

SOUTH GEELONG URBAN DESIGN FRAMEWORK

STAGE 3: COMMUNITY ENGAGEMENT

FEBRUARY 2022



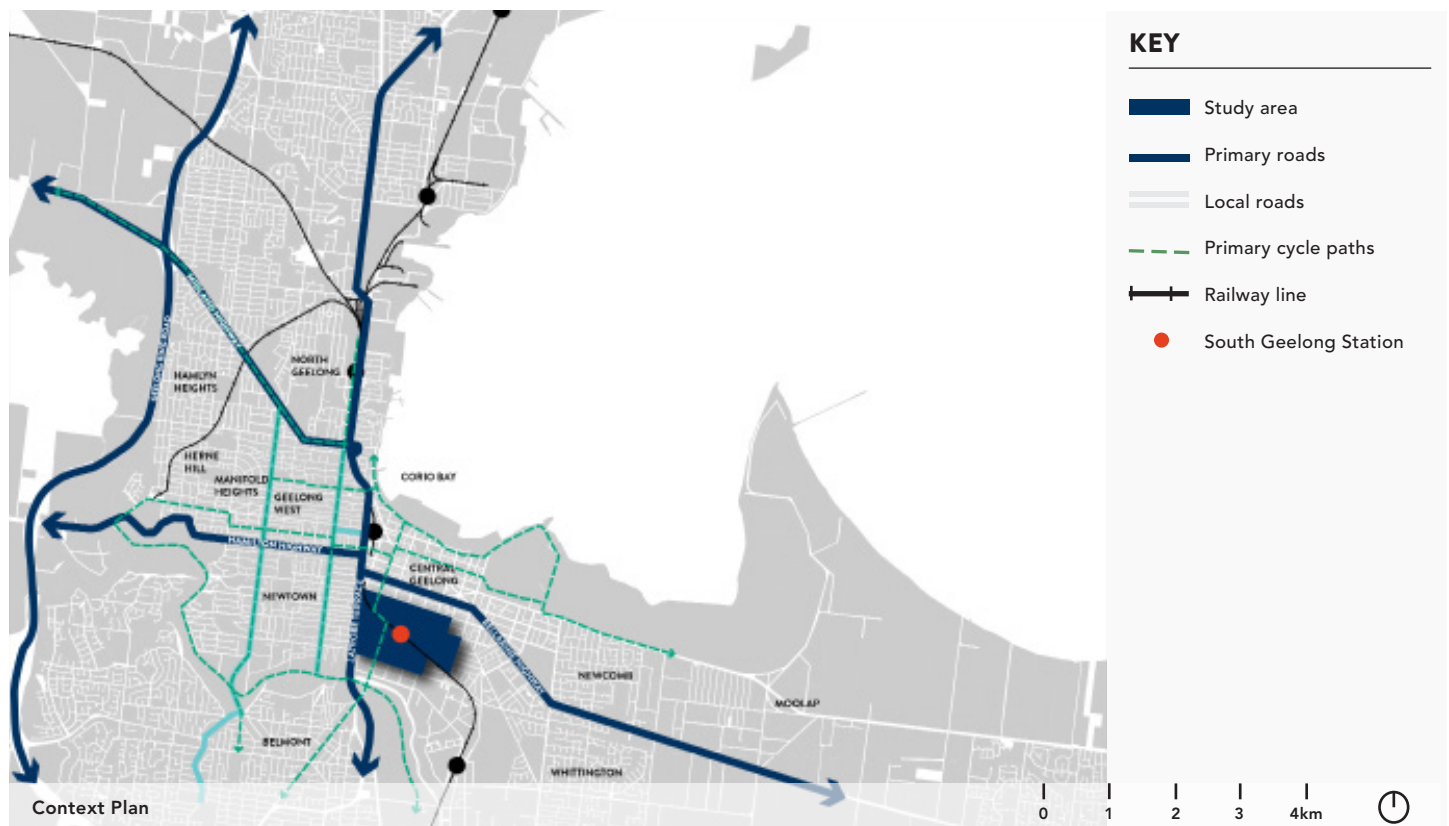
ACKNOWLEDGMENT TO COUNTRY

We Acknowledge the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past and present. We Acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.



SUMMARY OF CHANGES

This brochure provides an overview of the changes that have been made to the UDF since the release of the draft and completion of the stage 2 engagement process.



WHAT IS THE PURPOSE OF THE UDF?

The main purpose of the South Geelong UDF is to investigate how to increase housing opportunities to accommodate a growing population and meet the City's Settlement Strategy objective of making use of in-fill locations. The Interim Final UDF presents a vision and set of design principles for how land within the study area could develop.

HOW HAS THE COMMUNITY BEEN INVOLVED SO FAR?

The UDF has been developed in conjunction with the community and key stakeholders:

- A community workshop was held in July/August 2019 which generated a set of ideas and design concepts for the UDF (stage 1).
- A Draft UDF report was then prepared and released for community feedback in August/September 2020 (stage 2). A number of on-line workshops were held

to gain community insight and views on the UDF. The City received 163 written submissions during the second round of community engagement. A report summarising the community feedback can be found on the South Geelong UDF website <https://yoursay.geelongaustralia.com.au/SouthGeelongUDF>

WHAT CHANGES HAVE BEEN MADE TO THE URBAN DESIGN FRAMEWORK SINCE THE DRAFT WAS RELEASED?

The Interim Final UDF has sought to consider community and stakeholder feedback and has made the following changes to the UDF:

- More clearly identifies the scale and type of housing changes that would occur across the study area
- Identifies, through a heritage study, 193 additional properties to be included within a Heritage Overlay
- Identifies a preferred maximum height for the Barwon Water site (6 storeys)
- Includes design and built form guidelines and objectives for future development on Moorabool Street, the Station Precinct and the Barwon Water site.
- Identifies land to be included within an Increased Housing Diversity Area. The IHDA area is extended to 800m around the train station for substantial change and key development areas only.
- Updates public realm upgrades and projects being undertaken by the City and the State Government.
- Reinforces the need to support the inclusion of social housing within new development
- Recommends land be rezoned to help deliver the vision of the UDF

WHAT ADDITIONAL STUDIES OR WORK HAS BEEN UNDERTAKEN TO INFORM THESE CHANGES?

BARWON WATER SITE

We have carefully considered the two options that

were proposed in the draft UDF for development at the Barwon Water site. **OPTION 1** proposed a 10 storey building height, while **OPTION 2** proposed a lower scale of development, up to 6 storeys. Both options include a combination of different uses including public plazas and community uses. Both options included lower height development at the eastern end of the site.

A Development Feasibility Study was undertaken for the Barwon Water Site to gain insight into the viability of different development scenarios on the site. **OPTION 2** was considered a slightly more viable option. The report acknowledges the social, environmental and economic benefits of constructing apartments on the Barwon Water site, over town houses, due to its proximity to the train station.

The report found **OPTION 2** balances the need to meet the housing needs outlined in the Settlement Strategy, whilst providing a lower scale option to address community concern.

MOORABOOL STREET

Key objectives and strategies were refined following the consultation period. This Key Development Area would deliver a mix of uses including commercial uses at street level with housing above. Built form guidelines have also been developed for Moorabool Street to address building height and setback requirements, particularly from the rear laneway. Maximum building heights of 7 storeys would be supported.

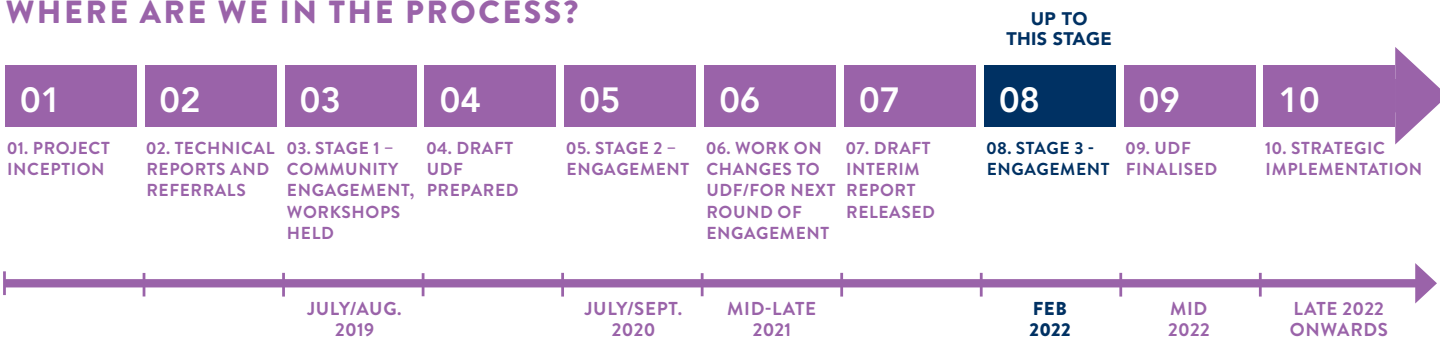
STATION PRECINCT

This Key Development Area would continue to meet the needs of public transport users with opportunities to diversify uses in the future. This is considered a long-term proposal.

SOCIAL HOUSING CONTRIBUTIONS

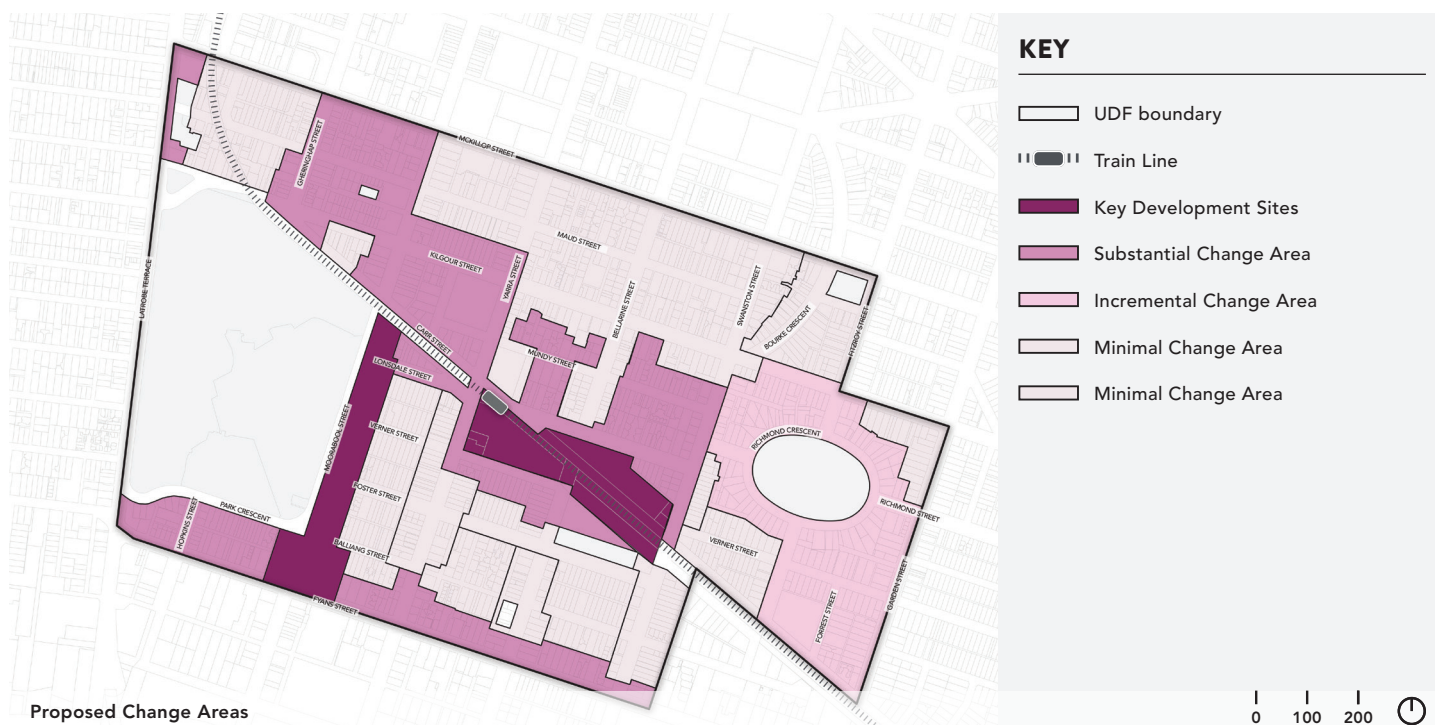
The Draft Interim UDF delivers on the City’s commitment to providing social housing as a necessary part of social infrastructure. We have undertaken more work to better understand how property developers can contribute to the City’s social housing supply.

WHERE ARE WE IN THE PROCESS?



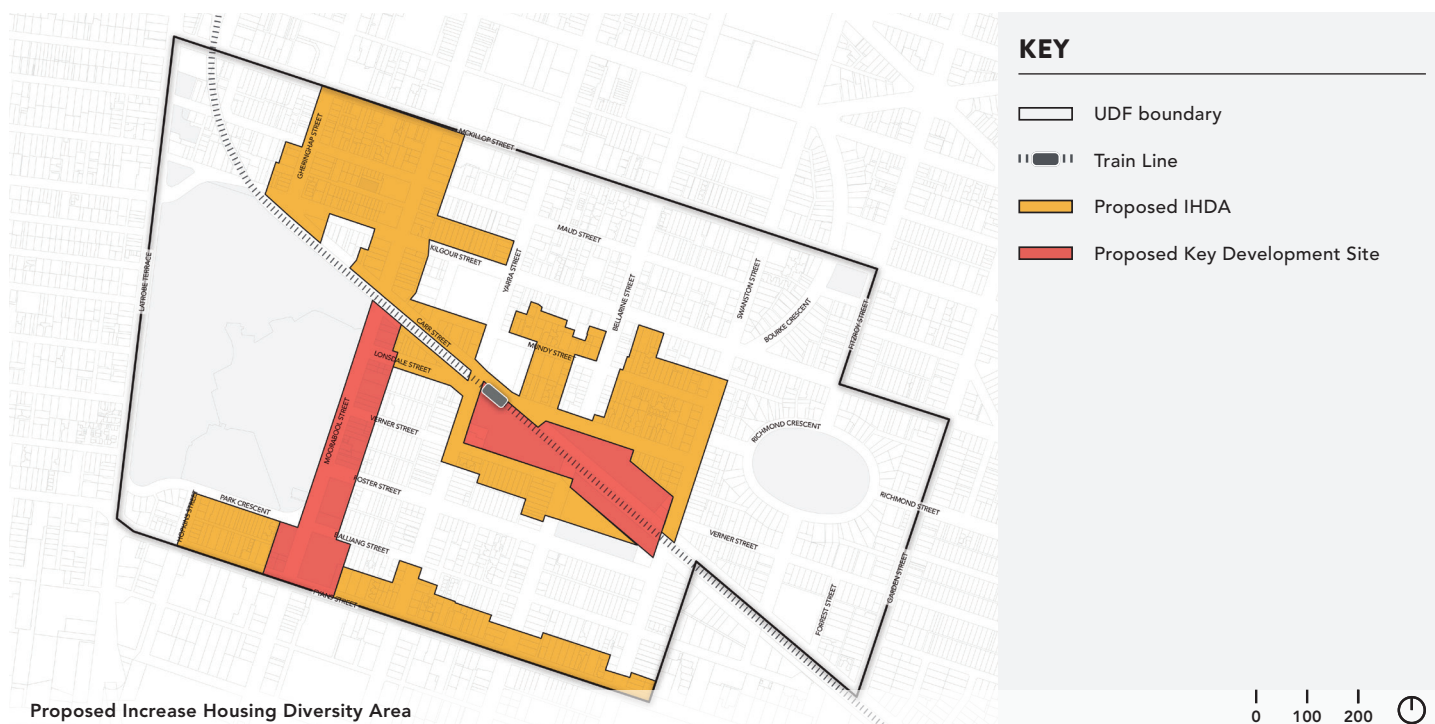
CAPACITY AND CHANGE AREAS REVIEW

A Change Areas and Capacity Assessment was undertaken to assess the ability of the existing residential areas to accommodate change. The study excluded the train station, Moorabool Street and the Barwon Water site from further review as these locations are considered key development areas capable of accommodating significant change. The assessment includes analysis regarding lot sizes, setbacks, site constraints and other distinctive features. Three separate areas have been identified including areas of minimal, incremental and substantial change areas.



INCREASED HOUSING DIVERSITY AREA (IHDA)

An Increased Housing Diversity Area (IHDA), is Council's preferred location for higher density housing. The Draft UDF proposed the IHDA area be increased to 800 metres around the train station. The IHDA area would be extended to include areas nominated for 'substantial' change as outlined within the Change Areas and Capacity Assessment. Areas of existing and proposed Heritage areas and 'Minimal' change would not be included within the IHDA.



Residents expressed a desire to retain significant heritage dwellings and neighbourhood character values. Post the stage 2 consultation, a heritage assessment was undertaken. The assessment identified several significant properties including a combination of Victorian, Federation and Inter-war dwellings from the 1850's-1920's. An additional 193 properties are recommended for inclusion within a Heritage Overlay.



The UDF is not a rigid master plan. Once endorsed by Council it would go through a Planning Scheme Amendment process to implement policy, zones and overlay changes to deliver the vision. The UDF is the background document that supports the Planning Scheme provisions and assists decision making.

HOW TO MAKE A SUBMISSION AND KEY DATES

For more information on the UDF or to register to attend our Q&A information session visit the City's website: <https://yoursay.geelongaustralia.com.au/SouthGeelongUDF>

Q&A: Wed. 16 March 2022, 7-8pm.

You can also view a video about the changes on the web site.

Feedback in relation to the Draft Interim UDF closes
8 April 2022.

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

If you wish to discuss the Draft Interim UDF with a planner, please contact Strategic Planning on **5272 4205**

CITY OF
GREATER GEELONG

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