

THE CITY OF
GREATER GEELONG

PAKINGTON STREET AND GORDON AVENUE UDF SUMMARY BROCHURE

INTERIM FINAL – AUGUST 2021





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.

Framework Purpose

The Urban Design Framework (UDF) will shape the continued development and renewal of the Geelong West extents of Pakington Street and Gordon Avenue. This plan supports implementation of the aspirations in the Greater Geelong: A Clever and Creative Future 2047 vision.

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



Online Submission



Mail and Email

This brochure is a summary of the changes that have been made to the Draft Pakington Street (Geelong West) and Gordon Avenue Urban Design Framework (UDF) to produce the Interim Final UDF and respond to key themes that emerged during consultation.

This summary highlights key changes of the UDF and has been prepared to assist with consultation and understanding of the Interim Final UDF.

To access a full copy of the UDF and to make an online submission, please visit:

www.geelongaustralia.com.au/yoursay

Other ways to comment include,

Through email to:

urbandesignandheritage@geelongcity.vic.gov.au

Or write to us at:

PO Box 104, Geelong, Vic 3220

What is a UDF and What does it do?

Urban Design Frameworks 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 and guide future development outcomes in an area.

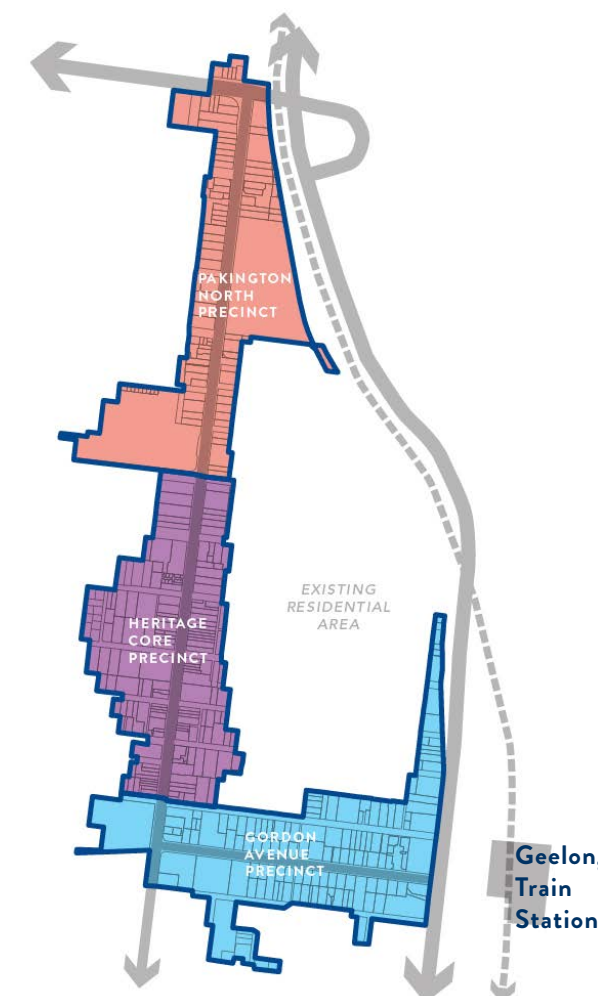
The results of the UDF process can inform changes to zoning and overlays in the local planning scheme and initiate design guidelines and policies. Recommendations and projects are fed into capital budgets.

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.



Precincts addressed in the UDF

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 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.

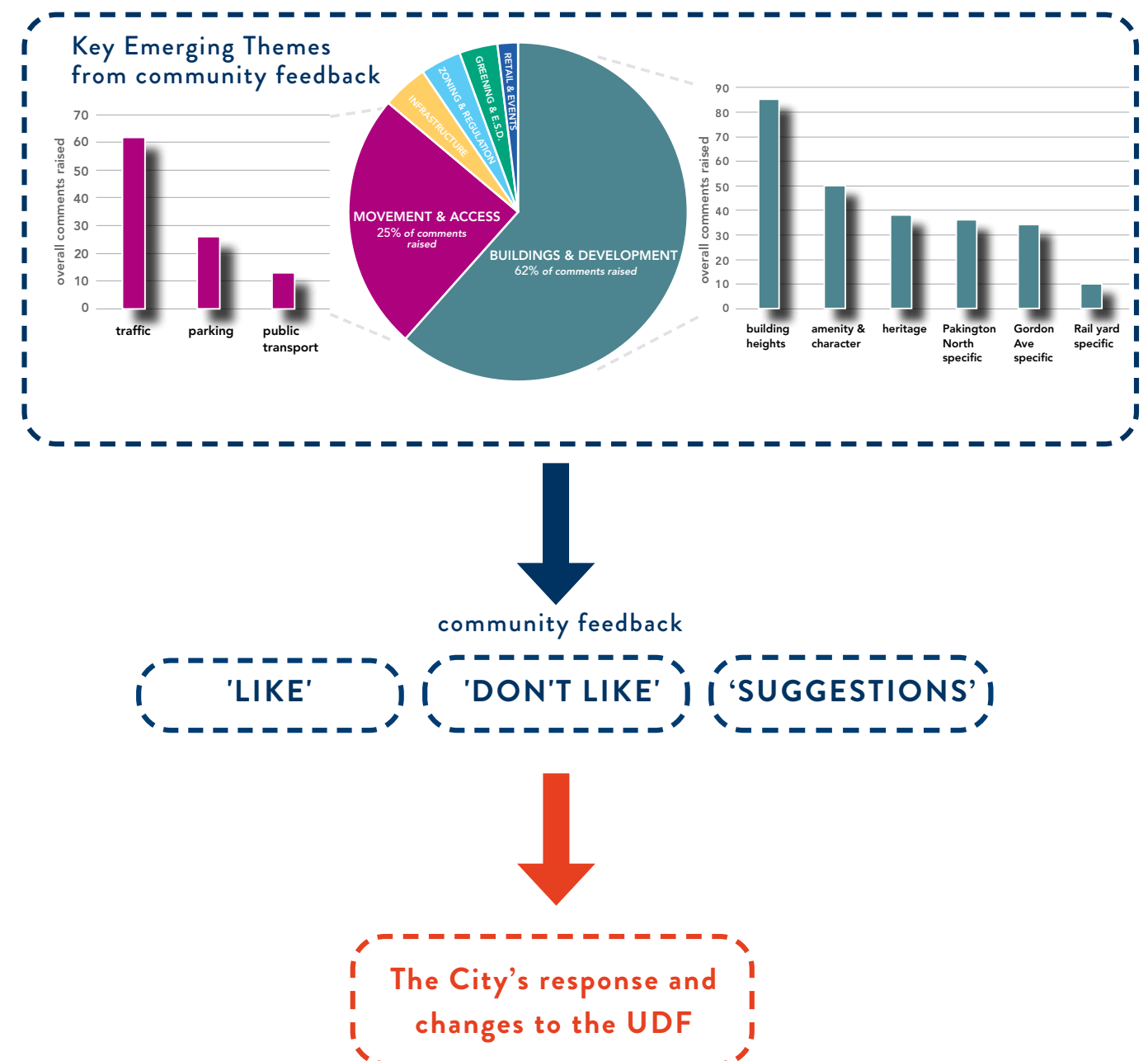
Note: This is a direct extract of page 3 of the Interim Final UDF.

Engagement on Draft UDF

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.

Key themes which emerged from the consultation were concerns or suggestions regarding 'buildings and development' and 'movement and access'. Comments which represent community feedback have been noted within 'like', 'don't like' and 'suggestions' captions.

The City of Greater Geelong has undertaken additional technical work to understand and address these concerns. The outcomes of this work have informed updates to the UDF to produce the Interim Final UDF.



Revising Building Heights

Proposed building heights have been revised in response to key concerns, design objectives and the surrounding context.

The new 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.

Community Feedback (Pakington North precinct)

'Like'

- Up to 6 storeys
- Taller buildings in parts near Church Street and along back of rail.

'Don't Like'

- No more than 4 storeys near heritage areas
- 10 storeys is too high

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.

(Note: for more information on building heights please see the Interim Final UDF, pages 100 and 101).

Community Feedback (Gordon Avenue precinct)

'Like'

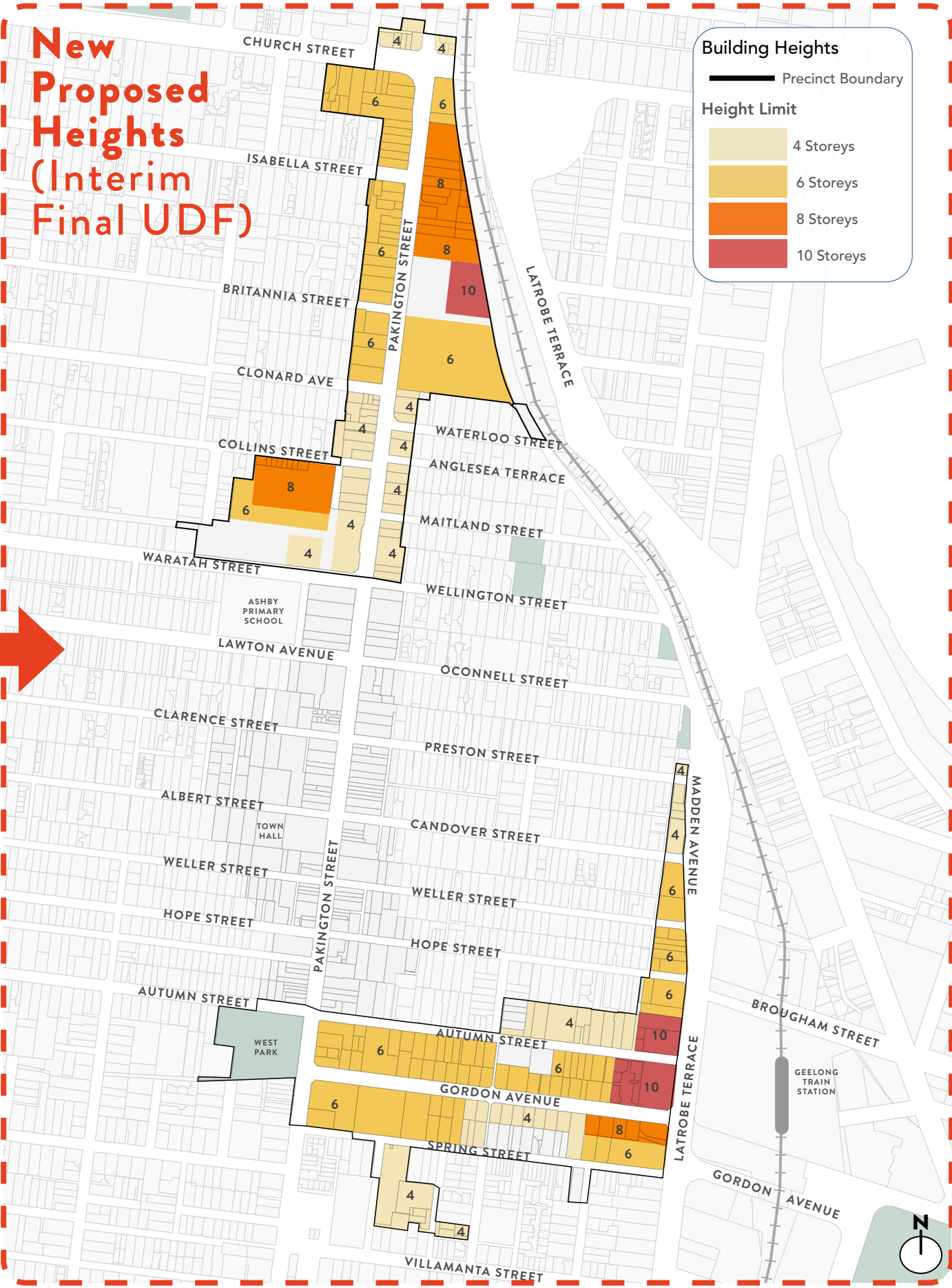
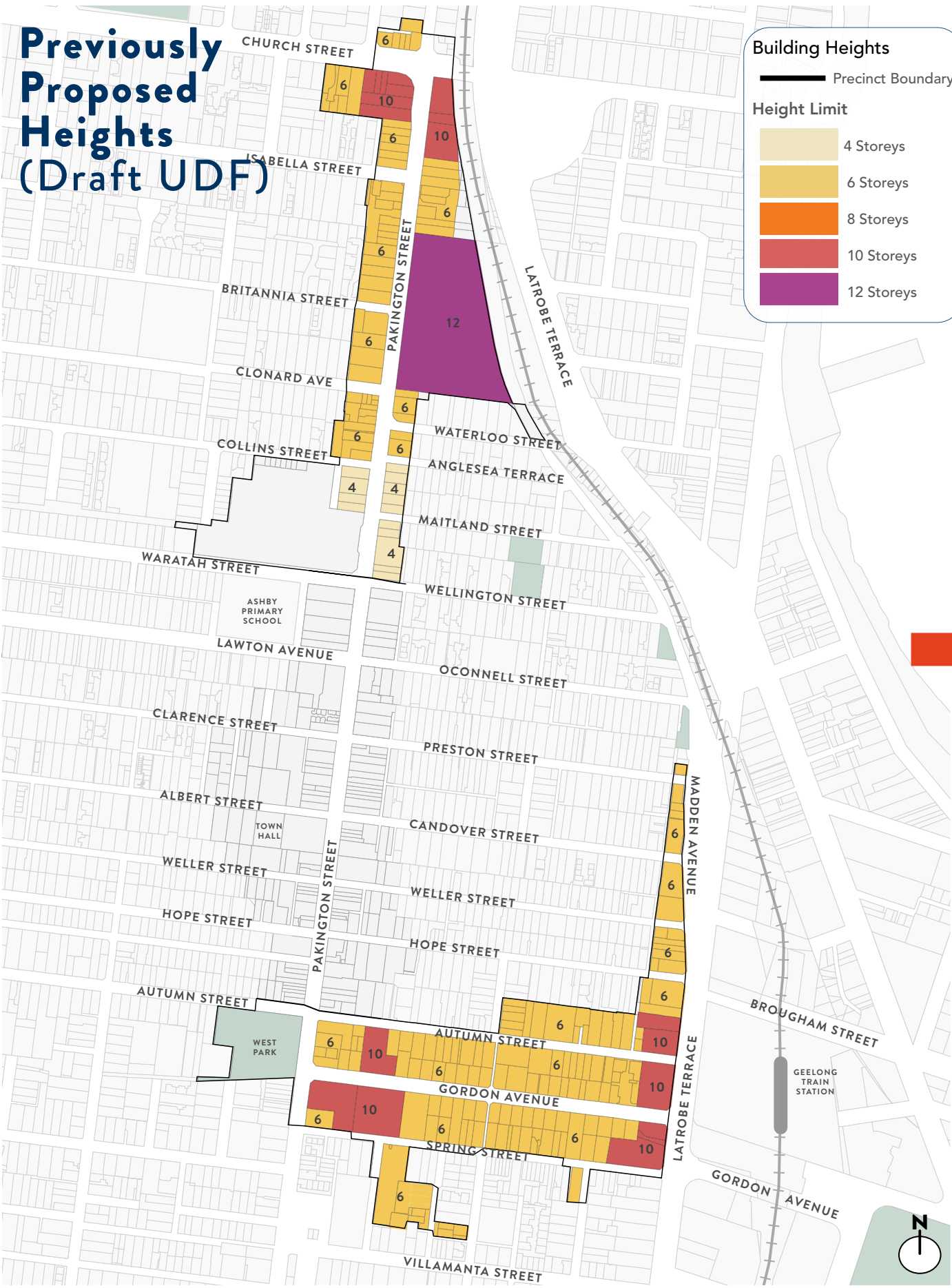
- Up to 6 storeys
- Taller buildings in parts of Gordon Avenue, towards Latrobe Terrace.

'Don't Like'

- No more than 4 storeys near heritage areas
- Impacts to surrounding residential

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.

(Note: for more information on building heights please see the Interim Final UDF, pages 100 and 101).



Addressing Sensitive Residential Interfaces and Development Amenity

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. Setbacks are proposed to provide an appropriate transition to the surrounding context, and additional opportunities for providing landscaping.

Proposed site coverage controls respond to the character and context of the sites in each precinct. The highest level of site coverage is proposed where landscape will predominantly be delivered to the front and rear of sites to improve streetscape amenity. Moderate and lower site coverage controls support landscape to the front, rear and internally to deliver amenity within sites.

Community Feedback - Interfaces (both precincts)

‘Don’t Like’

- Impacts of taller buildings to surrounding residents.
- No additional greening.
- Backing onto larger buildings.

‘Suggestions’

- Better response to smaller buildings.
- Landscape rear setbacks
- Address impacts to surrounding residents.

Proposed setbacks support the need to provide a sensitive transition between commercial streets and residential streets. They also provide a buffer between proposed higher buildings and low-scale residential areas.

(Note: only residential interfaces are shown within this brochure, for all setback requirements please see the Interim Final UDF, pages 102 - 105 for Pakington North precinct and pages 110 - 113 for Gordon Avenue precinct).

Community Feedback - Site Coverage (both precincts)

‘Like’

- More pedestrian-friendly streets
- Improving 'look' of Pakington Street & Gordon Ave

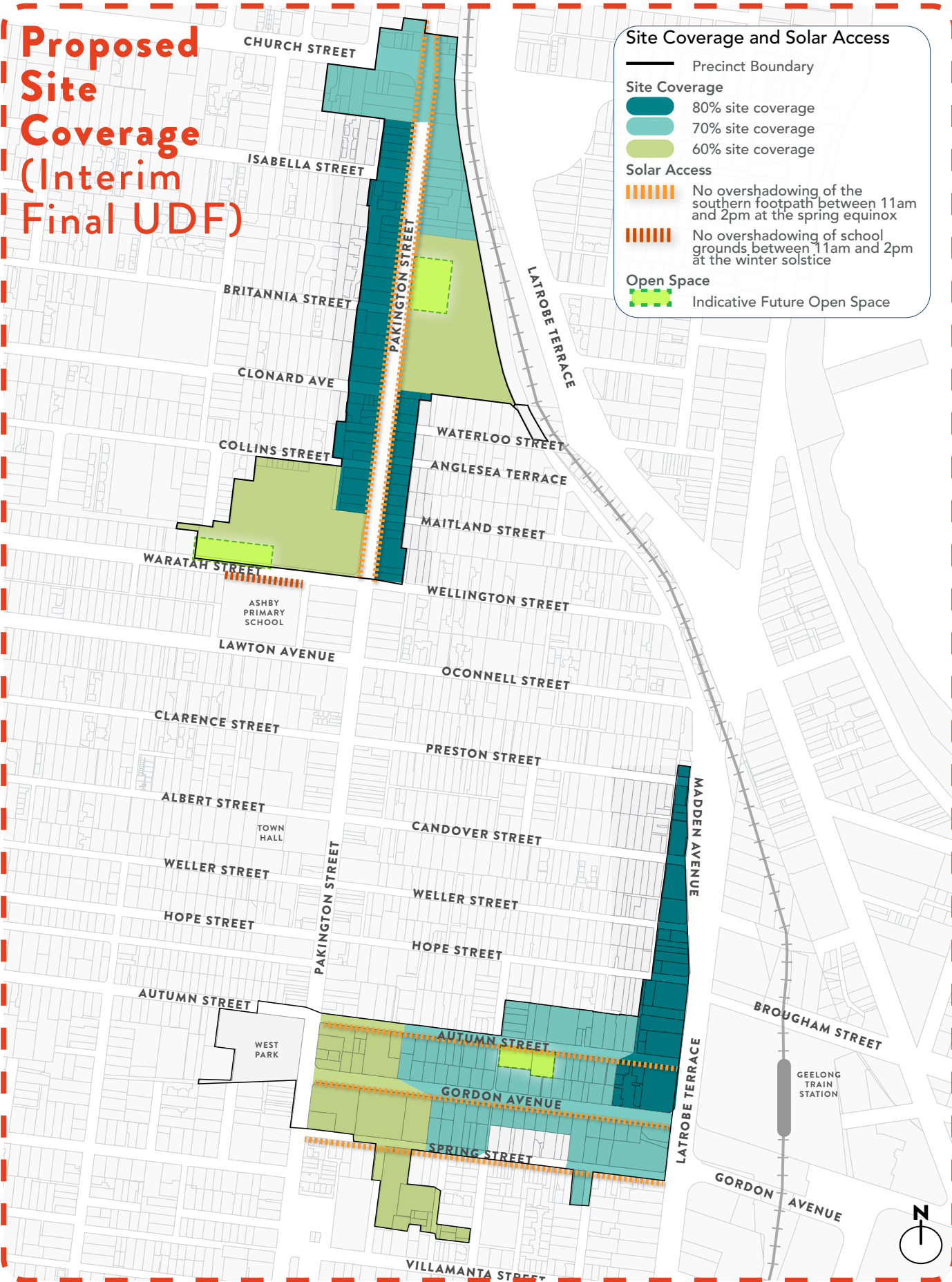
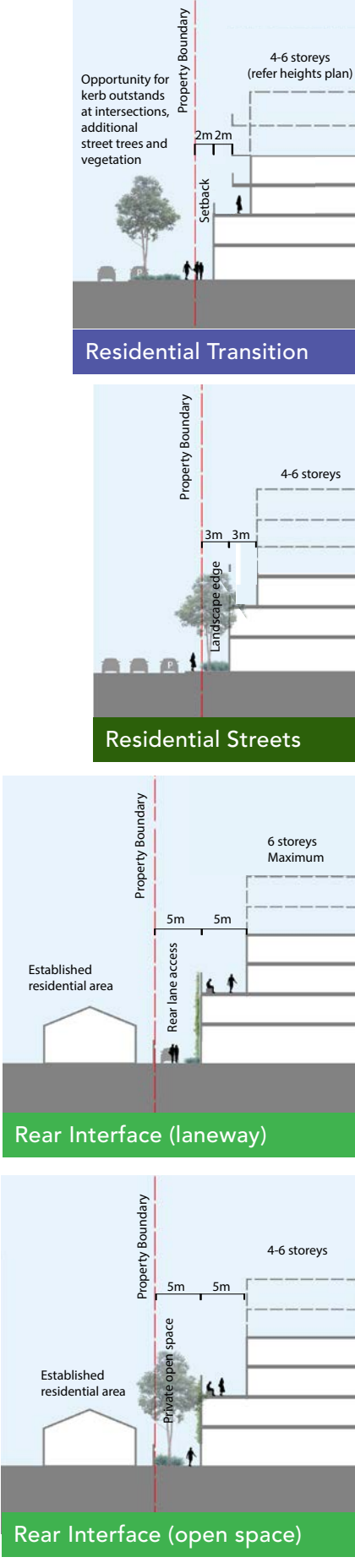
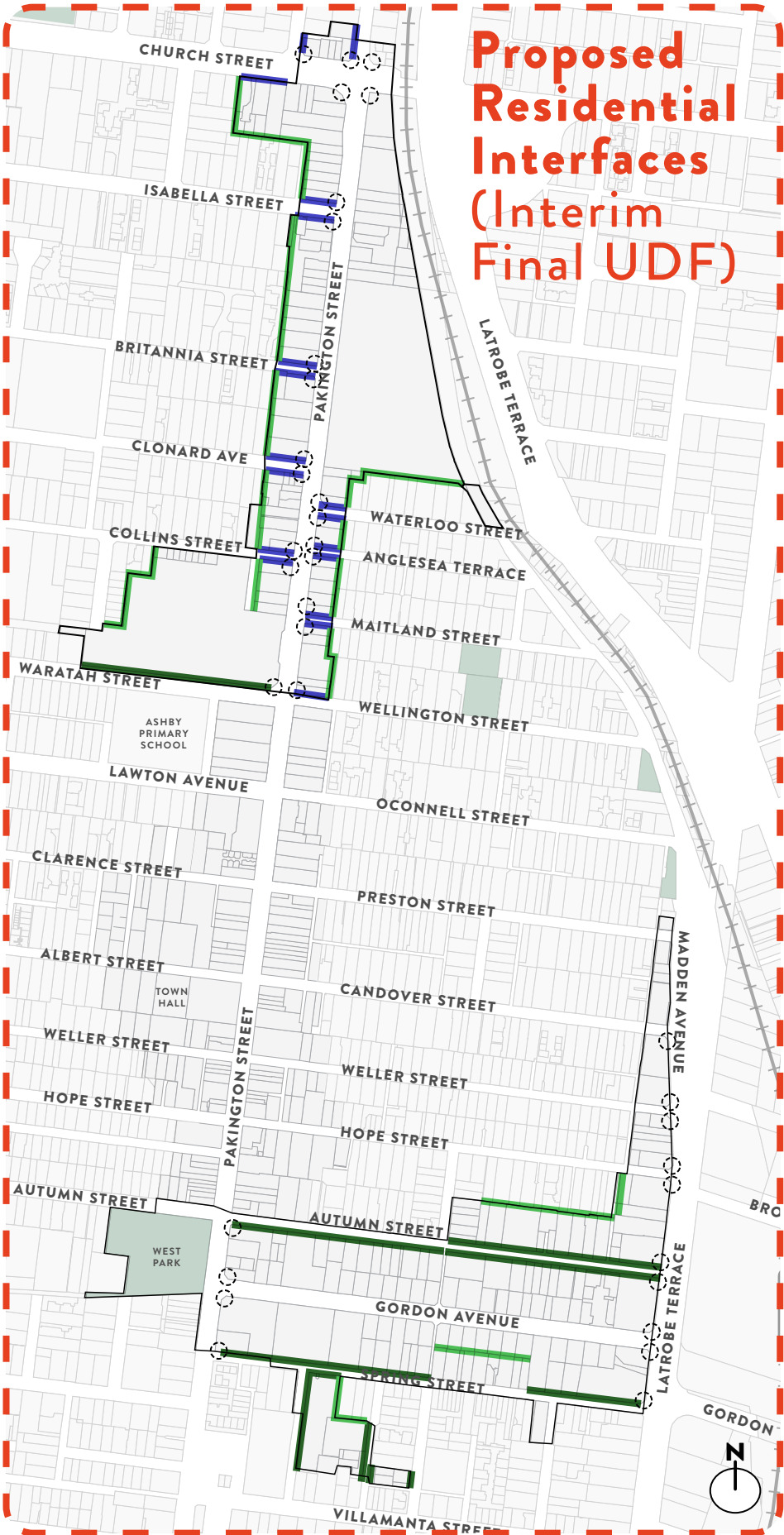
‘Don’t Like’

- Tall building overshadowing existing residential.
- Impact to 'village' character.

Proposed site coverage controls will deliver increased greening and amenity.

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. Solar access controls are also proposed for potential future open spaces. This will ensure that important public and semi-public spaces remain high-amenity in the long-term.

(Note: for more information on site coverage and solar access please see the Interim Final UDF, pages 98 and 99).



Providing More Landscaping and Trees

The vision for Gordon Avenue is for it 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.

Pakington Street will also be enhanced as a ‘green’ street that improves the urban environment and makes a significant contribution to Geelong’s urban canopy.

Both of these visions aim to acknowledge Geelong’s overarching aspiration to deliver on its reputation as a City of Design by leading the way in providing a high quality public realm.

Community Feedback

‘Don’t Like’

- Impacts of taller buildings to surrounding residents.
- No additional greening.
- Backing onto larger buildings.

‘Suggestions’

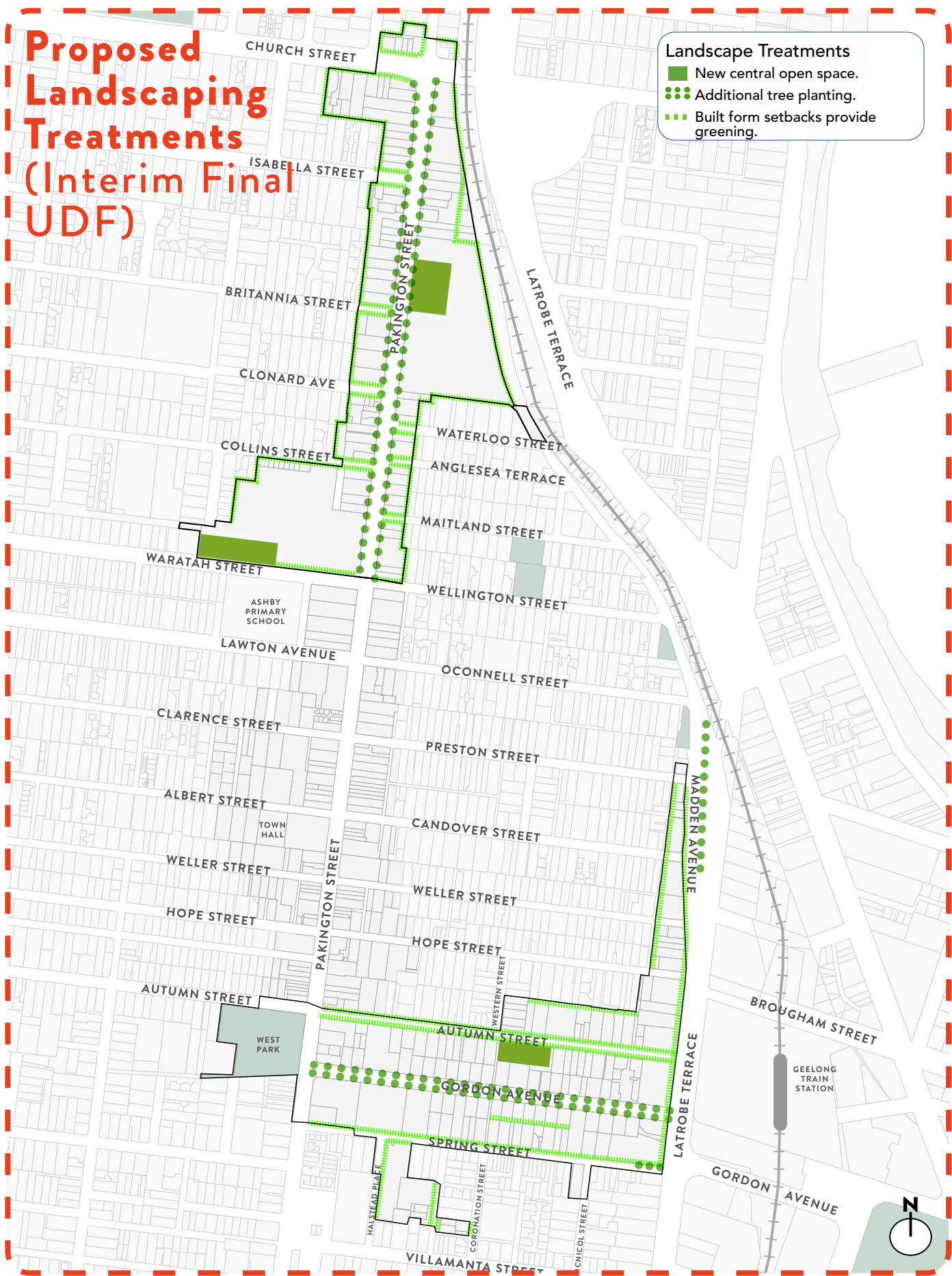
- Better response to smaller buildings.
- Landscape rear setbacks
- Address impacts to surrounding residents.



The Interim Final UDF proposes to deliver increased street greening by providing new landscaped areas within the public realm. Landscaped setbacks along low-amenity traffic routes (Latrobe Terrace, Gordon Avenue and Church St) will provide a buffer and improve the ‘look’ of these areas while delivering internal amenity at the lower levels of new buildings.

New public open spaces are proposed to bring community together and provide increased open space.

(Note: for more information on the public realm please see the Interim Final UDF Section 04, from pages 48 - 72).



Address Pedestrian and Vehicular Movement

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.

Within the Pakington North precinct, an extension to Madden Avenue up to Britannia Street will be considered as part of a future redevelopment of the Rail Sidings Yard.

The Gordon Avenue precinct will create new laneways to manage the increased service requirements of larger scale buildings and provide for improved walking and cycling connectivity within the precinct.

The City has also commissioned a Parking Plan for Pakington Street to manage the long-term demand for parking in the area.

Community Feedback

‘Don’t Like’

- No additional traffic management
- Impacts to local streets with more traffic
- No new connections

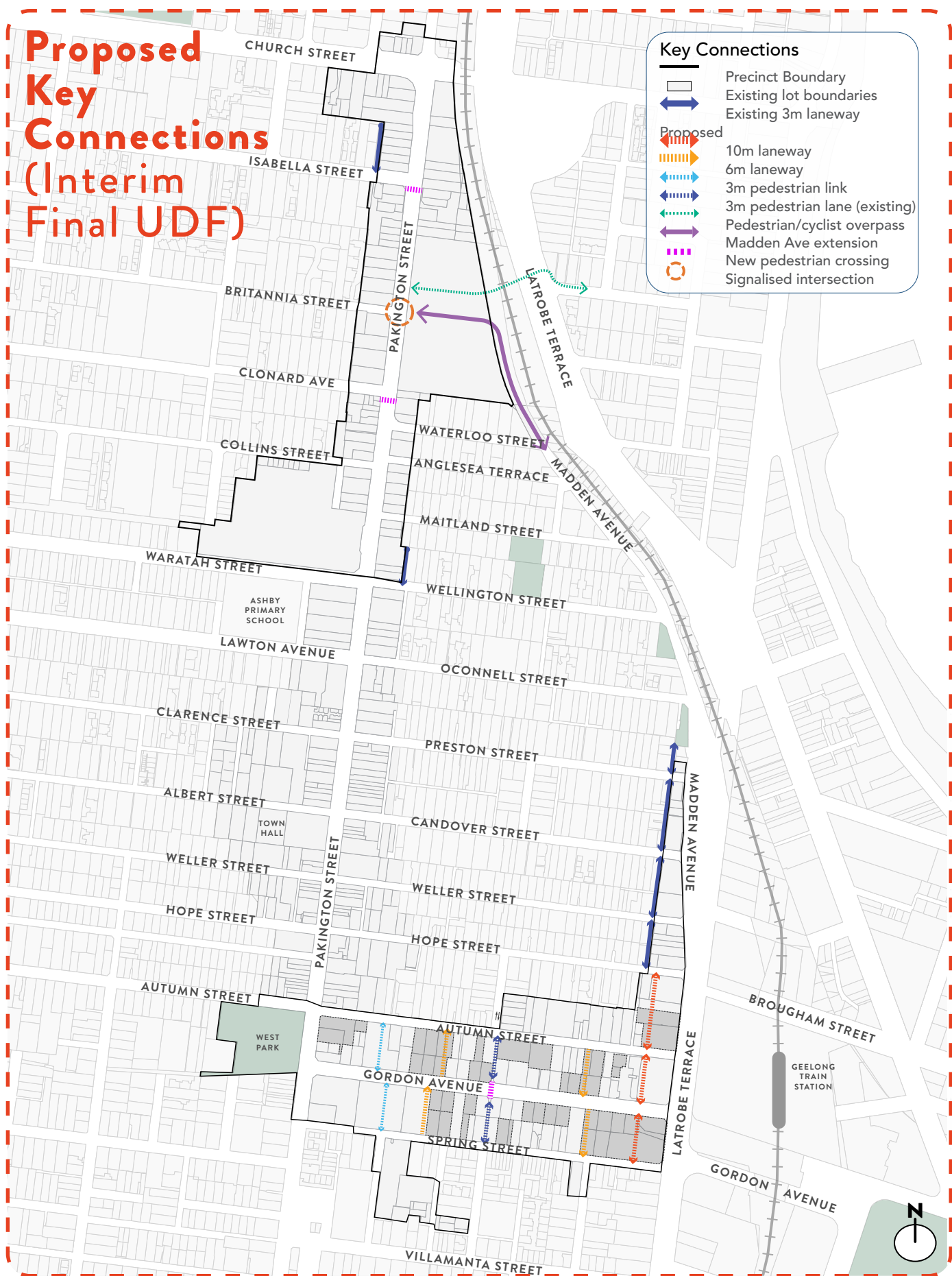
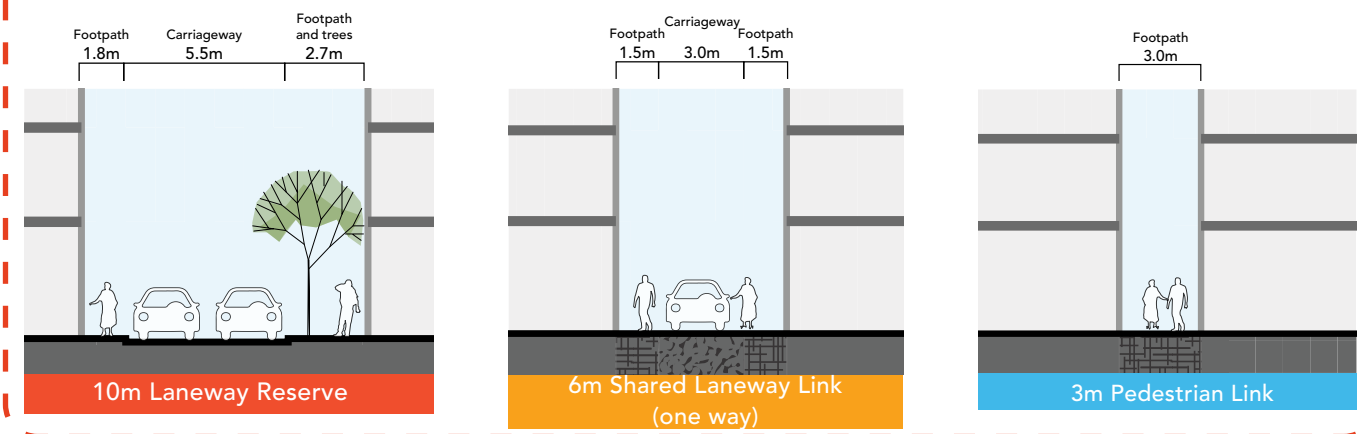
‘Suggestions’

- Improve intersections
- New roads / connections
- Improve connections to Geelong Station and Central Geelong

Proposed recommendations within the UDF include discouraging creation of new crossovers on main streets, increasing the visibility of cyclists, improving access and safety at intersections and kerb outstand bus stops to be considered at strategic locations to improve bus priority.

(Note: for more information on key connections please see the Interim Final UDF pages 66 and 67 for Pakington North precinct and pages 70 - 72 for Gordon Avenue precinct).

Proposed Laneway Designs (Interim Final UDF)



Visualising Potential Futures

Pakington North Precinct

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



Location Map



After - Visualisation showing indicative built form and public realm upgrades looking north-east along Pakington Street.



Gordon Avenue Precinct

Before - Looking east along Gordon Avenue towards Latrobe Terrace.



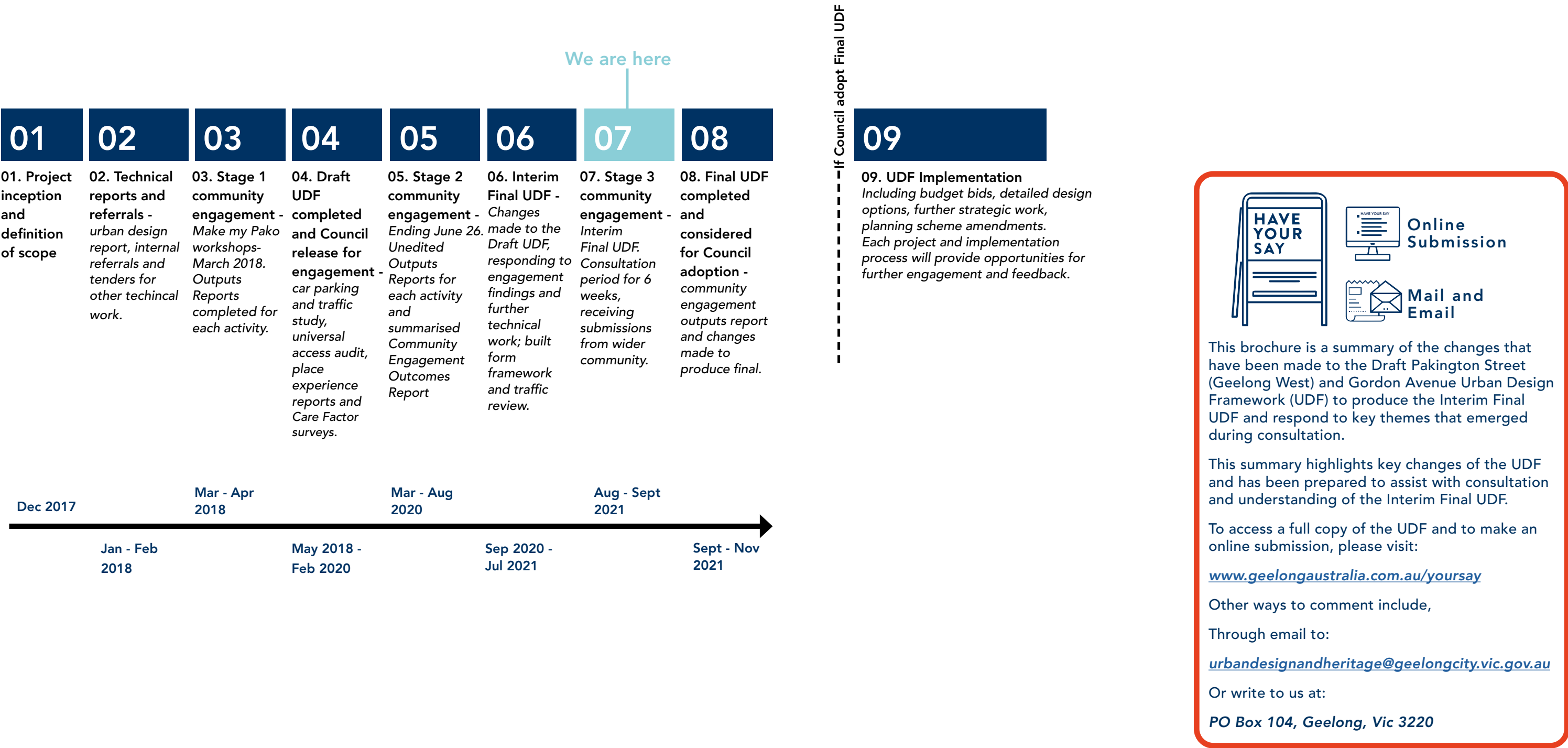
Location Map



After - Visualisation demonstrating indicative built form and public realm upgrades.



UDF Preparation Process



Who can I contact for more information?

All project materials and feedback activities can be found on the City's website

<https://yoursay.geelongaustralia.com.au/>

We can send you a hard copy of the Interim Final Urban Design Framework if you do not have access to the internet.

If you wish to speak to an officer please contact Greater Geelong's Urban Design and Heritage team on (03) 5272 5078 or email urbandesignandheritage@geelongcity.vic.gov.au

Alternately, write to the Urban Design and Heritage team at:

Wadawurrung Country
PO Box 104
Geelong VIC 3220

CITY OF GREATER GEELONG

PO Box 104
Geelong VIC 3220
P: 5272 5272
E: contactus@geelongcity.vic.gov.au
www.geelongaustralia.com.au

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