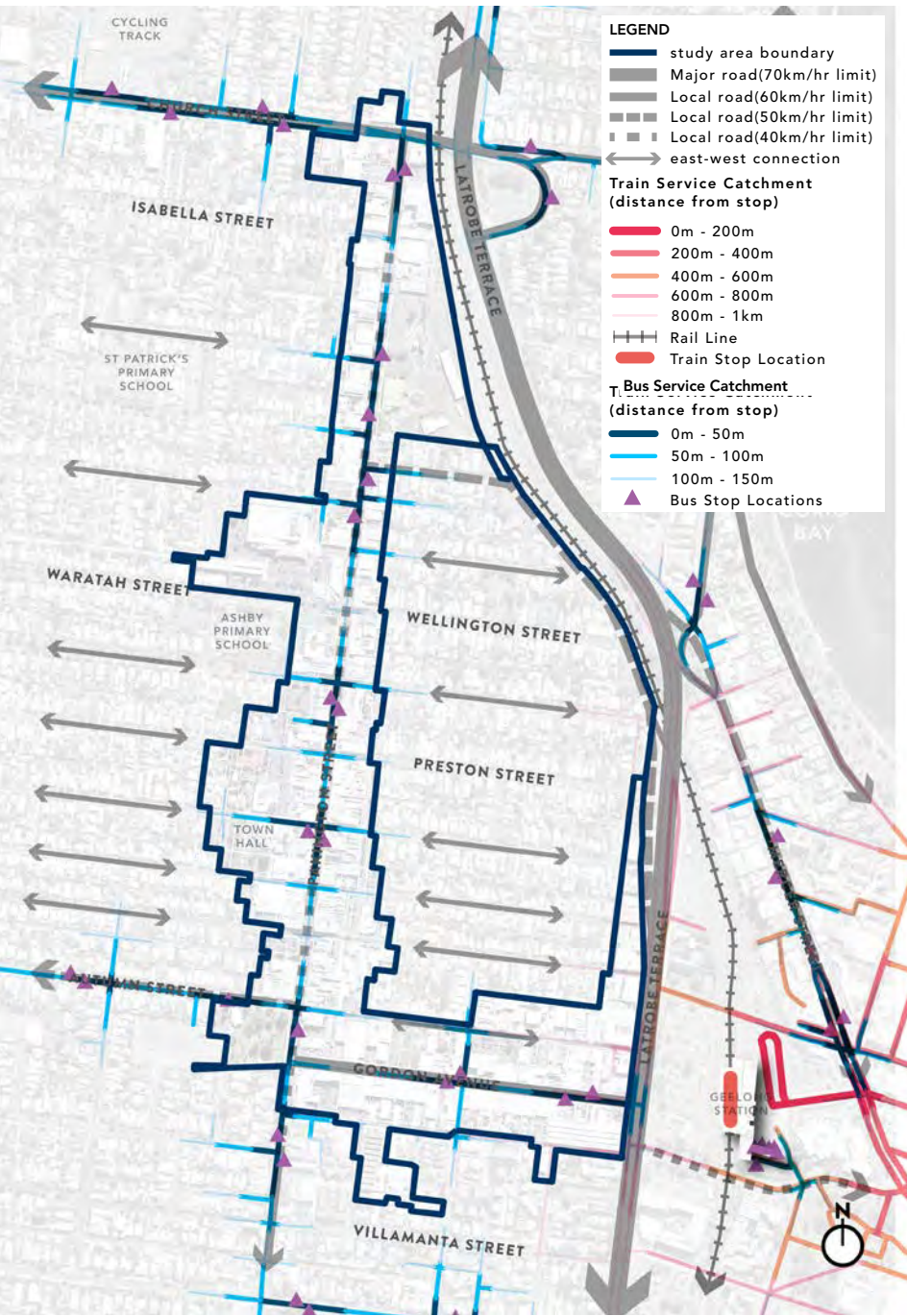
EXISTING ROADS AND PUBLIC TRANSPORT

Movement within the study area is defined by its street grid layout which creates a range of street widths and scales, with varied options for east-west movement through local roads, while north-south movement is limited to Pakington Street and a few others like Elisabeth Street. The street grid layout also has a significant impact on public transport infrastructure, like buses, which depend on road.

Pakington Street is a key north-south 'spine' that runs through the study area and the neighbouring suburb of Newtown down to the Barwon River, offering connections to Church Street (Midland Highway) and Aberdeen Street (Hamilton Highway). Gordon Avenue is a key east-west street connecting the study area to Latrobe Terrace (Princes Highway), the Geelong Train Station and Central Geelong, and is a link between Johnstone Park and West Park.

Vehicle speed limits often reflect the 'function' of a street in terms of its environment and purpose within the network; whether it is primarily for 'moving' traffic from one place to another or whether the street itself is a destination or 'place'. Vehicle speed limits on Pakington Street have recently been reduced to 40km/hr.

In terms of public transport, the 'service catchment' area relates to the 'reach' public transport infrastructure can cover through walking distances from individual stops through existing street networks. The area is currently covered by two bus routes, route 22 from Geelong Station to North Shore Station travels down Pakington Street turning onto Gordon Avenue. Route 1 runs along Gordon Avenue and Autumn Street, offering connections to Deakin University in Waurin Ponds and North Shore Station through Central Geelong. Existing bus stop infrastructure consists of timetable and 'hailing' signs with limited shelter or seating and inconsistent Tactile Ground Surface Indicators (TGSIs) for people with vision impairments. The current design and orientation of the Geelong Train Station's entry and exit points limit easy access from Geelong West.



EXISTING STREETSCAPE CHARACTER

We often tend to think of streets only as the surfaces vehicles drive on when moving from one destination to another. Ignoring the fact that even 'drivers' become 'pedestrians' at some point in their journey, and that not everyone in our community has access to a vehicle or are able to drive. Streets are actually the basic unit through which 'people' experience urban areas, stretching from one property line to another, offering space for movement while facilitating a variety of uses and activities.

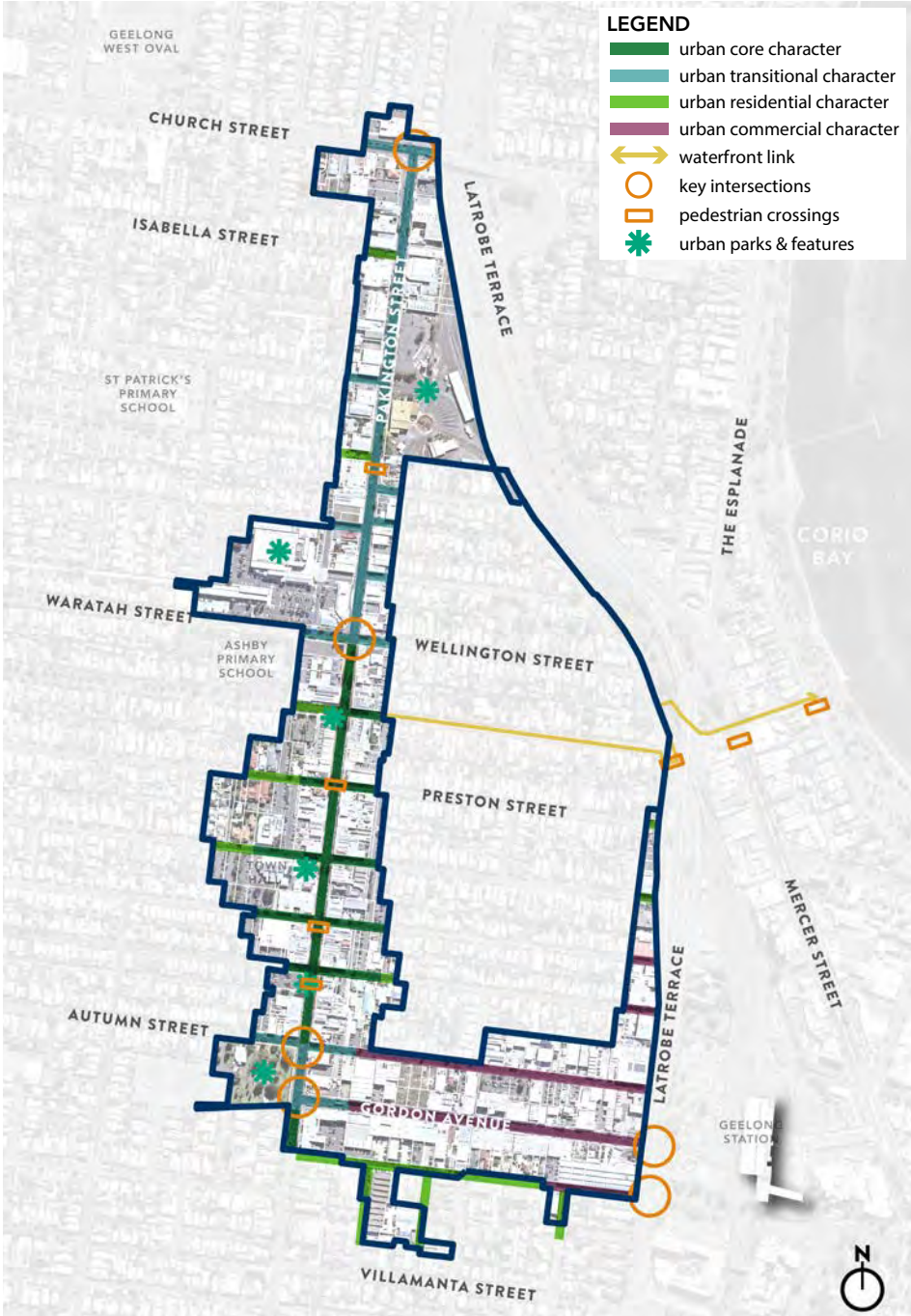
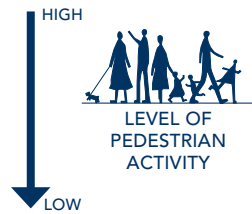
The collective 'look' of all the different elements of the street including buildings, footpaths, trees, signage, landscaping and pedestrian activity are often referred to as the 'streetscape'. These elements all come together and give a visual identity to the streets, creating a sense of place. Well designed streetscapes play a key role in encouraging street life and providing amenity for residents and visitors of all ages and abilities, and have the potential to attract and retain business and activity.

The areas around Pakington Street and Gordon Avenue have developed their existing streetscape character over time. Given their focus as commercial and retail centres, the existing streetscapes in the study area have been categorised by level of pedestrian activity.

More intense character has wider footpaths, buildings fronting the street with no setback, more street furniture, canopy cover, while less intense character actually discouraging pedestrian activity with narrow footpaths, no canopy cover, multiple vehicle cross overs and blank walls.

The four categories are as follows:

- Urban Core Character
- Urban Transitional Character
- Urban Residential Character
- Urban Commercial Character

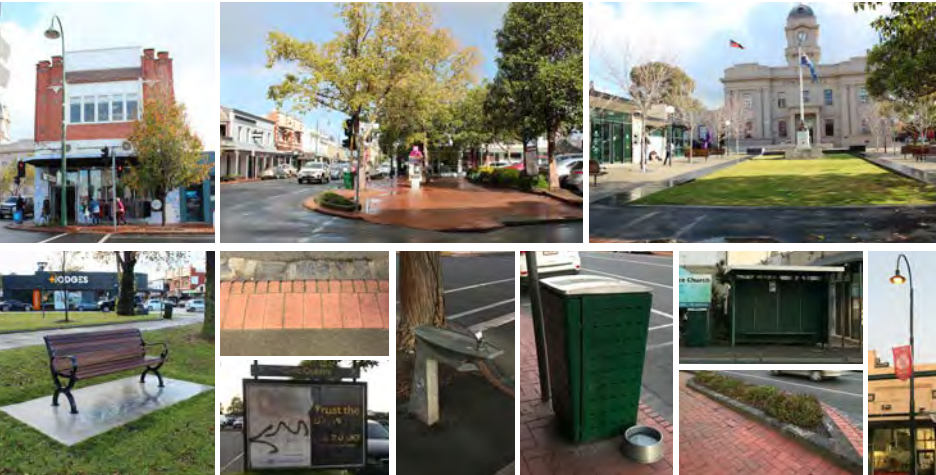


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EXISTING CHARACTER AREAS

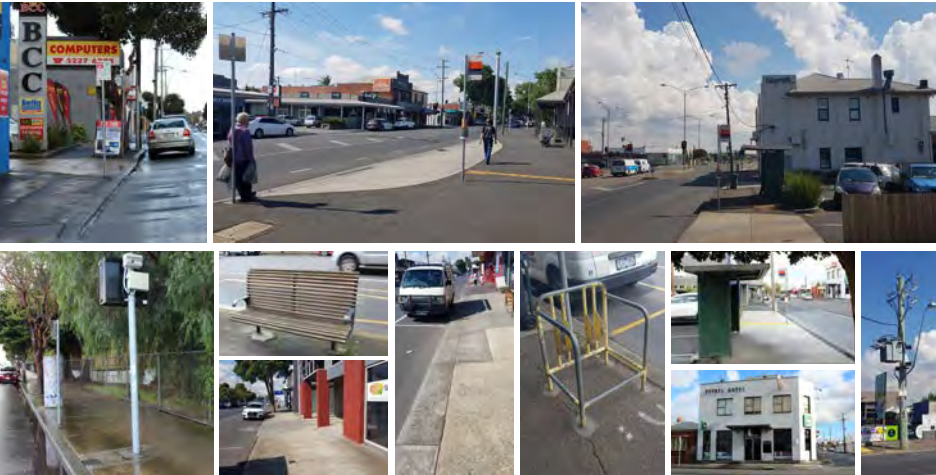
Urban Core Character (Heritage Core Precinct)

- Continuous building frontages with zero setback create defined 'street wall'.
- Predominantly one and two storey heritage buildings with architectural elements and narrow activate frontages.
- Wider footpaths, average 2.8m with some areas used for outdoor dining.
- On-street parallel parking and on-road bike lanes.
- Mature canopy trees in kerb out-stands in large areas of brick paving.
- Mix of street furniture design, both replica 19th or early 20th century and contemporary.
- Raised pedestrian crossings and pedestrian operated lights.



Urban Core Transitional Character (Pakington North Precinct)

- Building frontages with varied setbacks create an undefined 'street wall'.
- Predominantly one and two storey buildings with a mix of narrow and wide frontages with varying levels of activation.
- Wider footpaths, average 2.8m with limited use for outdoor activities.
- Approx. 200m of inactive frontage along the Rail Siding Yard.
- On-street parallel parking.
- On-road bike lanes and limited parking facilities.
- Inconsistent street tree canopy.
- Predominantly asphalt pavement though there are areas where brick has been used.
- Powerlines and limited street furniture and signage provided.



Urban Residential Character (parts of Gordon Avenue Precinct)

- Varying setbacks, with predominant front setback with green space for front gardens and parking.
- Predominantly one and two storey residential buildings with a few 3 storey buildings along the Spring Street area.
- Mixed residential, office and parking.
- Intermittent street tree planting with species variety.
- Narrow footpaths and informal on-street parking.
- Asphalt footpaths.
- Limited street furniture and lighting.



Urban Fringe Character (Gordon Avenue Precinct)

- Generous building setbacks with on-site car parking.
- Predominantly one and two storey buildings with wide frontages and blank walls.
- Narrow footpaths and constant vehicle cross overs.
- On-street parallel parking and limited street trees.
- Powerlines and limited street furniture and signage provided.
- Mixed residential, office, warehouse, commercial and parking.
- Inconsistent and 'patchy' pavement with various materials though predominantly asphalt.
- Powerlines and limited street furniture and signage provided.



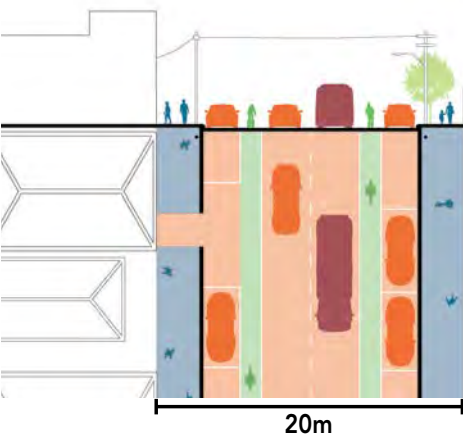
EXISTING STREET SPACE DISTRIBUTION

Pakington Street and Gordon Avenue play numerous roles within the movement network and currently accommodate different transport modes within a tightly set width, which makes every bit of room on the street a 'contested space'. Generally, most of that space is allocated to private vehicles, with wide lanes for traffic and little room for people.

As the local population in Geelong West continues to grow, we must work to make these streets safer and attractive to improve the walking and cycling experience. Inviting the local community to walk and cycle to 'Pako' and recognising that not everyone in our existing and future communities will have access to a vehicle, have the ability to drive or wish to do so. This means providing a more balanced allocation of street 'space' that recognises all users; pedestrians, cyclists, public transport passengers and drivers.



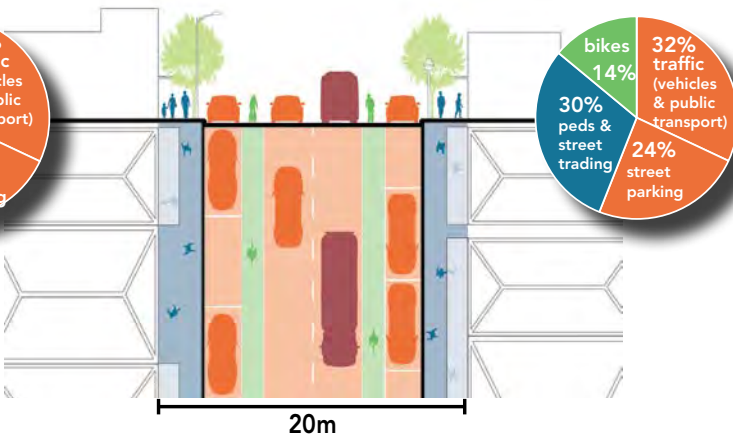
Pakington Street in Pakington North Precinct



Footpaths make up around thirty per cent of the space. Street trees, power poles, signage, street furniture, outdoor dining, bus shelters and pedestrians compete for usage of this space.

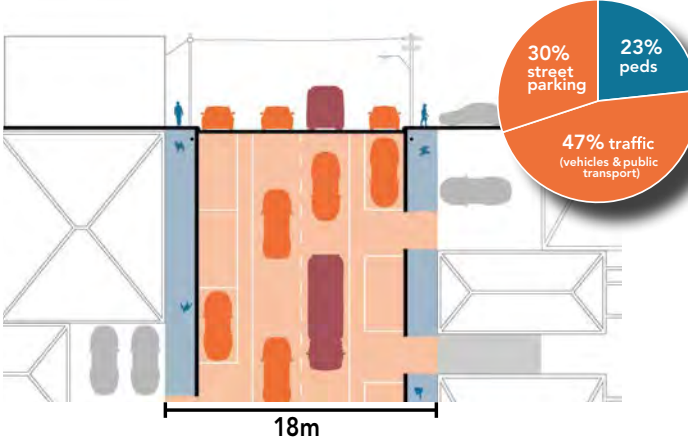
Existing on-road bike lanes are narrow, not clearly visible and sit between parked vehicles and moving traffic. There is limited bicycle parking provided.

Pakington Street in Heritage Core Precinct



Over half of the space is allocated to private vehicles, though traffic lanes and street parking are shared with buses running along route 22.

Gordon Avenue

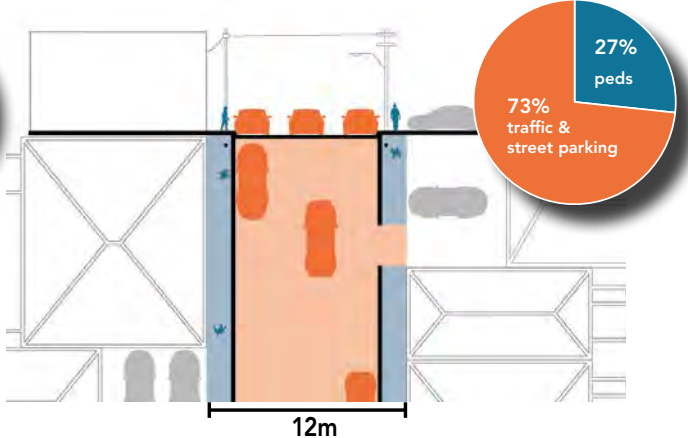


Footpaths make up around twenty per cent of the space. Power poles, signage and pedestrians compete for usage of this space. There is a lack of street trees or any other form of weather protection.

There are currently no designated bike lanes, though Gordon Avenue is a key connection to the Geelong Train Station and Central Geelong.

Almost eighty per cent of space is allocated to private vehicles, though traffic lanes are shared with buses running along routes 1 and 22.

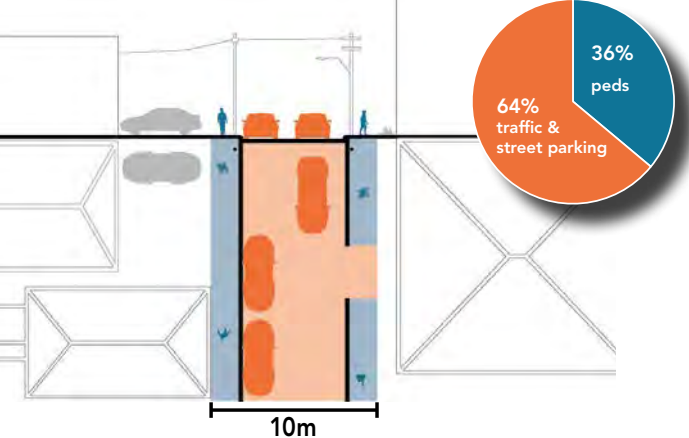
Autumn Street in Gordon Avenue Precinct



Footpaths make up almost thirty per cent of the space. Power poles, signage and pedestrians compete for usage of this space. There are currently very few street trees.

Over seventy per cent of space is allocated to private vehicles, with on-street parking allowed along both sides of the street. Two-way traffic is mostly 'local'.

Spring Street in Gordon Avenue Precinct



Footpaths make up almost forty per cent of the space. Power poles, signage and pedestrians compete for usage of this space. There are currently very few street trees.

Over sixty per cent of space is allocated to private vehicles, with on-street parking allowed only along one side of the street. Two-way traffic is mostly 'local' and can only access Latrobe Terrace in a left-in, left-out arrangement.

CITY OF GREATER GEELONG





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