



THE CITY OF
GREATER GEELONG

MERCER STREET MASTERPLAN SUMMARY & FAQs

NOVEMBER 2023

HAVE
YOUR
SAY

MERCER STREET MASTERPLAN



OVERVIEW

WHY ARE WE DOING THIS?

We want to make Mercer, Gheringhap and Bayley streets welcoming, attractive, accessible, safe and vibrant.

This Masterplan is the first of a series of masterplans proposed in the Central Geelong Framework Plan and Revitalising Central Geelong Action Plan. The aim of this Masterplan is to establish a holistic vision for Mercer, Gheringhap and Bayley streets and provide a framework for ongoing management and decision-making.

COMMUNITY ENGAGEMENT

In 2021, we asked the community to tell us how these streets could look. Some amazing ideas were generated and we have used these ideas to prepare a Masterplan for the street. We are now seeking your feedback on the .

WHAT DID YOU SAY?

Key ideas provided by the community included; requests for footpath improvements, more trees and landscaping, better street lighting, and more street furniture.

HOW WILL THE MASTERPLAN BE USED?

The Masterplan will be used to guide the development of Mercer, Gheringhap and Bayley streets. It sets out design principles and an approach to how the streets could be upgraded.

The Masterplan will also be used to seek funding from the State Government.

WHAT DOES THE PLAN SAY?

The Masterplan analyses the street conditions and the way the streets are used. It considers current parking, public transport and cycling as well as trees and landscaping, outdoor seating, public art, safety and accessibility.

The Masterplan proposes to transform these key arrival streets from expansive asphalt, car-dominated environments, to civilised green-spines that are safe for all users. The design is underpinned by Geelong’s rich history including strong indigenous and creative cultural influences.

CONTEXT PLAN - MERCER, GHERINGHAP & BAYLEY STREETS



PROJECT CONTEXT

Mercer, Gheringhap and Bayley streets are undergoing significant changes that will substantially increase the residential and commercial populations and associated vehicle use. Achieving a balance between these competing factors will be fundamental to any proposed change to the status quo.

This project envisages a Geelong that:

- has adapted its micro climate to address current challenges and respond positively to a more varied future climate.
- is inclusive of all users, is safe, comfortable, encourages active transport and a range of street uses.
- is respectful of, and celebrates, the layers of local history.
- places the pedestrian, the active transport network user and natural systems front and centre, whilst still accommodating the changing needs of vehicles.

FOUR KEY OBJECTIVES UNDERPIN THE PROPOSED MASTERPLAN

- 1

LINKING KARDINIA PARK TO THE COAST
 - Create a linear park which includes a diverse range of vegetation and provides a natural connection, addressing sustainability objectives.
 - Create a gateway to the south (Kardinia Park).
- 2

CELEBRATE THE FIRST NATIONS NARRATIVE
 - Tell the narratives of place and integrate culturally appropriate outcomes within the public realm.
 - Showcase indigenous vegetation from country.
- 3

STRENGTHENING THE ACTIVE TRANSPORT NARRATIVE
 - Strengthen the northern intersection of Gheringhap and Mercer streets, especially for pedestrian and cyclists.
 - Prioritise pedestrian and cycle movement where possible / feasible.
- 4

STRENGTHENING THE MERCER ARRIVAL NARRATIVE
 - Enhance the gateway into Geelong from the north.
 - Celebrate the cultural and natural histories of Geelong.
 - Prioritise pedestrian and cycle movement where possible / feasible.

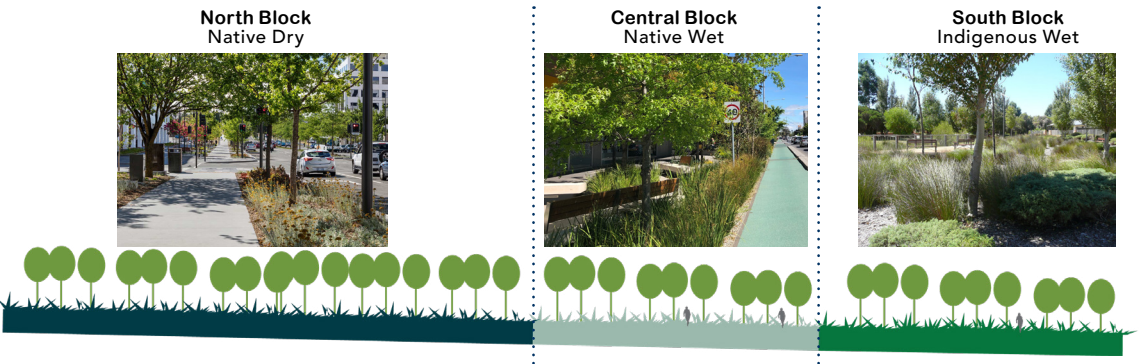
DESIGN PRINCIPLES FOR MERCER STREET

As a key entrance into Geelong, Mercer Street will be transformed into a tree lined ‘green’ street. An environmental showcase of the future of Geelong. The masterplan will stitch together existing civic landmarks, public open spaces, and emerging residential and commercial precincts to create an impressive vision for the public realm, which can be realised over time.



PLANTING APPROACH FOR MERCER STREET

The planting palette will bring unity and a ‘gateway’ character through consistent tree species and a variety of understorey species.



BLOCK PLAN - MERCER STREET

KEY

- N** North Block
- C** Central Block
- S** South Block



MERCER STREET NORTH SECTION

Ultimate change from four vehicle lanes / two parking to four vehicle lanes integrating dynamic parking allowing the introduction of larger footpaths, bike lanes and planting.

- Short term change to lane widths in preparation for long term proposal.
- Long term two lanes each way with one lane as parallel parking when not operating as a clearway during peak times.
- Separated bike lanes. Underground electrical to allow new street trees.

MERCER STREET CENTRAL SECTION

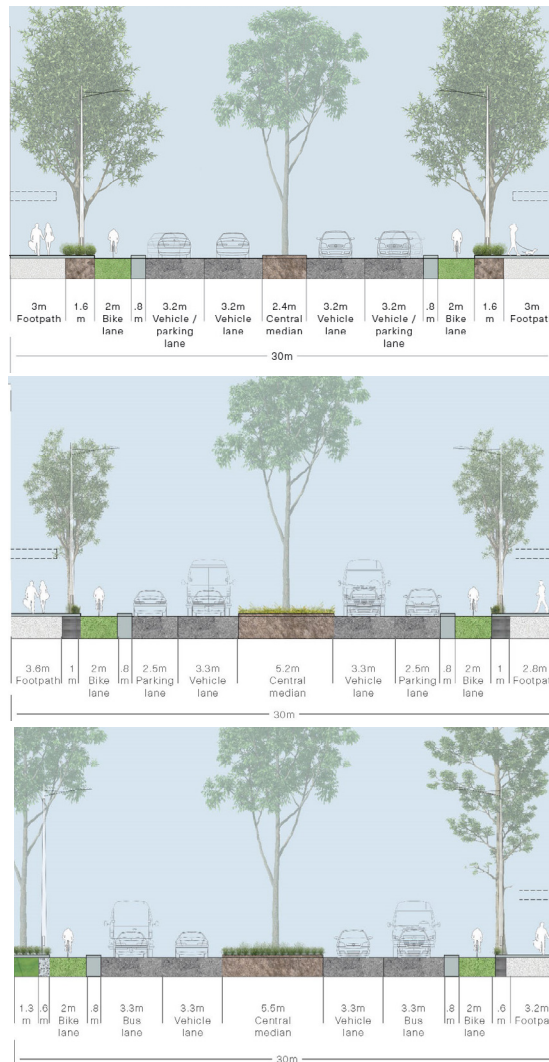
General change from four vehicle lanes to two vehicle lanes / two parking to allow the introduction of larger footpaths, bikes lanes and planting. Two vehicle lanes each way may be required in this section, pending Department of Transport bus planning process.

- Separated bike lanes.
- Streetscape improvements including undergrounding electrical to allow new street trees.

MERCER STREET SOUTH SECTION

General change from four vehicle lanes to two vehicle lanes and one bus lane as a reduction of the southern median planting to allow for bike lanes and carparking.

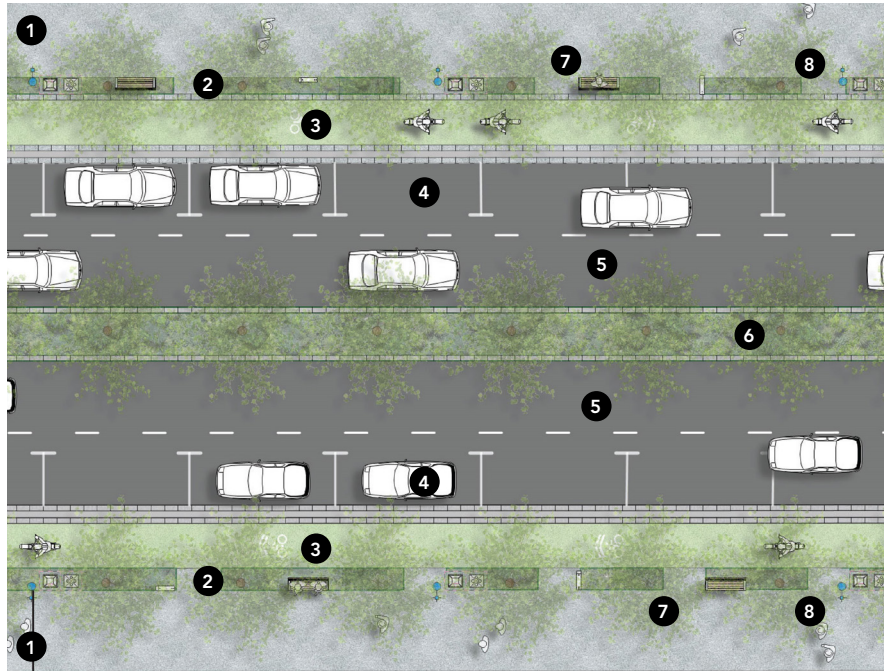
- Two vehicle lanes and two bus lanes.
- Separated bike lanes which tie in with the Green Spine project.
- Streetscape improvements include new street trees on eastern side. Underground electrical to allow new street trees. New lighting.



MERCER STREET NORTH - TYPICAL PROPOSED PLAN

KEY

- 1** Footpath
- 2** Planting strip
- 3** Designated bike lane
- 4** Vehicle / parking lane
- 5** Vehicle lane
- 6** Middle planting strip
- 7** Seating
- 8** Bins / Drinking fountains



WHERE ARE WE IN THE PROCESS?



WHAT COULD THE PLAN ACHIEVE?

We want to transform Mercer Street into compelling a tree lined 'green' arrival street, which is an environmental showcase of the future of Geelong.

HOW WILL FEEDBACK TO THE PRECINCT PLAN BE USED?

Community feedback will be used to further refine the master plan, design principles and detailed concept plans.

WILL I GET A RESPONSE TO MY FEEDBACK?

You will receive confirmation we have received your feedback. Officers will consider matters raised in your feedback as part of the refinement of the Masterplan document.

WHAT ARE THE NEXT STEPS?

Feedback is requested via the City of Greater Geelong Have Your Say page <https://yoursay.geelongaustralia.com.au/MGSM>.

You can provide input in the form of a written submission, add a pin the interactive maps or complete the survey.

Officers will consider your feedback on the plan and finalise the Masterplan.

The final Masterplan will go to a Council in mid 2024 for consideration and adoption.

WHEN WILL WORKS BEGIN?

The final Masterplan will set out a framework for capital works expenditure which will be subject to the preparation of concept plans and detailed design plans for construction. These works will be carried out in a staged manner as funds become available.

WHO CAN I CONTACT FOR MORE INFORMATION?

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

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

If you wish to speak to someone, please contact Urban Design and Heritage on 52725007. Feedback closes on 23rd January 2024.

CITY OF GREATER GEELONG

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