



THE CITY OF
GREATER GEELONG

HIGHTON VILLAGE

URBAN DESIGN FRAMEWORK

OCTOBER 2022
FINAL

ACKNOWLEDGEMENT OF COUNTRY

The City of Greater Geelong acknowledges the Wadawurrung People as the Traditional Owners of this land.

It also acknowledges all other Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

Contents

01	Introduction	04
	Purpose	06
	Site Context	07
	Role of Highton Village	09
	Increased Housing Diversity	10
02	Existing Conditions & Opportunities	12
	Existing Conditions	14
	Analysis and Opportunities	16
03	Developing the UDF	20
	Research and Consultation	22
	Vision	24
	Urban Design Principles	24
04	Urban Design Framework	26
	Framework	28
	Concept Plan	30
	Streetscape Projects	32
	Design Guidelines	54
	Redevelopment Sites	58
05	Movement & Access	60
	Objectives	62
	Road Network	63
	Parking	64
	Other	67
06	Implementation	68

01

INTRODUCTION

Purpose	06
Site Context	07
Role of Highton Village	09
Increased Housing Diversity Area	10

Purpose

Background

An Urban Design Framework (UDF) uses words, plans and drawings to show how a precinct can grow sustainably.

The centre is thriving; the great businesses, the lovely treed character and unique shopping and dining experiences attract customers from far and wide. With this success brings challenges and opportunities for improvement. It has been many years since the streetscapes in Highton Village have been updated and some infrastructure is old and tired and presents hazards for walkers that need attention.

Without an overall plan for investment, upgrades and maintenance of infrastructure will be replaced in an ad hoc way.

Content

- In this UDF, you will find:
- A community vision for the future Highton Village
 - An overall plan to guide future investment and development
 - Concepts for streetscape upgrade works
 - An access and movement plan for vehicles, walkers and cyclists
 - A staged and costed implementation plan
 - Planning guidelines for new developments within and around the centre to enhance the village character

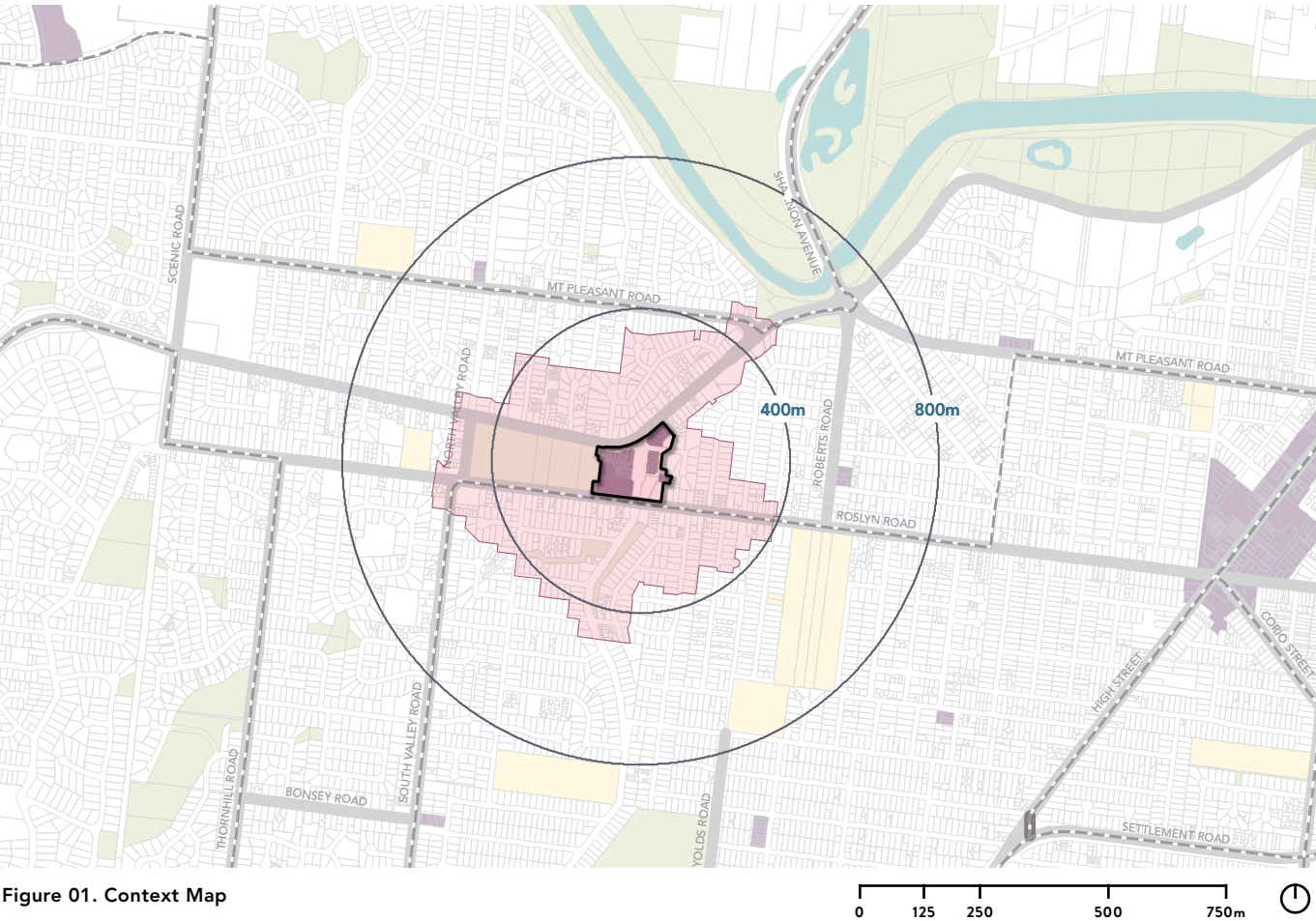
Format

- This UDF is structured in six chapters:
- Chapter 1 – Introduction
 - Chapter 2 – Developing the UDF
 - Chapter 3 – Existing conditions and opportunities
 - Chapter 4 – Urban Design Framework
 - Chapter 5 – Movement and access
 - Chapter 6 – Implementation

Site Context

Highton Village is located 5km from Central Geelong on Barrabool Road, which is the primary movement corridor between Central Geelong, the Barwon River and the Geelong Ring Road. Roslyn Road to the south provides access to Belmont High Street 1.5km to the east.

Highton has experienced strong population growth from 2001 to 2011 with an annual population change of 2.6% over the period. A higher rate of growth than Geelong overall. In 2016, the total population of Highton-Wandana Heights - Ceres was estimated to be 21,244 people. It is expected to increase by over 2,600 people to 23,906 by 2026. This is based on an increase of over 1,600 households during the period. Population growth after 2025 will steady as the new housing estates to the west of the village are completed.



KEY

- | | | |
|-------------|------------------------|----------------------------------|
| Study Area | Property boundary | Increased Housing Diversity Area |
| Major Roads | Waterbodies | Open Space |
| Bus Routes | Shopping Centre | |
| 400/800m | Educational Facilities | |

Role of Highton Village

The thriving centre plays a local day-to-day retail and hospitality role within Highton. Given that the nearby much larger centres of Waurin Ponds and Belmont cover the wider catchment, Highton will continue to play a local, neighbourhood centre role.

Retail

The Centre currently comprises 7,000sqm of retail floor space (see Table 1). The high quality environment, existing mix of unique and independent stores offer Highton Village the opportunity to continue to capitalise on the trend in retailing and consumer behaviour to seek ‘experiences’ rather than just a market place for goods and services.

The Geelong Retail Strategy identifies the need for an additional 1,000sqm of floorspace in the Highton Village by 2031 to meet the shopping needs of the community.

This UDF identifies how this additional floorspace could be provided.

TABLE 1. Existing floorspace

FLOORSPACE	SQM
Supermarket	2,200
Speciality Food	1,700
Speciality Other	2,100
Hospitality	1,000
TOTAL RETAIL	7,000

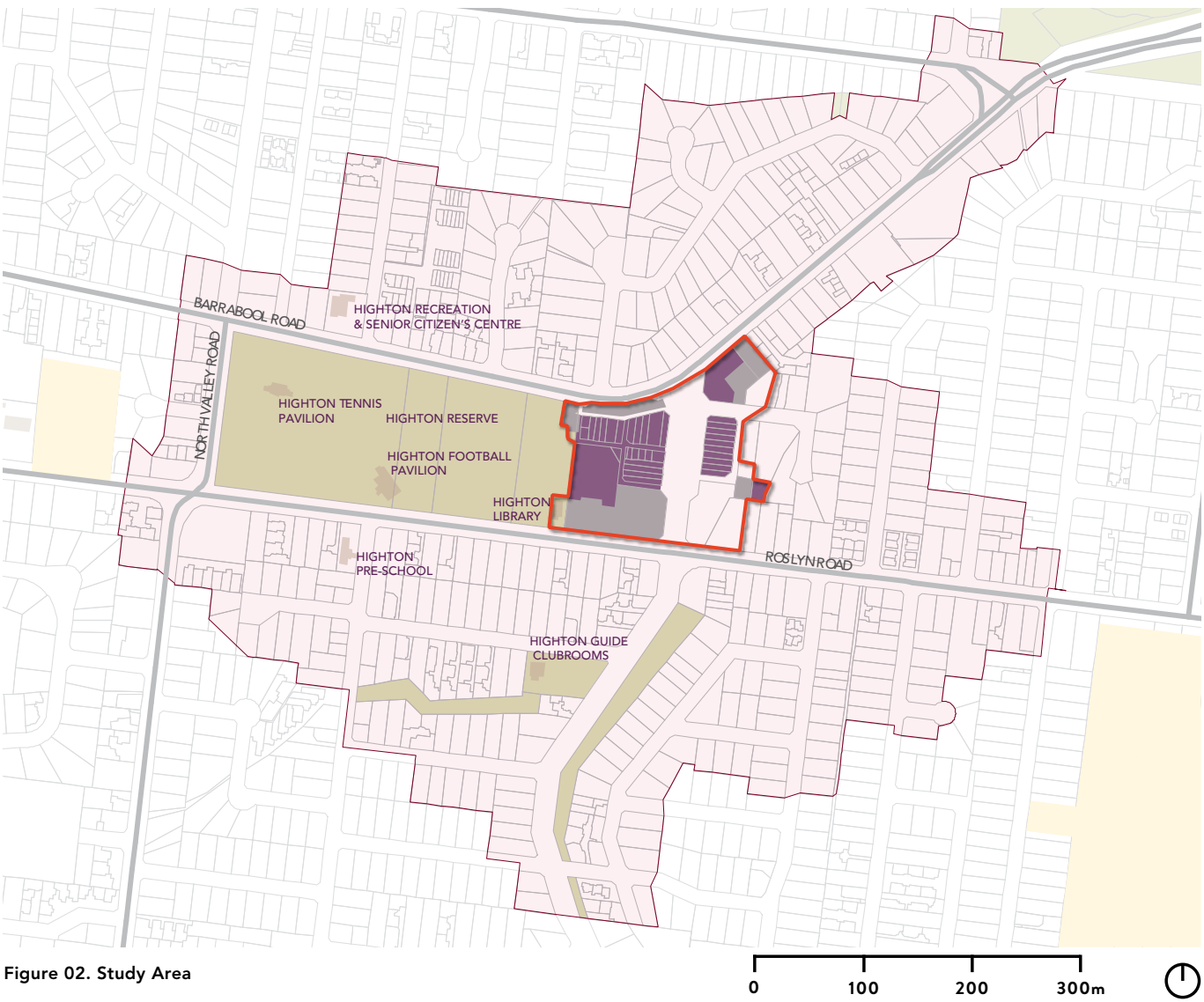


Figure 02. Study Area

KEY

- Study Area
- Major Roads
- 400/800m
- Property Boundary
- Waterbodies
- Shopping Centre
- Open Space
- Increased Housing Diversity Area
- Community Facilities

Increased Housing Diversity

The Highton Increased Housing Diversity Area (IHDA) is located within the walkable catchment of the Highton Village activity centre and is earmarked to accommodate residential growth and increased housing diversity including medium density housing, townhouses, units and other multi-dwelling developments.

Currently, this area comprises of low site coverage, established gardens, low front fences and sloping topography. Mature trees are a prominent feature on the ridge line to the south of Barrabool Road. The IHDA is within the General Residential Zone - Schedule 4 and is also influenced by a Special Buildings Overlay in some areas. Clause 22.63 - Increased Housing Diversity Areas require the design of new buildings to respond to the unique attributes of the local context. In this aspect, the current Policy and Zoning provisions are appropriate to deliver the housing diversity objectives. Additional guidelines pertain to response to topography including encouraging buildings that follow the natural slope of the land and reduce the need for site excavation or filling to ensure buildings do not dominate long distance views or the pedestrian experience.

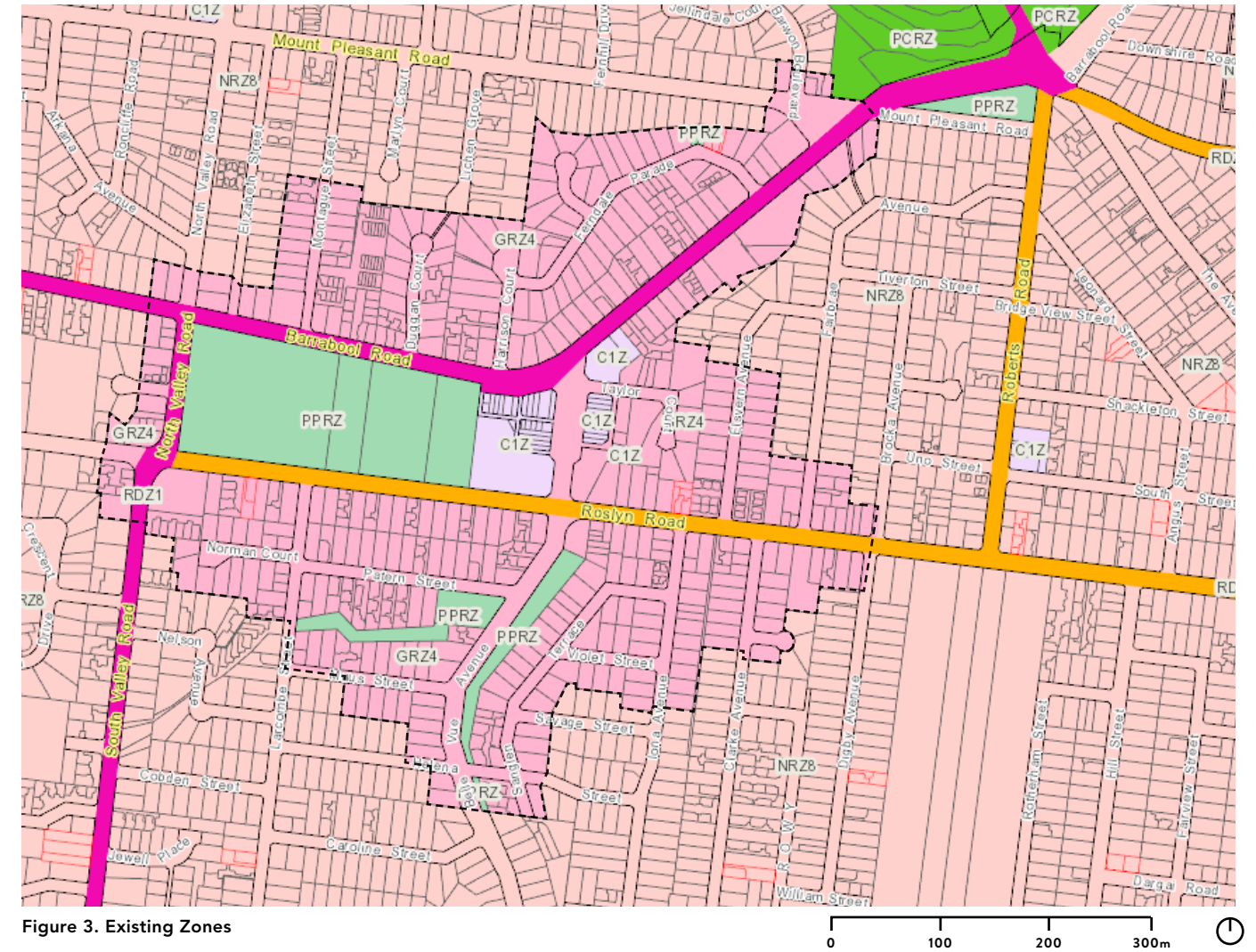


Figure 3. Existing Zones

KEY

- | | |
|---------------------------------------|----------------------------------|
| General Residential Zone 4 | Road Zone Category 1 |
| Neighbourhood Residential Zone 8 | Road Zone Category 2 |
| Commercial 1 Zone | Increased Housing Diversity Area |
| Public Conservation And Resource Zone | |
| Public Park And Recreation Zone | |

02

EXISTING CONDITIONS & OPPORTUNITIES

Existing Conditions	14
Analysis and Opportunities	16

Existing Conditions

The established fine grain character of Highton Village is supported by public realm amenity. In order to better understand various attributes that may require upgrades, a series of studies were undertaken including pedestrian counts, pedestrian amenity analysis and urban quality analysis.



Figure 04. Urban Quality Map

KEY

- Retail Core Study Area
- Potential For Interface Improvement
- Active Street Frontage
- Tree In Public Realm

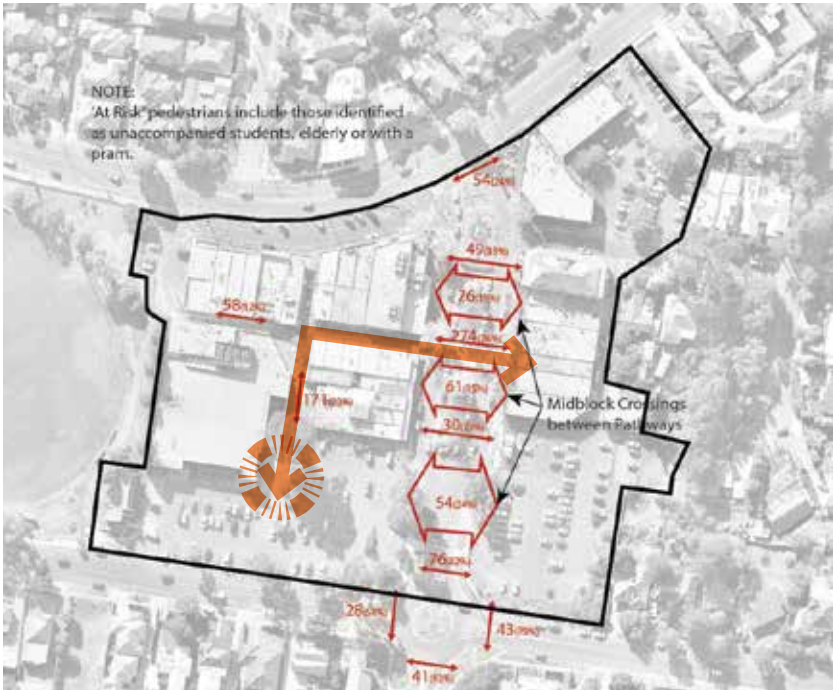


Figure 05. Pedestrian Volumes during Weekday Afternoon Peak Hour (with % of 'At Risk' Pedestrians)

The pedestrian movement surveys (undertaken by PFC Services) were undertaken on various days throughout the Village as follows:

- (i) Thursday 06/10/16, 3:00-6:00pm at the Roslyn Road roundabout,
- (ii) Thursday 13/10/16, 3:00-4:30pm along Belle Vue Avenue,
- (iii) Wednesday 08/06/16, 3:00-4:30pm along Village Walk. The pedestrian peak hour was 3:30-4:30pm

KEY

- Peak Volume Pedestrian Corridor
- Loading Bay / Pedestrian Conflict Point



Figure 06. Pedestrian Movement Map

Albeit a good network of pedestrian connections, there exists gaps within the internal laneways. Additionally pedestrian movement at the round-a-bout problematic.

KEY

- Retail Core Study Area
- Main Village Path
- Local Footpath
- Path Through Park
- Crossing
- Desired Path

Analysis and Opportunities



The following describes the key elements of the existing conditions and their implications.

Connection to the Community

WHAT IS WORKING WELL	WHAT NEEDS IMPROVEMENT
<ul style="list-style-type: none">• Hub of the community• Traders and shoppers know each other• Highton is like a little country community where everyone says hello• Community events – Christmas festival; raffles etc. – involving local schools, fire brigade, scouts, local organisations and groups (but running them is demanding on volunteers)• Lots of visitors come to the sporting facilities• Independent stores that are unique to Highton Village• No vacancies in the stores• Traders develop relationships with customers• The Village enjoys a reputation as having ‘the best of everything’ and high quality goods and services• The Village is a destination, not just a shopping centre• Attracting visitors from other suburbs• Harnessing the rise of the ‘coffee culture’ in consumer behaviour• Has a Woolworths store that meets everyday grocery needs	<ul style="list-style-type: none">• No-man’s land after normal business hours with limited natural surveillance and a limited evening economy• Limited functions, activities and spaces for young people within the Village



Character & Urban Design

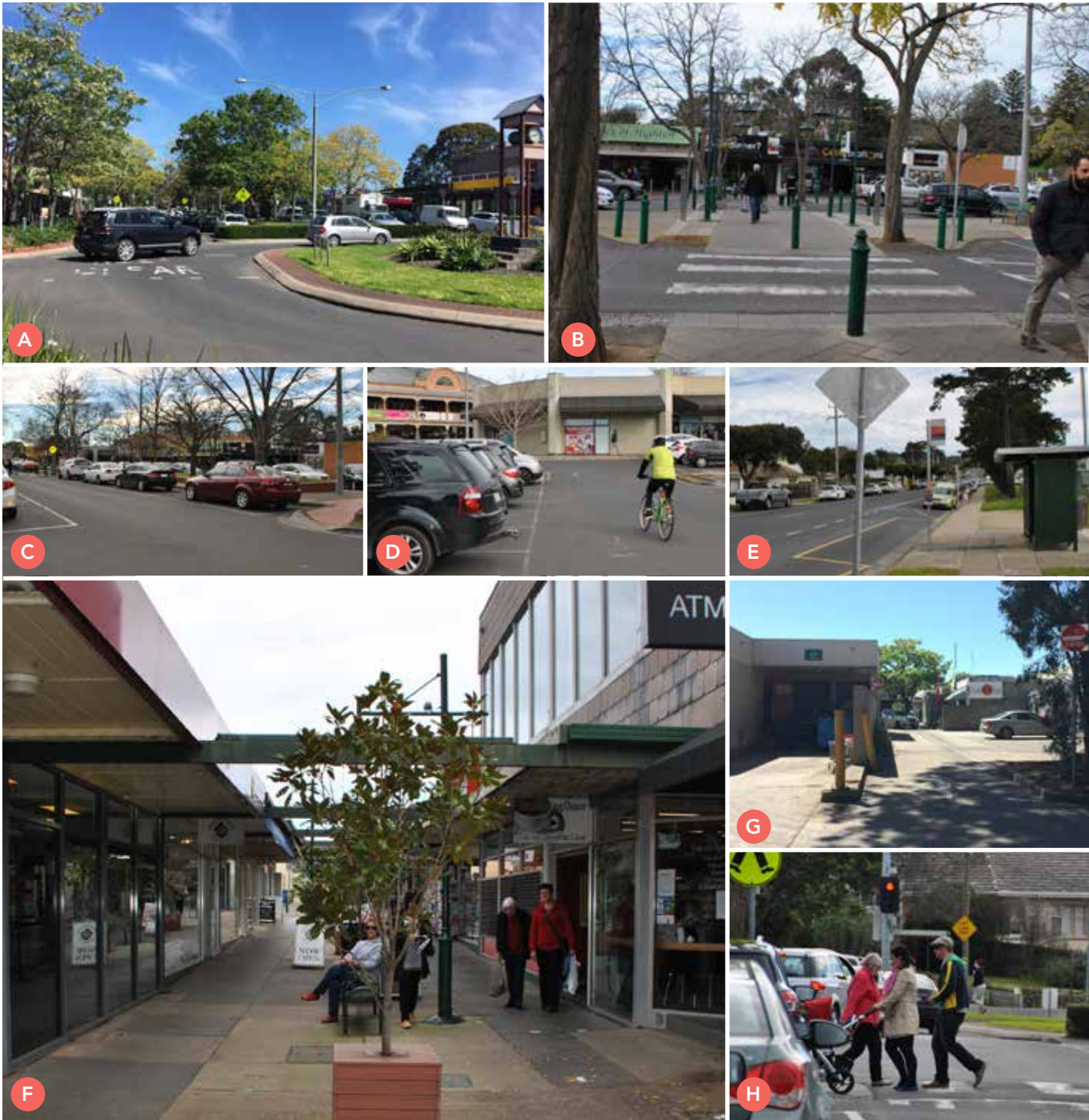
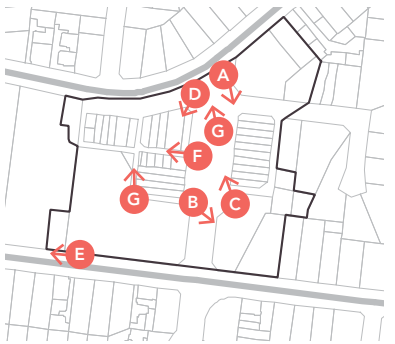
WHAT IS WORKING WELL	WHAT NEEDS IMPROVEMENT
<ul style="list-style-type: none">• Mature trees and greenery contribute to the amenity of the area and provide shade• Unique character - High Street feel• Fairy lights on all year round• Lots of awnings provide shelter from the rain and summer sun• Compact and dense centre buzzing with activity	<ul style="list-style-type: none">• Backs of shops and loading bay fronting key pedestrian linkages• No housing in the centre despite it being a highly accessible place• The lack of investment in the public realm• Unused road space and large areas of asphalt• Core retail stock is old and outdated (hidden mostly by advertising signage)• Street furniture (e.g. benches, seats, tables, bicycle racks, bins, planter boxes, bollards and street lights) are old and outdated• Use of different pavement materials and finishes providing inconsistent public spaces• The Village Walk and Belle Vue Arcade is looking tired• Some awning structures are looking old (possibly 30 years old beyond the design life)• Back lane has become a waste management station (around 20 bins/ smells)• Greenery that represents the character of the Village isn’t found on Barrabool Road frontage



Analysis and Opportunities

Movement and Connections

WHAT IS WORKING WELL	WHAT NEEDS IMPROVEMENT
<ul style="list-style-type: none">For the most part, traffic volumes are within manageable levels for each roadway's functionalityThe Village is relatively compact, so destinations are a convenient walk from the majority of car parking facilities.Vehicle speeds along Belle Vue Avenue are relatively lowWith low vehicle speeds, priority crossings and a short crossing distance, there is good pedestrian amenity for movements across Belle Vue AvenueCouncil management of Village parking sees public car parking restrictions consistent with best practice where short term (high turnover) parking is provided within the commercial core and longer term parking is provided around the peripheryThe pedestrian path network provides good connectivity and permeability throughout the VillageBus stops are located within a convenient walking distance to the Village centre.	<ul style="list-style-type: none">Barrabool and Roslyn Roads are a major pedestrian barrier due to high traffic volumes and speedsThe bus stop from Geelong Station is across Roslyn RoadThe Village is close to the River and Highton Reserve but the connections are not clear and access for pedestrians and cyclists are not easyThere are a lot of vehicular movement throughout the village and many different parking areas making for unsafe road environment for children and elderlyTraffic island at Barrabool Road, Taylor Court and Belle Vue Avenue has confusing markings and is not really a roundabout but looks like oneSome areas of the pavers are trip hazardsPedestrian connection from the Village Walk to Woolworths is very poor with car park and loading bay creating a pedestrian barrierRear laneway along Belle Vue Arcade and Village Walk is the only connection between Barrabool Road parking and Woolworths parking areasOften difficult to find a car parkStriking the right balance between long stay and short stay parkingInfrequent enforcement of parking restrictionsHigh demand for on-street parking from sporting activities in the ReserveTraders using short term spaces



03

DEVELOPING THE UDF

Research and Consultation	22
Vision	24
Urban Design Principles	24

Research and Consultation

Research

A number of steps were undertaken as part of the research including:

- Conduct a review of existing plans, policies, strategies and infrastructure programs.
- Perform a systematic analysis of the study area’s use patterns, movement patterns, urban form and structure.
- Conduct an analysis of local strengths, weaknesses, opportunities and threats.
- Prepare a draft urban design framework report.

Consultation

The timeline and engagement with the community and other stakeholders is presented in Figure 7 below.

The Shape Highton Village workshop was undertaken in November 2016 with residents, businesses, community associations, schools and government agencies to start a masterplan for the future of the Highton Village. A total of 130 representatives gathered at the Highton Bowls Club to uncover the community aspirations for the Highton Village and discuss ideas presented by the Design Team. The workshop was designed and conducted by independent consultation specialists.

The city conducted two workshops with the trader group, in October 2017 and May 2021. The workshops focused on public realm options within the Village. The discussion was framed around proposed changes to movement and access, uses of spaces and look and feel.

Consultation was also undertaken with key stakeholders, including Regional Roads Victoria and local businesses.

Formal submissions were received on the Draft UDF in 2017 and Interim Final UDF in 2021, through the Have YourSay webpage on the City’s website.

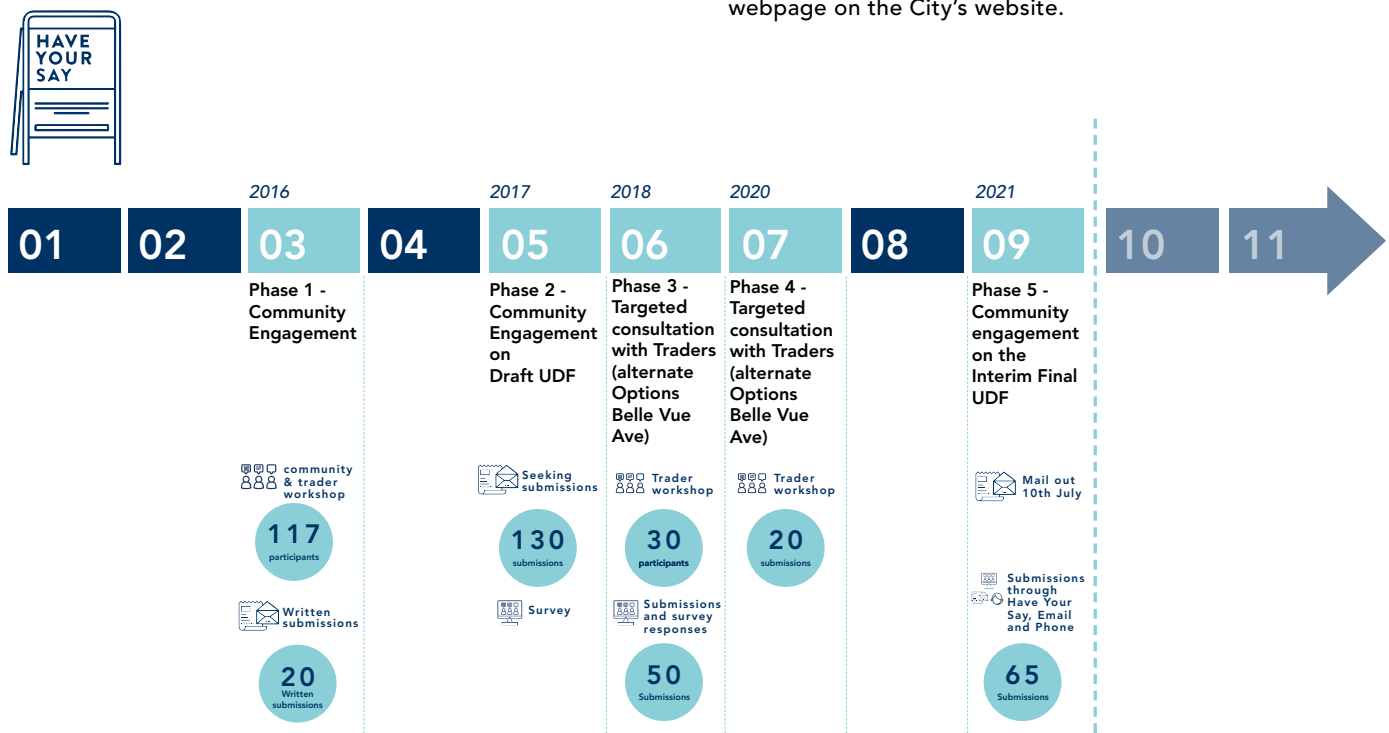


Figure 07. Consultation Snapshot

What we heard

The consistent themes that were identified from the recording of the discussion and written comments are:

Parking	Parking was the most frequently mentioned topic. More is needed - this could be provided within the Reserve, southern part of Bell Vue Avenue in the drainage reserve or in a multi deck car park. There is a need to encourage workers to park out of the centre to free up spaces for shoppers. Angle parking in the shopping area of Belle Vue will impact on traffic flow and safety.
Traffic improvements	Traffic improvements to Barrabool Road traffic signals to improve traffic flow is supported. Need to consider where right hand turns are appropriate within the Village centre to improve traffic flow and safety. Removing or altering the non-roundabout roundabout is necessary to improve safety.
Rear Laneway	Rear laneway behind Woolworths should be closed or the appearance improved. Support from many participants to relocate the Woolworths loading bay and create an alternative access road between Barrabool Road and Roslyn Road.
Safety	Safety of walkers and cyclists is very important and needs improvement.
Residential Apartments	Residential apartments in the centre will impact on the Village character.
Council Car Park Site	Redevelopment of Council car park site with retail, commercial, apartments and multi-deck car parking is supported by many participants.
Public Spaces	Public spaces, play areas, meeting spaces and spaces for young people are limited and should be increased. The library service should be retained but not necessarily in the existing building.
Central Median	Central median space in Belle Vue Avenue should be better utilised. Alfresco dining and after hours trading should be encouraged. Pop-up activities such as retail, events, markets and food trucks to create activity in public spaces are an opportunity for the Village.
Uniformed Pavement Surface	Uniformed pavement surface and removal of tripping hazards was strongly supported. Warm and natural materials should be used for pavements.
Village Walk	Pedestrian areas should be upgraded. A covered walkway was a popular suggestion.
Lighting	Lighting upgrades for functional and decorative purposes are needed. Seating, bins, toilets and water fountains should be expanded and upgraded.
Trees	Trees and greenery are important to the existing character and should be retained and enhanced.
Public art	Public art and local history references in the streetscape upgrades are important.

Vision

Highton Village is and will be the heart of the community with a unique, vibrant, leafy feel. High quality public spaces will encourage visitors to linger longer and promote community interaction. The movement network and design of buildings will provide for a range of activities and prioritise the pedestrian experience.

Urban Design Principles

The vision statement is supported by the following overarching principles which underpin the design responses set out later in this document.

- 1



Retain and enhance the tree canopy and greenery of the Village
- 2



Create new public spaces in the Village that are flexible and suit different uses, ages and seasons.
- 3



Celebrate the valued local village character that makes the Highton Village as a special place to live and visit.
- 4



Enhance Highton Village as a unique destination for local shopping and recreation.
- 5



Improve pedestrian and cyclist safety and amenity when designing new streets and buildings.
- 6



Encourage Environmentally Sustainable Design (ESD) in the architecture and design of buildings and public spaces.



Figure 08. Artist Impression - Belle Vue Avenue

04

URBAN DESIGN FRAMEWORK

Framework	28
Concept Plan	30
Streetscape Projects	32
Design Guidelines	54
Development Sites	58

Framework

The primary recommendations and projects identified in the Urban Design Framework are:

- 1

Consolidate commercial land uses within the retail core to promote a compact village centre.
- 2

Promote high quality mixed use development up to four storeys that respects the low scale built form of the Village.
- 3

In the long term, redevelop the northern portion of the Council car park for a mixed use development.
- 4

Redesign the junction of Belle Vue Avenue and Barrabool Road to reduce vehicle conflicts.
- 5

Undertake streetscape upgrade works in Barrabool Road service lane, Village Walk, Belle Vue Arcade, the rear laneway and Belle Vue Avenue to emphasise pedestrian routes and create a unified material palette throughout the village.



Figure 09. Framework Plan

KEY

Landmark corner point

The existing Highton Library retained and its long term future options reviewed in 5 years.

Intersection upgrade

Expanded public median space

Potential development sites

Potential ground floor retail

Active frontages

Vehicle movements

Rear access & loading

Key Pedestrian Routes

Secondary pedestrian routes

Secondary pedestrian routes through future development site - flexible location

Residential interface

Concept Plan

KEY

- 1 Existing field
- 2 Belle Vue Avenue reconfiguration - refer to following detail concept
- 3 Laneway upgrade - refer to following detail concept
- 4 Service lane upgrade
- 5 Barrabool Service Rd car park reconfiguration
- 6 Potential development site to include retail, office, residential, possible community uses.
- 7 Potential for longer term on street parking
- 8 Improve pedestrian connections
- 9 Barrabool Rd bike lanes
- 10 Intersection upgrade
*Configuration to be determined with Council & Regional Roads Victoria
- 11 The existing Highton Library retained and its long term future options reviewed in 5 years

-  Existing trees (dotted centre)
-  Proposed trees (crossed centre)
-  Garden bed
-  New pavement - e.g. concrete with saw cuts to help differentiate space
-  New furniture and fixtures -e.g. lighting, bollards, bins, incorporated seating, benches and bike racks
-  Pedestrian crossings
-  Potential development site subject to feasibility study
-  Opportunities for local artists engagement
 - murals for blank building facades - art piece, history or aid in wayfinding
 - wayfinding signage
 - pavement 'tapestry' within laneways and in areas of belle vue avenue
 - childrens play elements weaved into the public realm

- Note:
- All potential building modifications or redevelopments are subject to coordination with owners.
 - Highton Flood Study identifies areas of high hazard flooding within the precinct. Public realm works offer opportunities to improve the situation, particularly for the car park adjacent to Barrabool Road/Highton Researve, and Taylor Court.



Figure 10. Highton Village Streetscape Concept Plan

Streetscape Projects

There are four strategic streetscape projects identified that can be implemented in a staged manner to manage impact on traders and meet the City’s budget cycles.

- 1 Belle Vue Avenue
- 2A Belle Vue Arcade and Village Walk
- 2B Service Lane
- 3 Barrabool Road

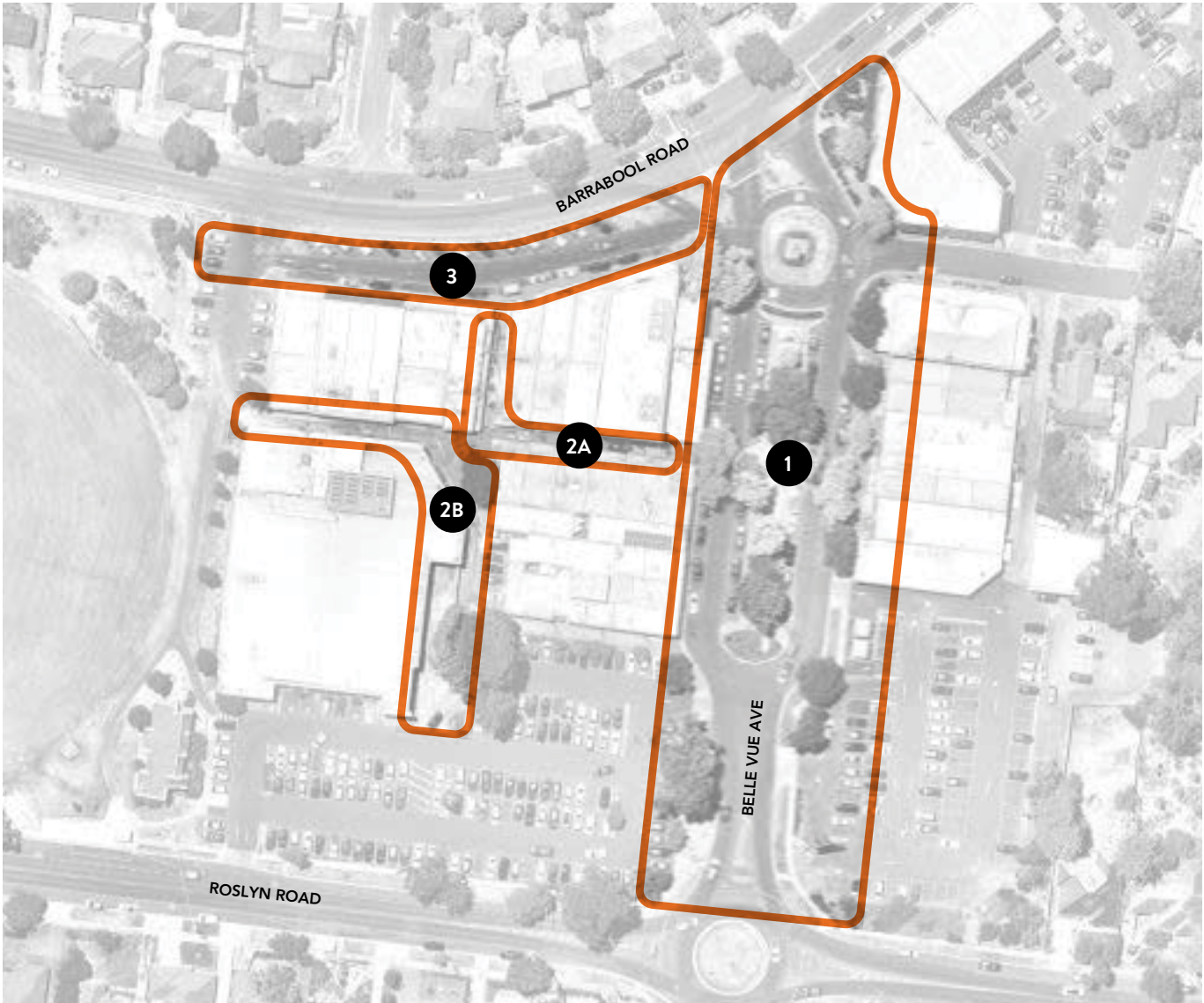


Figure 11. Staging Plan



Project 1. Belle Vue Avenue

Belle Vue Avenue streetscape plan maintains the capacity of the road network (one lane each way), low impact of car parking supply (4 less spaces) and retains existing robina pseudocacia canopy trees in raised planters with inbuilt seating.

The design allows for more planting, seating, cycle parking and alfresco dining. The pedestrian linkage from Belle Vue Arcade to Belle Vue Avenue is maintained and enhanced. Two additional pedestrian crossings are proposed at Taylor Court and Barrabool Road service lane. A 30km/ h speed limit will further enhance pedestrian amenity and cyclist safety.

Over the course of the urban design framework development four options were developed and tested with the community and Trader Group.

- Cross section 1 - Retain the existing conditions
- Cross section 2 - Locates vehicular traffic to the western side creating a large public space
- Cross section 3 - Maintain a median and divided carriageways and provide angle parking
- Cross section 4 - Maintain a median and divided carriageways and reduce carriageway widths to create a larger median public space

All upgrade options provide a traffic lane in each direction and a parking lane in each direction. They therefore do not represent a major change to the vehicular through carrying function of the roadway.

Each option was considered against the objectives identified earlier.

Table 2. Belle Vue Avenue Options Assessment

CRITERIA	CROSS SECTION 1	CROSS SECTION 2	CROSS SECTION 3	CROSS SECTION 4
Increase in Useable Public Space	X	✓	X	✓
Prioritise the Needs of Pedestrians Over Cars	X	✓	X	✓
Increases Parking Supply	–	X	✓	X
Improve Cyclist Safety	–	X	X	✓
Activation Of Adjoining uses Through Street Trading and Alfresco Dining	–	✓	X	X
Retention of Existing Vegetation	✓	✓	✓	✓

The option that best achieves the community objectives and delivers the most benefit from a substantial investment by the City is the creation of an exciting new public plaza on one side of the road way – Option 2.

This layout maintains the capacity of the road network (still one lane each way), moderate impact on parking supply (11 less spaces) and retains most of the existing Robinia pseudoacacia canopy in raised planters with inbuilt seating.

The design allows for more planting, seating, cycle parking, children’s play areas and alfresco dining. The public space is proposed on the east side of the road as this allows the most opportunity for interaction with the existing businesses through street trading and alfresco dining and good solar orientation for afternoon sun.

The Trader Group however had significant concerns with the proposal to reduce car parking within the Village, particularly on Belle Vue Ave (Option 2).

Following a series of workshops with the Trader Group it was agreed that Option 1, which utilises the existing cross section would be further developed.

The concept design shown in Figure 7 represents the compromise reached between minimal loss of car parking (4 less spaces on Belle Vue Ave), limited changes to traffic flow and provides public realm improvements, such as new pavements, planting and furniture.











Figure 12. Artist Impression - Belle Vue Avenue



Figure 13. Belle Vue Avenue Streetscape Plan

KEY

-  Existing trees (dotted centre)
-  Proposed trees (crossed centre)
-  Garden bed
-  New pavement - e.g. concrete with saw cuts to help differentiate space
-  New furniture and fixtures -e.g. lighting, bollards, bins, incorporated seating, benches and bike racks
-  Pedestrian crossings
-  Potential development site subject to feasibility study
-  Opportunities for local artists engagement
 - murals for blank building facades - art piece, history or aid in wayfinding
 - wayfinding signage
 - pavement 'tapestry' within laneways and in areas of belle vue avenue
 - childrens play elements weaved into the public realm

KEY DESIGN PRINCIPLES:

- Consistency of materials
- Prioritise pedestrian movement through pavement hierarchy
- Adaptable and dynamic spaces for a variety of uses to suit the needs of the community, events, trading and alfresco dining opportunities
- Improve Barrabool Road/Belle Vue Road intersection for all users

INDIVIDUAL AREAS

- 1** Clear pedestrian access for shop frontages defined by sawcuts
- 2** Street trading area
- 2a** Pergola structures with climbers and small garden beds. Creates green cover and can be adapted to suit shop needs e.g. lighting, heaters etc.
- 3** Raised pedestrian crossings
- 4** Raised lawn with concrete/timber seating edge
- 5** Garden beds around existing and proposed trees to green pedestrian zone and soften road edge
- 6** Clock removed and alternative civic monument or art installed in public space



Figure 14 . Belle Vue Avenue Indicative Streetscape Section

Project 2a. Belle Vue Arcade and Village Walk

The existing materials and tired conditions of Belle Vue Arcade and Village Walk do not do justice to the high quality mix of businesses and pedestrian quality in the laneways

To rectify this situation the fine grain character of the laneways will be retained. The pavement will be replaced to match the new materials in Belle Vue Avenue.

The existing steel beams will be integrated into a pergola structure that can be adapted to suit each of the different shops i.e. lighting, weather protection and on street dining.

The pergolas provide opportunities for garden beds, climbing plants and unique paving created by a local artist to brighten the laneway and soften the feel of the space.

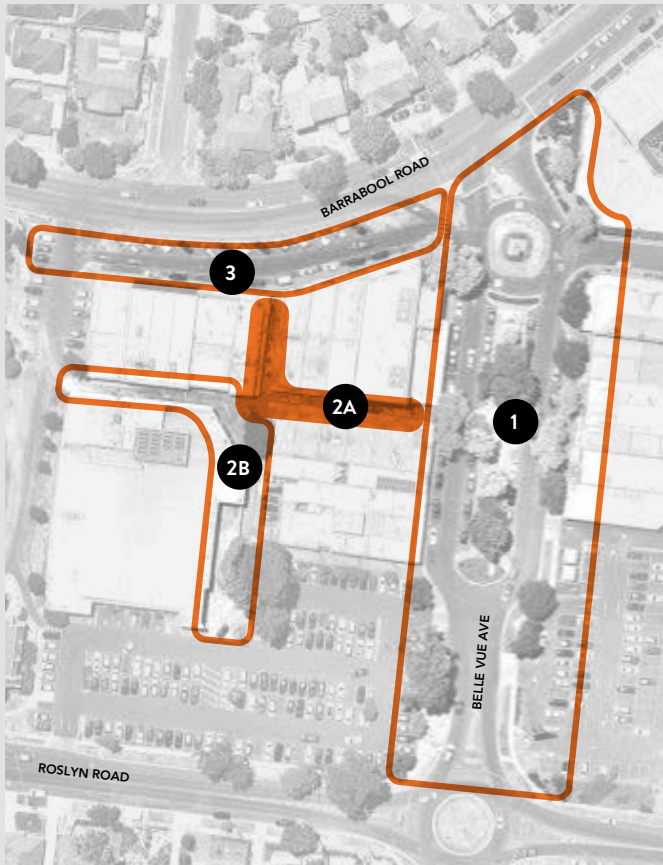


Figure 15. Belle Vue Avenue Arcade & Village Walkproject Location

- KEY**
- 1 Belle Vue Avenue
 - 2A Belle Vue Arcade and Village Walk
 - 2B Service Lane
 - 3 Barrabool Road



Figure 16. Artist improression Belle Vue Arcade and Village Walk



Figure 17. Belle Vue Arcade and Village Walk Concept Plan

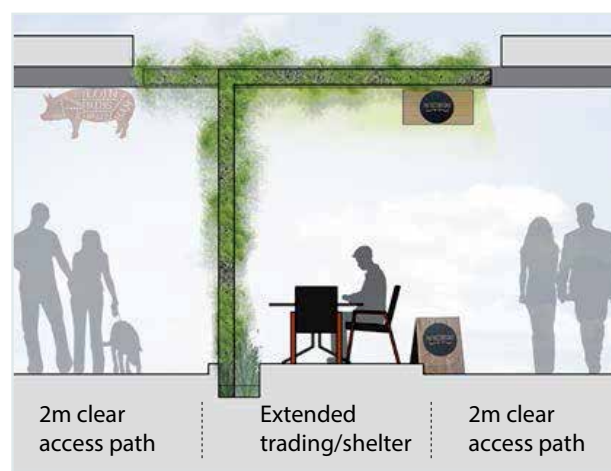








Figure 18. Concept Section B-B

KEY

-  Proposed Trees (Crossed Centre)
-  Pergola and Vine Planting
-  New Pavement - e.g. Concrete With Saw Cuts to Help Differentiate Space
-  New Furniture And Fixtures - e.g. Lighting, Bollards, Bins, Incorporated Seating, Benches and Bike Racks
-  'Tapestry' Pavement
-  Opportunities for Local Artists Engagement

KEY DESIGN PRINCIPLES:

- Source of enclosure with adaptable pergola structure. Opportunity for heating, lighting, planting, signage, shade and rain shelter
- Brighten laneway with vegetation to pergola structure and garden beds to soften space
- Consistency of materials to match village centre but with fine grained character

INDIVIDUAL AREAS

- 1 Clear pedestrian shop frontages defined by frequency of sawcuts
- 2 Plaza space with furnishings and fixtures to create a link between village lanes to promote pedestrian movements
- 3 'Tapestry' pavement design to be developed with local artists for extended trading area and to bring colour and interest to the lane
- 4 Pergola structures to integrate into existing steel beams with climbers and small garden beds. Creates cover and can be adapted to suit shop fronts e.g. lighting, heaters etc.

Project 2b. Service Lane

The service lane is a key pedestrian route but the current environment offers extremely low amenity for pedestrians.

The existing pavement will be replaced with a single grade pavement that clearly identifies pedestrian and vehicle spaces through the use of unique saw cuts in the pavement. A best practice 10km/h shared zone will be implemented.

The existing unused bin structure will be removed and an attractive screen installed on the north east wall where the bins are currently stored.

The wall on the north side of the supermarket offers the opportunity to create a vertical garden to soften the blank wall and further enhance pedestrian amenity.

Vehicle access will be maintained through the area and access to existing car parking areas retained.

Best practice design elements for shared laneways include a surface treatment which has the look of a pedestrian path, being at the same level as adjacent footpaths.

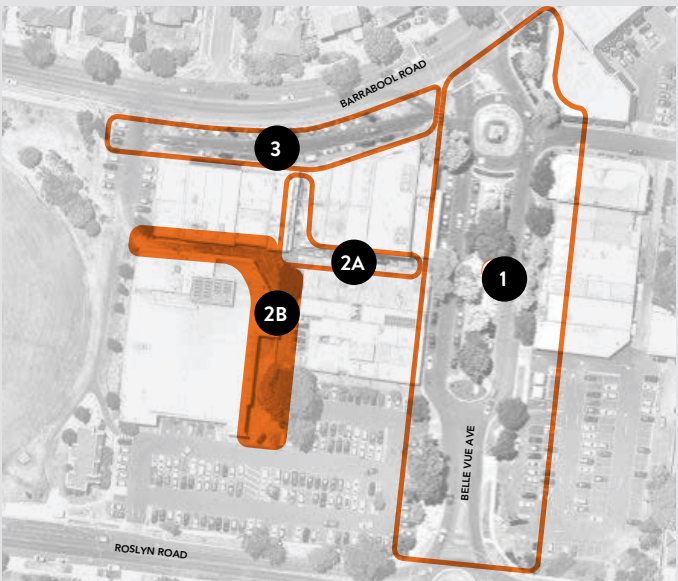


Figure 19. Service Lane Project Location

DESIGN PRINCIPLES:

- Consistency of materials to match Village centre but with fine grained character
- Prioritise pedestrian movement through increased safety, encourage/inviting laneway character and movement with at grade, trip free pavement giving hierarchy through increased concrete saw cuts for pedestrian movement
- Vertical treatment to soften Woolworths rear wall and screen bin storage with green wall and timber cladding

INDIVIDUAL AREAS:

- 1 Clear pedestrian shop frontages - defined by frequency of saw cuts
- 2 Green wall and timber cladding to soften facade
- 3 Plaza space with furnishings and fixtures to create a link between village lanes to promote pedestrian movements
- 4 Bin storage screened with timber cladding
- 5 Exsiting loading bay
- 6 Private parking

KEY:





-  Proposed trees
-  Garden bed
-  New pavement - e.g. concrete with saw cuts to help differentiate space
-  New furniture and fixtures e.g. lighting, bollards, bins, incorporated seating, benches and bike racks



Figure 20. Service Lane Concept Plan



Figure 21. Green Wall Elevation C-C

The supermarket rear facade softened/broken through the use of a green wall installation and integrating timber cladding to add variety and texture while wrapping corner to screen the bin storage area.

Note - elevation design indicative, scale, arrangement and proportions to be developed further and can be adapted to suit other blank walls within the Village.

Project 3. Barrabool Road

It is proposed to reconfigure the Barrabool Road service lane to provide a single row of angle parking spaces adjoining the footpath. In doing so, the footpath can be widened to allow for on-street dining, street tree planting and more seating.

This new parking arrangement will mean pedestrians will not have to cross the road to access their vehicles.

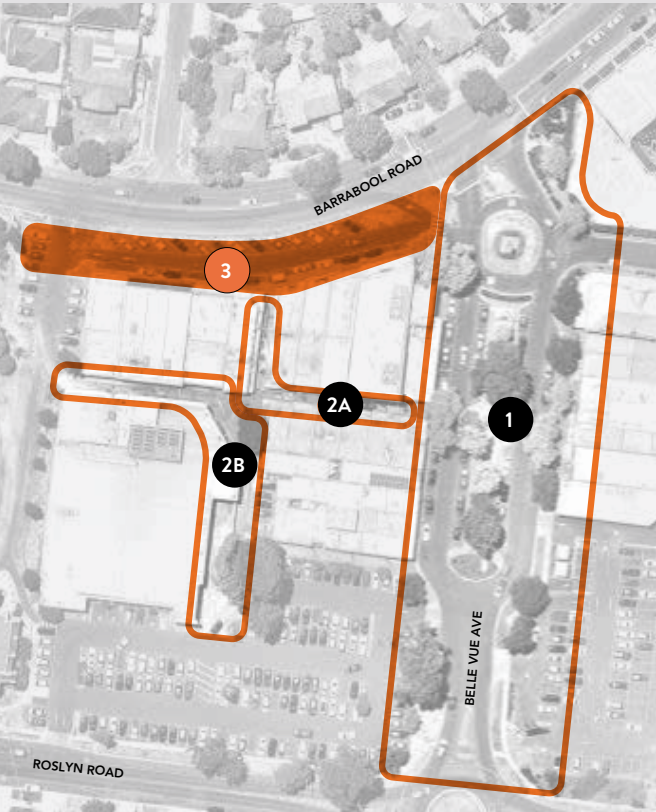


Figure 22. Service Lane Project Location

KEY

- 1 Belle Vue Avenue
- 2A Belle Vue Arcade and Village Walk
- 2B Service Lane
- 3 Barrabool Road



Figure 23. Artist's Impression – Barrabool Road and Carpark

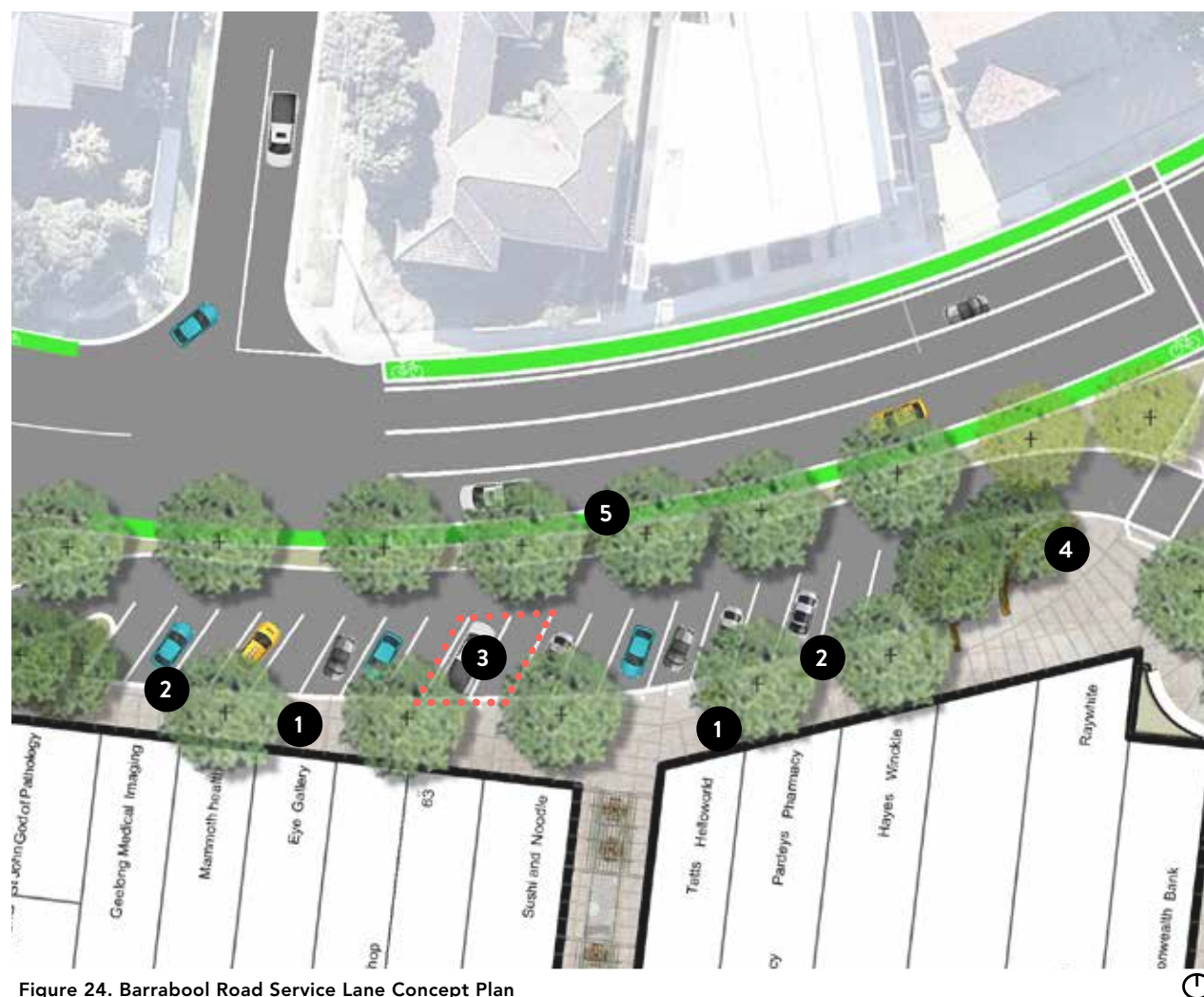


Figure 24. Barrabool Road Service Lane Concept Plan



Figure 25. Barrabool Service Road Section DD

KEY

	Proposed Trees (Crossed Centre)
	Garden Bed
	New concrete pavement with decorative saw cuts
	New Furniture And Fixtures - e.g. Lighting, Bollards, Bins, Incorporated Seating, Benches and Bike Racks

KEY DESIGN PRINCIPLES:

The proposed reconfiguration of Barrabool Rd carpark removes the existing parallel and angle spaces and replaces them with one row of angle spaces along the footpath edge.

This allows footpath widening for extended trading, alfresco dining, street tree planting, seating and other furnishings. Pedestrians are also no longer required to cross the road to access their vehicles.

- Provide opportunities for on street trading
- Consistency of materials to match village centre
- Introduce low planting and trees to break the scale of Barrabool Rd pavement giving hierarchy through increased concrete saw cuts for pedestrian movement
- Vertical treatment to soften woolworths rear wall and screen bin storage with green wall and timber cladding

INDIVIDUAL AREAS

- 1 Pedestrian path emphasised with decorative saw cuts
- 2 Extended alfresco dining, bike storage, planting and seating space
- 3 Potential parklet location (dependent on council and trader needs)
- 4 Meeting/resting place with seating and garden beds
- 5 Street trees and low shrub planting to nature strip behind vehicle barrier

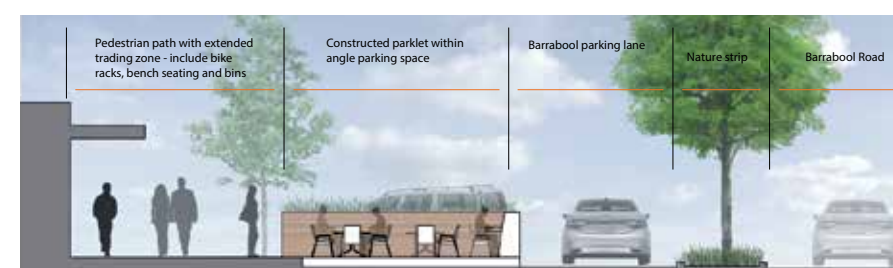


Figure 26. Barrabool Service Road Section DD - Parklet Option



Parklet Precedent

Materials

The above shows an indicative material palette for the overall concept of Highton Village.

The simple use of minimal pavements such as in situ concrete and bluestone highlights, compliment but contrast with the vehicular asphalt road highlighting pedestrian priority.

Through the introduction of stainless steel, blackened steel, colour highlights and timber in street furniture and fixtures, a new character of the Village will emerge.

Using local artists to help create a new identity will meld continuity and diversity. This will bring interest and vitality and a renewed sense of place.



Figure 27. Overall Material Palette (image source: Outlines Landscape Architecture)



Furniture

Incorporated Furniture

Incorporate simple yet sophisticated timber elements into the built structure of the village centre. Grounds and integrate within the larger hard elements. The contrasting materials of timber, concrete and steel compliment and highlight key moments.

Free Standing Furniture

Simple, sophisticated and contemporary style. Some flexibility in form to create subtle variation - coupled with groupings and placement to work with the specific arrangement of spaces.

Feature Colour

Opportunity to use childrens' play, artist installations and customising off the shelf and/or inbuilt items as vehicles to introduce colour into the village. Colour can be localised to differentiate the main street and provide variation to key spaces, or alternatively pulled through the village centre to give a consistency throughout.

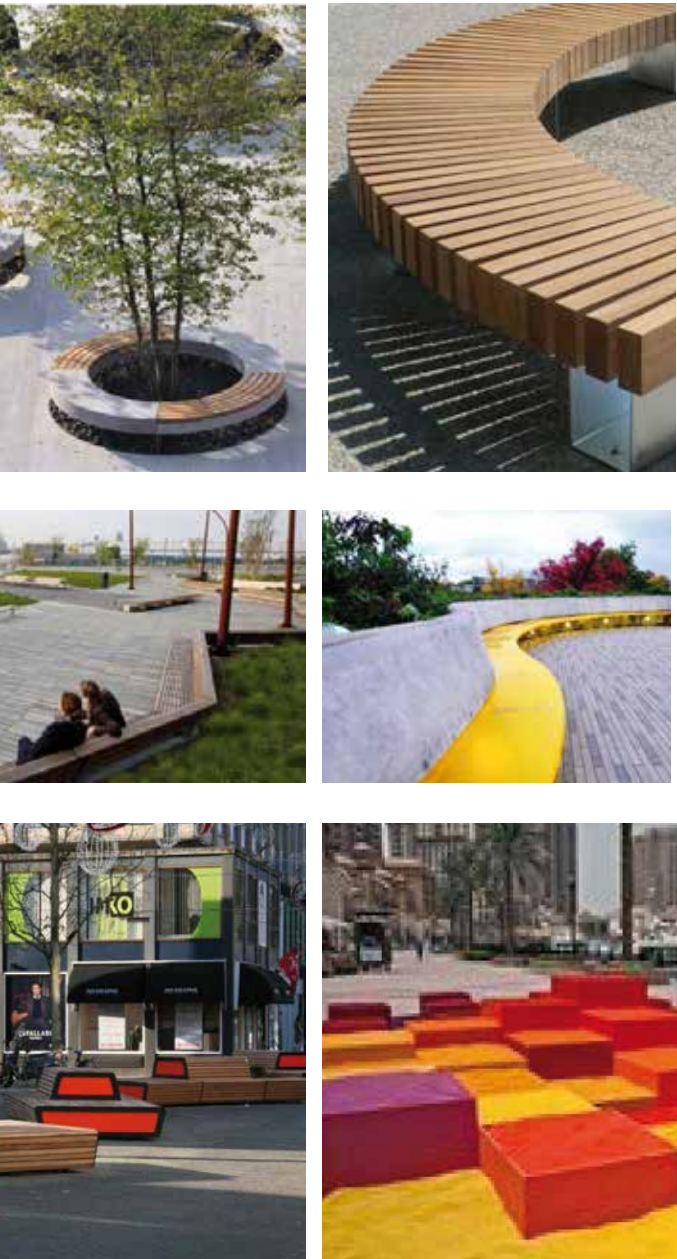


Figure 28. Overall Furniture Palette (image source: Outlines Landscape Architecture)

Plantings

Key Principles

- Strong boulevards and striking features.
- Increased greening across village centre providing colour and textural interest.

Suggested species

Trees

1. Robinia pseudoacacia
2. Gleditsia triacanthos ‘Sunburst’
3. Ulmus parvifolia
4. Fraxinus griffithii
5. Eucalyptus torquata
6. Lagerstroemia indica
7. Eucalyptus ‘Little Spotty’
8. Tristaniopsis laurina
9. Angophora hispida

Shrubs and grasses

10. Rhoeo spathacea ‘Nana’
11. Brachyscome multifida
12. Argyranthemum sp.
13. Atriplex cinerea
14. Correa glabra
15. Lomandra ‘Lime Tuff’
16. Myoporum parvifolium
17. Dianella ‘Little Jess’
18. Lomandra filiformis
19. Lomandra ‘Tanika’
20. Eremophila ‘Silver Ball’
21. Dietes grandiflora
22. Hibbertia scandens
23. Senecio scandens
24. Lomandra fluviatilis ‘Shara’
25. Lomandra hystrix ‘Tropic Cascade’
26. Westringia fruticosa ‘Grey Box’
27. Westringia fruticosa ‘Mundi’

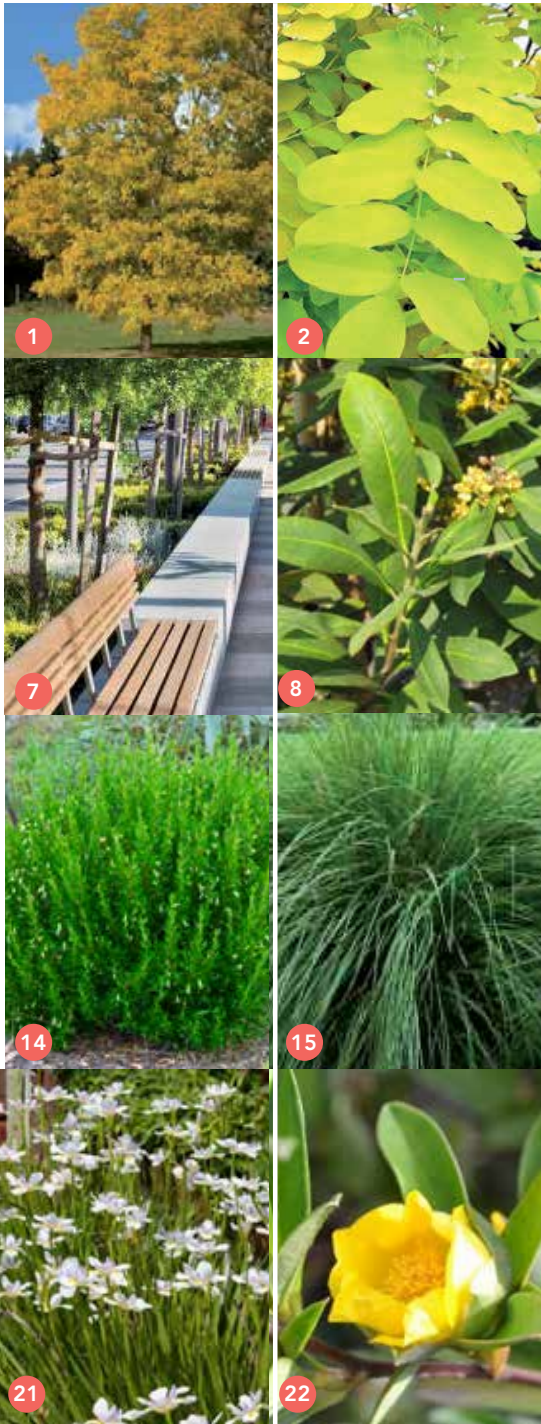
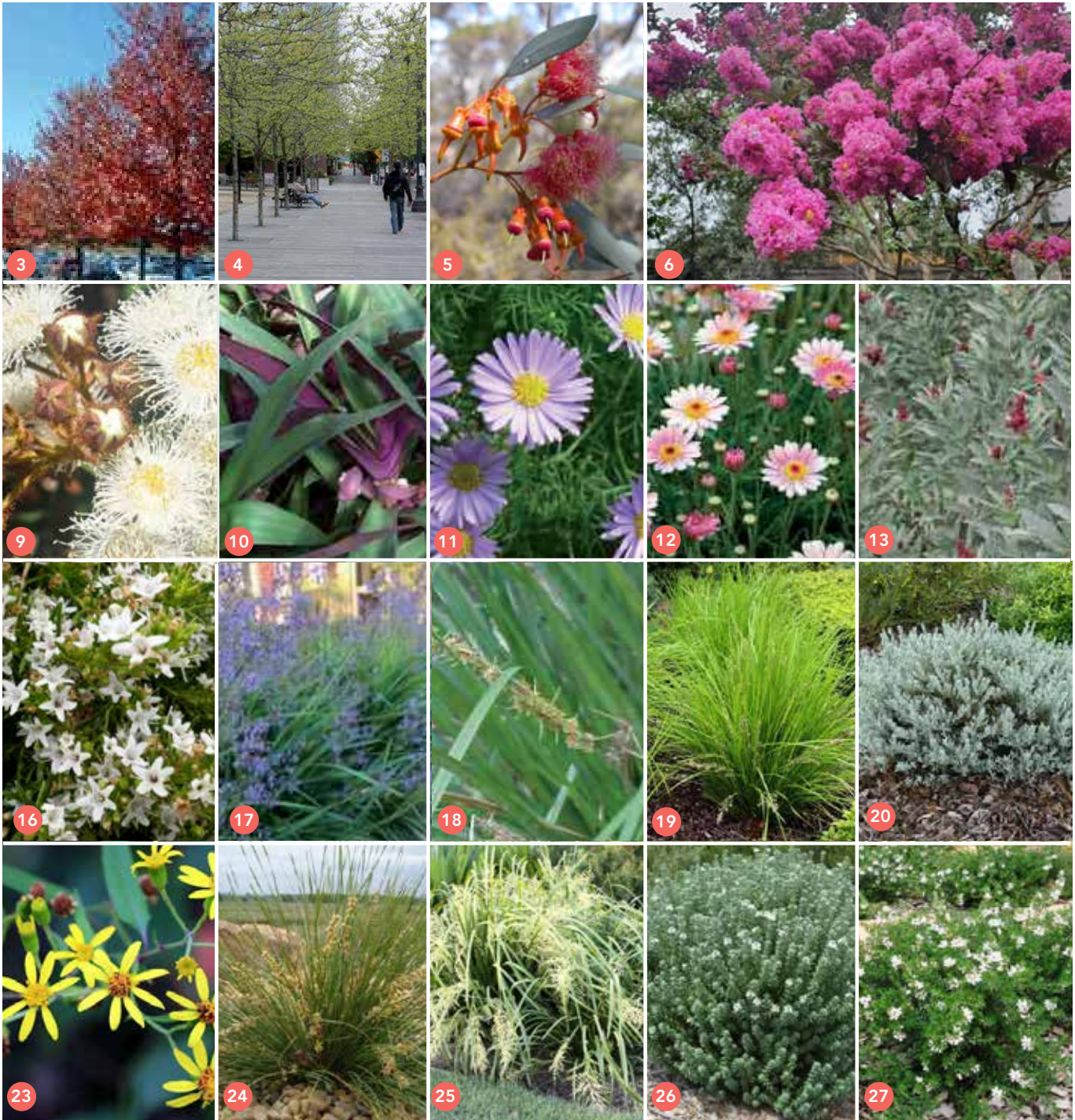


Figure 29. Overall Planting Palette



Design Guidelines

Principles

In developing the design guidelines key considerations include:

- Maintaining the low scale character of the Village
- Maintaining the intimate character of the laneways
- Minimising overshadowing of new and existing public open spaces.

Objectives

Public and private sector investment should deliver the following objectives and meet design guidelines:

- To ensure the height and setbacks of development maintain and enhance the established streetscape and traditional, low-rise, high street character of Belle Vue Avenue and the compact intimate character of the laneways.
- To achieve excellence in design and high quality, contemporary architecture that efficiently utilises the site, enhances the character of the Village and enhances the public realm.
- To ensure active uses are provided at ground level and contribute to vibrant street activity
- To ensure building design embodies the highest environmental standards, adopts innovative ways to achieve ecologically sustainable outcomes, and achieves the highest level of durability, robustness and adaptability throughout the building life cycle.

Guidelines

Building Design

- Provide active uses on frontages identified in the overall framework plan.
- Blank walls are discouraged on facades fronting public areas. Where blank walls cannot be avoided, windows or openings should be provided to promote interaction with the street. If windows or openings are not appropriate other design treatments may be considered to break up the surface and provide visual interest and amenity such as mural painting or vertical gardens.
- Encourage a high level of facade articulation and design treatments that:
 - Maintain the fine grain shop front patterns and consistent vertical proportions;
 - Distinguish recessed upper level built form from the main building facade;
 - Provide variation to surface alignment and materials.
- Encourage architectural detailing that accentuates the prominent corners at key intersections.
- Ensure that the built form minimises impacts on solar access to balconies of adjoining buildings and sites.
- Utilise construction materials and products that incorporate low-embodied energy, are robust and weather resilient and are low maintenance to maximise their life cycle.
- Maximise passive opportunities for energy efficiency in building siting and design.
- Balconies and upper floor setbacks should be provided to reduce the visual bulk and dominance of development.
- Direct connection should be established at grade to usable spaces within ground level tenancies, with level transitions contained within the building envelope. A variety of opportunities exist to ensure good activation in SBO areas. These include internal transitions in floor levels to building entries, as well as some elevated active edges against the street boundary with softening vegetation at the public realm interface.
- Ensure continuity of ground floor activity along streets and laneways.
- Encourage new buildings to provide direct pedestrian access from both the street and from on-site car parking areas.
- Encourage the incorporation of weather protection for pedestrians along street frontages in the form of verandas, awnings or canopies over the footpath, maintaining a minimum clearance of 3.5m above the footpath level.
- Encourage residential premises at the upper levels to address the street.
- Encourage residential premises at the upper levels to address the public open space with recessed balconies, where west facing.
- Encourage lot consolidation to reduce the impact of potential vehicle crossings on Belle Vue Arcade west and Village Walk -south.
- Upper level development where no vehicle access is possible (such as the block on the south western corner of Belle Vue Ave and Barrabool Rd) could be considered for non residential uses. Encourage shared car schemes with appropriate car parking set aside.

Building Height and Setbacks

- Buildings should be constructed to the property boundary unless the setback is:
 - Designed as part of the public domain; and
 - fully accessible to the public.
- Development above the street wall height should comply with the preferred minimum upper storey setbacks identified in the Setback plan (fig 31).
- The setback for development above the street wall height is measured from the face of the building along the primary street frontage (fig 30).
- A preferred maximum development of up to three storeys is suggested on development fronting main streets, as shown in Figure 30 and 31.
- A preferred maximum development of up to two storeys is suggested on development fronting laneways, as shown in Figure 30 and 31.
- A preferred maximum developments of up to four storeys is suggested on development fronting public open space, as shown in Figure 30 and 31.

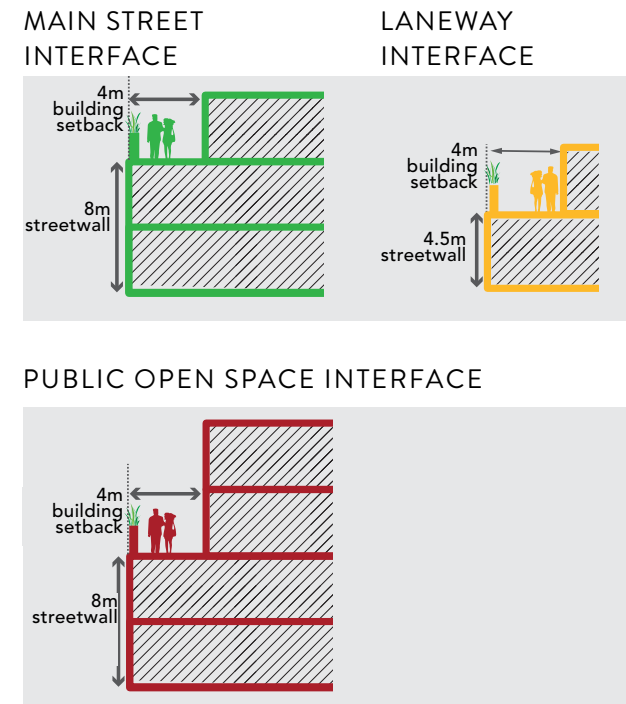


Figure 30. Building height and setbacks

Street/Open Space Setbacks

- At the property boundary fronting Belle Vue Avenue, Barrabool Road, Taylor Court, Highton Reserve and Roslyn Road a building can be constructed to a maximum street wall height of 8m (two storeys).
- Buildings should be setback 4m above a height of 8m.
- The setback for development above the street wall height is measured from the face of the building along the side street frontage.
- An application to reduce the preferred upper storey setbacks must demonstrate how the relevant design objectives have been met.
- Balconies within an upper level setback must not house airconditioning or plant equipment.



Figure 31. Street wall, building heights and setbacks plan

KEY

- Main street interface:** 8m street wall height, with 4m building setback of upper level. (3 storey preferred maximum height). No vehicle crossovers.
- Possible vehicle crossover.** Lot consolidation may be required.
- Laneway interface:** 4.5m street wall height, with 4m building setback of upper level. (2 storey preferred maximum height). No vehicle crossovers.
- Possible vehicle crossover with lot consolidation**
- Public open space interface:** 8m street wall height, with 4m building setback of upper two level. (4 storey preferred maximum height)
- Future development of this site is dependent on the outcome of Library review.**

Amenity

- Encourage development that minimise the impacts of overshadowing and overlooking on the amenity of adjoining residential properties and habitable room windows.
- Ensure building layout and design respect the privacy of adjacent dwellings. Ensure internal amenity such as cross ventilation and solar access are not compromised for both the proposed development as well as adjacent properties.

Public Realm

- New parking areas, drainage and streetscape upgrades should include water sensitive urban design treatments for storm water.
- Parking associated with residential development should be integrated with the development.
- Landscaping that contributes to the greenery of the Village should be provided in new developments.
- Soft landscaping should be provided on balconies and roof tops to limit overlooking and soften built form.
- Streetscape upgrades should incorporate art and cultural references that reflect the history of the local area.

Advertising Signage

- New signage should not dominate the streetscape and detract from the local village character.
- Signage should be located below verandahs or incorporated into the building facade in an innovative way.
- Signage on the back or side walls of buildings is discouraged, particularly at upper levels.
- The design and colours of signage should respect the local character of the Village. Animated and electronic signage should be avoided.

Development Sites

1 19 Belle Vue Avenue

The Council car park site on Belle Vue Avenue offers a long-term opportunity to provide a 'book end' development to the existing shops. New development should address both Belle Vue Avenue and the car park and house a mix of uses such as community uses, retail, office and residential above.

A larger proposal was initially discussed with the community. This included a mixed-use development which sleaved a multi-level car park. This proposal aimed to increase car parking within the centre and provide new opportunities for retail development as identified in the Geelong Retail Strategy. This proposal was not supported by the community or Trader group due to concern over the perceived impact on the character of the Village. The final concept shows a compromise smaller scale development.

2 12 Belle Vue Avenue

This site is a substantial holding within the Village, however it isn't well integrated with the centre and does not reflect the fine grain character of the rest of the Village. If the existing supermarket is redeveloped at any time in the future it offers the opportunity to better integrate with rest of the centre and provide residential development at the upper floors that will not impact on the low scale character of Belle Vue Avenue. Redevelopment of the car park site is dependent on the Library review in 5 years time.

The redevelopment of the supermarket site must consider the following design requirements:

- Respect the low scale character of the Village by providing development up to four storeys with recessed upper floor levels
- Provide an active frontage on any development fronting Belle Vue Avenue
- Provide an active frontage on key pedestrian desire lines such as major car parking areas to Village Walk
- Sleeve car parking with active uses to provide an attractive interface to public spaces
- Upper floors should be oriented to provide passive surveillance of surrounding public spaces
- Avoid vehicle crossing on to Belle Vue Avenue



Figure 32. Key Redevelopment Sites

05

MOVEMENT AND ACCESS

Objectives	62
Road Network	63
Parking	64
Other	67

Objectives

Objectives

The following have been identified as important movement and access objectives for the Village:

- Ensure high pedestrian amenity within the commercial core.
- Increase the attractiveness and safety of key pedestrian thoroughfares.
- Ensure parking supply increases commensurate with demand.
- Provide short term parking for customers and long term parking for staff within a short, safe walk.
- Continue to recognise the arterial functionality of Barrabool Road and Roslyn Road and maintain efficient movement of vehicular traffic along these roads.
- Maintain capacity for moderate traffic volumes along Belle Vue Avenue but with low vehicle speeds and pedestrian priority crossing opportunities.
- Ensure service vehicle access and parking needs are accommodated for local businesses.
- Manage car parking intrusion into residential areas.
- Promote sustainable transport choices through high quality infrastructure provision.
- Maximise the convenience and safety of public transport services.

- Provide highest level cycle facilities on the Principle Bike Network corridors (Barrabool Road, Roslyn Road).
- Improve cyclist amenity with improved on-road cycle routes, bicycle treatments at intersections and parking opportunities.
- Encourage the redevelopment / reuse of existing buildings and waiver car parking in appropriate instances with respect to proximity to amenities.
- Redevelopment of public parking facilities should provide replacement spaces within the development or nearby within a short walk.

Road Network

Barrabool Road/Belle Vue Avenue Intersection

An intersection upgrade at Barrabool Road is proposed to maintain through traffic capacity and increase safety performance for all road users.

The overall streetscape concept plan defines a more conventional intersection geometry, with key aspects as follows:

- Line marking for one through lane and one right turn lane on the west approach, enabling the right turn to be partially or fully controlled (right turn arrow signal phase).
- On-road cycle lanes.
- Providing stop line marking on the Barrabool Road west approach to cater for right turn into the Service Road.
- Restrict Taylor Court movements to left in / left out.
- Restrict south bound entry to Belle Vue Ave to one lane.

Note: The final intersection design, as shown in the Streetscape Concept Plan was developed in conjunction with Movement and Place following Trader engagement in 2021. Movement and Place reviewed 4 options which included right/ left turn or left turn only out of Taylor Court, retention or removal of the service lane access from Belle Vue Ave and alternatives for one or two south bound lanes into Belle Vue Ave from Barrabool Road. It was concluded that the option shown in the final Streetscape Concept Plan was the highest performing of the options and safest outcome for all road users.

Barrabool Road Service Road

- Line marking the Service Road with an alternative cross section that places 60 degree angle parking along the southern kerb would increase pedestrian safety by negating the need for any pedestrian movements across the Service Road. It also provides an opportunity to relocate the southern kerb to increase the footpath width in some sections.
- Minimal loss of parking spaces (from the Barrabool Road signalised intersection upgrade).
- At the end of the Service Road, an improved pedestrian connection across Belle Vue Arcade should be provided.

Parking

Capacity

Within Highton Village there is a total of 604 car parking spaces incorporating:

- 355 off-street spaces
- 114 on-street spaces (adjacent commercial land use)
- 135 on-street spaces (adjacent residential land use)

Restrictions

Parking restrictions are consistent with best practice for short term (high turnover) parking within the core of an activity centre and longer term parking around the periphery. The parking restrictions are shown in Figure 29.

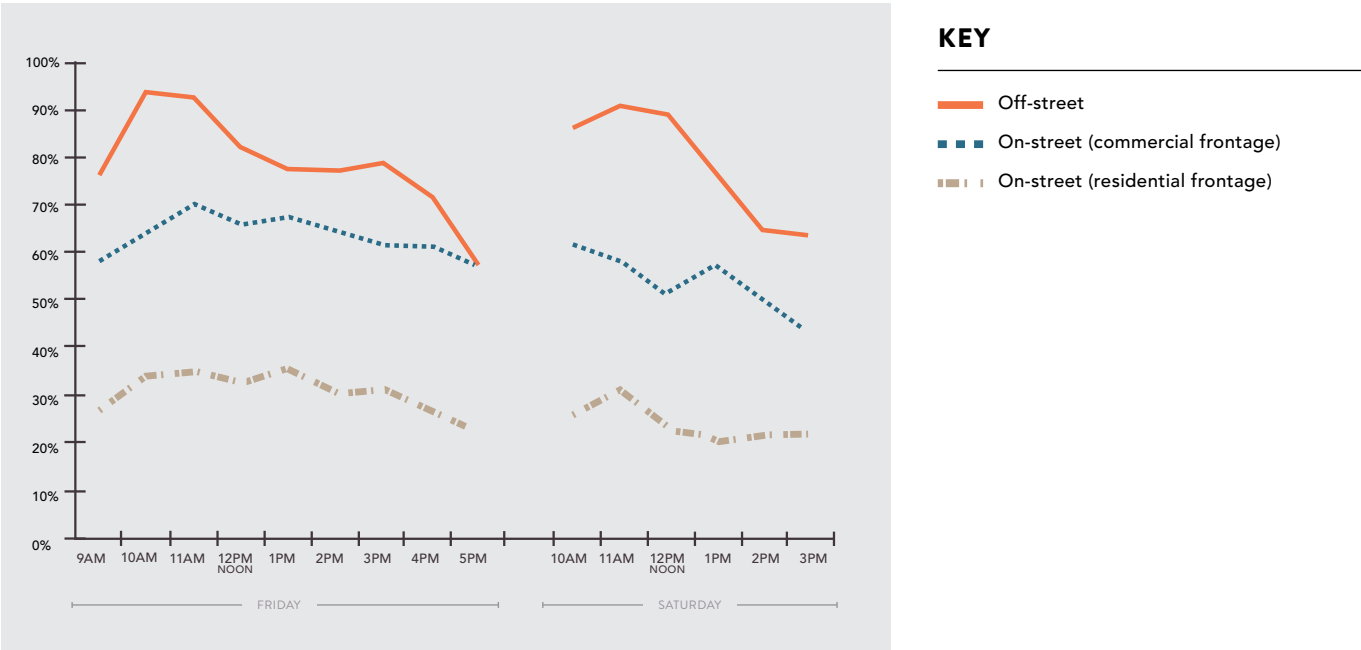


Figure 33. Car Parking Occupancy by Time of the Day

Occupancy

Parking areas within the core of Highton Village are currently experiencing high occupancy at peak times. Detailed surveys have been undertaken of parking occupancy (June 2016). The peak occupancy of over 90% was observed at 10am on the surveyed Friday and 11am on the Saturday.

There are also currently relatively low parking occupancies in areas south of the retail core.



Figure 34. Car parking occupancy by time of the day

KEY

- All Day
- 1 Hour
- 2 Hour
- Restricted Zone
- Disabled Parking

Notes:

1-Hour (area) restrictions typically applicable 9am-5pm Mon-Sat.

2-Hour (area) restrictions typically applicable 9am-5pm Mon-Fri and 9am-12noon Sat.

Parking

Future Supply

South of the Roslyn Road roundabout, Belle Vue Avenue has a drainage pipe easement along its east side, which provides an opportunity to install additional on-street parking spaces, increasing parking provision in this area. These parking spaces would be suitable for long term (staff) parking. Increased staff parking here would free up capacity within the more convenient short term parking facilities. The design could incorporate a bike lane, separation lane and 90 degree spaces within the existing road reserve. An abutting footpath would be within the drainage easement. There is a mature stand of trees within this area which must be protected. A full tree impact assessment must be undertaken at the conceptual stage to ensure protection of trees.

The Council Car Park currently provides 91 formal and 10 informal (gravel area) spaces. The parking configuration efficiently uses available space so opportunities to increase supply within the available area are unlikely. The potential development site shown in the concept plan will result in a loss of approximately 22 car spaces. Long term reconfiguration of the car park is recommended to allow continued access for delivery vehicles if the development site is realised.

Parking Management

Village parking should continue to be managed with short term time restrictions in areas of highest need to increase space turnover. Opportunities include:

- Converting the Barrabool Road Service Road to 1- hour parking.
- Providing some 15/30 minute spaces within Belle Vue Avenue.
- Increasing the extents of timed restrictions with 2-hour parking along Roslyn Road and/or Barrabool Road.
- Limit the provision of free all day parking to locations around the periphery, to balance the needs of workers and residents.
- Increase enforcement activities to discourage misuse of public parking facilities.

It is recommended that a Parking Plan is developed for Highton Village to maximise utilisation of existing parking provision by ensuring that parking controls are tailored to the needs of local businesses and their customers.

Other

Road Safety

- Implement a 30kph speed limit within the Village core to enhance pedestrian and cyclist amenity and safety (Belle Vue Avenue, Taylor Court, Barrabool Road Service Road). Noting that vehicular travel times will not be significantly impacted in these small road lengths.
- Review speed limits along Roslyn Road with a desire to reduce speeds in the Village (eg. 50kph /40kph). Given its sub-arterial function, such a review consider its entire length in collaboration with VicRoads.

Wayfinding

- Review existing pedestrian / cyclist wayfinding signage to determine any need for a new network of wayfinding signage.
- Ensure safe design principles (crime prevention) are incorporated into streetscape projects (particularly Village Walk and Belle Vue Arcade), new car parks and developments.

Public Transport

- Ensure bus stops provide a high standard of amenity (ie. seating, shelter, lighting, flat surfaces).
- Retain bus stops on Roslyn Road. The relocation of stops into Belle Vue Avenue is not recommended given the walk distance benefits are relatively minor and unlikely to outweigh the travel time disadvantages to the bus route.

Taxis

- Provide shelter for the Taxi Zone as part of the streetscape upgrade.

06

IMPLEMENTATION

Implementation

This section identifies the actions to be undertaken to implement the policies and projects established in the UDF.

The following table outlines short, medium and long term implementation milestones to be achieved over the next 10+ years. It is important to note that various council departments and government agencies will influence each of the initiatives. However the principles outlined in the UDF will be used as the overarching guide with a focus on high pedestrian amenity within the commercial core.

Table 3. Implementation Actions

PLANNING	PRIORITY Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	RESPONSIBILITY	FUNDING SOURCE
Council adopts UDF	Short Term	Urban Design and Heritage	Not applicable
Prepare an amendment to the Greater Geelong Planning Scheme to apply a new Design and Development Overlay Schedule to implement the built form objectives of the UDF	Short Term	Strategic Implementation	Existing budget
Prepare detailed streetscape design plans for: - Belle Vue Avenue - Village Walk and Belle Vue Arcade - Service Lane - Barrabool Road parking	Short Term	Capital projects/ Engineering Services/ Urban Design and Heritage	Council budget bid
Parking Precinct Plan	Short Term	Capital projects/ Engineering Services/ Urban Design and Heritage	Council budget bid
Work with Regional Roads Victoria to prepare detailed design for Barrabool Road intersection upgrade, including a dedicated right turn from Barrabool into Belle Vue	Short Term	Capital projects/ Engineering Services/ Urban Design and Heritage/ Regional Roads Victoria	Council budget bid Regional Roads Victoria
Develop wayfinding and public art opportunities	Short Term	Capital projects/Arts and Culture	Council budget bid & Grant Applications
Work with the Highton Village Traders Association to promote the Village as a unique destination and host events	Ongoing	Economy, Place & Events Traders Association	N/A
Undertake feasibility study on mixed use development on council car park site	Medium Term	Planning Delivery	Council budget bid

Table 4. Infrastructure Actions

INFRASTRUCTURE	PRIORITY Short Term: 1-5yrs Medium Term 5-10yrs Long Term 10+yrs	RESPONSIBILITY	FUNDING SOURCE
1. Streetscape works – Belle Vue Avenue	Short term	Capital projects/ Engineering Services	Capital funding bid
2a. Streetscape works - Laneways	Short term	Capital projects/ Engineering Services	Budgeted
2b. Streetscape works – Service Lane	Short term	Capital projects/ Engineering Services	Budgeted
3. Streetscape works – Barrabool Road parking	Short term	Capital projects/ Engineering Services	Capital funding bid
Belle Vue Avenue South additional parking	Medium term	Capital projects/ Engineering Services	Capital funding bid
Install public Wi-Fi in the Village	Short term	Engineering Services	Capital funding bid

CITY OF GREATER GEELONG

PO Box 104

Geelong VIC 3220

P: 5272 5272

E: contactus@geelongcity.vic.gov.au

www.geelongaustralia.com.au

CUSTOMER SERVICE CENTRE

Wurriki Nyal

137-149 Mercer St

Geelong VIC 3220

8.00am – 5.00pm

© City of Greater Geelong 2022

LATEST NEWS:

 @CityofGreaterGeelong

 @GreaterGeelong

 @CityofGreaterGeelong

 CityofGreaterGeelong

