



THE CITY OF
GREATER GEELONG

DRAFT MERCER, GHERINGHAP, BAYLEY STREETSCAPE MASTERPLAN SUMMARY

NOVEMBER 2023

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WHY WE NEED A MASTERPLAN

Key drivers for the masterplan






1. Policy To deliver on the 2023 Central Geelong Framework Plan, with regards to streetscapes, access and movement.	2. Quality To address the poor condition of many areas of the public realm along these streets - see photos opposite.	3. Inclusion To provide public realm that is inclusive and safe for all ages and abilities, as well as providing more transport options.	4. Private To support major new commercial, residential and retail developments - see Figure 1.	5. Public To support new civic, cultural and educational developments - see Figure 1.
6. Investment To attract further public and private investment in homes, jobs and services.	7. Design To provide clear design guidance for future public and private developments.	8. Funding To provide clear guidance for developer contributions and grant business cases.	9. Environment To help deliver the City's targets for increasing tree canopy cover, and reducing the heat island affect.	10. Sustainability To improve drainage and water recycling, to reduce the impact of major rain events.

Existing conditions



Gheringhap St

Mercer St

Bayley St

Existing and Future Development supported by the masterplan

Station Precinct

The Station Precinct will be a high-density, mixed-use gateway to the city. The precinct will be transformed into an extended-hours hub for apartment living and short-stay accommodation that provides affordable housing choices.

Private Developments

- 65m high residential, commercial and office development
- Potential mixed use development
- 60m high residential and commercial development with two towers
- 23m high multi-storey carpark
- 56m high office and retail development
- 60m high hotel development
- 60m high mixed use development
- 42m high mixed use development
- 28m high office development
- 63m high mixed use development
- Strategic development site (future)
- 48m high residential and hotel development

Public Developments

- Geelong Convention and Exhibition Centre
- Geelong Station strategic development site
- Wuriki Nyall
- Geelong Art Gallery
- Geelong Performing Arts Centre

Key Places

- Mercer apartments
- Deakin student accommodation
- Deakin University
- Transport Accident Commission
- NDIS national office
- Geelong Library
- City Hall
- Geelong GPO

Civic Precinct Permit Conditions

- Public realm upgrades
- Wind mitigation

Waterfront Precinct

The Waterfront Precinct is Geelong's preiertourist and visitor destination. Development must be carefully managed to ensure the precinct remains an attractive and iconic waterfront location.

Knowledge and Enterprise Precinct

The Knowledge and Enterprise Precinct will be the business heart of Central Geelong, anchored by national, state and regional headquarters. Deakin University and the future Geelong Convention and Exhibition Centre provide opportunities to tap into the creative knowledge economy.

Retail Precinct

The Retail Core Precinct, as Central Geelong's retail heart, will mainly comprise retail, service and hospitality venues in a high-quality environment that prioritises pedestrian amenity and activity.

West Village Precinct

The West Village Precinct anchors a distinctive range of uses, including education retail, office and residential uses. The precinct will prioritise a growing residential community with access to jobs and services and convenient access to Geelong Station and the public transport network.

Health Precinct

The Health Precinct supports a range of medical and health-related services within a mixed-use residential environment. Major transformation is anticipated, which will create a distinctive mixed-use precinct.

Cultural Precinct

The Cultural Precinct will continue to be a host for creative arts, library and learning, public gardens and cultural Town Hall events and activities.



Figure 1. Existing and Future Development Supported by Masterplan

0 25 50 75 150M

THE MASTERPLAN WILL DELIVER

7400 sqm of additional footpath - a 36% increase.	20,800 sqm of fully accessible public realm, including footpaths, pram ramps, parking and street furniture	620 additional street trees - a 400% increase in trees, and a 15% increase in canopy cover.	260 items of new street furniture including seats, bins and drinking fountains.	1.2 km power-lines undergrounded, reducing visual clutter.	4.2 km of new or upgraded protected cycle lanes - a 128% increase.	7200 sqm of water sensitive urban design to help mitigate rain events and filter stormwater.	3.5 km of upgraded drainage including new kerb and channel.	180 upgraded or new street lights with energy efficient fittings.	930 sqm new event space for Deakin University and the Convention & Exhibition Centre
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Figure 2. Draft Masterplan

0 25 50 75 150M

Impact on traffic flow

The continued growth of Geelong (up to 2031) is expected to result in increased vehicle traffic volumes, whether or not the masterplan is implemented. However, independent traffic modelling (see diagrams below) indicates that the network will function satisfactorily without any major gridlocks or prolonged periods of heavy congestion. In the morning peak in 2031, average speed across all roads is forecast to reduce by just 2%, with delays (measured in seconds) increasing by 9%. In the 2031 evening peak, average speed would decrease by 5% and delays increase by 17%. Even without implementing the masterplan, delays will still increase by 14% in the evening peak. These marginal traffic impacts should be considered in terms of the benefits the masterplan will deliver (see pages 4 & 5).



Figure 3. Peak hour traffic congestion modelling diagrams

Walking, cycling, accessibility

The masterplan will deliver:

- 20,800 square metres of Disability Discrimination Act compliant public realm.
- 7,400 square metres of upgraded and expanded walking facilities.
- Fully accessible separated bicycle lanes (see Figure 4).
- Approximately 4.2 km of new or upgraded safe cycling facilities – **subject to Strategic Bicycle Network Review, to be completed by end of 2024.**



Figure 4. Access for all

Changes to parking and traffic lanes

The changes to parking and traffic (road and bike lanes) are summarised in Figure 5.

The loss of on-street parking will be offset by:

- Implementation of the [Central Geelong Parking Strategy](#):
 - through Parking Precinct Plans, which tailor controls to the needs of different areas, resulting in a higher turnover of on-street parking spaces, and
 - delivery of new multi-storey parking facilities for workers and commuters on the periphery of Central Geelong, which will reduce demand for on-street parking.
- New development will be required to provide off-street parking to meet future demand.
- The provision of a safe and connected bicycle network will help reduce demand for parking.
- Commitments from the State Government to review and improve public transport, which will also help reduce demand for parking.

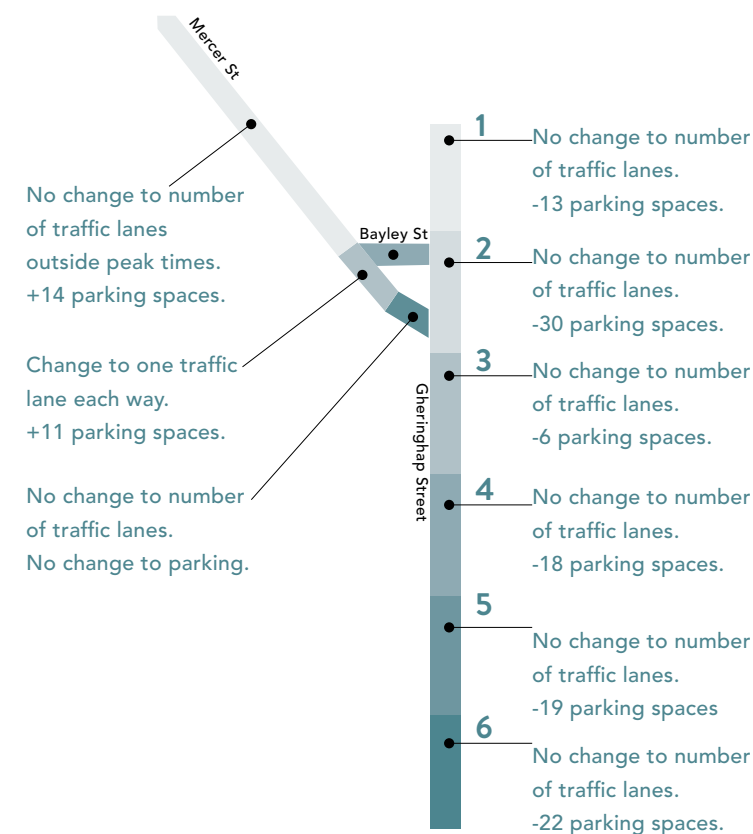
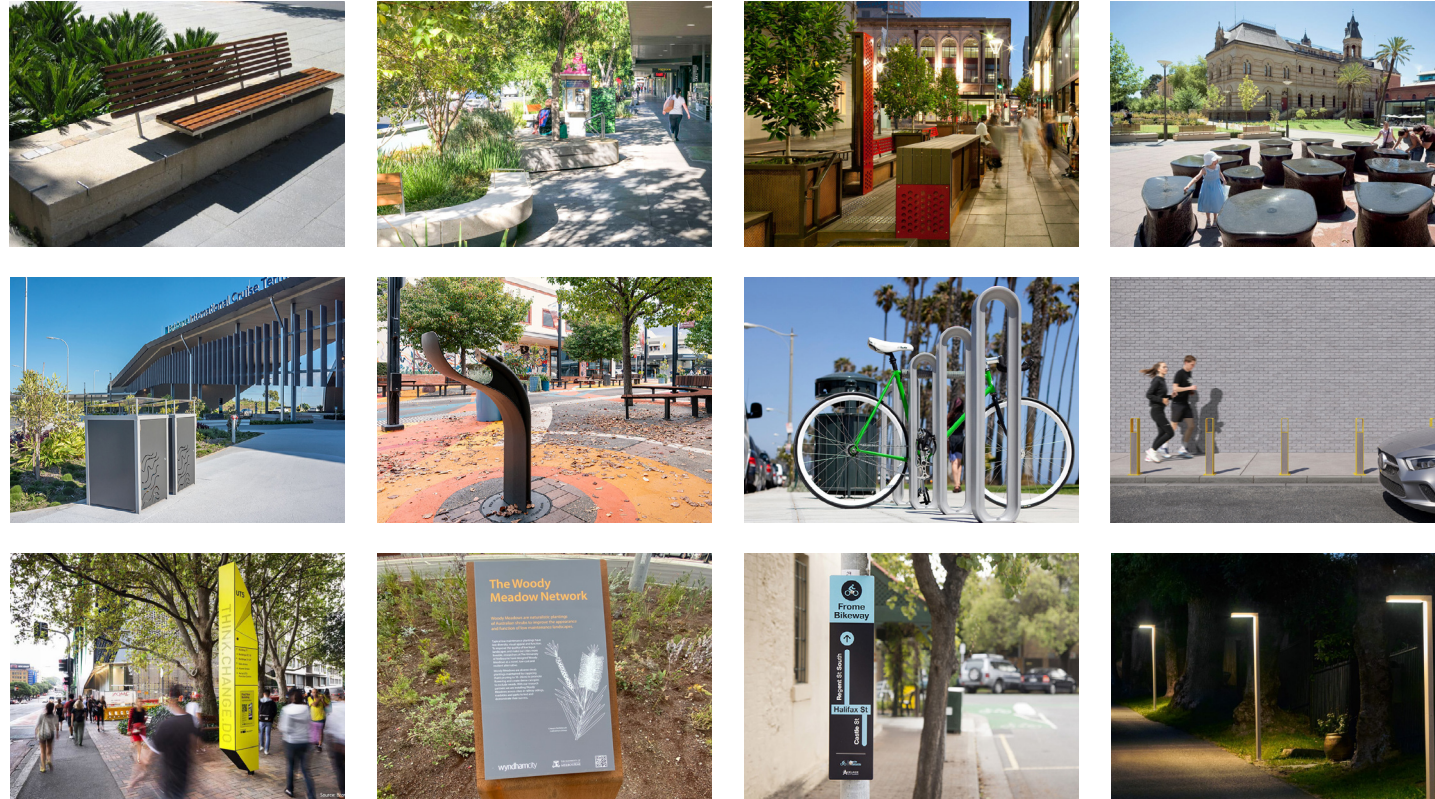


Figure 5. Changes to parking and road layout 🕒

Street furniture



Materials



Plan



Figure 5. Planting strategy

Gheringhap St

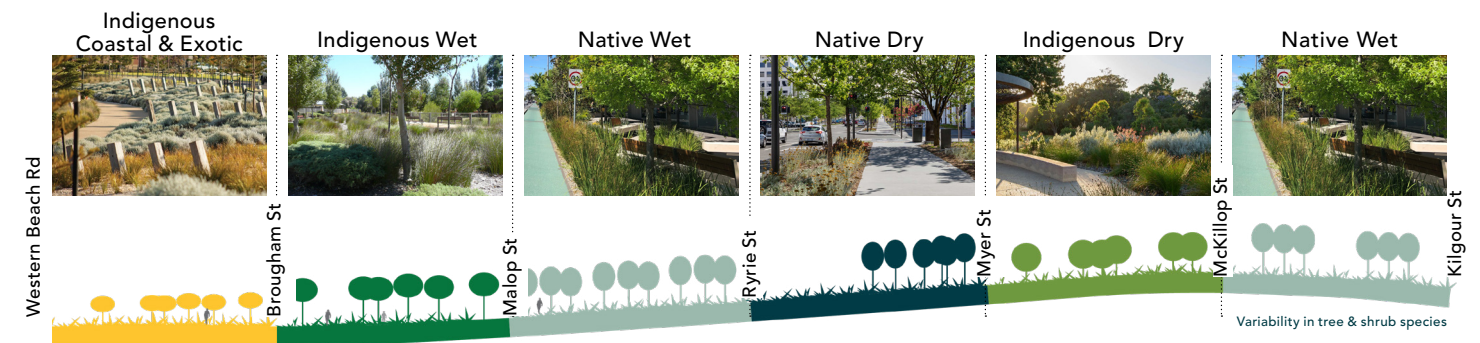


Figure 6. Illustrative section of Gheringhap Street

Mercer St

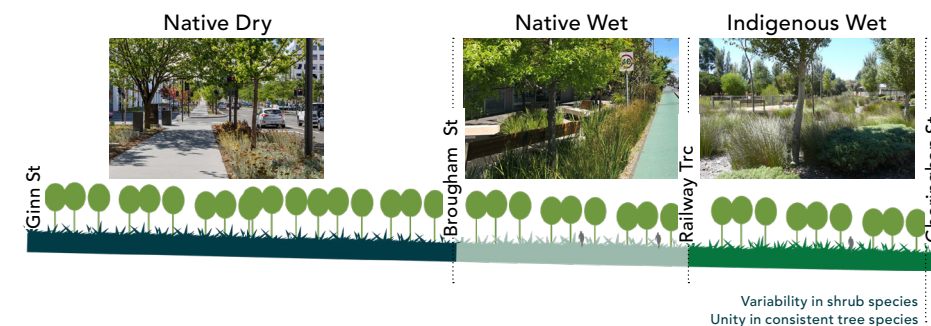


Figure 7. Illustrative section of Mercer Street

Bayley St



Figure 8. Illustrative section of Bayley Street

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 draft 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.

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