

THE CITY OF GREATER GEELONG

PAKINGTON ST (GEEELONG WEST) & GORDON AVE

URBAN DESIGN
FRAMEWORK

MARCH 2020

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.



- image: ferne millen photography 2018

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INTRODUCTION

FRAMEWORK PURPOSE

The Urban Design Framework (UDF) has been prepared to help shape the continued development and renewal of the Geelong West extents of Pakington Street and Gordon Avenue. Supporting implementation of the aspirations in the Greater Geelong: A Clever and Creative Future 2047 vision and the strategic priorities identified in the Council Plan 2018-2022.

Recognising the importance of strengthening the role of our existing inner urban areas by creating more compact liveable neighbourhoods. Well connected to Central Geelong, key public and community infrastructure and each other.

This UDF outlines a future focus for three distinct precincts; the Heritage Core, North Pakington, and Gordon Avenue, providing recommendations and urban design strategies. It can be used to guide future investment and design decisions to achieve broader urban renewal and community benefits. Providing new lifestyle and business opportunities for our growing population.

The UDF is committed to three overarching outcomes:



BETTER PLACES & STREETS

Creating great people-friendly places and streets that encourage diversity, build social cohesion, connect people with nature and heritage values, and attract investment and innovation. Contributing to the liveability and attractiveness of our neighbourhoods.



LIVING LOCALLY

Continuing to offer unique lifestyle choices for a diverse and growing population in neighbourhoods that can meet their daily needs within an easy and safe walking or cycling distance. Allowing existing and future residents to live, work and play 'locally'.



INFILL DEVELOPMENT & DIVERSITY

Actively managing and guiding population growth and development to our existing urban areas. Fostering diversity, design excellence and sustainability. Building on existing character without the loss of amenity that makes Geelong a great place to live.

The UDF consists of:

- An Introduction which presents a larger strategic framework for the study area and the overarching Vision and Guiding Principles.
- A discussion of Existing Conditions.
- Three place-based sections on each of the Precincts which presents design concepts, recommendations and design guidelines.

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

KEY DRIVERS FOR CHANGE

Situated only 75km southwest of Melbourne, Geelong is Victoria's second largest city and the gateway to the famous Great Ocean Road. Its varied landscapes offer multiple lifestyle opportunities, ranging from wilderness, rural, coastal, suburban and city environments.

As Victoria continues to experience population growth and development pressure, Geelong plays an important role in accommodating future growth. The City's latest estimates project an annual growth of 2.5 per cent, resulting in an additional 152,600 people who will be calling Geelong home by 2036.

Growth presents a significant challenge, including the need to provide an additional 73,400 dwellings and ensure access to employment, services, education, recreation, and entertainment opportunities for a diverse community in a way that reduces car dependence. Currently, 86 per cent of all trips in Greater Geelong are in private vehicles, despite the fact that 35 per cent of all car trips are only covering short distances of 1-2kms.

There is a significantly lower environmental, social and economic 'cost' of 'infill development'; providing new housing in areas which are within a walking or cycling distance to existing services, public transport and activity centres.

Pakington Street in Geelong West plays an important role as Greater Geelong's only Specialised Retail Centre. The Centre has grown over time from a traditional shopping strip serving the local community, to a 'hub' for retail, civic and community uses capturing niche trade from the wider region. Slow and cultural retail, which are based on customers' 'experience', have the greatest potential to develop the strongest links to the local economy and improve local employment outcomes. Future planning and design in this Centre must focus on enhancing this 'experience' of place.

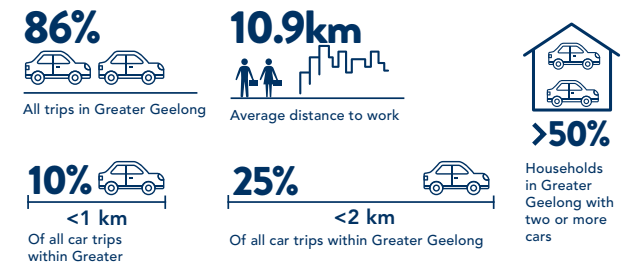
In terms of housing, considering almost 85 per cent of our housing stock consists of single storey detached homes, any future medium and high rise developments must positively contribute to the character of existing urban areas, while delivering a genuine mix of housing types that cater for a diverse range of lifestyles and demographics.

Increasing housing diversity and facilitating infill development contribute to sustainable development. Both are measures of success for the Clever and Creative Vision, which aims to increase the contribution infill development makes to housing supply by approximately 15 per cent in order to increase its overall contribution to 50 per cent by 2047.

FUTURE POPULATION GROWTH



MOVEMENT PATTERNS



KEY INFLUENCES AND TRENDS

SUSTAINABLE DEVELOPMENT

- Significant social and environmental benefits of 'infill' development around public transport corridors and activity centres.
- Adopting ESD principles can reduce the negative impacts of development on both people and the environment.
- Actively reducing car dependence and advocating for improvements to active and public transport.
- Walkable, compact neighbourhoods.
- Increasing tree canopy cover across the region.

NEW TECHNOLOGY

Taking advantage of new technology:

- Renewable energy and alternative transport.
- 'Green' infrastructure and taking a systems approach.
- Private "shared" transport options and an interest in "autonomous" vehicles.
- "Smart city" infrastructure that can provide live updated data.
- Widespread use of hand held device 'apps'.

CLIMATE CHANGE

Key impacts Geelong is likely to face:

- Declining annual rainfall.
- Increased intensity of extreme rainfall events.
- More extreme hot days.
- More bushfire risk days.
- Greater coastal exposure to shoreline erosion and inundation from sea-level rise.
- Continued loss of biodiversity.
- Increased demand for water.

GEELONG APARTMENT MARKET

- Must be located in areas with great amenity.
- Developments below 5 storeys are likely to be economically unfeasible.
- Revenue for apartments in Geelong is lower than in Melbourne, while construction costs are the same.
- High construction cost of basement car parking.
- Difficult to consolidate fragmented and small parcels.

STREETS FOR PEOPLE

Evidence from research in the US, UK, Canada, and recently Australia has shed light on the positive impacts of creating "streets for people", some of which include:

- Decrease in social isolation.
- Increase in social equity as it caters for everyone, not only those who can drive / own a vehicle.
- 'Green' streets that contribute to our urban forest.
- Lower costs for governments, businesses and residents.

RETAIL

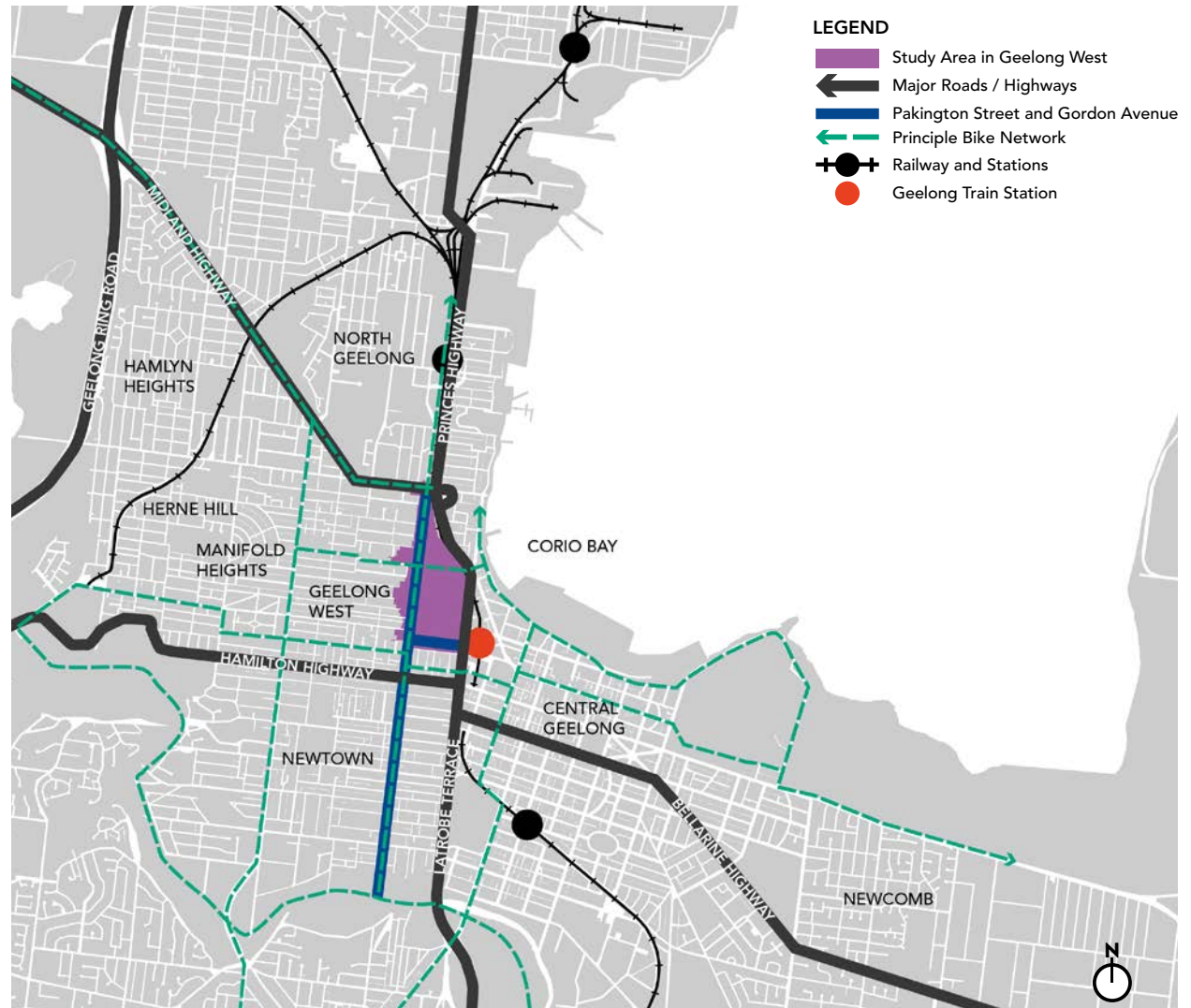
- A change in focus towards "experience" over "convenience" shopping.
- Online retail growth and competition.
- Evidence highlighting the benefits of "small" retail in local shop-strip environments over "big-box" retail or "malls".
- Rise in demand for 'unique' and artisan products and supporting local businesses.
- Significantly contributes to Geelong's employment.

STUDY AREA

The study area for this Framework is located in the established inner suburb of Geelong West and includes two key streets; Pakington Street and Gordon Avenue. Pakington Street is a key north-south connection that stretches as far north as Church Street and as far south as the Barwon River. Gordon Avenue is a key east-west connection between Pakington Street and Latrobe Terrace. They both play important roles in providing connections for the 'West' to key destinations including; the Geelong train station, Central Geelong, the waterfront, and the many shops and businesses in 'Pako' itself.

The area contained by these two key streets has a long history, with many of the established residential areas having significant heritage character. The areas along Pakington Street and Gordon Avenue are established commercial areas; the 'central' part of Pakington Street is a recognised specialised retail centre, while Gordon Avenue and the northern section of Pakington Street serve as areas for secondary services and bulky goods.

The area's key location and access to existing services, public and active transport infrastructure, and established community are some of the factors that highlight its infill development potential, contributing to Geelong's sustainable growth.



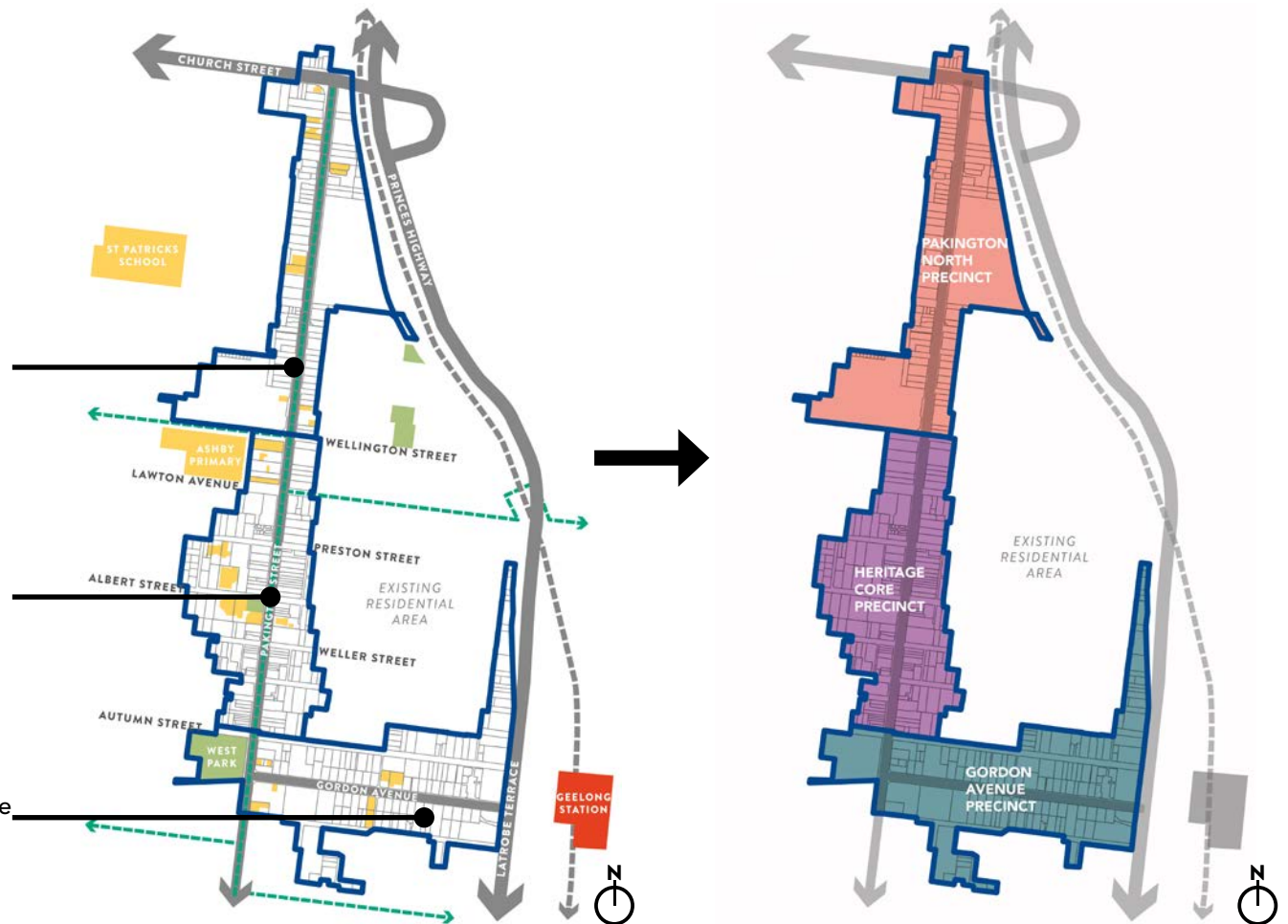
ENHANCING AND CONNECTING THREE PLACES

The UDF recognises the existing distinct character of three areas which are referred to as 'precincts'. The boundaries generally reflect transitions in character, land use and built form, informing potential to enhance their character. The approach is to enhance these distinct areas, to maximise what they each have to offer and improve their connections to each other and key attractors such as Central Geelong.

The Pakington North Precinct stretches along Pakington Street from Church Street to Waratah/Wellington Street; with a mix of office, restricted retail, and emerging cafés and restaurants. This precinct is currently in a Commercial 2 Zone.

The Heritage Core Precinct is the area that comes to mind when you hear the term 'Pako' - stretching along Pakington Street from Waratah/Wellington Street to Autumn Street; with a mix of locally owned specialty retail, cafés and restaurants, the Town Hall, library and post office, among others. This precinct is currently in a Commercial 1 Zone.

The Gordon Avenue Precinct stretches along Gordon Avenue from Pakington Street to Latrobe Terrace; with a mix of large format retail, warehouse and office space. This precinct is currently in a Commercial 2 Zone, though parcels opposite West Park are currently in a Commercial 1 Zone.



POLICY CONTEXT

There are nine key Council policy documents that justify the development of a UDF for Pakington Street (Geelong West) and Gordon Avenue.

1 *A Clever and Creative Future*

Sets out a **Vision** for the **Greater Geelong Region** to be internationally recognised for being **forward looking, enterprising and adaptive**, and **caring** for its **people and environment** by 2047.

2 *Settlement Strategy Oct. 2018*

Directs **50 per cent** of future **growth** to 'infill' areas which are directly inside or within a 20 minute walk; to our **train stations** and **activity centres**.

3 *Housing Diversity Strategy 2007*

Supports a **range of housing** typologies and increasing supply in areas that are well serviced by infrastructure and facilities.

4 *Urban Forest Strategy 2015 - 2025*

Sets out a **strategy** to **enhance** and **protect** the public and private **tree population** and **vegetation** across all of **Greater Geelong** to **25 per cent** canopy cover.

5 *Social Infrastructure Plan 2014 - 2031 (Under Review)*

The **provision** of new **social infrastructure** in 'infill' areas will rely heavily on **redevelopment** and **re-purposing** of existing **facilities**, due to the limited land availability in established areas and the increasing price of land.

6 *Integrated Comprehensive Transport Plan 2015*

Promoting the **change** from **car** use and **dependence** to **active** and **public transport** begins with **prioritising streets** for the **safety** and **convenience of people** instead of for the safety and convenience of cars.

7 *Retail Strategy 2016 - 2036*

Recommends further **investigation** to **transition** the **Gordon Avenue** area into one which allows **residential, office and retail**.

Considers the **Pakington Street Specialised Retail Centre** as extending from **Autumn Street** to **Church Street**.

8 *Access and Inclusion Action Plan 2018 - 2022*

Sets out **actions, strategies** and **initiatives** that continue to **build accessible and inclusive communities** in the Greater Geelong Region.

9 *Municipal Public Health and Well-being Plan 2018 - 2021*

Goals include, **supporting social connection** to **improve mental health**, increase participation in **physical activity**, improving **access to safe and healthy local environments, services and food**.

The strategies and recommendations in the UDF aim to contribute and support Geelong's UNESCO City of Design designation and our commitment to the UNESCO Creative City Network (UCCN) Sustainable Development Goal #11 - Sustainable Cities and Communities.

THE PROCESS TO DATE AND WHAT WE HEARD

A key part of the engagement process was to identify key issues, opportunities and desired future outcomes from a wide range of community members and key stakeholders

The engagement process for developing a Draft UDF involved a wide range of activities including 'Visioning' workshops, an online survey, a trader workshop and 'Place Assessment' and 'Care Factor' surveys which involved:

320 ONLINE SURVEY RESPONSES
60 COMMUNITY WORKSHOP PARTICIPANTS
12 TRADER WORKSHOP PARTICIPANTS
210 PLACE EXPERIENCE ASSESSMENT
300 CARE FACTOR RESPONSES

Key messages are summarised and have helped inform the strategies and actions discussed in this UDF.



STRONGLY SUPPORTED



MIXED VIEWS



SOME CONCERNS



A VISION FOR THE FUTURE

An overarching Vision and Guiding Principles for the three Precincts as a whole have been developed with the insights from the community engagement process to describe the preferred future for the area:

Over the next 15+ years, the Pakington Street (Geelong West) and Gordon Avenue area will be a vibrant, compact and thriving urban village that is:

A PLACE OF INCLUSION

A village that showcases universal design to ensure everyone can access the varied local attractions, services and businesses offering plenty of opportunities for all to participate and contribute to the vibrant street and community life.

A PLACE OF OPPORTUNITIES

A village that provides a variety of spaces and places to rest, reflect and socialise that are comfortable, attractive and relaxing. There's always something happening with plenty of community events showcasing local design, culture and business.

A PLACE FOR PEOPLE

A village that puts people first and respects the human scale at the street level. Designing streetscapes that allow for the integration of varied transport modes while giving enough room for activities. The green leafy trees provide shade and comfort helping to create a healthy, safe and attractive urban village.



GUIDING PRINCIPLES

WORK TOGETHER

The long term success of the Precincts requires collaboration between the local community and the public and private sectors, who all have an interest in the area and benefit from ensuring it continues to thrive. Recognising that three successful and thriving Precincts are better than one.

THRIVING BUSINESS AND ACTIVITY

There is a unique range of niche specialised retail, offices and cafés in the Precincts that benefit from the exposure and address of Pakington Street. Improvements to the public realm, better access for everyone and a growing residential population will continue to support growing local businesses.

STREETS AND PLACES FOR PEOPLE

'Streets' should be designed for people to enjoy outdoor public life. Attractive, friendly and safe streets play a key role in providing amenity for residents and visitors of all ages and abilities. Having the potential to attract and retain business and activity. There are many opportunities for public and private investment in the Precincts.

URBAN GREENING AND SUSTAINABLE OUTCOMES

Apart from the aesthetic benefits of incorporating more trees and landscaping in the Precincts, quality green urban areas positively impact biodiversity, human health and well-being and the liveability of Geelong West. In order to build a better future for the area, we must advocate and support sustainable development and outcomes.

A GREAT PLACE FOR EVERYONE

As the Precincts continue to develop into people - friendly environments, serving a diversity of local residents and visitors, their built environment and streetscapes must showcase universal design. To ensure services and public infrastructure is safely and conveniently accessible to everyone.

DESIGN EXCELLENCE

Well designed and maintained buildings are a key part of what creates local identity and influences the attractiveness of the area as a place to visit or invest in. Built form should respect the human scale, showcase heritage buildings and invite activity to spill out onto the street.

IDENTITY AND PLACE

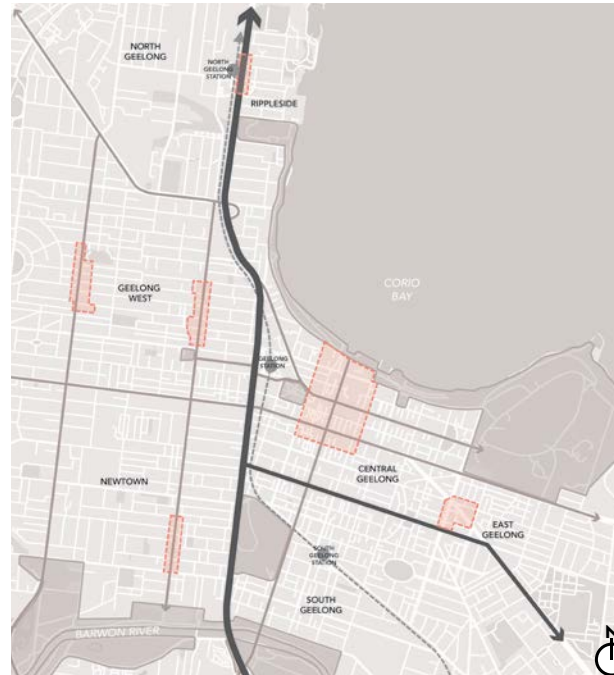
There are many opportunities to enhance the sense of identity and 'place' in the area. Celebrating its history and adding public and community art that promotes local creative talent and supports more events.

A WIDER FRAMEWORK

As government-led plans to revitalise Central Geelong continue to bring significant opportunities for investment and growth, we must also plan for the future of our inner city urban areas. To create a network of walkable compact neighbourhoods.

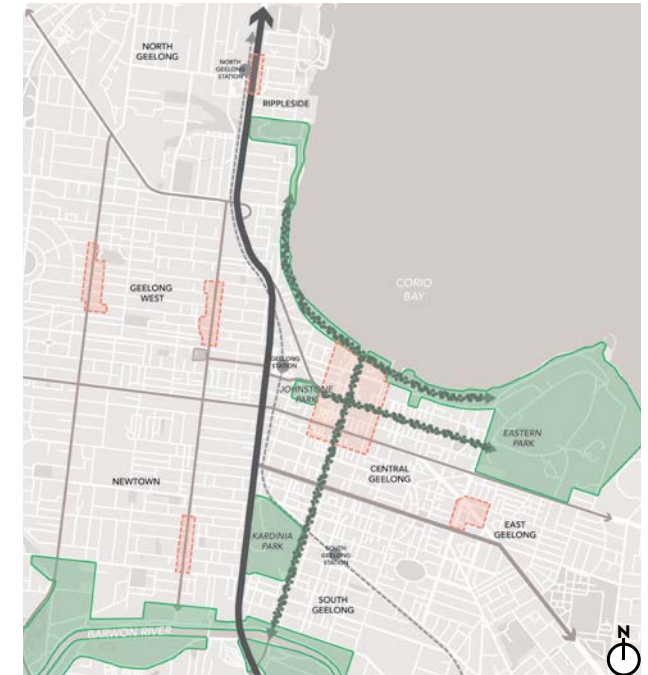
The City acknowledges the need to continue to invest in our streets, transforming them into a safe, inclusive, and attractive part of the public realm. The 'public realm' relates to places that belong to everyone, comprising streets, squares, parks, green spaces and other outdoor places that are accessed without charge and available for everyone to use.

Offering space for people to move while facilitating a variety of uses and activities. Unlocking their potential to become people-oriented 'green' streets is key to building a more sustainable and liveable future for our existing and future communities.

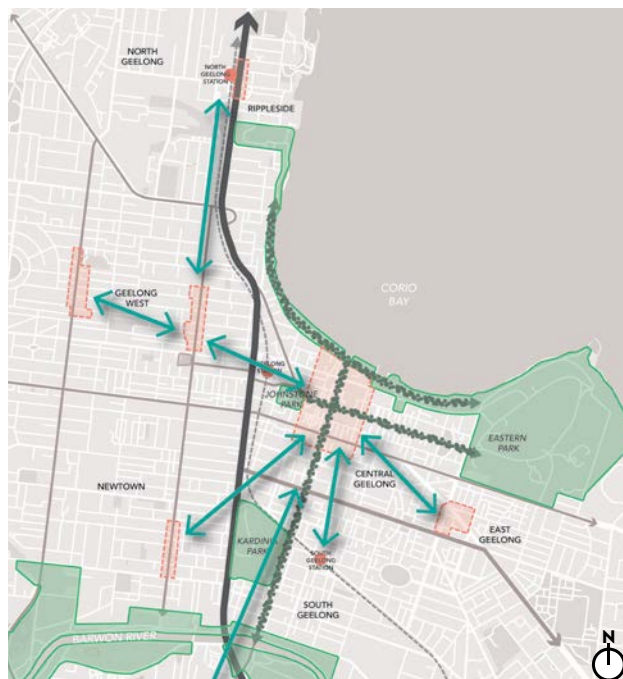


The structure of 'urban' Geelong consists of a central city surrounded by established residential neighbourhoods with local activity centres ranging in size from small shopping strips to iconic specialised retail centres like 'Pako'.

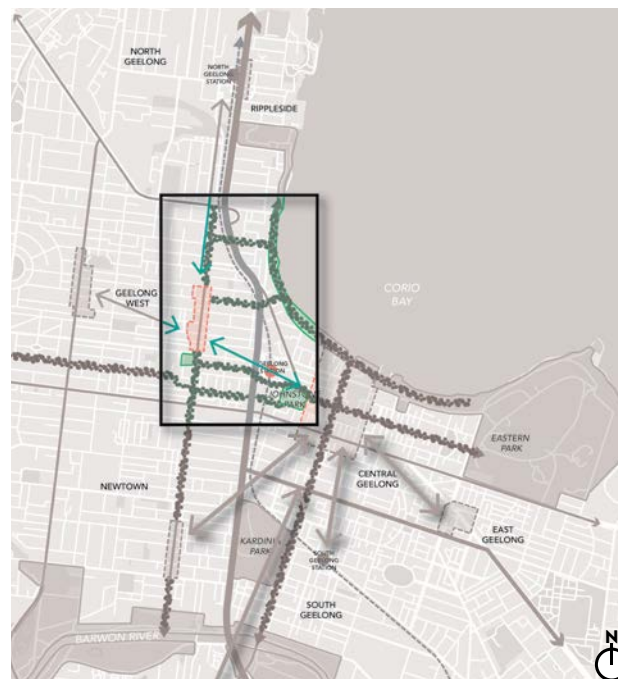
Latrobe Terrace, McKillop Street and the railway corridor are significant barriers for people-friendly movement.



A key vision for revitalising Central Geelong is to create a 'City in a Park'. Creating 'green' people - friendly and environment - friendly activated streets connecting public open spaces.



Looking outside the 'city' boundaries to create a network of well-connected 'places' where people live, work and play. Acknowledging that together, they create a more resilient, diverse and adaptive urban and 'city' environment.



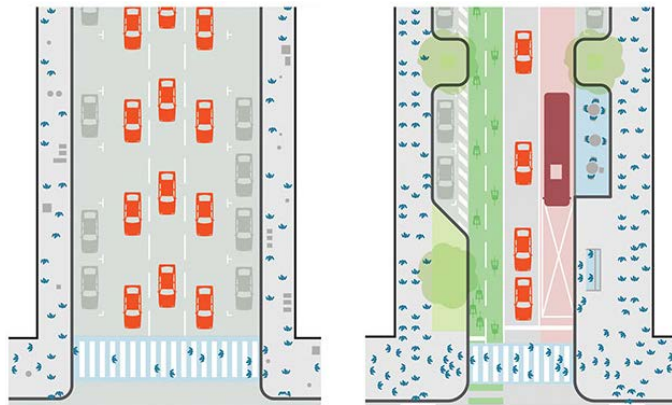
This UDF seeks to transform Pakington Street and Gordon Avenue into green links that connect people to key destinations. Building on their different roles and unlocking their capacity to accommodate new infill development that contributes to housing diversity.



THE APPROACH

STREET AS "PLACE"

- Adopting a more flexible approach to how we design and experience Pakington Street and Gordon Avenue.
- Taking a people-oriented approach that caters to a range of transport modes, shifting our priorities to put people, not cars, first.
- Creating 'nodes' of activity with seating and vegetation that add interest



CAR-ORIENTED STREET

MULTI-MODAL STREET

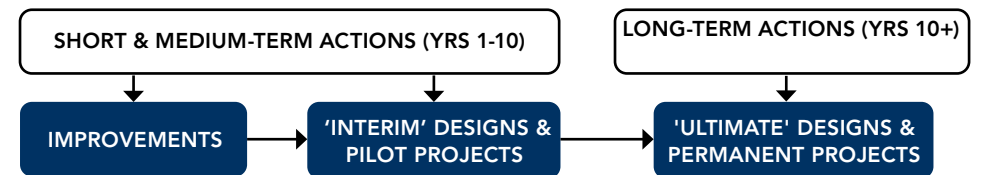
- Global Street Design, Global Designing Cities Initiative, Island Press 2016.



- images: Google images

INCREMENTAL CHANGE IN THE PUBLIC REALM

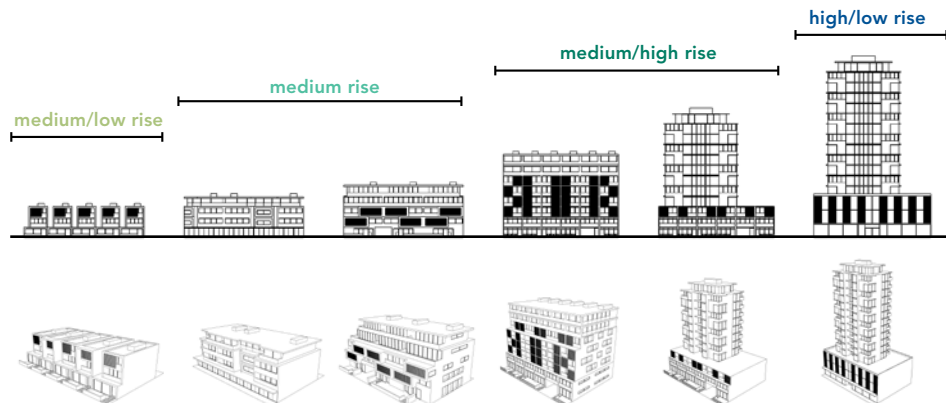
- Recognising that large-scale projects can be costly, disruptive and difficult to implement.
- Maximising the opportunity to partner with the community and stakeholders.



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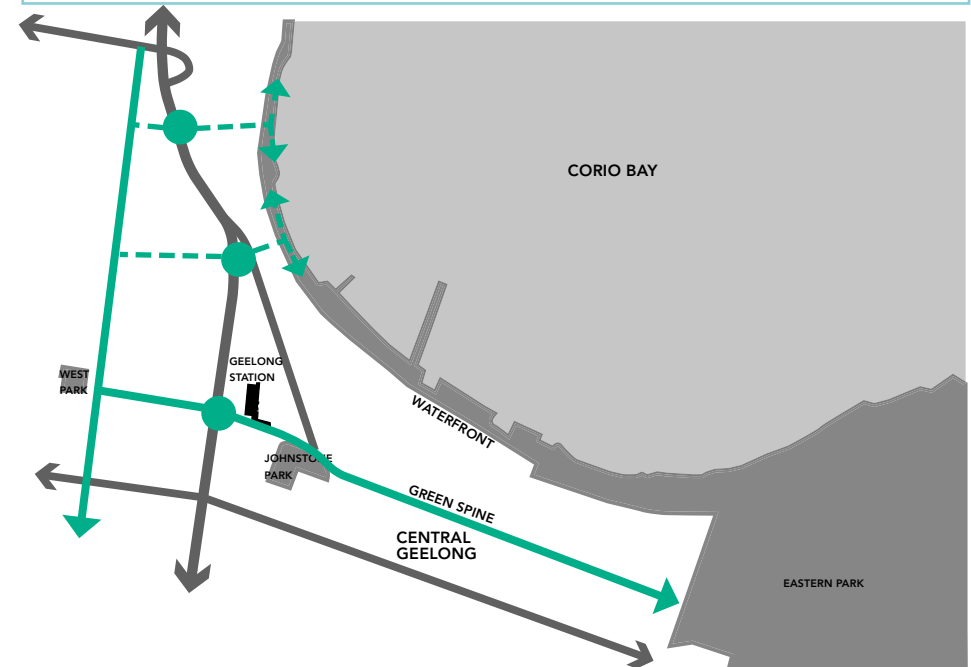
INFILL DEVELOPMENT AND HOUSING CHOICE

- Recognising the development potential in areas along Pakington Street and Gordon Avenue.
- Ensuring future development responds to context and adds to existing or desired character.
- Increasing housing type mix to cater for a wider variety of lifestyles



CONNECTING KEY DESTINATIONS

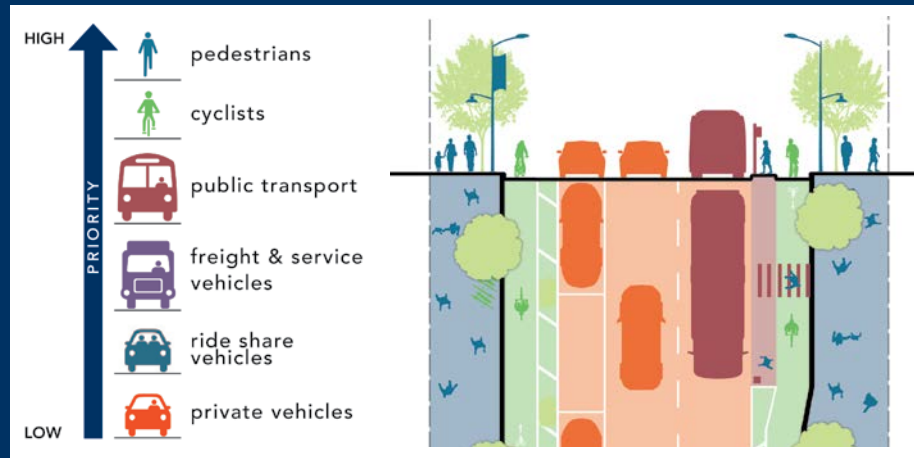
- Advocating for better connections from the 'West' to the Geelong Station, Central Geelong and the open space reserve along Corio Bay.
- Recognising the need to redesign the Geelong Station to allow better access across Latrobe Terrace, including upgrades to the Gordon Avenue intersection.
- Highlighting the opportunity for a new connection across the top of Latrobe Terrace.



THE APPROACH - PAKINGTON STREET

ASPIRATION

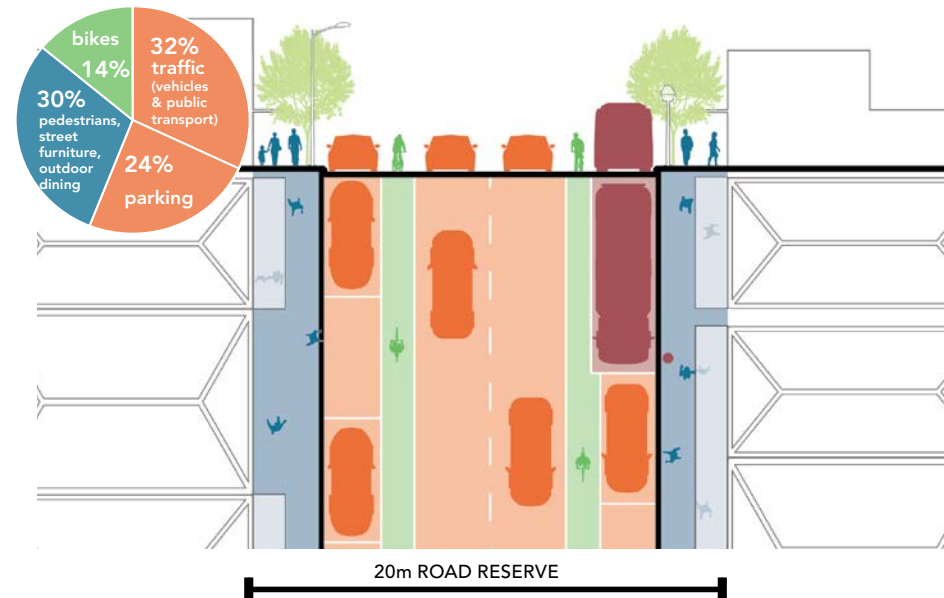
Best practice approach to sharing space. Works to deliver this aspirational design does not form part of the UDF. This would be subject to future design and planning processes following implementation of the short term and 'interim' actions.



- Pedestrians: wide footpaths (3.5m - 3.8m), allowing clearance zone (1.8m - 2m) for wheelchair, pram, mobility scooter access. Greater opportunity for seating, outdoor dining and/or street trading.
- Cyclists: buffered bike lanes located adjacent to footpath provide safest design. Note that 'buffer' is at-grade and delineated with line-marking to avoid tripping hazards.
- Public transport: bus stop design and treatment optimises level of service.
- Vehicles: on-street parking provision and loading zones, recognising on-street parking works towards visitor convenience and can help calm traffic speeds.

EXISTING

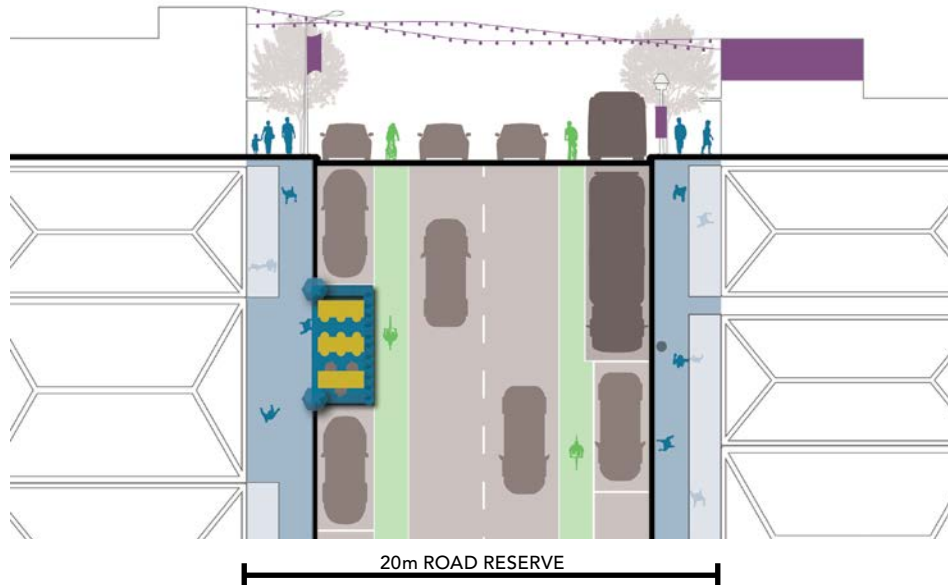
Pakington Street's current space allocation and characteristics.



- Pedestrians: average 2.8m wide footpaths allow limited opportunity for street trading and outdoor dining whilst maintaining the 1.8m clearance zone for wheelchair, pram, mobility scooter access.
- Cyclists: average 1.4m on-road bike lane located between parked vehicles and traffic with no clearance for opening doors.
- Public transport: bus stop design requires buses to leave and enter traffic lanes.
- Vehicles: average 3.2m two-way carriageway with on-street parking provision on both sides of the street.

SHORT-TERM (1-3 years)

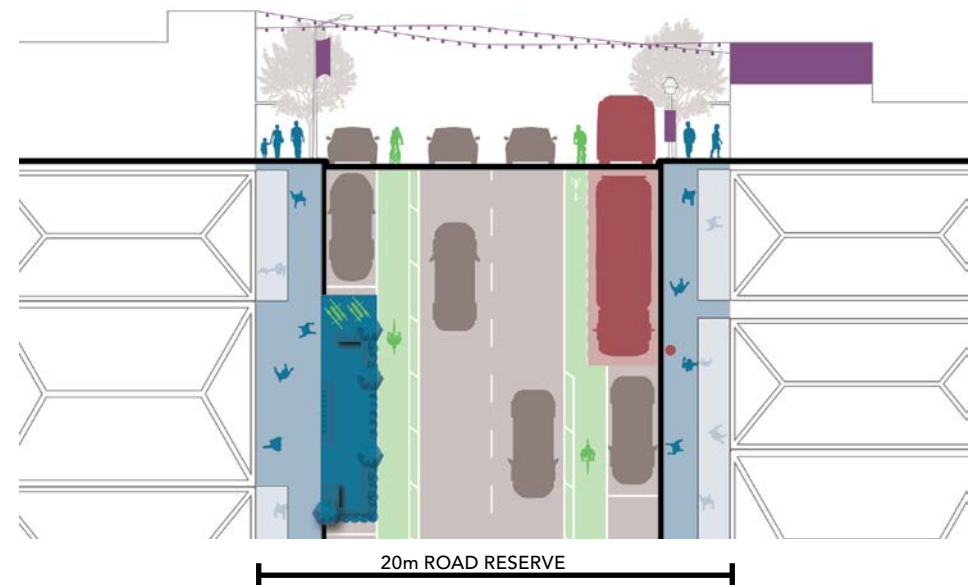
Streetcape projects and pilots geared towards improving 'experience'



- Pedestrians: improve footpath design to maximise accessibility. Extend seating and/or outdoor dining through voluntary temporary 'parklet' pilots.
- Cyclists: existing bike lanes remain. Improve safety by increasing visibility through paint treatment.
- Public transport: improve seating provision and signage at bus stops.
- Vehicles: existing on-street parking remains on both sides of the street. 'Parklet' pilots capped at a maximum of 6 spaces.

INTERIM (MID-TERM) (4-9 years)

Formalising 'successful' elements of short-term projects, including side-street design.



- Pedestrians: side-street upgrades. 'Parklet' program formalised with both temporary and long-term options.
- Cyclists: introduce at-grade buffer next to traffic lane and improve signage.
- Public transport: pilot project - bus priority.
- Vehicles: existing on-street parking remains on both sides of the street. Potential to use up to 5% for temporary voluntary 'parklets' in temporary or long-term options.



EXISTING CONDITIONS

GEELONG WEST SNAPSHOT

The established suburbs of Geelong West and Manifold Heights are considered together as a Profile Area.

This section provides a summary of key characteristics of the Geelong West - Manifold Heights resident composition based on 2018 ABS statistics.

Appropriate planning for the future of an area and its residents begins with an understanding of its current composition and key emerging demographics. This is particularly relevant for established existing urban areas if we are to have a better understanding of 'who', 'what' and 'where' we are planning for.

HOW WE MOVE AROUND

65% 

Residents driving to work, including passengers.

16% 

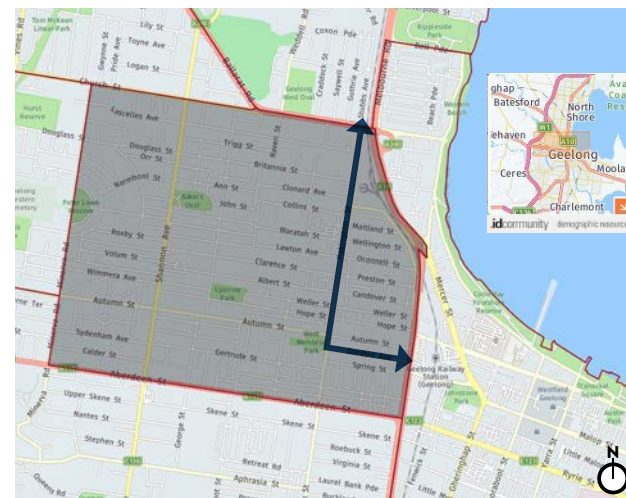
Residents walking, cycling or taking public transport to work.

3% 

Other (including taxi, motorbike, truck) & 'not stated'

16% 

Worked at home or did not go to work.



POPULATION

52% **48%**



10,158

Estimated resident population

22% 35 - 49 yrs

17% 25 - 34 yrs

12% 50 - 59 yrs

3 largest resident age groups



Born in Australia



+199

Additional dwellings built from 2011 - 2016

13%



Experiencing housing stress

12%



English as a second language

HOW WE LIVE



33%

Residents living alone

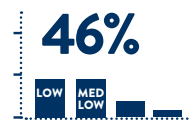


26%

Separate house



70%



46%

Lowest - medium lowest income group

36%



Currently renting

10%



Households without access to a car

23%



Households without access to the internet

WHAT WE DO

94%



Employed

15%



Work in the healthcare sector

12%



Work in the retail sector

10%



Work in the construction sector

10%



Work in the education & training sector

7%



Work in the accommodation & food sector

PAKINGTON STREET'S HISTORY

The history of an area plays an important role in its ongoing 'identity' and character. When planning for the future of the Pakington Street retail core precinct, it is vital to reflect on its history.

The traditional owners, the Wadawurrung people, lived in the Geelong and Bellarine region for over 2,000 generations before European contact, making use of the natural environment and managing the land as the original custodians.

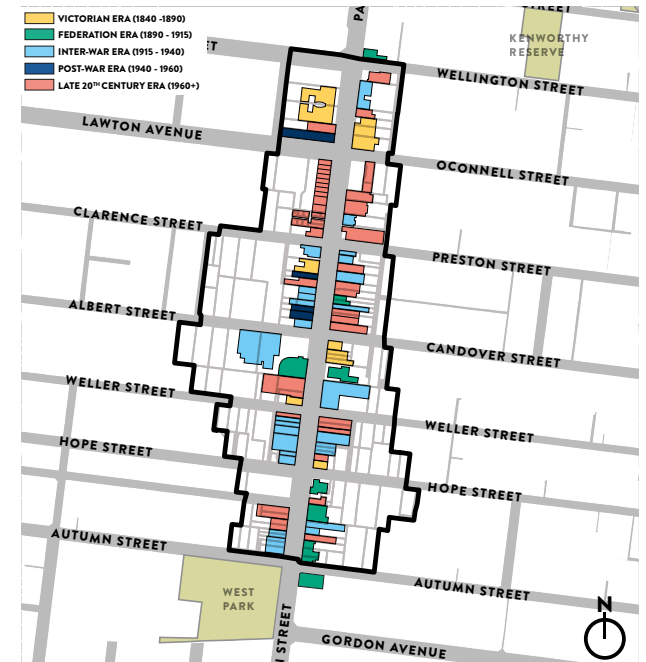
In 1837, the suburban area now known as Geelong West was first surveyed and subdivided into 22 separate 25 acre allotments following a grid layout by Port Phillip Senior Surveyor, Robert Hoddle. By 1841, these allotments had grown into a little suburban village known as "Ashby", which became a viable business alternative to the Town of Geelong; today's Central Geelong. With the introduction of a tram in 1912 and continued growth in businesses offering employment opportunities, Geelong West continued to grow, becoming a Town in 1922 and a City in 1929.

The area of Pakington Street in the retail core precinct is in Heritage Overlay 1634: Pakington Street Commercial Heritage Area. This policy sets objectives to preserve key elements that contribute to the character of the area and recognises the long history of this precinct as a 'main' street catering for the daily needs of the local community

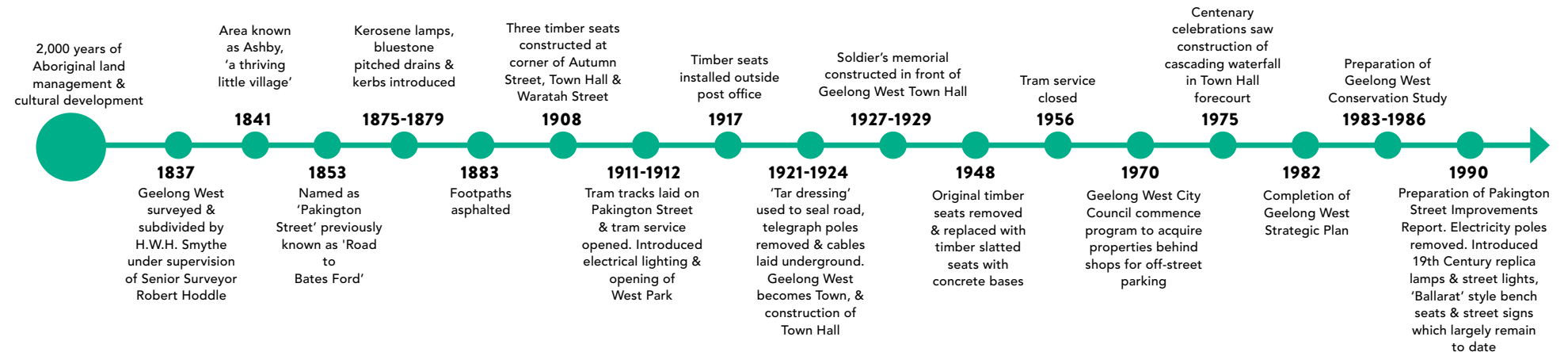
and plays an important role in generating a sense of community in Geelong West. The remaining buildings are representative examples of each of the major periods of architectural styles, from early Victorian to Post War, with some of considerable regional or local significance. These buildings, along with the mix of commercial, institutional and community uses contribute substantially to the character of 'Pako'.

Percentage breakdown of building eras:

- Victorian (1837-1895): 14%
- Federation (1895-1918): 10%
- Inter-war (1918-1945): 32%
- Post War (1945-1960): 5%
- Late 20th Century (1960-2000): 37%
- Vacant sites: 2%



GEELONG WEST & PAKINGTON STREET COMMERCIAL HERITAGE AREA TIME-LINE



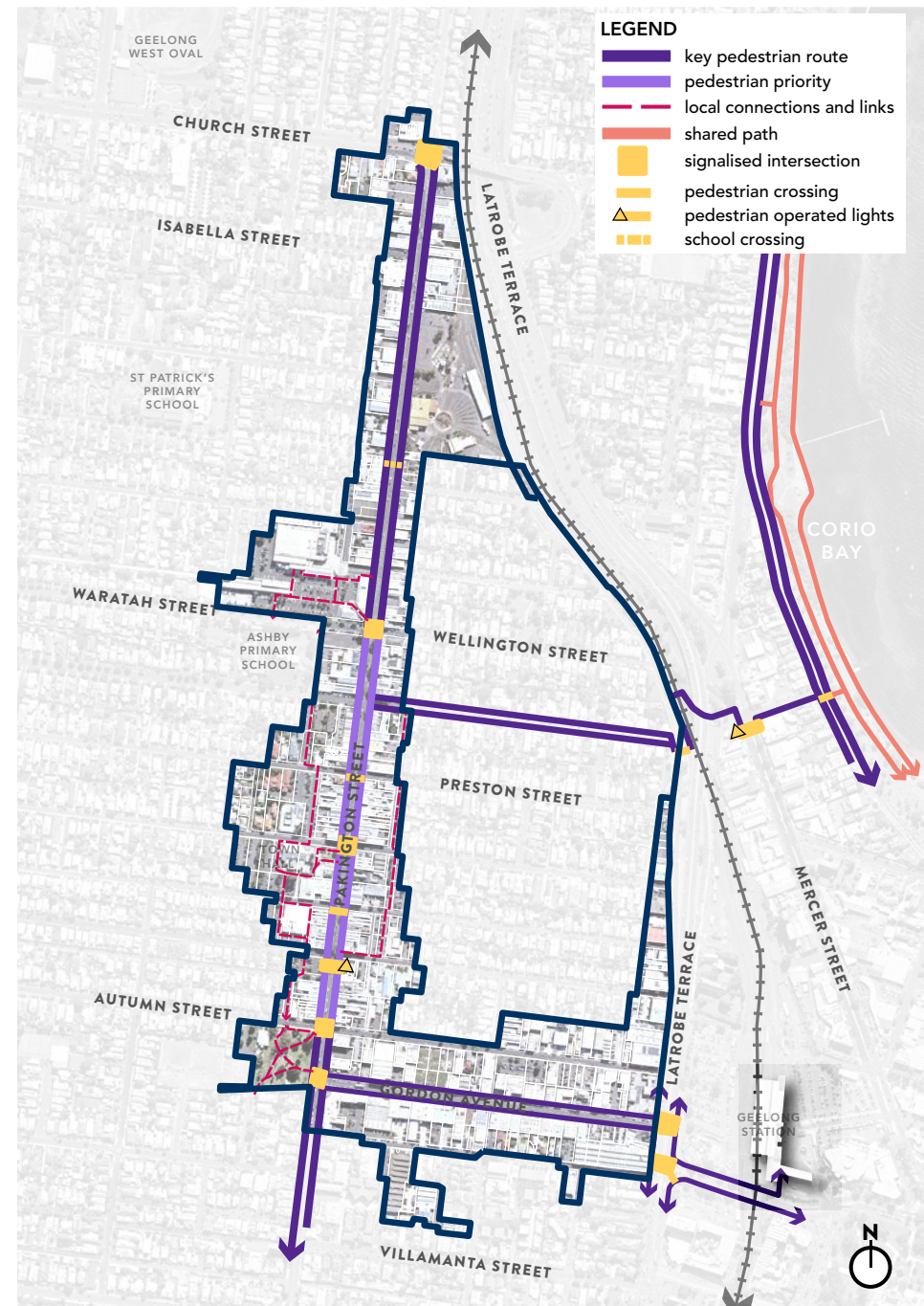
EXISTING PEDESTRIAN MOVEMENT

Pakington Street (Geelong West) and Gordon Avenue play an important role within the wider pedestrian network; providing connections to the Geelong Train Station and Bus Terminal, West Park, the retail area, and Central Geelong. The pedestrian and cyclist overpass at the end of O'Connell Street is an important connection across Latrobe Terrace.

At a more local scale, Pakington Street and Gordon Avenue connect pedestrians to key destinations within the area which generate high levels of foot traffic. The retail and community hub function of the area relies heavily on its ability to provide a safe, connected, walkable and attractive pedestrian environment. The City has recently constructed two additional raised pedestrian crossings in the activity 'core' of Pakington Street to enhance mobility across both sides of the street.

With the exception of a few local laneways, the pedestrian network includes paved footpaths on both sides of every street and road. The existing footpath condition varies throughout the study area. Raised pavers, protruding tree roots, and level changes in the existing footpaths are creating tripping hazards and present significant barriers for safe mobility for everyone. The surface and design of footpaths in busy retail strips is vital in ensuring everyone can safely and conveniently access shops, services and facilities in various weather conditions.

Even where the footpath is generally in good condition, signage, outdoor seating or trading and street furniture compete for space within a limited width, and can make it difficult and uncomfortable for people to move around; particularly the elderly, those with mobility aids or prams. By providing a more balanced allocation of street 'space' that recognises all road users; pedestrians, cyclists, public transport passengers and drivers, we can create streets that are safe, attractive and economically vibrant 'places'.



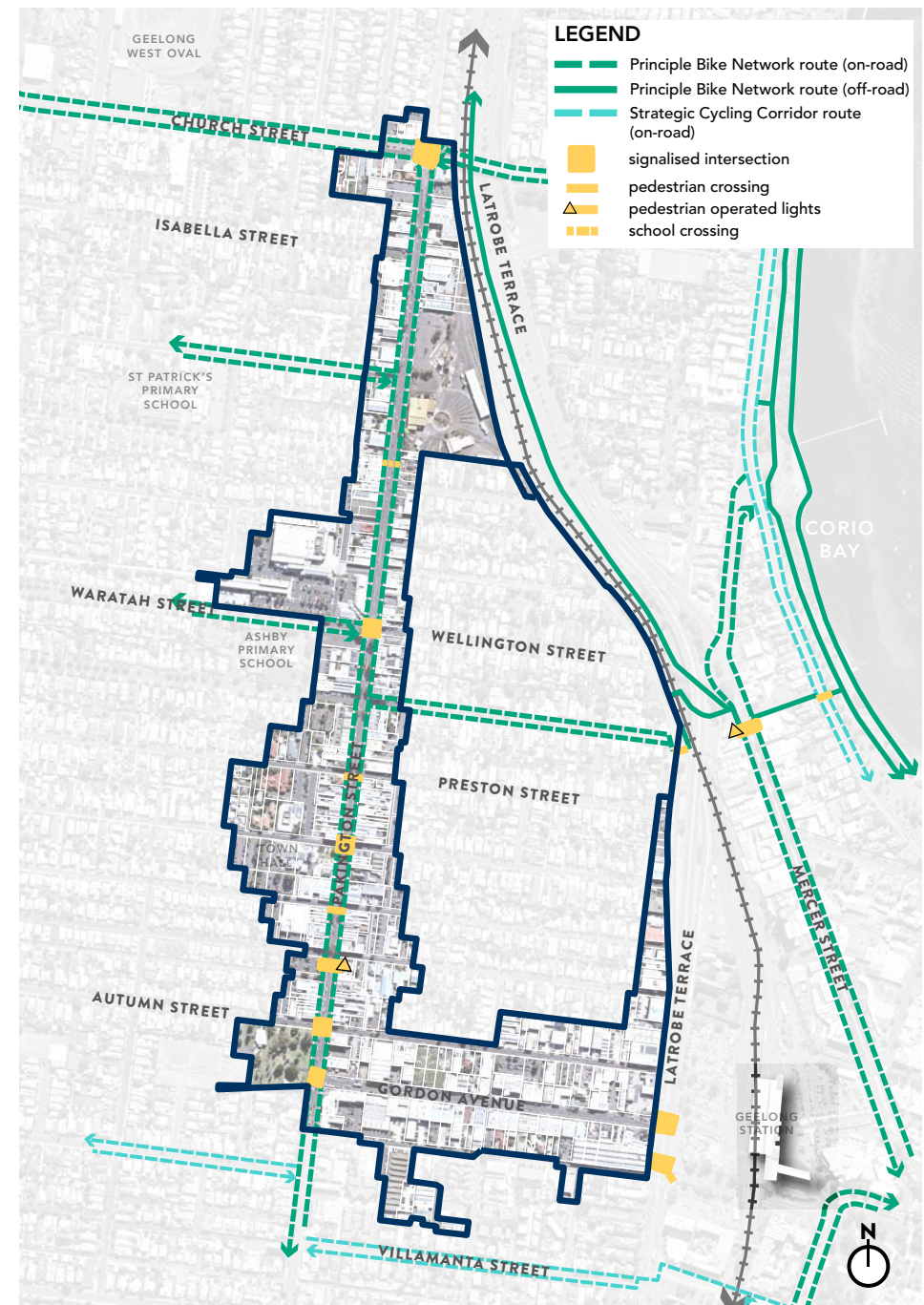
EXISTING CYCLIST MOVEMENT

Greater Geelong has an extensive existing network of bike paths and shared paths that connect people to key local and regional destinations through cycling. However, of the roughly 40,000 trips made every day in and out of Central Geelong by workers, only two per cent of these trips are made by bike despite the fact that seventy per cent of these trips are within easy cycling range.

Pakington Street (Geelong West) forms part of the Principal Bicycle Network; which aims to serve a commuter purpose. There is a pedestrian and cyclist overpass at the end of O'Connell Street along Madden Avenue that connects to the bike path on Mercer Street, the Esplanade, and along the Waterfront. On road bike paths along Villamanta Street, Gertrude Street and The Esplanade form part of the Strategic Cycling Corridor; which aims to serve a recreational purpose with strategic connections to key destinations including the Geelong Waterfront, and the Bellarine. However, there are limited safe east-west connections across Latrobe Terrace.

Though Pakington Street forms part of the Principle Bike Network and is a key north-south connection, existing cycling infrastructure in the study area is limited. The existing on-road bike lanes along Pakington Street are not clearly visible and sit between parked and moving cars, with a limited provision of parking facilities and directional signage.

The City is committed to adopting best practice design to encourage cycling as a viable local alternative to driving, recognising that a safe and well connected cycling network can help alleviate traffic congestion, reduce carbon emissions and promote healthy lifestyles.



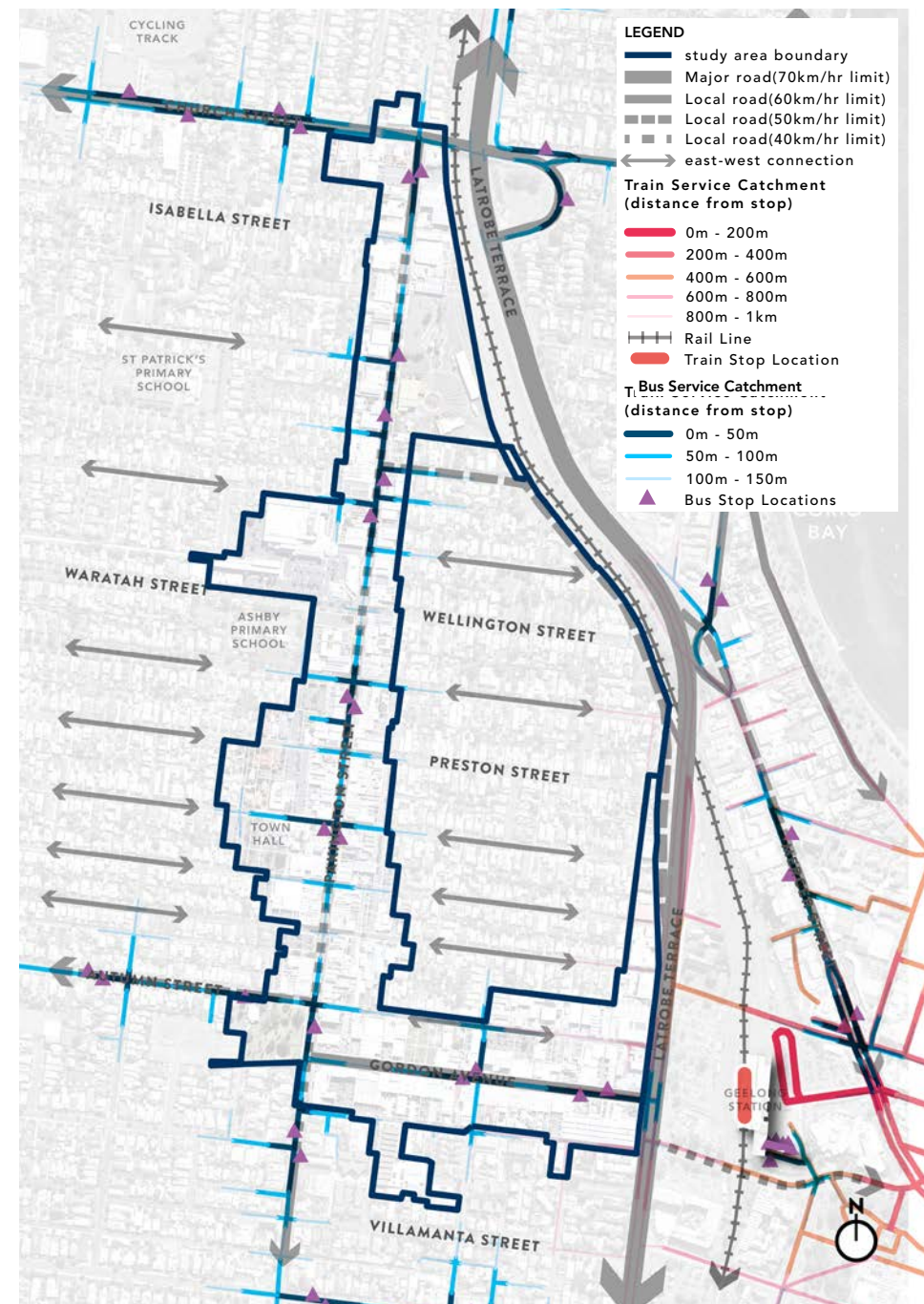
EXISTING ROADS AND PUBLIC TRANSPORT

Movement within the study area is defined by its street grid layout which creates a range of street widths and scales, with varied options for east-west movement through local roads, while north-south movement is limited to Pakington Street and a few others like Elisabeth Street. The street grid layout also has a significant impact on public transport infrastructure, like buses, which depend on road.

Pakington Street is a key north-south 'spine' that runs through the study area and the neighbouring suburb of Newtown down to the Barwon River, offering connections to Church Street (Midland Highway) and Aberdeen Street (Hamilton Highway). Gordon Avenue is a key east-west street connecting the study area to Latrobe Terrace (Princes Highway), the Geelong Train Station and Central Geelong, and is a link between Johnstone Park and West Park.

Vehicle speed limits often reflect the 'function' of a street in terms of its environment and purpose within the network; whether it is primarily for 'moving' traffic from one place to another or whether the street itself is a destination or 'place'. Vehicle speed limits on Pakington Street have recently been reduced to 40km/hr.

In terms of public transport, the 'service catchment' area relates to the 'reach' public transport infrastructure can cover through walking distances from individual stops through existing street networks. The area is currently covered by two bus routes, route 22 from Geelong Station to North Shore Station travels down Pakington Street turning onto Gordon Avenue. Route 1 runs along Gordon Avenue and Autumn Street, offering connections to Deakin University in Waurin Ponds and North Shore Station through Central Geelong. Existing bus stop infrastructure consists of timetable and 'hailing' signs with limited shelter or seating and inconsistent Tactile Ground Surface Indicators (TGSI's) for people with vision impairments. The current design and orientation of the Geelong Train Station's entry and exit points limit easy access from Geelong West.



EXISTING STREETSCAPE CHARACTER

We often tend to think of streets only as the surfaces vehicles drive on when moving from one destination to another. Ignoring the fact that even 'drivers' become 'pedestrians' at some point in their journey, and that not everyone in our community has access to a vehicle or are able to drive. Streets are actually the basic unit through which 'people' experience urban areas, stretching from one property line to another, offering space for movement while facilitating a variety of uses and activities.

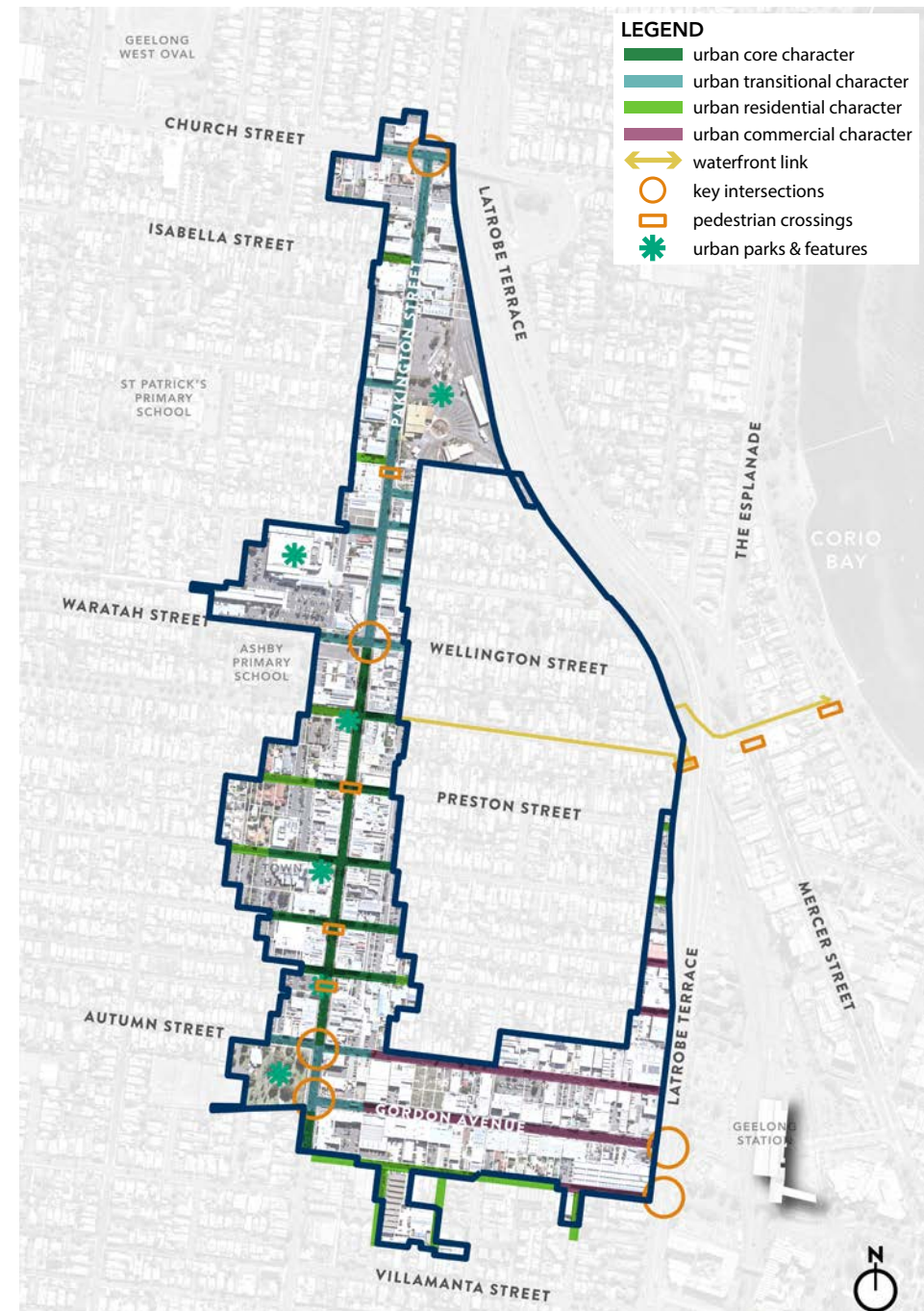
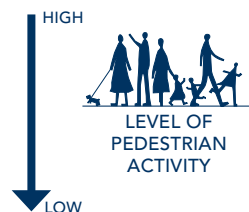
The collective 'look' of all the different elements of the street including buildings, footpaths, trees, signage, landscaping and pedestrian activity are often referred to as the 'streetscape'. These elements all come together and give a visual identity to the streets, creating a sense of place. Well designed streetscapes play a key role in encouraging street life and providing amenity for residents and visitors of all ages and abilities, and have the potential to attract and retain business and activity.

The areas around Pakington Street and Gordon Avenue have developed their existing streetscape character over time. Given their focus as commercial and retail centres, the existing streetscapes in the study area have been categorised by level of pedestrian activity.

More intense character has wider footpaths, buildings fronting the street with no setback, more street furniture, canopy cover, while less intense character actually discouraging pedestrian activity with narrow footpaths, no canopy cover, multiple vehicle cross overs and blank walls.

The four categories are as follows:

- Urban Core Character
- Urban Transitional Character
- Urban Residential Character
- Urban Commercial Character



EXISTING CHARACTER AREAS

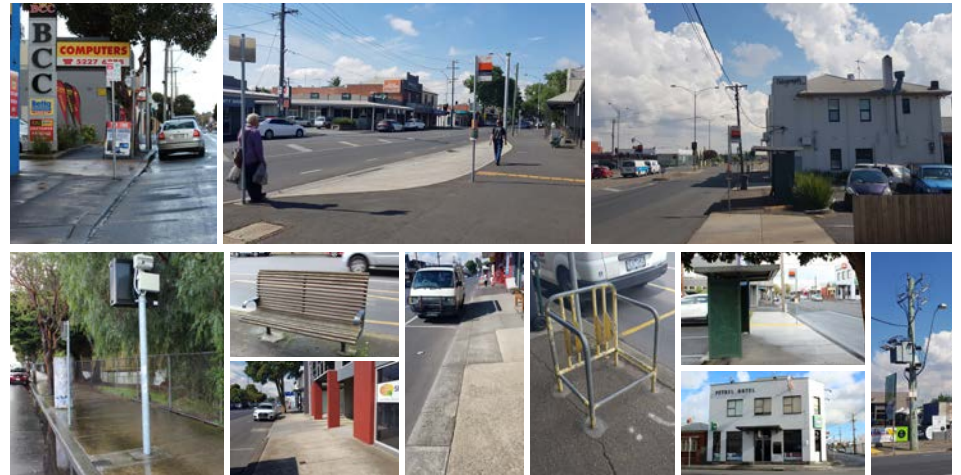
URBAN CORE CHARACTER (HERITAGE CORE PRECINCT)

- Continuous building frontages with zero setback create defined 'street wall'.
- Predominantly one and two storey heritage buildings with architectural elements and narrow activate frontages.
- Wider footpaths, average 2.8m with some areas used for outdoor dining.
- On-street parallel parking and on-road bike lanes.
- Mature canopy trees in kerb out-stands in large areas of brick paving.
- Mix of street furniture design, both replica 19th or early 20th century and contemporary.
- Raised pedestrian crossings and pedestrian operated lights.



URBAN CORE TRANSITIONAL CHARACTER (PAKINGTON NORTH PRECINCT)

- Building frontages with varied setbacks create an undefined 'street wall'.
- Predominantly one and two storey buildings with a mix of narrow and wide frontages with varying levels of activation.
- Wider footpaths, average 2.8m with limited use for outdoor activities.
- Approx. 200m of inactive frontage along the Rail Siding Yard.
- On-street parallel parking.
- On-road bike lanes and limited parking facilities.
- Inconsistent street tree canopy.
- Predominantly asphalt pavement though there are areas where brick has been used.
- Powerlines and limited street furniture and signage provided.



URBAN RESIDENTIAL CHARACTER (PARTS OF GORDON AVENUE PRECINCT)

- Varying setbacks, with predominant front setback with green space for front gardens and parking.
- Predominantly one and two storey residential buildings with a few 3 storey buildings along the Spring Street area.
- Mixed residential, office and parking.
- Intermittent street tree planting with species variety.
- Narrow footpaths and informal on-street parking.
- Asphalt footpaths.
- Limited street furniture and lighting.



URBAN FRINGE CHARACTER (GORDON AVENUE PRECINCT)

- Generous building setbacks with on-site car parking.
- Predominantly one and two storey buildings with wide frontages and blank walls.
- Narrow footpaths and constant vehicle cross overs.
- On-street parallel parking and limited street trees.
- Powerlines and limited street furniture and signage provided.
- Mixed residential, office, warehouse, commercial and parking.
- Inconsistent and 'patchy' pavement with various materials though predominantly asphalt.
- Powerlines and limited street furniture and signage provided.



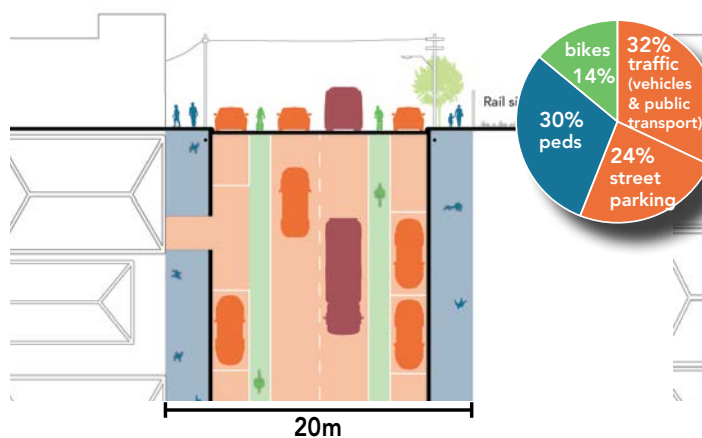
EXISTING STREET SPACE DISTRIBUTION

Pakington Street and Gordon Avenue play numerous roles within the movement network and currently accommodate different transport modes within a tightly set width, which makes every bit of room on the street a 'contested space'. Generally, most of that space is allocated to private vehicles, with wide lanes for traffic and little room for people.

As the local population in Geelong West continues to grow, we must work to make these streets safer and attractive to improve the walking and cycling experience. Inviting the local community to walk and cycle to 'Pako' and recognising that not everyone in our existing and future communities will have access to a vehicle, have the ability to drive or wish to do so. This means providing a more balanced allocation of street 'space' that recognises all users; pedestrians, cyclists, public transport passengers and drivers.



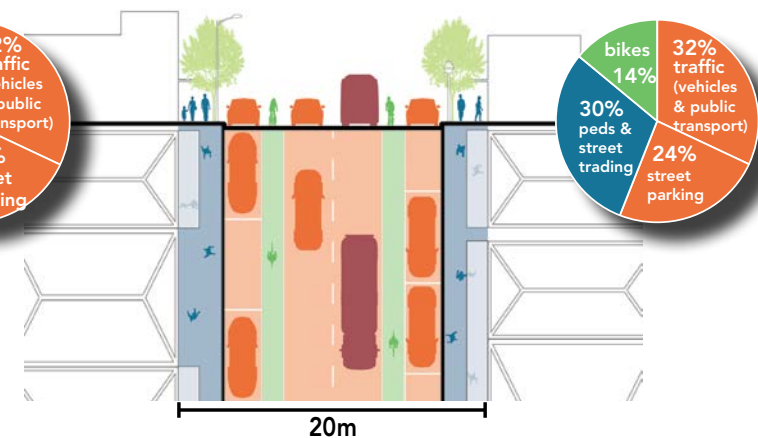
Pakington Street in Pakington North Precinct



Footpaths make up around thirty per cent of the space. Street trees, power poles, signage, street furniture, outdoor dining, bus shelters and pedestrians compete for usage of this space.

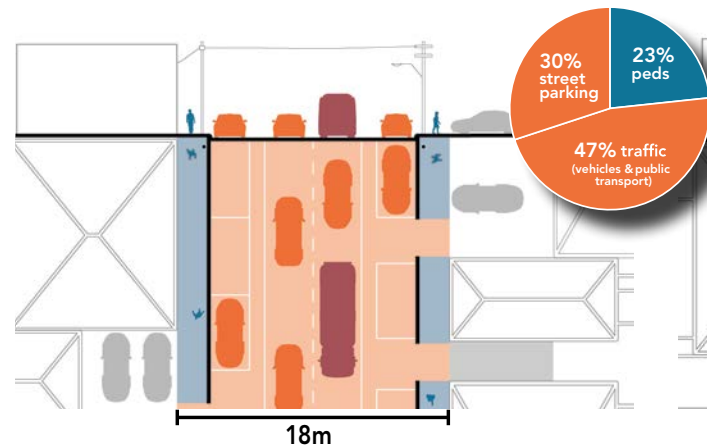
Existing on-road bike lanes are narrow, not clearly visible and sit between parked vehicles and moving traffic. There is limited bicycle parking provided.

Pakington Street in Heritage Core Precinct



Over half of the space is allocated to private vehicles, though traffic lanes and street parking are shared with buses running along route 22.

Gordon Avenue

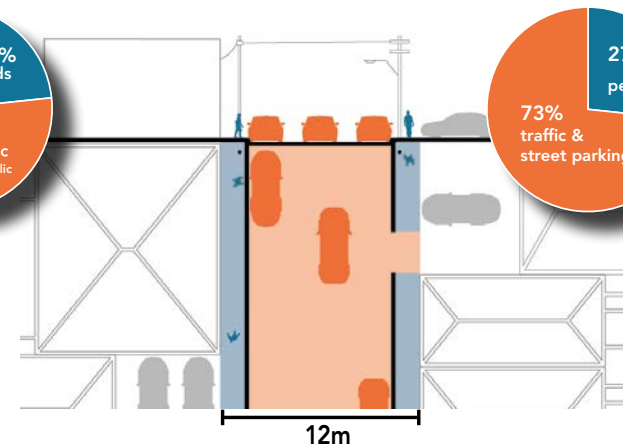


Footpaths make up around twenty per cent of the space. Power poles, signage and pedestrians compete for usage of this space. There is a lack of street trees or any other form of weather protection.

There are currently no designated bike lanes, though Gordon Avenue is a key connection to the Geelong Train Station and Central Geelong.

Almost eighty per cent of space is allocated to private vehicles, though traffic lanes are shared with buses running along routes 1 and 22.

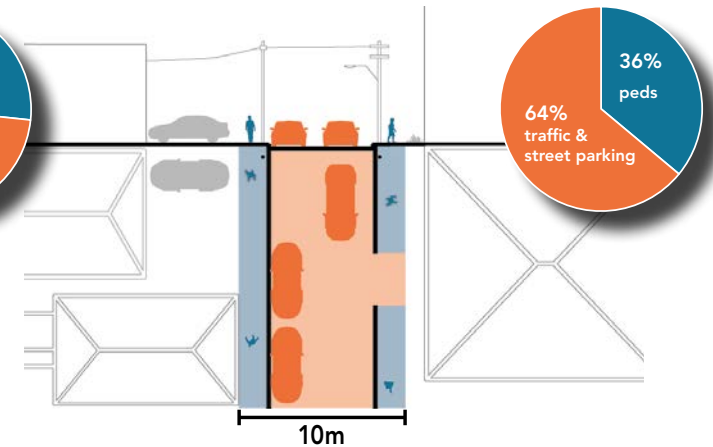
Autumn Street in Gordon Avenue Precinct



Footpaths make up almost thirty per cent of the space. Power poles, signage and pedestrians compete for usage of this space. There are currently very few street trees.

Over seventy per cent of space is allocated to private vehicles, with on-street parking allowed along both sides of the street. Two-way traffic is mostly 'local'.

Spring Street in Gordon Avenue Precinct



Footpaths make up almost forty per cent of the space. Power poles, signage and pedestrians compete for usage of this space. There are currently very few street trees.

Over sixty per cent of space is allocated to private vehicles, with on-street parking allowed only along one side of the street. Two-way traffic is mostly 'local' and can only access Latrobe Terrace in a left-in, left-out arrangement.



 HERITAGE CORE PRECINCT

Kubra

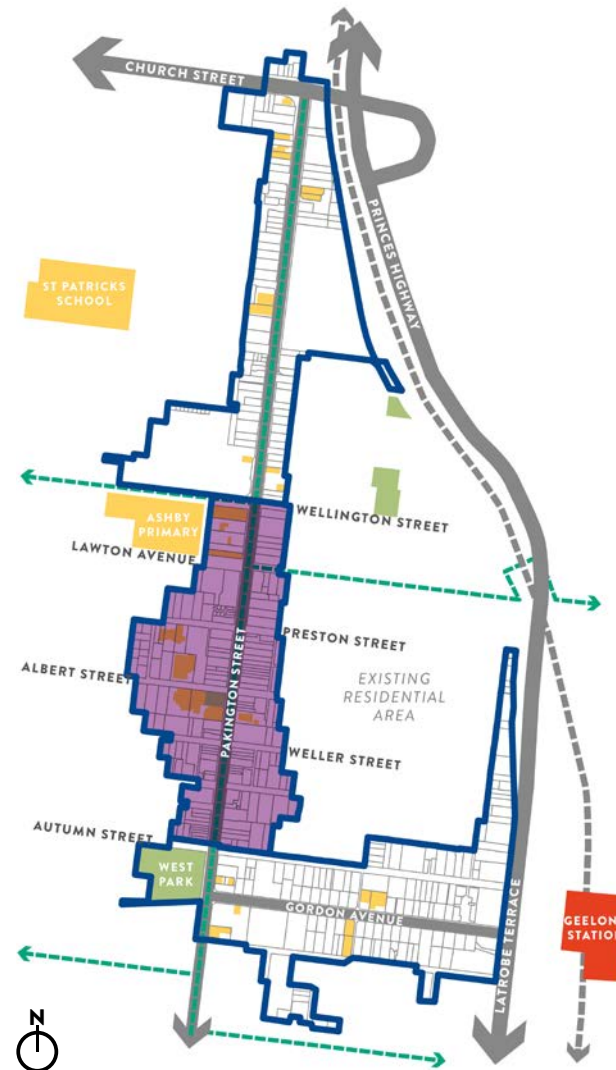
INTRODUCTION

The activity "core" of Pakington Street (Geelong West), stretching from Wellington / Waratah Street to Autumn Street is the area that comes to mind when you hear "Pako". It's home to one of Geelong's biggest celebrations of cultural diversity and offers some of the best shopping and dining experiences in a backdrop of heritage buildings and community spirit.

Pakington Street itself is the glue that brings everything together, the space between the buildings that belongs to everyone and from where shops and services are accessed and where interactions and activity take place.

The retail and community 'hub' function of this section of Pakington Street requires it to be a safe, inclusive and attractive part of the public realm. Embracing its role and catering for the different ways people move, with 'nodes' offering seating, shelter and interest.

Recognising that this is a successful and well-known part of Geelong with a distinct character and strong community 'feel', design interventions should focus on improving, rather than changing the area in order to ensure the precinct continues to thrive.



CHALLENGES AND OPPORTUNITIES

Key challenges and opportunities that were identified through analysis of existing conditions, the community engagement process and review of existing policy are summarised.



OUR FUTURE VISION

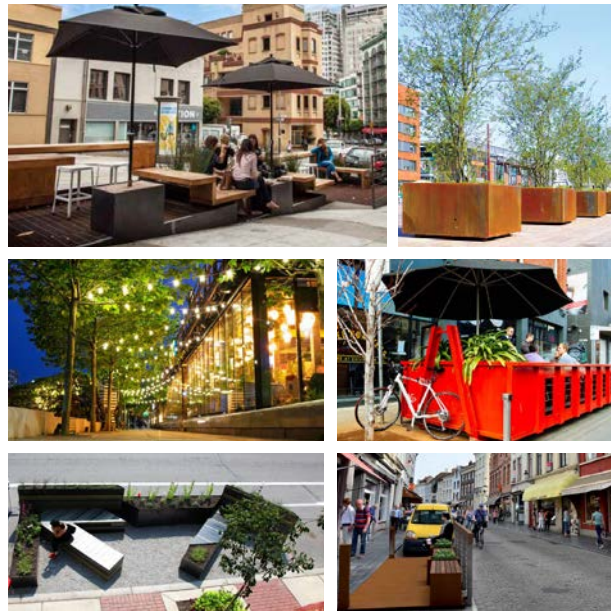
The Heritage Core Precinct will continue to play an important role as a premier shopping strip and community hub in a backdrop of heritage buildings, based around a safe, leafy and 'people' friendly environment where locals and visitors of all ages and abilities can meet, shop, rest, eat and play. Enhancing and celebrating its unique built form and cultural heritage through a high quality public realm that connects people with nature and offers opportunities for 'life' to spill out onto the street. Providing attractive and comfortable urban public spaces that become iconic places for people to meet.



KEY MOVES

The following outlines the key moves for the Heritage Core Precinct, which aim to 'act' on the Vision and Guiding Principles to ensure Pakington Street continues to evolve into a great people-friendly street that encourages diversity, builds social cohesion, connects people with nature and heritage values and attracts investment and innovation. Also recognising the need to protect the 'low' rise scale of existing heritage buildings that significantly contribute to the 'look' and 'feel' of the area.

STREET ACTIVATION AND INCREMENTAL CHANGE



- images: Google images

Encouraging further street activity and space for outdoor dining and seating through temporary or 'pilot' projects. 'Parklets' are an extension of the footpath which allows more room for seating and planting in a temporary arrangement. Existing kerb out-stands with increased planting. Investigate introducing feature lighting.

STREET IMPROVEMENTS



- images: Google images

Addressing the existing slip/trip hazards and issues raised by the universal access audit along the footpaths. Replacing existing materials with contemporary, practical and longer-lasting materials for a buzzing and attractive shop-strip environment.

URBAN RENEWAL PROJECTS



Key renewal projects that aim to transform currently underused or inactive spaces into urban 'pocket' parks. Addressing the issue of connectivity across side streets, including 'greening' and activating kerb out-stands. The designs presented in the UDF are 'concepts' only and presented for discussion.

UNIFIED WAYFINDING



Establishing a suite of signage for Pakington Street and integrated wayfinding. Capitalising on existing services and public infrastructure by ensuring directional signage is visible, easily understood and does not clutter the streetscape. The designs presented are 'concepts' presented for discussion.

ADDITIONAL HERITAGE DESIGN GUIDELINES



Improve existing policy and heritage guidelines to further enhance these heritage buildings that play a key role in 'Pako's' identity and character.




As there is no existing streetscape infrastructure of heritage value, there is an opportunity to replace kerb and channel, footpath paving and street furniture.

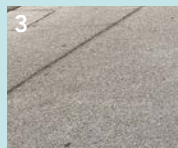
From a heritage perspective, it is recommended that replica 19th or early 20th century designs are avoided.

MATERIALS



Kerb and channel following the City's Engineering Services Unit standard design

- 1  MAIN FOOTPATH
 - asphalt
 - feature bluestone
 - bluestone kerb
 - coloured concrete channel
- 2  SIDE FOOTPATH
 - asphalt
- 3  KERB OUTSTAND
 - exposed aggregate
- 4  SIDE STREET THRESHOLD CROSSING
 - bluestone flat top
 - rough bluestone pitchers
- 5  COLOURED BIKE LANE
 - coloured pavement
- 6  EXISTING TREES
-  SIDE STREET IMPROVEMENTS & THRESHOLD CROSSINGS



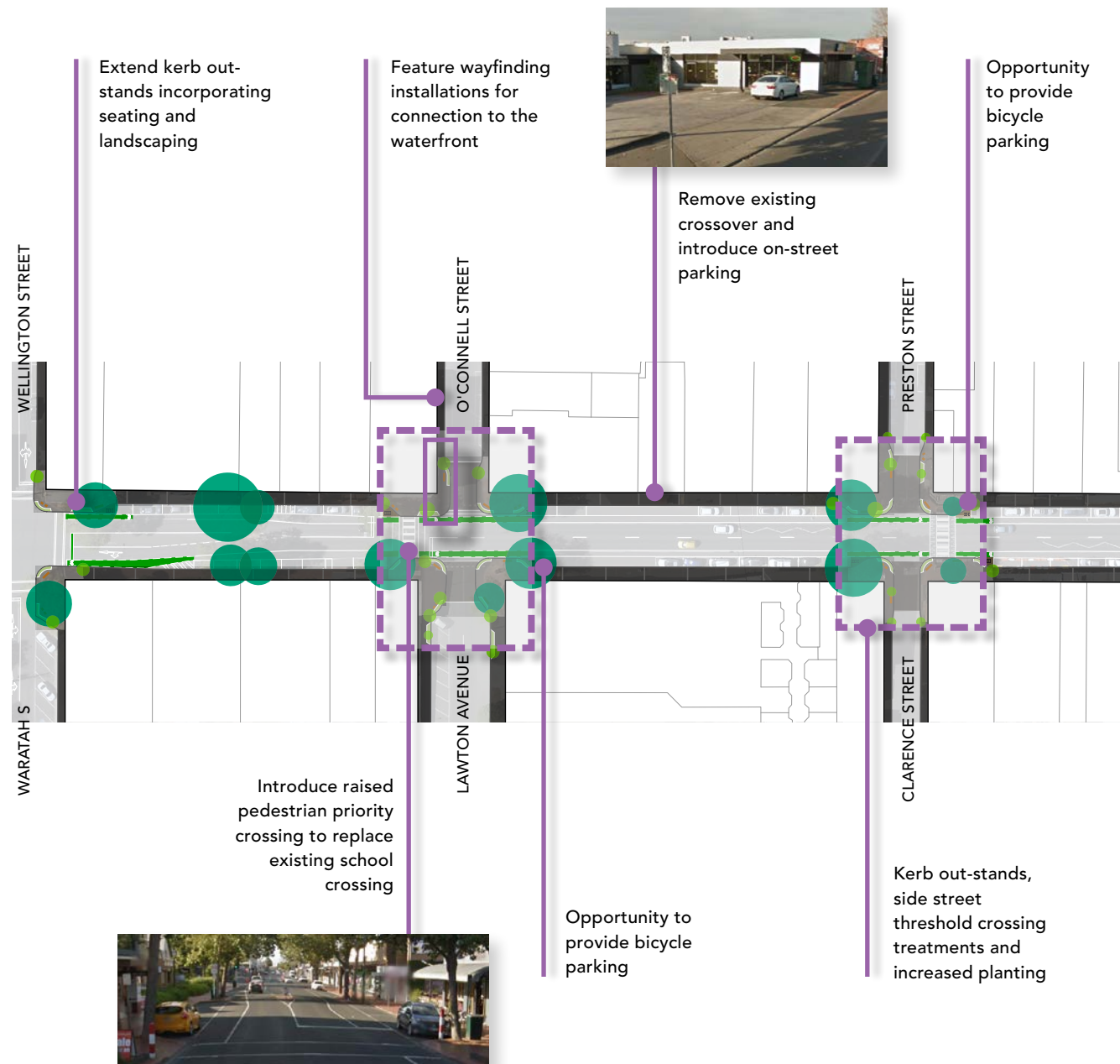
Following design of Town Hall Civic Square



Side street threshold crossing



Existing Swanston Street treatment



Improve safety and visibility of existing bike lanes through coloured treatment at 'conflict' points and intersections

Extend kerb out-stands, side street threshold crossing treatments and increased planting

Replace pedestrian signals with raised pedestrian priority crossing

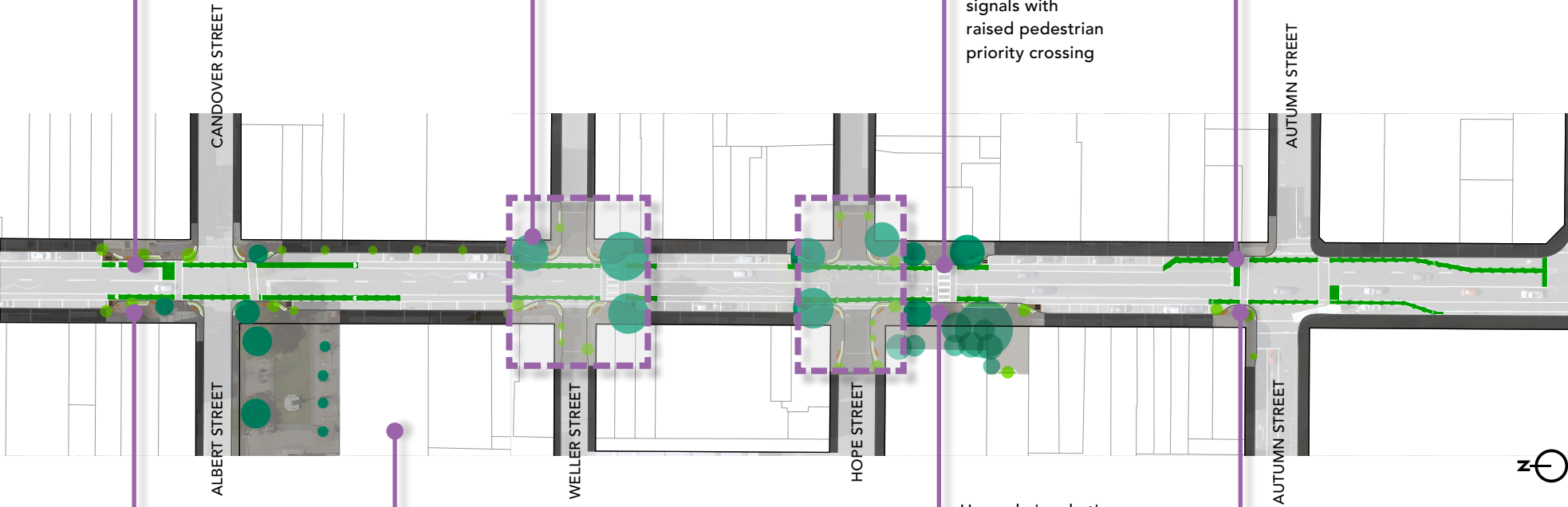
Provide bike 'starting' boxes at intersections for safer cyclist movement

Extend kerb out-stands incorporating seating and landscaping

Upgrade space between Town Hall and Library into 'pocket' park

Upgrade 'pocket' park, retain existing trees and extend footpath on Yuille Street

Extend kerb out-stands incorporating seating and landscaping

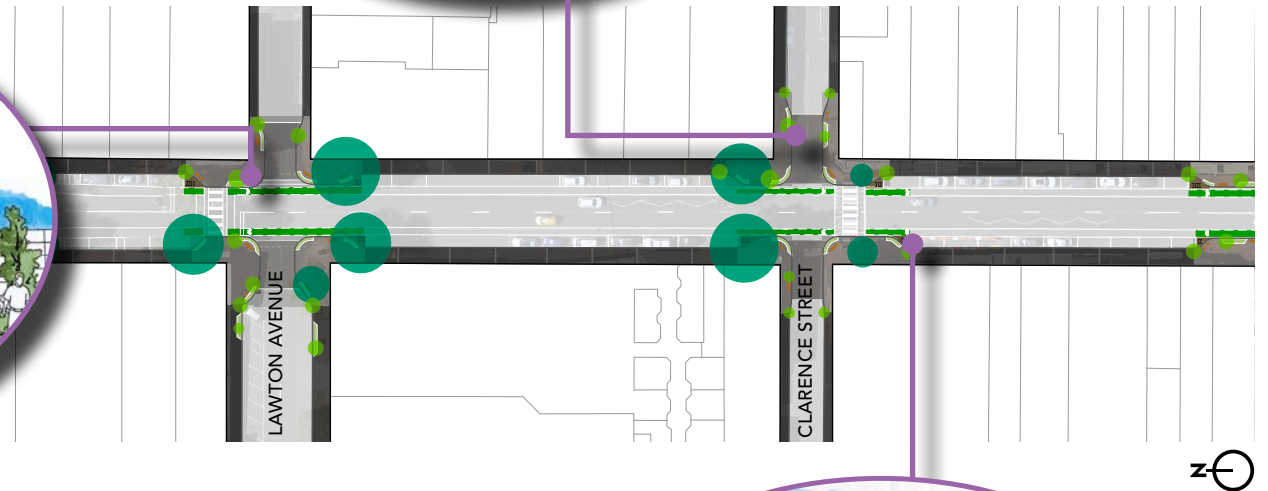


URBAN RENEWAL PROJECTS

PROJECT A



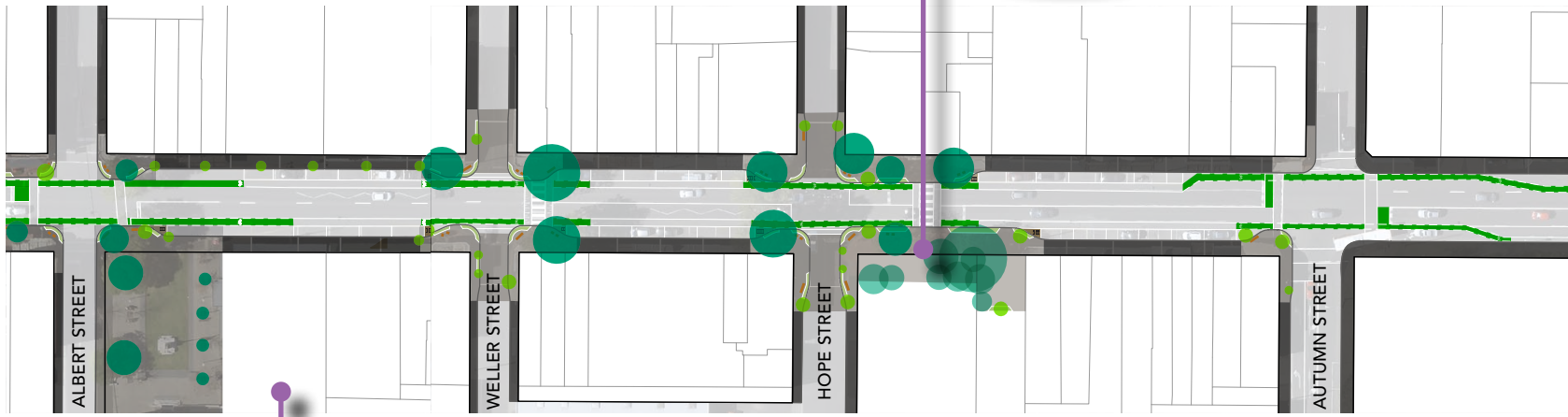
PROJECT B



PROJECT C



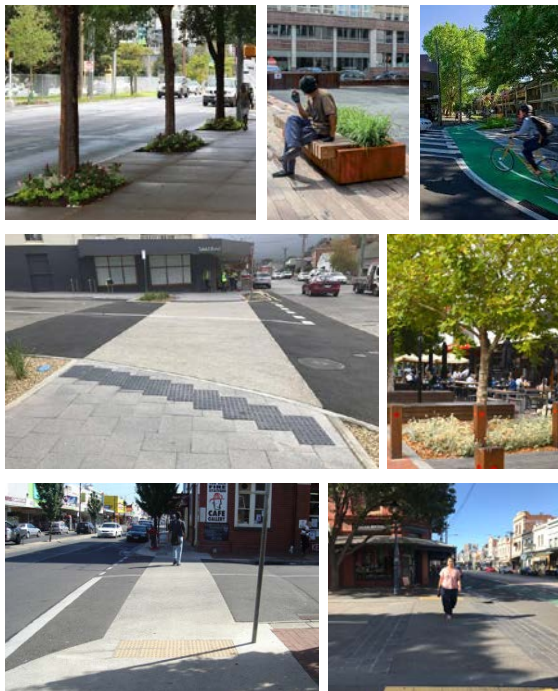
PROJECT D



PROJECT E



PROJECTS A & B - BETTER CONNECTIONS TO THE WATERFRONT AND STANDARD SIDE STREET TREATMENT



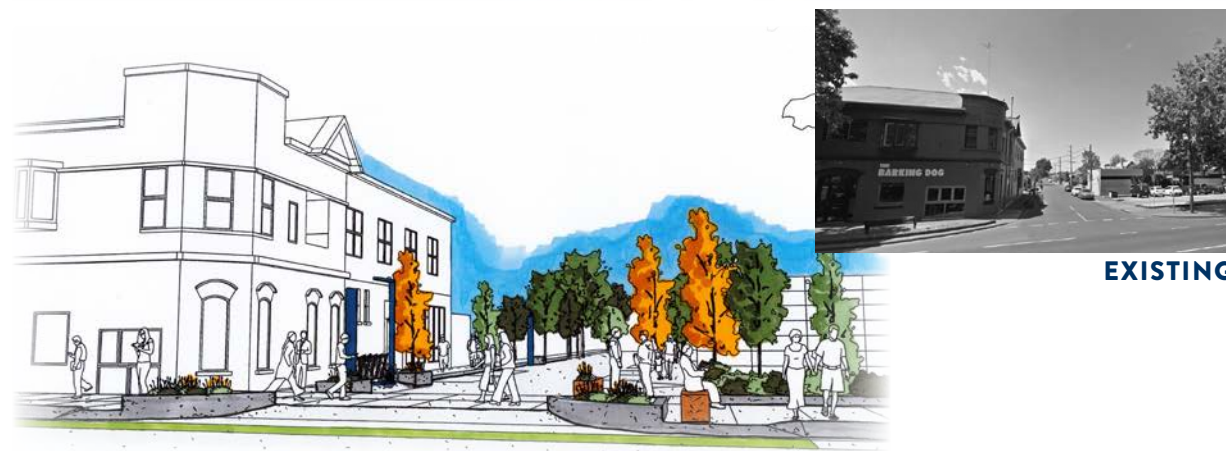
- images: Google images

Side street crossings can present a challenge for people to move around the Precinct, having to change levels twice and move across a wide length of carriageway. There is an opportunity for side streets to reflect the leafy pedestrian-friendly character of the Precinct.

The design intent is:

A raised threshold crossing prioritises pedestrians and allows for a seamless connection between side streets and the main footpath. Kerbside planting and additional street trees enhance the 'look' and 'feel', announcing arrival to the wider Precinct.

PROJECT B



PROJECT A

PROJECT C - 'GREEN' BIKE STATIONS



EXISTING



Existing no-standing areas, including those near raised pedestrian crossings present opportunities to extend the kerb, using this space to introduce more planting, trees and bicycle parking.

The design intent is:

Introducing convenient bike parking stations featuring planters for additional vegetation and street trees provide an interesting, contemporary and 'green' element to enjoy.



- images: Google images

PROJECT D - POCKET PARK



EXISTING



The space is currently underutilised, with limited seating or interesting features. Existing footpath along Yuille Street is narrow, limiting activity to spill out.

The design intent is:

Raised concrete beds, a shelter structure and paved areas create a green urban pocket park that seamlessly ties in urban living and the natural environment, creating a small oasis with plenty of seating and shade in a busy and active street.

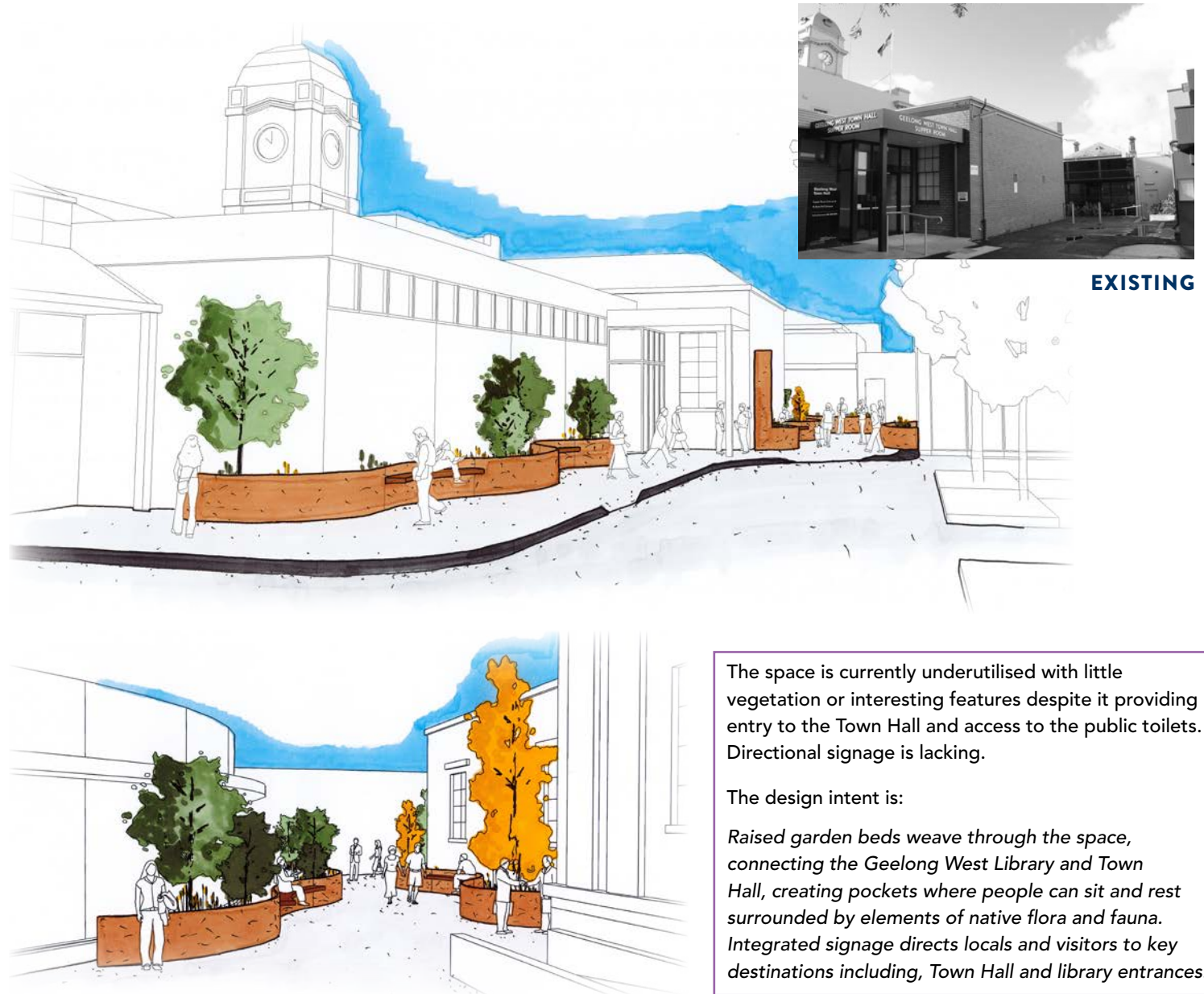


- images: Google images

PROJECT E - TOWN HALL AND LIBRARY POCKET PARK



- images: Google images



The space is currently underutilised with little vegetation or interesting features despite it providing entry to the Town Hall and access to the public toilets. Directional signage is lacking.

The design intent is:

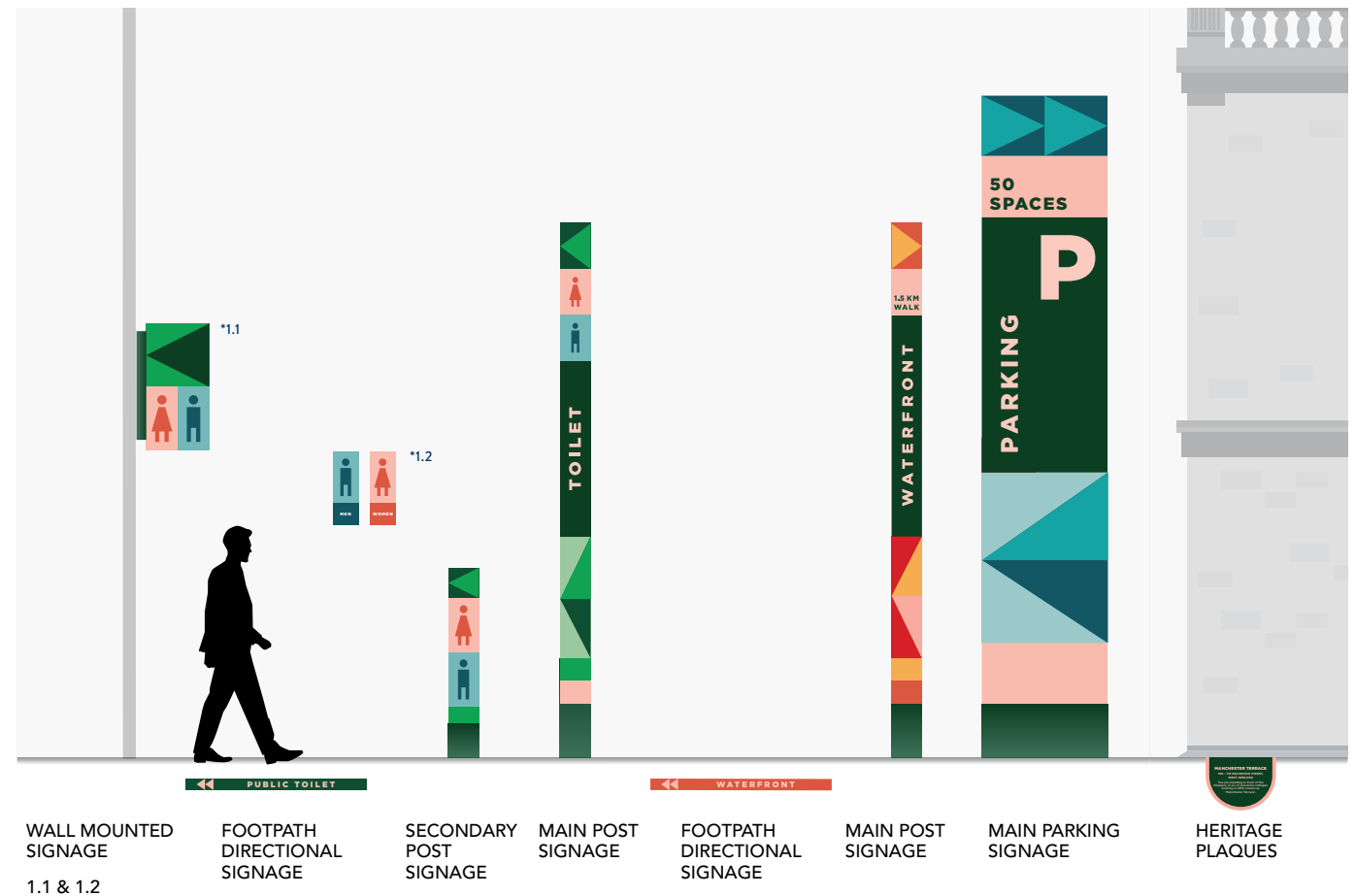
Raised garden beds weave through the space, connecting the Geelong West Library and Town Hall, creating pockets where people can sit and rest surrounded by elements of native flora and fauna. Integrated signage directs locals and visitors to key destinations including, Town Hall and library entrances.

UNIFIED WAYFINDING

These concepts illustrate how a unique wayfinding and signage 'look' could be implemented to Pakington Street in order to unify the Street, promote sense of place and build on existing character. These concepts illustrate how wayfinding elements and signage could be seamlessly and effectively integrated into the streetscape.

These concepts are indicative and have been provided as a guide to how unified wayfinding could be implemented.

PROPOSED SIGNAGE



PROPOSED SIGNAGE LOCATIONS

1 Gateway / Entrance Signage

2 Main Parking Signage

3A Main Waterfront Post Signage

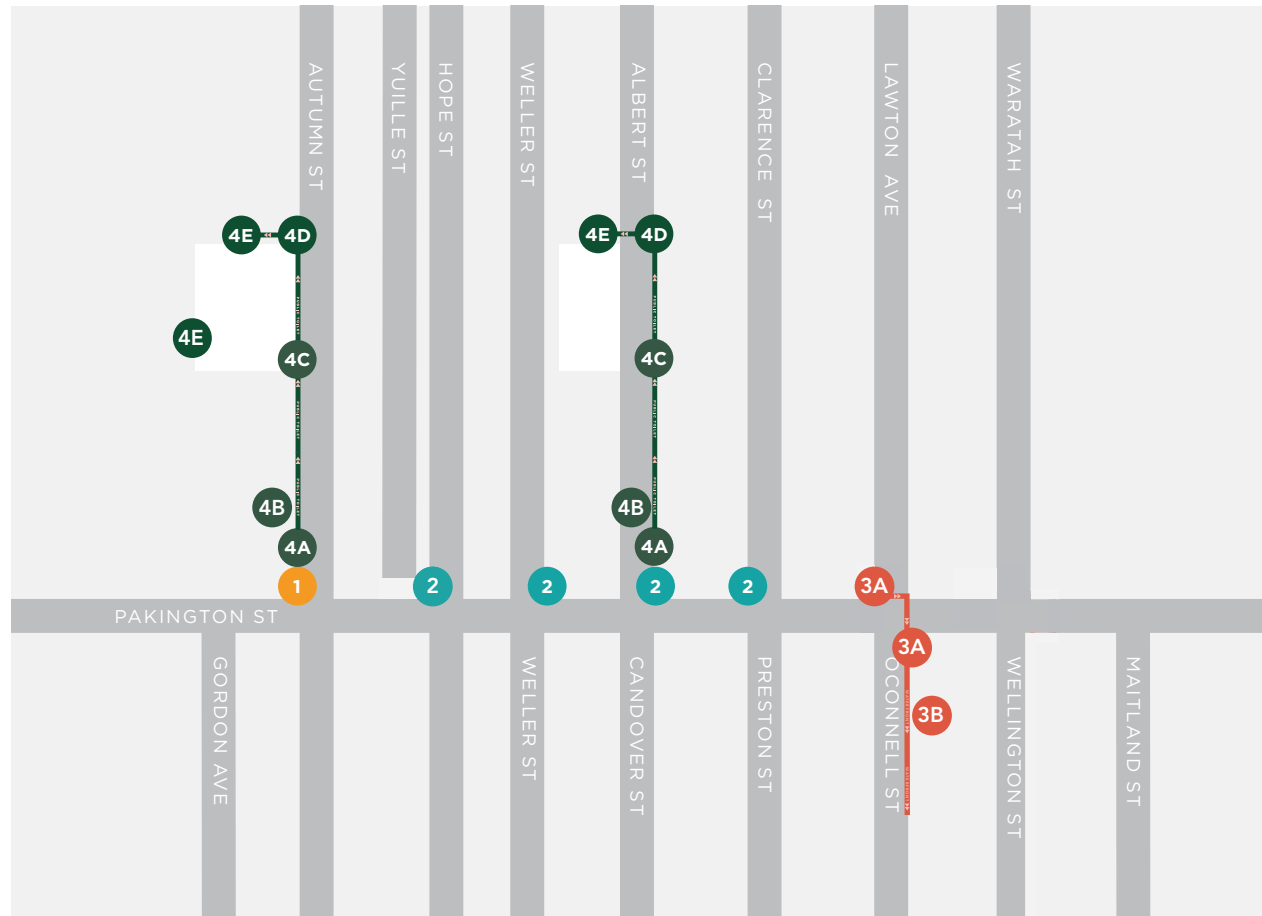
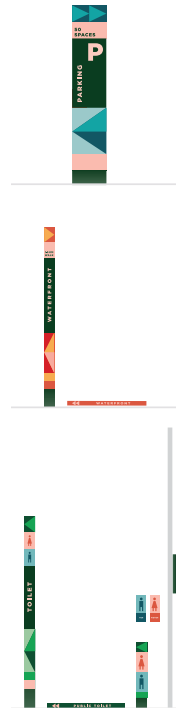
3B Footpath Directional Signage

4A Main Toilet Post Signage

4B Footpath Directional Signage

4C Secondary Post Signage

4D & 4E Wall Mounted Signage



ADDITIONAL HERITAGE DESIGN GUIDELINES

- Encourage paint removal on masonry walls and parapets by approved chemical methods for the following significant buildings:
 - 109-113 Pakington Street.
 - 126 Pakington Street.
 - 1-3/138-140 Pakington Street.
 - 142-144 Pakington Street.
 - 163 Pakington Street.
 - 165 Pakington Street.
 - 167A-171 Pakington Street.
 - 172-176 Pakington Street.
 - 175-177 Pakington Street.
 - 204-206 Pakington Street.
 - 208A Pakington Street.
- Encourage the removal of introduced parapet cladding and repairs to currently obscured parapets for the following significant buildings:
 - 152-154 Pakington Street.
 - 168-170 Pakington Street.
- Encourage the retention of original signage lettering on significant building parapets.
- Encourage the removal of introduced panel sign on parapet at 167A-171 Pakington Street that disguises the original signage lettering.
- Encourage originally painted surfaces to significant buildings to be painted in colours compatible to their era and design.
- Encourage the retention of existing original shop-fronts to the following significant buildings:
 - 106-116 Pakington Street (except one shop-front bay of this six bayed building).
 - 1-3/138-140 Pakington Street.
 - 142-144 Pakington Street (except the window frames).
 - 148 Pakington Street (the glazed tile surrounds to the sides of the shop-front have been removed).
 - 149 Pakington Street.
 - 151A Pakington Street (except the introduced tile surrounds and doors).
 - 199 Pakington Street.
 - 206 Pakington Street.
- Encourage the reconstruction of the standard cast iron post-supported convex verandahs for the following buildings:
 - 137A Pakington Street.
 - 159 Pakington Street.
 - 163 Pakington Street.
 - 165 Pakington Street.
 - 167A-171 Pakington Street.
 - 167 Pakington Street.
 - 168-170 & 172-174 Pakington Street.
 - 173 Pakington Street.
 - 175-177 Pakington Street.
 - 208A Pakington Street.
- Encourage the reconstruction of verandahs with timber signage valances and posts (applicable to the scale, design and era of the buildings) for the following buildings:
 - 138-140 Pakington Street.
 - 142-144 Pakington Street.
 - 143-147 Pakington Street.
 - 197-199 Pakington Street.
 - 151 Pakington Street.

- Encourage the retention of cantilevered verandahs for the following buildings:
106-116 Pakington Street.
148 Pakington Street.
- Encourage no verandahs for the buildings located at:
126 Pakington Street.
149 Pakington Street.
200-202 Pakington Street.
- Encourage new development at one and two storey building heights to complement the significant heritage buildings in the Precinct.

Additional signage is allowed as long as it complies with the following:

- Does not obscure any architectural detailing on the façade.
- Are in proportion to the building and are framed by architectural elements (such as building parapets and verandah fascias).
- Are not in excessively bright colours.
- Are not internally illuminated panels and boxes (apart from below verandahs). Consideration may be given to back-lit individually illuminated letters (but not illuminated flashing) so long as the installation has no physical impact on significant building fabric.
- Floodlight and spot lights may be appropriate alternatives to internally illuminated signs.
- Use clear, simple lettering styles and include not more than two type faces.
- Are placed no higher than the fascia line of a verandah unless affixed to the façade and conform to 1 above.
- Sky signs should be avoided.
- Projecting signs perpendicular to a wall should be modest in scale and suspended from a bracket attached in a manner that has no physical impact on significant building fabric.
- Do not involve blocking out entire window shop-fronts.
- Photographic and digital imagery should be avoided.

FURTHER RECOMMENDATIONS

IMPROVED ACCESS AND CONNECTIONS

- Ensure upgrades and concept designs for streetscape upgrades retain existing car parking provisions where safe to do so.
- Increase shorter - stay parking (1P and 2P) in off street car parks to promote turn over.
- Work with key stakeholders to produce an 'access' map.
- Consolidate delivery schedules to better utilise 'loading' zones as additional on-street parking.
- Investigate the removal of existing cross overs onto Pakington Street where possible.
- Vehicle cross overs are not allowed onto Pakington Street from Autumn Street to Wellington / Waratah Streets.
- Increase trees and vegetation in existing off-street parking areas.
- Review existing outdoor dining and street trading guidelines.
- Secure funding and prepare detailed designs for side street improvements.

ENCOURAGE CLEVER AND CREATIVE INITIATIVES TO ATTRACT MORE ACTIVITY

- Work with key stakeholders to deliver a proactive anti-graffiti campaign for the area.
- Work with key stakeholders to identify appropriate locations for a 'parklet' pilot project.
- Develop a 'parklet' program and guidelines.
- Develop specific Design Guidelines to activate and 'green' existing laneways.
- Support community-led events.
- Investigate developing a waste management strategy for the Precinct in order to consolidate pick up points and reduce waste.
- Introduce 'smart' parking signage and sensors that update availability and allow visitors to plan ahead.
- Introduce 'smart' poles in the Heritage Core Precinct, which are multifunctional poles that can include intelligent LED lighting, wi-fi connectivity and charging stations.

IMPROVE ACTIVE AND PUBLIC TRANSPORT

- Improve the safety and visibility of existing bike lanes along Pakington Street and intersections.
- Provide more bicycle parking throughout the area in convenient and visible locations.
- Upgrade bus stop infrastructure.
- Organise a 'safe streets' awareness campaign highlighting the importance of 'sharing' the road with pedestrians and cyclists.
- Ensure wayfinding elements are universally legible, reflect the local context and are integrated into the built form or landscape to avoid clutter.

BUILD ON AND CELEBRATE HERITAGE & IDENTITY

- Work with key stakeholders to organise and design a 'Heritage Walk' that showcases heritage buildings in the Precinct.
- Investigate appropriate locations for public and community art, including gateway treatments and utility boxes.
- Organise a street art competition in publicly owned land.
- Install a community board in a visible public building.
- Organise a 'Pako: Then and Now' exhibition that highlights how the area has changed over time.
- Commission two public art projects that focus on celebrating the Indigenous Heritage of the area.
- Investigate funding and grant opportunities for restoration of significant buildings in the Precinct.

IMPROVE THE URBAN ENVIRONMENT & PUT PEOPLE FIRST

- Ensure findings from the Universal Access Audit are addressed through the Pakington Street upgrade.
- Reduce the speed limit to 30km/hr along this section of Pakington Street.
- Include pedestrian links and improved lighting in off-street car parking.
- Increase street trees and landscape planting along Pakington Street and side streets.
- Create visual cohesion in the streetscape through street furniture design, materials and signage.

HERITAGE CORE PRECINCT IMPLEMENTATION STREET IMPROVEMENTS AND KEY RENEWAL PROJECTS

PROJECT DESCRIPTION	1-3 YEARS	4-9 YEARS
Street construction Stage 1 (footpath improvements and materials)		
'Short-term' pilot projects (temporary 'parklet' installations)		
'Interim' street design (bicycle lane improvements and established 'parklet' program)		
Project A - better connections to the waterfront		
Project B - standard side street treatments		
Project C - 'green' bike stations		
Project D - 'pocket' park upgrades		
Project E - Town Hall and Library 'pocket' park upgrades		



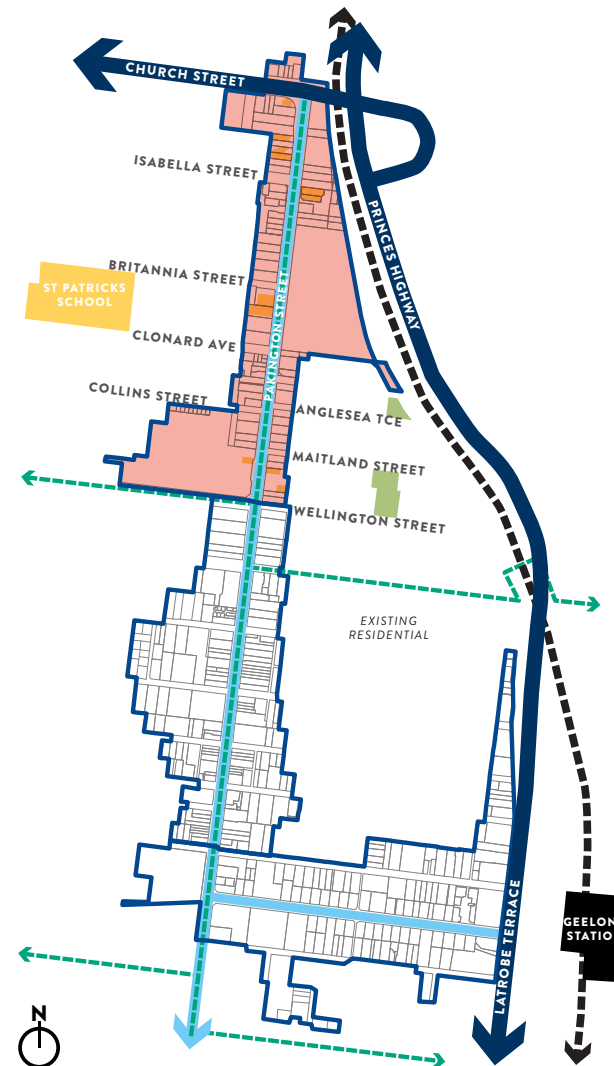
PAKINGTON NORTH PRECINCT

INTRODUCTION

The Pakington North Precinct stretches along Pakington Street from Church Street to Waratah/Wellington Street. The precinct developed over time as a peripheral area to the Heritage Core Precinct, traditionally incorporating office and restricted retail, but has gradually 'transitioned' to more retail and hospitality uses.

The 'look' and 'feel' of the street is disconnected from the more 'people' friendly environment in the Heritage Core Precinct. Activity in the Pakington North Precinct is generally centred on 'purpose' visits with few 'lingering' or multi-purpose trips. The building design, streetscape and uses in the area currently limit the amount of activity that can 'spill' out onto the street. However, the precinct's access to existing services and infrastructure, along with its larger property sizes means the precinct has great potential to support more residential uses.

The City recognises the need to advocate for sustainable growth by encouraging development in areas that are within walking distance to existing services and public transport and can support a range of building types catering for a diverse community by providing greater housing diversity and choice.



CHALLENGES AND OPPORTUNITIES

Key challenges and opportunities that were identified through analysis of existing conditions, the community engagement process and review of existing policy are summarised.

CHALLENGES

Competing priorities for use of street space	Lack of street furniture	Intermittent street trees	Retaining existing office businesses	Electricity poles clutter the footpath	Limited public off-street car parking
Improving safety at night	Improving safety for people on bikes	Improvements to privately owned buildings	Managing graffiti and anti-social behaviour	Frequent cross overs and lack of pedestrian crossings	
Inconsistent paving	Keeping businesses 'local'	Lack access to nearby local open space	Rail sidings yard site interface		

OPPORTUNITIES

Development potential of larger sites	More street trees and vegetation	Connections to Corio Bay	Providing more open space	Public art and more places to sit
Improving bus stops	More pedestrian crossings	Providing a wider mix of uses	Clear signage & way finding	Renewal and investment through new development

OUR FUTURE VISION

The Pakington North Precinct will be enhanced as the 'gateway' to the Heritage Core Precinct and will be a lively retail and business 'village' with a growing residential community, positively contributing to Pakington Street's life and activity. A mix of complementary uses will provide opportunities for existing and future residents to live, work and play 'locally'. New buildings will demonstrate Environmentally Sustainable Design (ESD) excellence and designed to provide housing that caters for the needs of a diverse community and a range of lifestyles. This section of Pakington Street will be enhanced as a 'green' street that improves the urban environment and makes a significant contribution to Geelong's urban canopy.

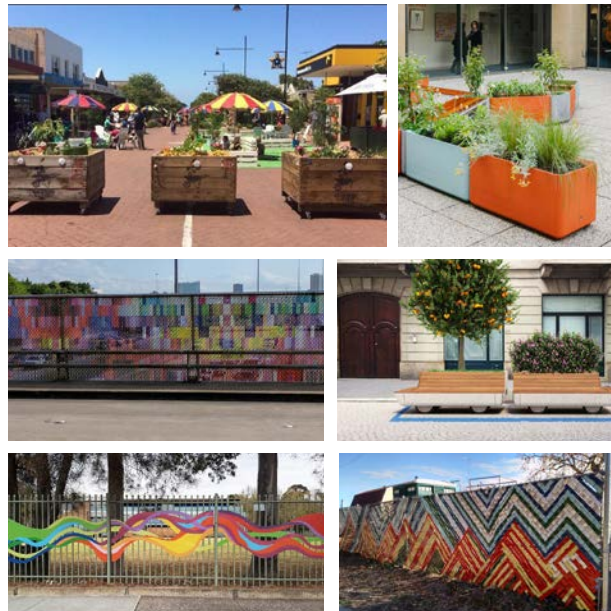


KEY MOVES

The following outlines the key moves for the Pakington North Precinct, which aim to ensure the Vision and Guiding Principles are 'acted' on to ensure Pakington Street continues to evolve into a great people-friendly street that encourages diversity, builds social cohesion, connects people with nature and heritage values and attracts investment and innovation.

Exploring the infill development potential of the area and a greater mix of uses and activities.

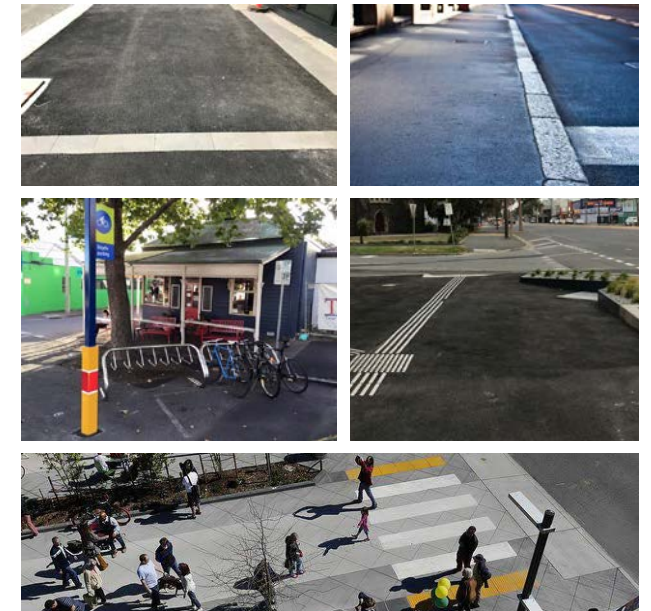
INCREMENTAL CHANGE IN THE STREET



- images: Google images

Encouraging further street activity and introducing vegetation through temporary and movable street furniture. Opportunity to improve the 'look' of the Rail Sidings Yard interface through feature fencing or public art installation.

STREET IMPROVEMENTS & INTERVENTIONS



- images: Google images

Addressing the existing slip/trip hazards and issues raised by the universal access audit along the footpaths. and replacing existing materials with contemporary, practical and longer-lasting materials that tie in with those of the Heritage Core precinct.

ALLOWING A GREATER MIX OF USES



- images: Google images

Generating a greater mix of uses in the precinct, with a focus on increasing residential and office uses in a prime location with easy access to services and amenity.

ADDRESSING DEVELOPMENT POTENTIAL



Larger lot sizes and warehouse style buildings have the potential to introduce a range of medium rise developments in a prime location. Managing potential impacts on existing low rise residential areas. Ensuring development outcomes have wider community benefits and achieve ESD excellence.

KEY STRATEGIC SITE



Addressing the potential of the existing Rail Siding Yard site which is the largest site in the precinct and stretches around 200m along Pakington Street. The concepts discussed are presented for discussion only, as the long-term future and use of the site remains for transport-related uses.

FOOTPATH IMPROVEMENTS AND INTERVENTIONS

The 'look' of Pakington Street in this precinct should complement and what is proposed in the Heritage Core precinct by using similar colour materials and treatments. However, the 'secondary' role of the Pakington North precinct should be reflected.

Consider coloured concrete kerb and channel. bluestone kerbs with coloured concrete channels with an asphalt surface. Feature kerb out-stands at key 'gateways' to have the same saw-cut concrete treatment as those proposed in the Heritage Core precinct.

Standard contemporary street furniture is proposed.



PROJECT B

Upgrade to existing bus stop

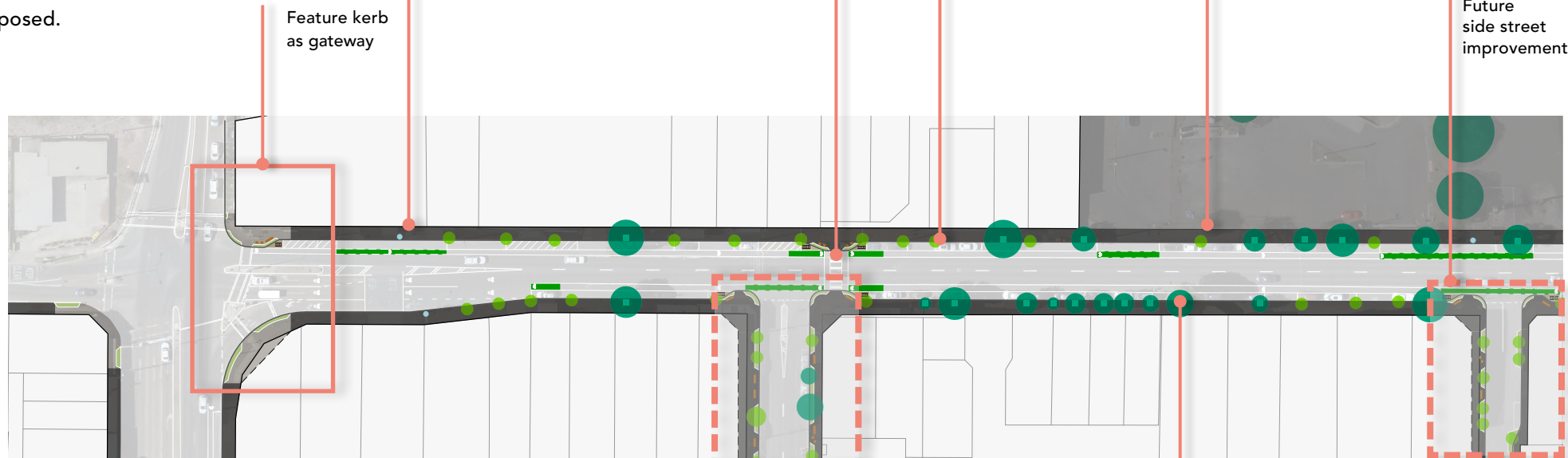


PROJECT D

Introduce public art to rail yard interface

PROJECT C

Future side street improvements



MATERIALS

- | | | | | | |
|---|--------------------------------------|---|---|---|-----------------------------|
| 1 | FOOTPATH
• asphalt | 3 | COLOURED BIKE LANE
• coloured pavement | 5 | PROPOSED TREES |
| 2 | KERB OUTSTAND
• exposed aggregate | 4 | EXISTING TREES | 6 | INDICATIVE STREET FURNITURE |

PROJECT C

Future side street improvements to include seating, trees and vegetation

Retain existing trees



Retain existing trees

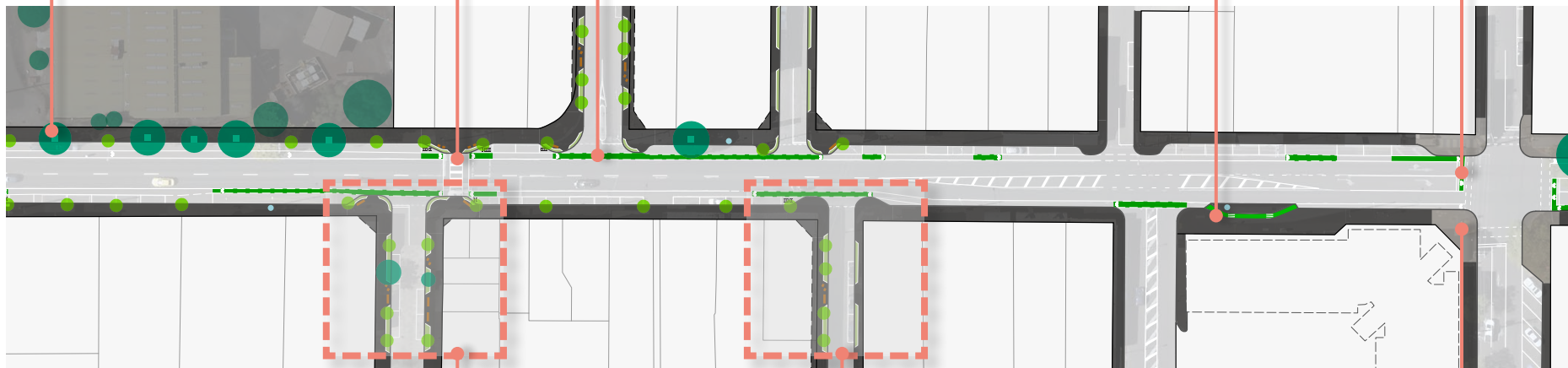
Replace school crossing with a raised pedestrian priority crossing

Improve safety and visibility of existing bike lanes through coloured treatment at 'conflict' points and intersections.



PROJECT A
Upgrade to existing bus stop

Provide bike 'starting' boxes at intersections for safer cyclist movement.



PROJECT C
Future side street improvements

PROJECT C
Future side street improvements

Feature kerb as gateway

PROJECTS A & B - BUS STOP IMPROVEMENTS

EXISTING



PROJECT A - THE STRAND BUS STOP



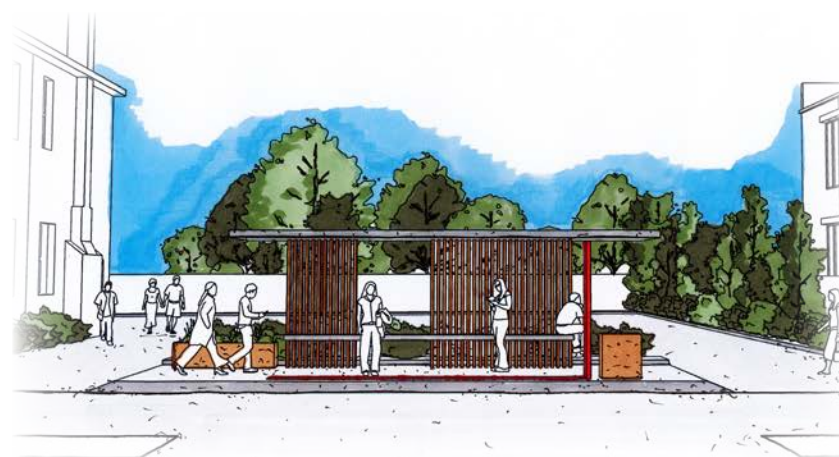
- images: Google images

The bus stops are located at key north and south gateways into the Precinct and currently provide limited seating, shelter and do not positively contribute to the Precinct's 'look' and 'feel'.

The design intent is:

A contemporary, urban and 'open' design that provides seating and shelter that can be used more widely, not only for those waiting for the bus. Integrating wayfinding, timetable information and vegetation.

PROJECT B - CHURCH STREET BUS STOP



PROJECT C - SIDE STREET IMPROVEMENTS



- images: streetlife© outdoor collection 2018-2019



EXISTING



The street lacks vegetation and comfortable places for people to sit. There is an opportunity to improve the 'look' and 'feel' of side streets and areas around the proposed raised pedestrian crossings once they are installed.

The design intent is:

Well designed contemporary relocatable street furniture that incorporates planter beds 'green' the street while providing interesting and comfortable places for people to sit, meet and rest. Inviting 'life' to spill out onto the street.

ALLOWING A GREATER MIX OF USES

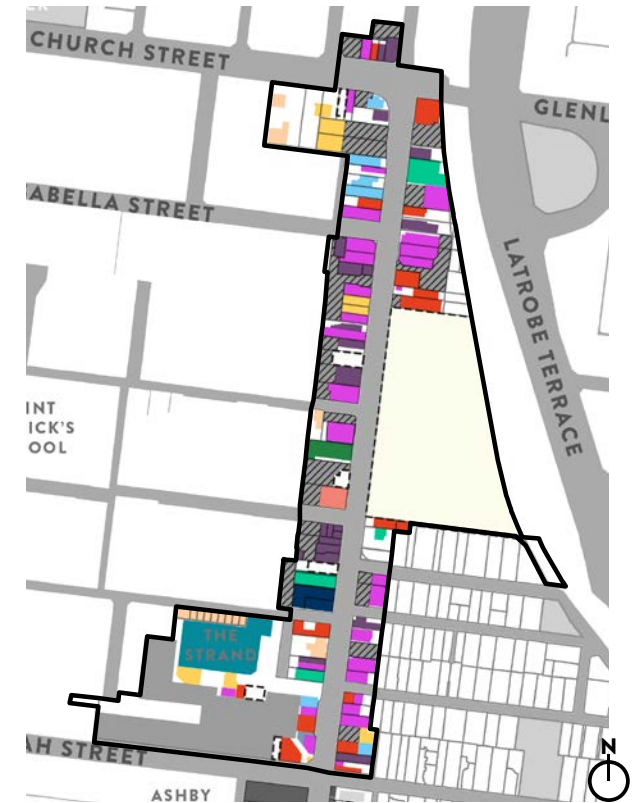
The Pakington North Precinct developed as a peripheral area to the retail core, with a focus on manufacturing and bulky goods retailing. This role is reinforced through the application of the Commercial 2 Zone.

This zone encourages bulky goods and office uses and prohibits residential uses other than a caretaker's house or a residential hotel. The area has been transitioning to more retail, hospitality and office uses, with few 'bulky' goods or industrial uses remaining today.

However, the lack of residential uses, along with discontinuous building frontages and blank walls limit the 'activity' of the precinct to standard working hours, with little activity and people present in the area after hours.

The area has significant potential to accommodate a wider mix of uses. This includes residential uses that increase the local resident population, generate more foot traffic, support the expansion of commercial and retail uses, extend the Precinct's 'activity' after hours and provide passive surveillance onto Pakington Street.

This change, along with continued public and private investment in the public realm will create a compact liveable Precinct that has a better connection to the Heritage Core Precinct and is an attractive place to 'live' and 'work'.



EXISTING USES

Private Car Parking	Specialty Food
Public Car Parking	Public Facility
Supermarket	Medical
Residential	Industrial
Entertainment	Education
Specialty Retail	Rail Stabling Yard
Hospitality	Vacant/Non-leased Sites
Bulky Goods	Commercial/Office

The following areas are identified as being 'in transition' and it is appropriate to consider them for an alternative zoning:

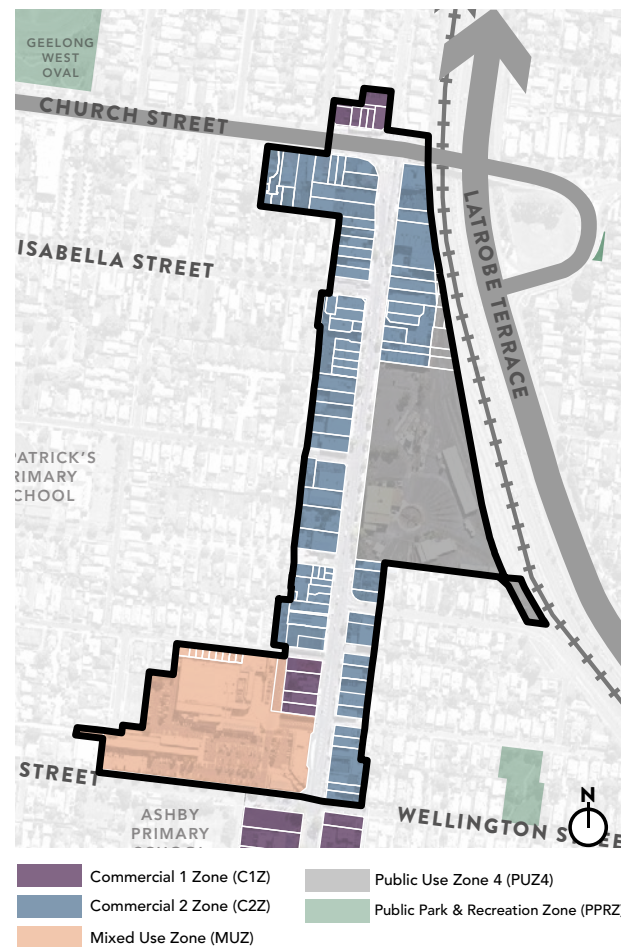
- The Commercial 2 Zone (C2Z) north of Waratah Street. The area is in a late stage of transition from manufacturing industries and bulky goods retailing to more fine grained retail and commercial uses. The City's Retail Strategy 2018 identifies the Pakington Street Specialised Centre as one Centre extending from Autumn Street to Church Street.

The C2Z area is recommended to be rezoned to Commercial 1 Zone (C1Z) considering this zone is generally applied to vibrant commercial centres that provide every day needs and services supported by residential uses. No changes are proposed to residential areas or land currently zoned PUZ4 or MUZ.

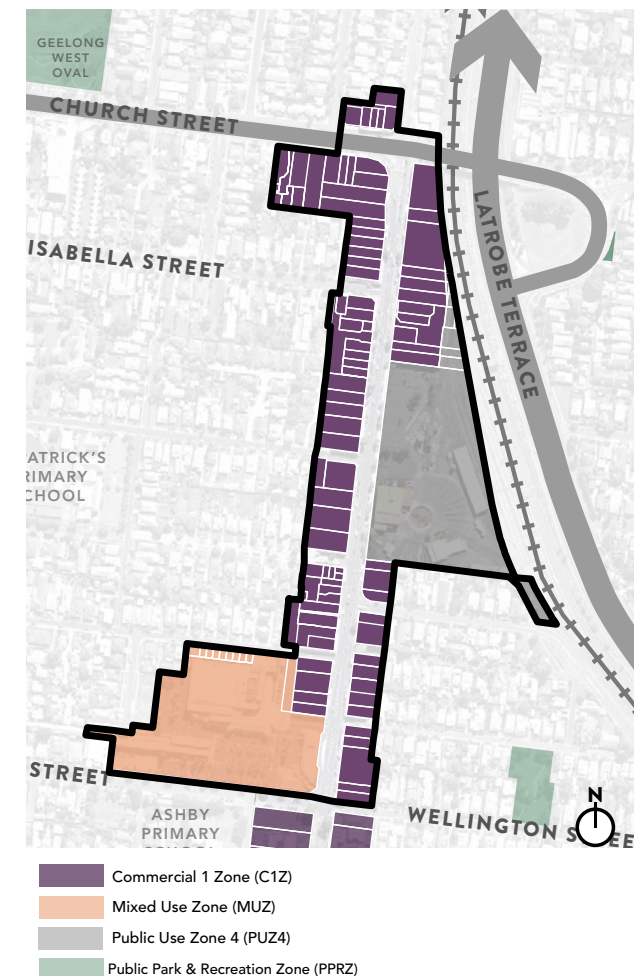
Application of this zone is sought to allow for retail and commercial uses at street level with residential uses above, inviting activity to 'spill' out onto the street and providing better connectivity and transition to the Heritage Core Precinct.

It is estimated that the rezoned land has the capacity to accommodate approximately 1,500 additional residents.

EXISTING ZONES



PROPOSED ZONES



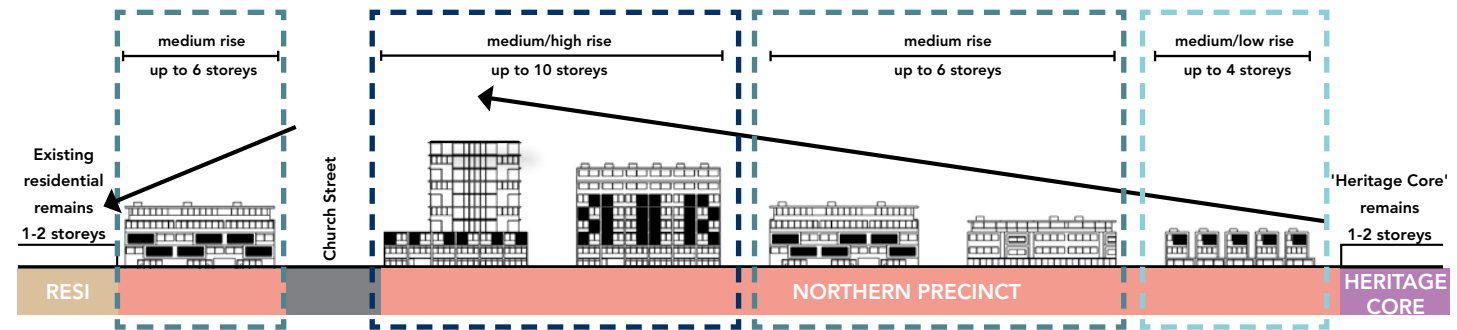
ADDRESSING DEVELOPMENT POTENTIAL

Additional height is considered in order to introduce new housing and building typologies to Geelong West, which currently predominantly consists of single storey detached dwellings and a limited amount of terrace and unit developments.

The proposed heights respond to a series of conditions including, existing property sizes, consideration of interfaces and street widths. These heights are aimed to allow for a range of 'medium rise' typologies ranging from four to ten storeys. There is an opportunity for developments to have a range of uses at the street level with residential above.

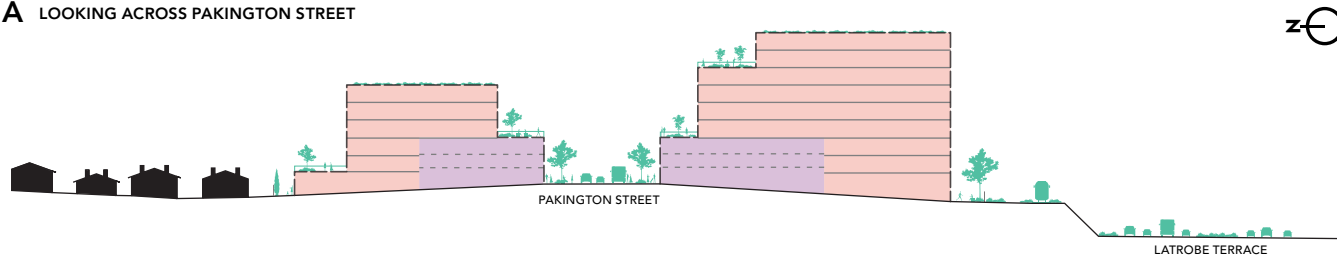
Highlighting areas with potential to accommodate taller buildings including key corner sites at the Pakington Street and Church Street intersection and those backing onto the railway corridor. Developments in key sites that deliver one of the following could be considered on a case-by-case basis for an increase in height, as long as the overall height of the building does not exceed 33 metres (typically 10 storeys):

- Social housing.
- Affordable housing.
- Additional ESD requirements.

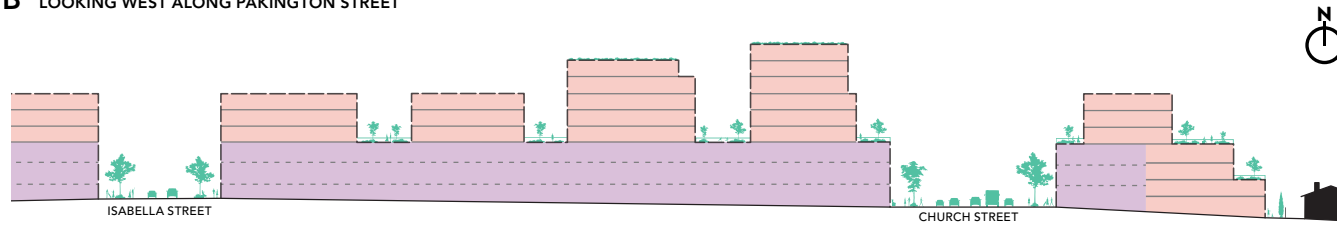


Built form examples

A LOOKING ACROSS PAKINGTON STREET



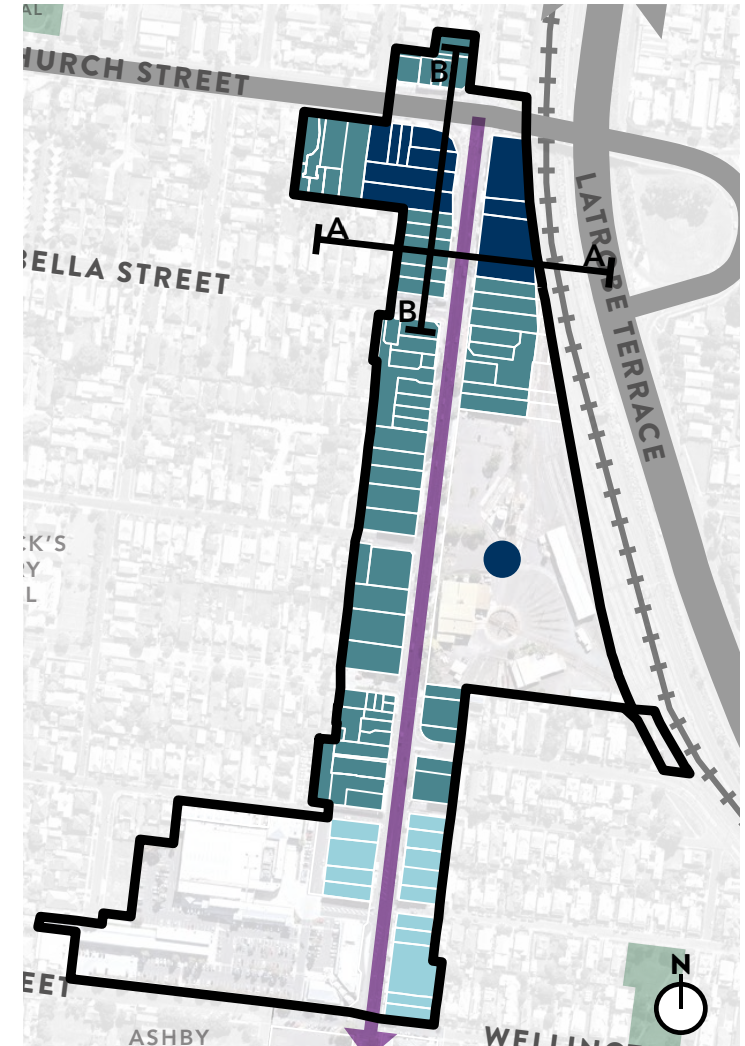
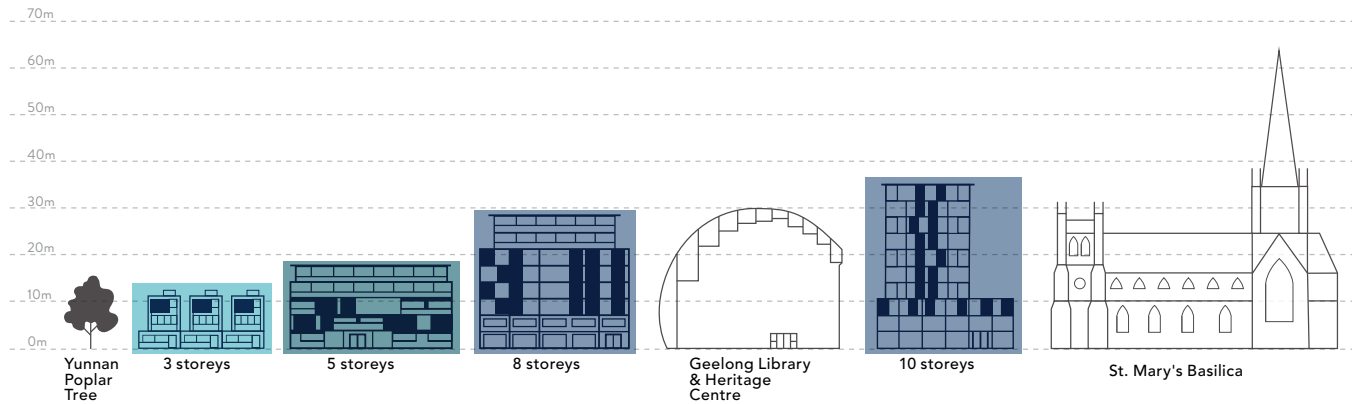
B LOOKING WEST ALONG PAKINGTON STREET



Sections illustrate building envelope and massing only.

RESIDENTIAL USES
ACTIVE USES (RETAIL, COMMERCIAL)

PROPOSED HEIGHTS IN A GEELONG CONTEXT



PROPOSED HEIGHTS

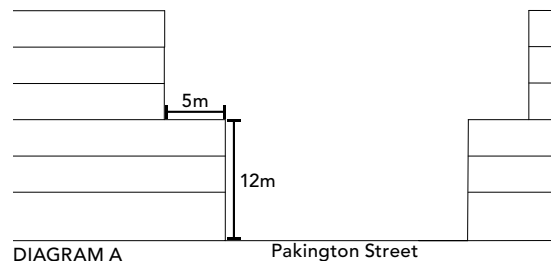
- Up to 13m (typically 4 storeys)
- Up to 20m (typically 5 to 6 storeys)
- Key sites up to 33m (typically 10 storeys)
- Rail Sidings Yard up to 40m (typically 12 storeys)

Key pedestrian route

DESIGN GUIDELINES FOR FUTURE DEVELOPMENT

BUILDING SHAPE

Buildings along Pakington Street shall provide a continuous three storey street wall with a maximum height of 12 metres and a minimum setback of 5 metres above street wall as shown in Diagram A.



Provide 4 metre minimum floor to ceiling height for non-residential uses at ground floor.

Respond to and respect contextual grain of traditional lot widths.

Modulate façade frontages, allowing continuous façades for no more than 10m.

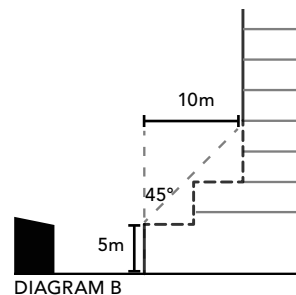
Provide opportunities for the public realm to extend into the development as extensions of the street through courtyards, laneways and awnings.

Enhance pedestrian connectivity by allowing room to move through the ground floor.

Ensure new development enhances streetscape character and respects adjoining residential areas and landmark buildings.

Buildings located on corner sites shall include; architectural roof features that protrude above the normal roof line and increased parapet heights with additional detail, colour and textures.

Any part of a building adjacent to residentially zoned land shall be set back from the residential boundary above a height of 5 meters by a dimension equivalent to its height up to a maximum setback of 10 meters. Refer to Diagram B.



ACTIVATING THE GROUND FLOOR AND PODIUM

Buildings shall have a zero setback to primary and secondary streets.

Where adjoining sites are zoned residential, street setbacks shall be stepped back from the residential site to match the setback of the residential building.

Designed to address the street with direct multiple entries that are easily visible in order for building façades to activate the street.

Development shall minimise the amount of signage on windows to a maximum of 20 per cent.

Provide opportunities for ground floor to spread out onto and interact with the street.

Choose natural, tactile and visually interesting materials and façade treatments at the lower levels (podium) of new buildings.

Ensure new development responds to and emulates fine grain in order to improve street legibility and cohesiveness.

Ensure new development eliminates and consolidates cross overs where possible.

Solid roller shutter doors shall not be permitted on any façade facing the street.

CLARITY AND CONNECTIVITY

Ensure transparent and permeable uses at the ground floor.

Allow flexibility in ground floor uses as long as they provide active uses by people.

Fencing between the building and the front and secondary boundary shall not be permitted.

Design modulation in building façades to express different uses and functions.

Break up building mass to allow light and the public realm to connect through.

Design spaces to seamlessly transition from the private and public realm.

Achieve a balanced design that preserves privacy while encouraging activity and overlooking into the public realm to allow for passive surveillance.

Allow a maximum 75 per cent glazing on any façade and provide 50 per cent visually permeable balcony balustrades.

Address 'low' rise residential interfaces and articulate design consideration to mitigate impacts.

Dead ends and hidden recesses shall be avoided.

DESIGNED FOR PEOPLE

Adopt and demonstrate the use of Crime Prevention Through Environmental Design (CPTED) principles.

Ensure buildings provide continuous weather protection across the building façade using opaque and non-reflective materials with a minimum width of two metres where possible.

Promote a diversity of building types.

Ensure key public spaces and pedestrian routes are not adversely affected by overshadowing.

Developments that directly face or are adjacent to public open space shall provide views, movement and activation onto these spaces.

Residential components shall meet a Gold Level performance in Liveable Home Design.

Provide built form responses that create interesting 'corners' to create usable public urban spaces, including the use of 'chamfered' corners.

New developments shall consider existing and complementary colour schemes and materials to incorporate in designs.

All mixed-use developments containing residential uses shall submit an acoustic report prepared by a qualified acoustic noise consultant.

DESIGNED FOR THE FUTURE

Though basement car parking is preferred, where car parking is provided above ground:

- 'Sleeve' car parking structures with active uses along street frontages.
- Minimise the impact of vehicle entries and ramp access on footpaths.
- Allow ceiling heights for adaptive reuse, with a minimum floor to ceiling height of 3.5 metres.
- Screening with high quality 'green' infrastructure.

Standalone multi-storey car parks shall not be visible from the street and shall be located behind buildings.

Ensure the ground floor is maximised for active uses, locating service and loading, plant equipment and car parking entrances to minimise street impacts.

Integrate plant equipment and services into the built form design.

Incorporate high quality screening elements and landscaping to mitigate overlooking.

RAIL SIDINGS YARD

The rail sidings yard spans across approximately 200m of frontage along the eastern side of Pakington Street and is approximately 2.3 hectares in size, taking up approximately 32 per cent of the entire area of the Precinct. Though the future use of the site for rail related operations is uncertain, its size and central location make it a key strategic site.

It is still being used for transport purposes, but when the rail yards move to Waurin Ponds, there will be an opportunity for the redevelopment of this key site into an integrated development with the potential to provide housing, commercial and retail uses and additional public open space. There is also an opportunity to provide a pedestrian and cycling connection to the open space and shared paths along Corio Bay.

This illustration presents a potential allocation of uses and is included for discussion purposes only.



KEY CONSIDERATIONS:

- Largest site in the study area (over 200m continuous frontage, approx. 2.3ha).
- Currently disconnects the two ends of the precinct.
- Activate ground floor with commercial/retail uses.
- Considerable development opportunity along rail frontage with views to Corio Bay.
- Inclusion of public open space in development.
- Walking & cycling connection over rail & Latrobe Terrace to waterfront shared path.

ADDITIONAL ESD REQUIREMENTS

The City is committed to environmental sustainable development outcomes and while ESD policy has recently been introduced into the planning scheme, additional ESD requirements have been provided in line with the Clever and Creative Vision in order to create new models of higher density sustainable living.

Future developments must demonstrate that they have considered adopting the following:

ENERGY AND EMISSIONS

Achieve a 20 per cent improvement on current National Construction Code energy efficiency standards.

The orientation of buildings should consider natural light access, energy production, ventilation and wind breaks.

External shading (at minimum Northern and Western façade shading strategies) should be included as part of façade design.

Demonstrate how natural cross ventilation is incorporated into the design of buildings.

Residential developments should achieve an average 7 star NatHERS rating for each building.

Incorporate renewable energy generation, on-site energy storage, and opportunities to connect to a future precinct-wide or locally distributed low-carbon energy supply.

Developments with 10 or more dwellings or 5,000 square metres or more of floor space should submit evidence that the project has been registered to seek a minimum 5 Star Green Star Design (or equivalent) with the Green Building Council of Australia. Within 12 months of occupation of the building, certification must be

submitted that demonstrates that the building has achieved a minimum 5 Star Green Star Design (or equivalent).

Other buildings and alterations of more than 50 square metres should submit evidence that the project has been registered to seek a minimum 4 Star Green Star Design (or equivalent) with the Green Building Council of Australia. Within 12 months of occupation of the building, certification must be submitted that demonstrates that the building has achieved a minimum 4 Star Green Star Design (or equivalent).

URBAN HEAT ISLAND

At least 70 per cent of the total site area should comprise building or landscape elements that reduce the impact of the urban heat island effect.

Provide street tree, landscaped area plans indicating the approach to achieving a minimum 25 per cent canopy coverage or demonstrate the maximum tree canopy coverage reasonably achievable. Include commentary on drought tolerant species selection.

WATER AND WATER SENSITIVE URBAN DESIGN

Incorporate innovative approaches to flood mitigation and stormwater run-off, and best practice Water Sensitive Urban Design.

A rainwater tank must be provided that has a minimum effective volume of 0.5 cubic metres for every 10 square metres of catchment area to capture rainwater from 100 per cent of suitable roof rainwater harvesting areas.

Rainwater captured from roof harvesting areas must be re-used for toilet flushing, washing machine and irrigation or, controlled release.

Provide a strategy for street scale water sensitive urban design solutions that improve permeability, reduce heat island effect, passively irrigate trees and improves amenity in private land.

TRANSPORT

Reduce impacts of new vehicle access points on pedestrian, public transport and bicycle priority routes.

Provide high levels of and easy access to bicycle parking facilities, including end of trip change rooms, showers and lockers.

Encourage developments to provide less than the preferred maximum number of car spaces where there is a genuine commitment to providing alternative transport

Provide at least 10 per cent of all parking spaces to be reserved for electric vehicle charging only and equipped with at least 50kw charging facilities

MATERIALS AND WASTE

All timber used in the building is responsibly sourced through a certified scheme or from a reused source.

Where practicable, developments should create opportunities to optimise waste storage and efficient collection methods.

FURTHER RECOMMENDATIONS

RECOMMENDATIONS

- Investigate staged streetscape upgrades: improvements to universal access, paving, street furniture, signage and bundling power lines.
- Introduce street art on publicly owned land.
- Review outdoor dining and street trading guidelines.
- Include future public open space in redevelopment of Rail Sidings Yard.
- Investigate improvements to heritage buildings.
- Review incorporated built form guidelines.
- Advocate and support voluntary agreements to provide social housing in new developments.
- Advocate and support voluntary agreements to achieve higher than required standards of Environmentally Sustainable Design in new developments.
- Ensure new development in corner locations allows for improvements to side streets. Investigate opportunities to improve pedestrian and cyclist connections across Latrobe Terrace.
- Trial a 'parklet project'.
- Investigate opportunities to improve public car parking capacity and use.
- Improve the safety and visibility of existing bike lanes.

FURTHER STRATEGIC WORK

Investigate the following issues and constraints in order to rezone land:

- The state and function of existing infrastructure including power and drainage upgrade requirements.
- Appropriate uses of land that contains an existing service station and other uses of a light industrial nature, including any environmental assessments and re-mediation that may be required.
- Consideration of open space potential and possible areas for re-zoning (to be considered in conjunction with a potential future strategic site at the area currently zoned (PUZ4).
- The potential for a social housing outcome via an inclusionary zoning process or a voluntary agreement with potential development sites in accordance with the City's draft Social Housing Plan 2018-2041.

PAKINGTON NORTH PRECINCT IMPLEMENTATION STREET IMPROVEMENTS AND INTERVENTIONS

PROJECT DESCRIPTION	1-3 YEARS	4-9 YEARS
Street construction Stage 1 (improvements to footpath and crossings to address universal access audit concerns)		
'Short-term' pilot projects (increasing vegetation and trees, street furniture)		
'Interim' street design (bicycle lane improvements)		
Project A - The Strand bus stop improvements		
Project B - Church Street bus stop improvements		
Project C - standard side street treatment		
Project D - Rail Sidings Yard public art interface		



GORDON AVENUE PRECINCT

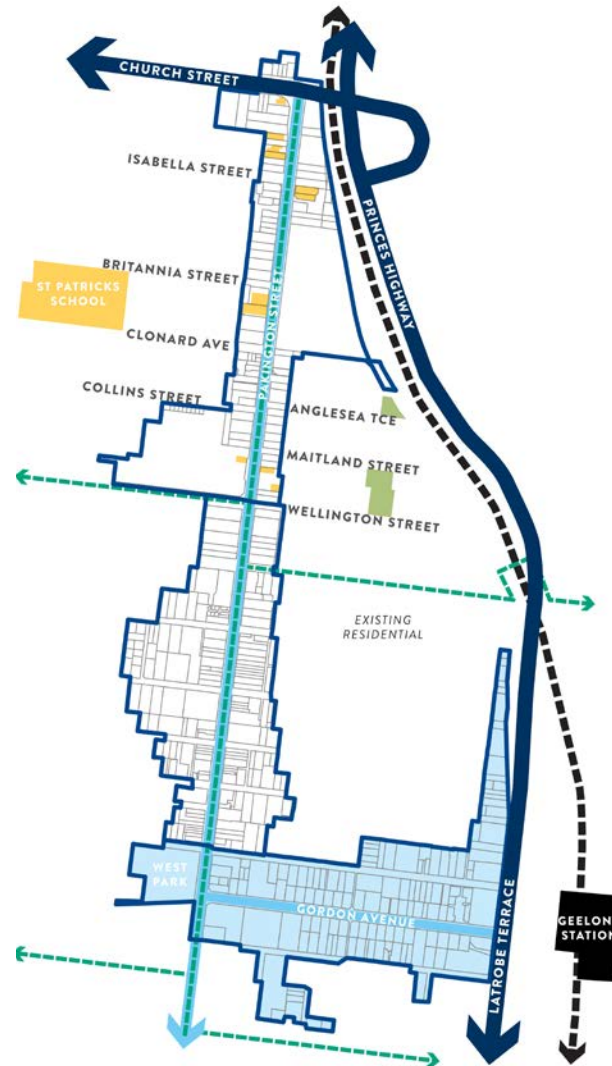
GORDON AVENUE PRECINCT

The Gordon Avenue Precinct stretches along Gordon Avenue from Pakington Street to Latrobe Terrace; large format retail is predominant in the area with office and educational uses. The precinct developed over time as a peripheral area to the Heritage Core Precinct and Central Geelong.

The 'look' and 'feel' of the street reflects its car-oriented function, characterised by large warehouse built form, front setbacks accommodating private car parking, frequent cross overs and a lack of street trees and street furniture. Activity in the precinct is limited and centred primarily on 'purpose' visits.

Existing large property sizes and its proximity to 'Pako', Central Geelong and the Geelong Train Station means the precinct has great potential to support a wider mix of uses including residential.

The City recognises the need to advocate for sustainable growth by encouraging development in areas that are within walking distance to existing services and public transport and can support a range of building types catering for a diverse community by providing greater housing diversity and choice.



CHALLENGES AND OPPORTUNITIES

Key challenges and opportunities that were identified through analysis of existing conditions, the community engagement process and review of existing policy are summarised. They have helped inform the strategies and actions in this Framework

CHALLENGES

Likely staggered redevelopment

Traffic management (Latrobe Terrace intersection)

Electricity poles cluttering narrow footpaths

Mix of footpath materials

Existing businesses may continue to want to operate

Difficult for pedestrians and cyclists to get across Latrobe Terrace

Existing design of Geelong Train Station limits connections

Setting a new 'character' for the area

Drainage concerns and additional community infrastructure

OPPORTUNITIES

Development potential of larger sites

Incorporating street trees and vegetation

Connections to Geelong Station and Central Geelong

Providing more open space

Public art and street furniture

Improving bus stops

Maintaining pedestrian permeability

Providing a wider mix of uses

Clear signage & way finding

Renewal and investment through new development

A VISION FOR THE FUTURE

The Gordon Avenue Precinct will develop as a vibrant mixed use 'village' that provides an appropriate transition from the low density character of the surrounding residential area to the future high-density scale of Central Geelong. Gordon Avenue will be enhanced as a 'green avenue' connecting Johnstone Pak and West Park, providing a safe and attractive connection to Geelong Station and acting as a key gateway to the western suburbs of Geelong. Housing will cater for the needs of a diverse community and a range of lifestyles, while showcasing design and ESD excellence.



- image: Terry Avenue Green Street, Seattle by Framework.



- image: Lonsdale Street, Dandenong by BKK Architects.



- image: Google images. Seattle, Washington.

KEY MOVES

The following outlines the key moves for the Gordon Avenue Precinct, which aim to ensure the Vision and Guiding Principles are 'acted' on to ensure this area becomes an attractive place to live and work with easy walking or cycling access to the Geelong Train Station, Central Geelong and 'Pako'.

Exploring the infill development potential of the area and a greater mix of uses and activities.

THE FUTURE OF THE STREET



- images: Google images

Providing a 'Vision' for the overall streetscape to capitalise on private investment and development. Prioritising 'greening' the street to provide an inviting and comfortable urban environment that is an extension of Central Geelong's 'green spine'.

ALLOWING A GREATER MIX OF USES



- images: Google images

Generating a greater mix of uses in the precinct, with a focus on increasing residential and complementary uses in a prime location within walking distance to the Geelong Train Station and Central Geelong.

ADDRESSING DEVELOPMENT POTENTIAL



Larger lot sizes and warehouse style buildings have the potential to introduce a range of medium rise developments in a prime location. Managing potential impacts on existing low rise residential areas. Ensuring development outcomes have wider community benefits and achieve ESD excellence.

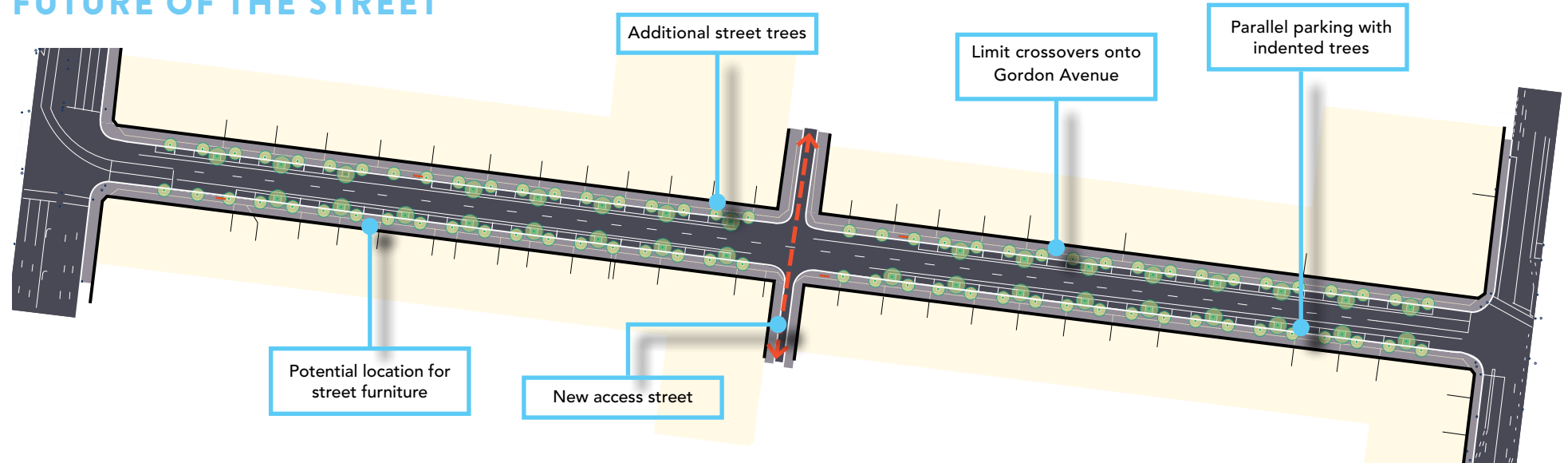
KEY CONNECTIONS AND STRATEGIC SITES



- images: Google Maps Streetview

Highlighting the need to address key projects limiting connectivity between the area and surrounding services, employment opportunities and public open spaces in Central Geelong and 'Pako'.

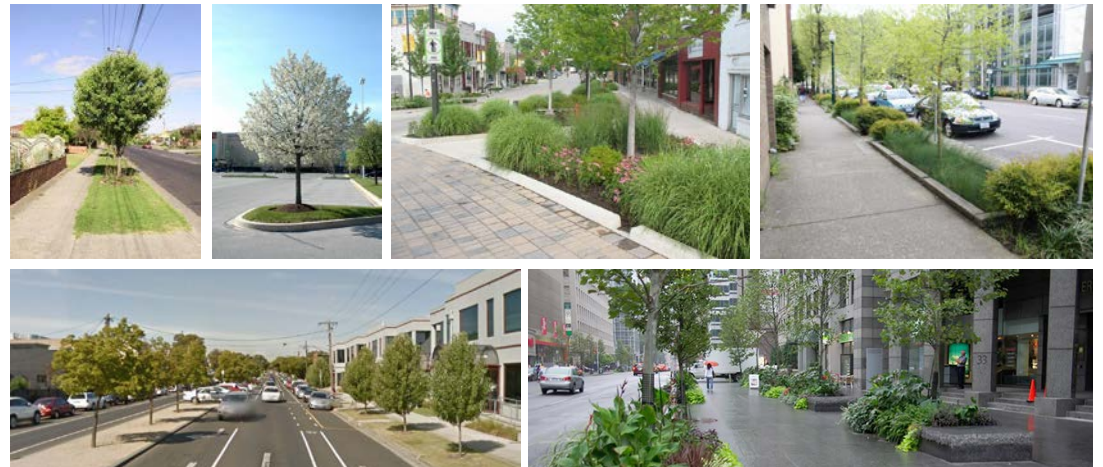
FUTURE OF THE STREET



MATERIALS

- FOOTPATH TREATMENT**
- asphalt
 - coloured concrete channel
- INDICATIVE PROPOSED TREES**
- 'Southworth Dancer'
 - 'Edgewood'
 - 'Scentuous'

Prioritising 'greening' the street to provide an inviting and comfortable urban environment that is an extension of Central Geelong's 'green spine'.



- images: Google images

ALLOWING A GREATER MIX OF USES

The Gordon Avenue Precinct developed as a peripheral area, with a focus on manufacturing and bulky goods retailing. This role is reinforced through the application of the Commercial 2 Zone.

This zone encourages bulky goods and office uses and prohibits residential uses other than a Caretaker's house or a residential hotel. The area continues to have a significant proportion of industrial and bulky goods uses, with some office and educational uses.

The lack of residential uses, along with discontinuous building frontages and blank walls limit the 'activity' of the precinct to standard working hours, with little activity and people present in the area after hours.

The area has significant potential to accommodate a wider mix of uses. This includes residential uses that increase the local resident population, taking advantage of its proximity to the Geelong Train Station, Central Geelong and 'Pako' itself. Other complementary uses would extend the Precinct's 'activity' after hours and provide passive surveillance onto Gordon Avenue.

It is estimated that the Precinct has the capacity to accommodate approximately 4,000 additional residents.



EXISTING USES

	Private Car Parking		Medical
	Public Car Parking		Industrial
	Residential		Education
	Vacant/Non-leased Sites		Commercial/Office
	Specialty Retail		
	Hospitality		
	Bulky Goods		

ISSUES AND CONSTRAINTS

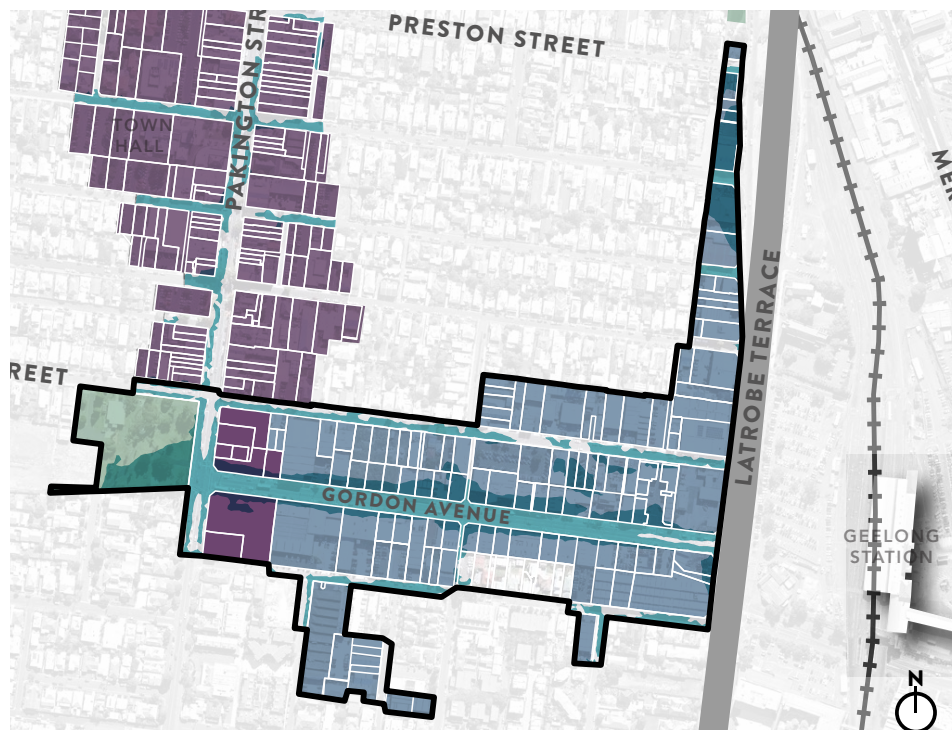
Any potential future rezoning must consider the following issues and constraints:

- The Precinct is impacted by a special building overlay that identifies areas subject to flooding. Further work will be undertaken to evaluate the impact of the proposed land use change on the storm water network and mitigation opportunities.
- Prepare an infrastructure contributions arrangement to support the land use transition, streetscape improvements and additional open space.
- In conjunction with State Government improve the staggered intersection of Gordon Avenue and Latrobe Terrace, to improve safety and pedestrian connections to Geelong Train Station and the city centre.
- Investigate the development capability and access arrangements for lots facing Spring Street, considering the existing 10 metre wide road reserve.
- Investigate the potential for a social housing outcome via an inclusionary zoning process or a voluntary agreement with potential development sites in accordance with the City's draft Social Housing Plan 2018-2041.
- Investigate state and function of existing power infrastructure to potentially underground the services.
- Investigate appropriate uses of land that contain uses that require any environmental assessments and re-mediation.
- Investigate local access improvements for properties facing Latrobe Terrace and associated frontage roads.

Considering the Precinct's proximity to the Geelong Train Station, rezoning should focus on capitalising on this location to create a Transit Oriented Development area that supports active transport.

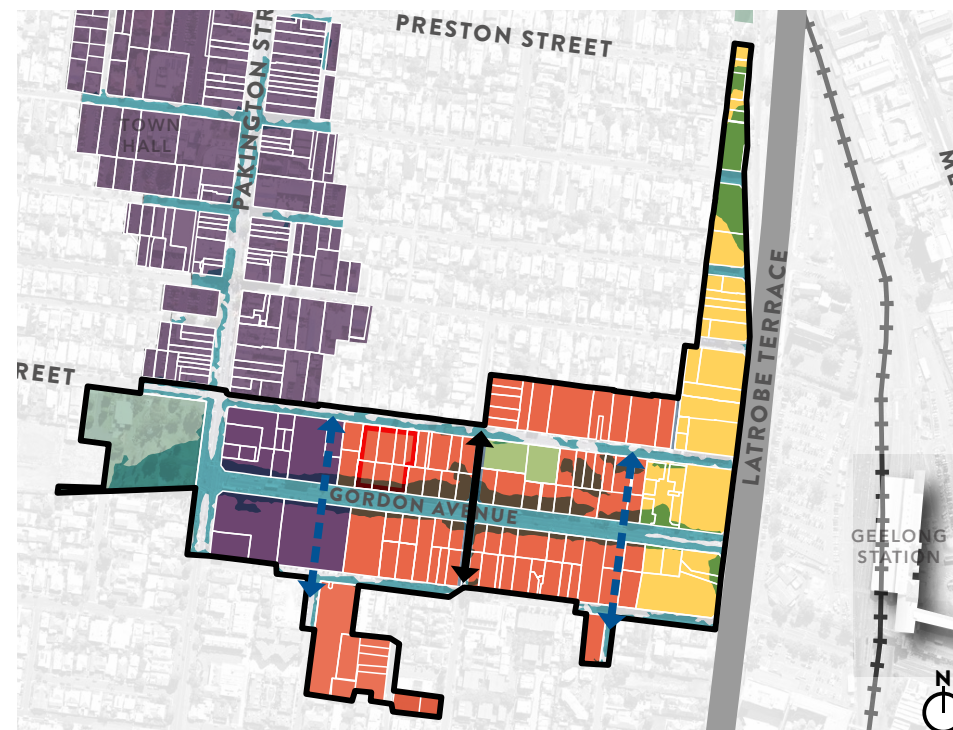
The potential to rezone Gordon Avenue to Residential Growth Zone and Commercial 1 zone triggers the application of the Key Development Areas strategy in Greater Geelong Planning Scheme (clause 21.06-3). It is recommended that the full extent of Gordon Avenue is established as a Key Development Area as it will accommodate medium density housing in residential areas with more intensive development located closer to the core of activity centres.

Considering the Precinct has the capacity to accommodate an additional 4,000 residents, opportunities to provide further local open space have been highlighted, as existing access and provision is already limited. The nominated potential site for further open space is a City owned at-grade car park that is currently mostly serving as overflow parking for the station as opposed to providing car parking for existing surrounding businesses. The demand for this as a public car park serving local businesses in the Precinct is likely to decrease with a change in the area to more residential uses.



EXISTING ZONES AND SBO

- Commercial 1 Zone (C1Z)
- Commercial 2 Zone (C2Z)
- Residential Growth Zone (RGZ)
- Public Park & Recreation Zone (PPRZ)
- Special Building Overlay (SBO)



PROPOSED ZONES

- Commercial 1 Zone (C1Z)
 - Residential Growth Zone (RGZ)
 - Mixed Use Zone (MUZ)
 - Public Park & Recreation Zone (PPRZ)
 - Future PPRZ
 - Special Building Overlay (SBO)
- ↔ Future road connection
 ↔ Future pedestrian / cycling connection

ADDRESSING DEVELOPMENT POTENTIAL

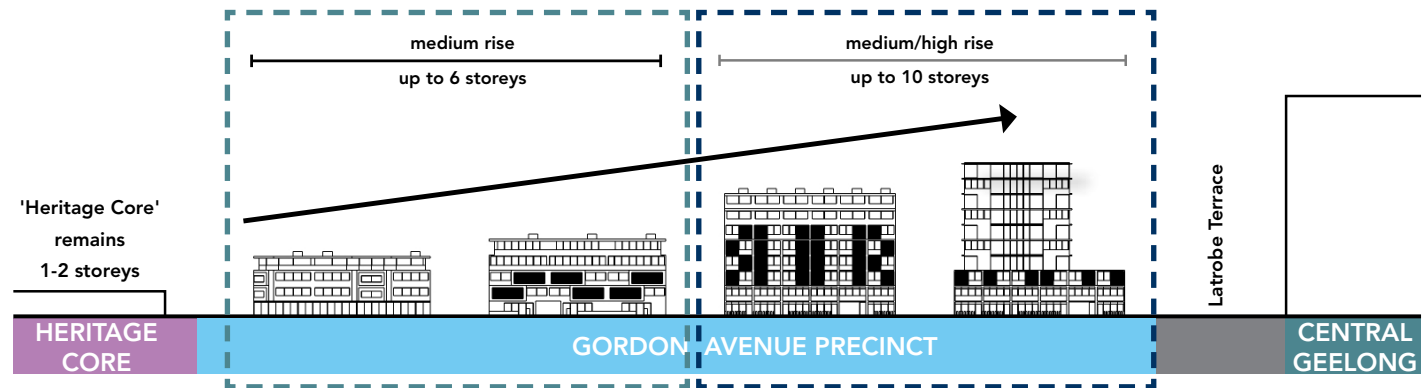
Additional height is considered in order to introduce new housing and building typologies in Geelong West, which currently predominantly consists of single storey detached dwellings and a limited amount of terrace and unit developments.

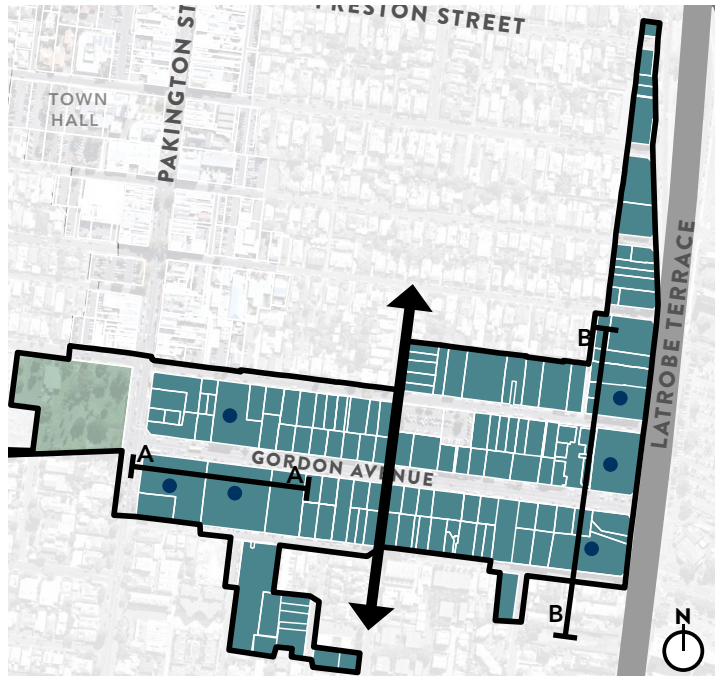
The proposed heights respond to a series of conditions including, existing property sizes, consideration of interfaces and street widths.

These heights are aimed to allow for a range of 'medium rise' typologies ranging from six to ten storeys. There is opportunity for developments to have a range of uses at the street level with residential above.

Highlighting key sites with potential to accommodate taller buildings, including key corner sites opposite the Geelong Train Station with an interface to Latrobe Terrace, and 'large' lots; which are greater than 2,000 square metres. Developments in key sites that deliver one of the following could be considered on a case-by-case basis for an increase in height, as long as the overall height of the building does not exceed 33m (typically 10 storeys):

- Social housing.
- Affordable housing.
- Additional ESD requirements.

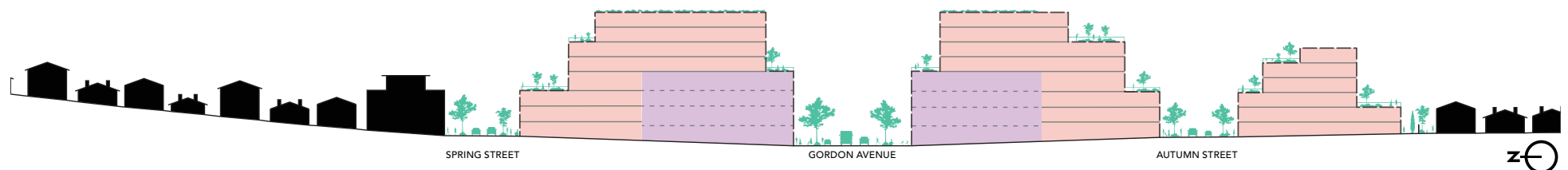




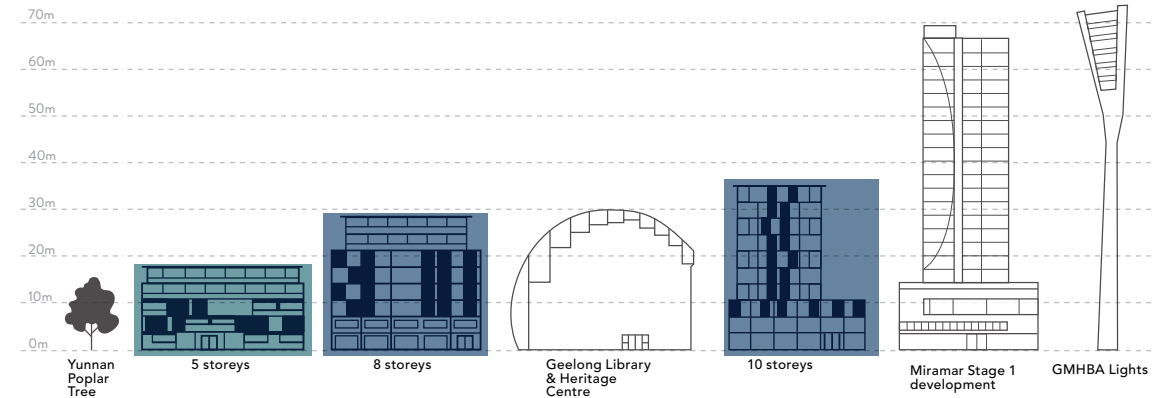
PROPOSED HEIGHTS

- Up to 20m (typically a five to six storey building) applied across the Precinct.
- Key sites may be considered for a height increase of up to 13 metres (equivalent to 4 storeys). Key sites are considered to be lots larger than 2,000 square metres and prominent corner sites fronting the Geelong Train Station.

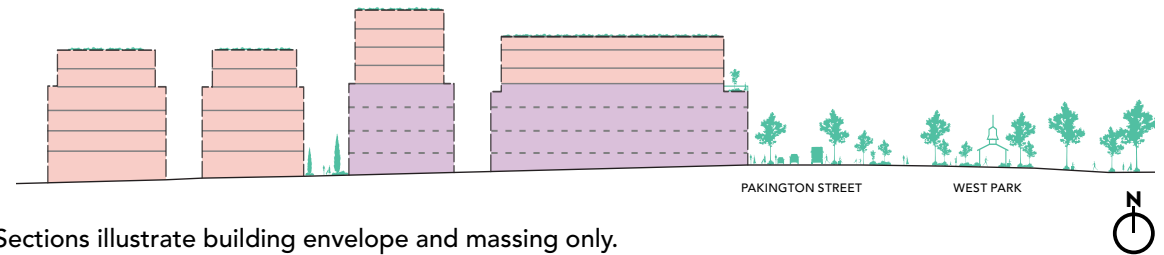
B LOOKING ACROSS GORDON AVENUE



PROPOSED HEIGHTS IN A GEELONG CONTEXT



A LOOKING SOUTH ALONG GORDON AVENUE



Sections illustrate building envelope and massing only.

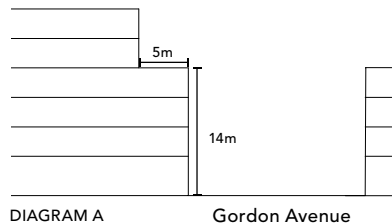
- RESIDENTIAL USES
- RETAIL / COMMERCIAL USES

DESIGN GUIDELINES FOR FUTURE DEVELOPMENT

BUILDING SHAPE

Buildings along Gordon Avenue shall be setback to cast no further shadow than a 14 metre high street edge (between 11am - 3pm on the 22nd September).

Buildings along Gordon Avenue shall provide a four storey street wall with a maximum height of 14 metres and a minimum setback of 5 metres above street wall as shown in Diagram A.



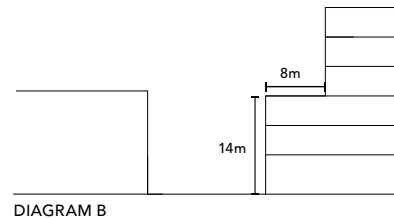
Provide 4 metre minimum floor to ceiling height for non-residential uses at ground floor.

Provide opportunities for the public realm to extend into the development as extensions of the street through courtyards, laneways and awnings.

Modulate façade frontages, allowing continuous façades for no more than 15m.

Enhance permeability by allowing room to move through the ground floor.

Developments along Autumn Street and Spring Street shall provide a four storey street wall with a maximum height of 14 metres and a minimum setback of 8 metres above street wall as shown in Diagram B.



Buildings located on corner sites shall include; architectural roof features that protrude above the normal roof line and increased parapet heights with additional detail, colour and textures.

ACTIVATING THE GROUND FLOOR AND PODIUM

Buildings shall have a zero setback to primary and secondary streets.

Where adjoining sites are zoned residential, street setbacks shall be stepped back from the residential site to match the setback of the residential building.

Designed to address the street with direct multiple entries in order for building façades to activate the street.

Provide opportunities for ground floor to spread out onto and interact with the street.

Choose natural, tactile and visually interesting materials and facade treatments at the lower levels (podium) of new buildings.

Ensure new development responds to and emulates fine grain in order to improve street legibility and cohesiveness.

Provide built form responses that create interesting 'corners' to create usable public urban spaces.

CLARITY AND CONNECTIVITY

Ensure flexible, transparent and permeable uses at the ground floor.

Fencing between the building and the front and secondary boundary shall not be permitted.

Design modulation in building façades to express different uses and functions.

Break up building mass to allow light and the public realm to connect through.

Design spaces to seamlessly transition from the private and public realm.

Achieve a balanced design that preserves privacy while encouraging activity and overlooking into the public realm to allow for passive surveillance.

Allow a maximum 75 per cent glazing on any façade and provide 50 per cent visually permeable balcony balustrades.

Address 'low' rise residential interfaces and articulate design consideration to mitigate impacts.

Ensure pedestrian links are provided as shown on key connections and strategic sites plan.

Dead ends and hidden recesses shall be avoided.

DESIGNED FOR PEOPLE

Adopt and demonstrate the use of Crime Prevention Through Environmental Design (CPTED) principles.

Ensure buildings provide continuous weather protection across the building façade using opaque and non-reflective materials with a minimum width of two metres where possible.

Full podiums that provide no access to natural light are discouraged.

Promote a diversity of building types.

Ensure development does not overshadow key pedestrian routes and public open space.

Developments that directly face or are adjacent to public open space should provide views, movement and activation to these spaces.

Residential components shall meet a Gold Level performance in Liveable Home Design.

Provide built form responses that create interesting 'corners' to create usable public urban spaces, including the use of 'chamfered' corners.

New developments shall not use fluorescent and intense colours in proposed materials.

DESIGNED FOR THE FUTURE

Though basement car parking is preferred, where car parking is provided above ground:

- 'Sleeve' car parking structures with active uses along street frontages.
- Minimise the impact of vehicle entries and ramp access on footpaths.
- Allow ceiling heights for adaptive reuse, with a minimum floor to ceiling height of 3.5 metres.
- Screening with high quality 'green' infrastructure.

Standalone multi-storey car parks shall not be visible from the street and shall be located behind buildings.

Ensure the ground floor is maximised for active uses, locating service and loading, plant equipment and car parking entrances to minimise street impacts.

Integrate plant equipment and services into the built form design.

Incorporate high quality screening elements and landscaping to mitigate overlooking.

ADDITIONAL ESD REQUIREMENTS

The City is committed to sustainable development outcomes and while ESD policy has recently been introduced into the planning scheme, additional ESD requirements have been provided responding to the Clever and Creative Vision in line with the Clever and Creative Vision in order to create new models of higher density sustainable living.

Future developments must demonstrate that they have considered adopting the following:

ENERGY AND EMISSIONS

Achieve a 20 per cent improvement on current National Construction Code energy efficiency standards.

The orientation of buildings should consider natural light access, energy production, ventilation and wind breaks.

External shading (at minimum Northern and Western façade shading strategies) should be included as part of façade design.

Demonstrate how natural cross ventilation is incorporated into the design of buildings.

Residential developments should achieve an average 7 star NatHERS rating for each building.

Incorporate renewable energy generation, on-site energy storage, and opportunities to connect to a future precinct-wide or locally distributed low-carbon energy supply.

Developments with 10 or more dwellings or 5,000 square metres or more of floor space should submit evidence that the project has been registered to seek a minimum 5 Star Green Star Design (or equivalent) with the Green Building Council of Australia. Within 12 months of occupation of the building, certification must be

submitted that demonstrates that the building has achieved a minimum 5 Star Green Star Design (or equivalent).

Other buildings and alterations of more than 50 square metres should submit evidence that the project has been registered to seek a minimum 4 Star Green Star Design (or equivalent) with the Green Building Council of Australia. Within 12 months of occupation of the building, certification must be submitted that demonstrates that the building has achieved a minimum 4 Star Green Star Design (or equivalent).

URBAN HEAT ISLAND

At least 70 per cent of the total site area should comprise building or landscape elements that reduce the impact of the urban heat island effect.

Provide street tree, landscaped area plans indicating the approach to achieving a minimum 25 per cent canopy coverage or demonstrate the maximum tree canopy coverage reasonably achievable. Include commentary on drought tolerant species selection.

WATER AND WATER SENSITIVE URBAN DESIGN

Incorporate innovative approaches to flood mitigation and stormwater run-off, and best practice Water Sensitive Urban Design.

A rainwater tank must be provided that has a minimum effective volume of 0.5 cubic metres for every 10 square metres of catchment area to capture rainwater from 100 per cent of suitable roof rainwater harvesting areas.

Rainwater captured from roof harvesting areas must be re-used for toilet flushing, washing machine and irrigation or, controlled release.

Provide a strategy for street scale water sensitive urban design solutions that improve permeability, reduce heat island effect, passively irrigate trees and improves amenity in private land.

TRANSPORT

Reduce impacts of new vehicle access points on pedestrian, public transport and bicycle priority routes.

Provide high levels of and easy access to bicycle parking facilities, including end of trip change rooms, showers and lockers.

Encourage developments to provide less than the preferred maximum number of car spaces where there is a genuine commitment to providing alternative transport.

Provide at least 10 per cent of all parking spaces to be reserved for electric vehicle charging only and equipped with at least 50kw charging facilities.

MATERIALS AND WASTE

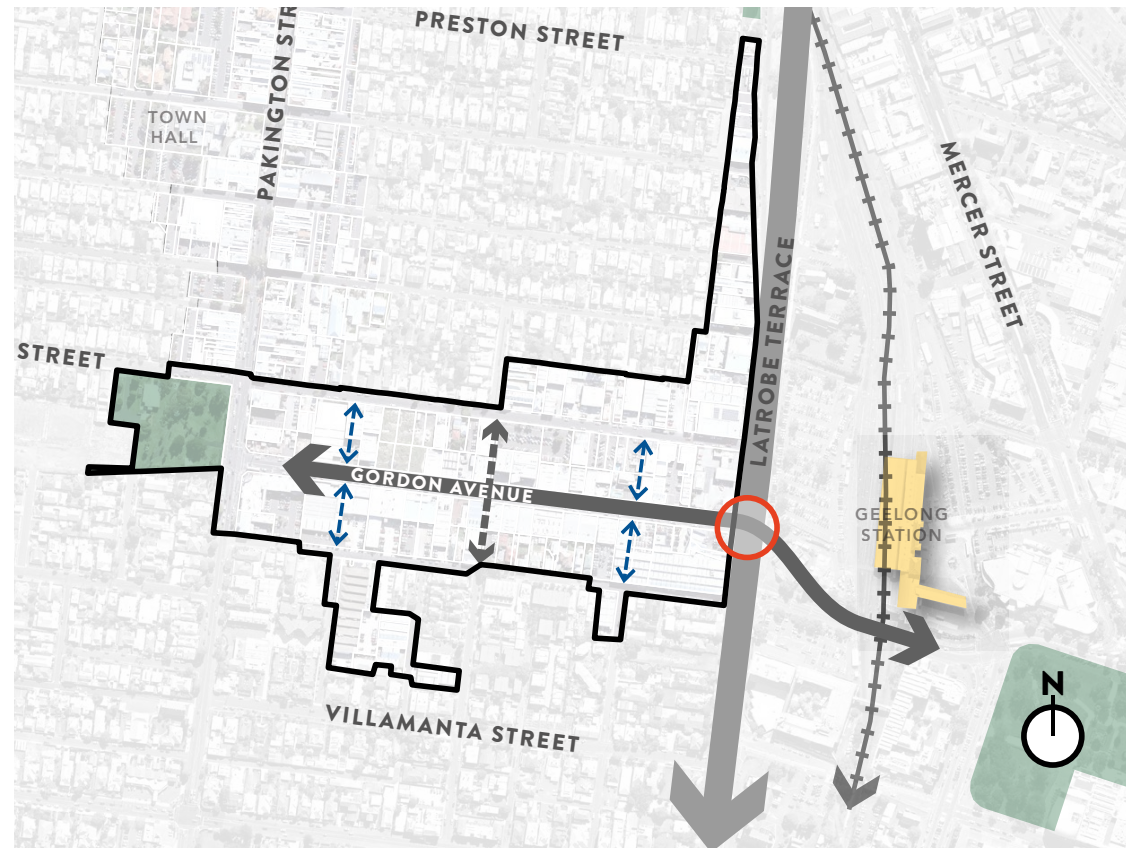
All timber used in the building is responsibly sourced through a certified scheme or from a reused source.

Where practicable, developments should create opportunities to optimise waste storage and efficient collection methods.

KEY CONNECTIONS

There are opportunities to improve key connections in the Precinct. The current configuration of the intersection between Latrobe Terrace and Gordon Avenue prevents efficient movement for all users as it currently has three sets of lights, including a cycle that allows entry and exit from the at-grade Geelong Train Station car park. The future redevelopment of the Geelong Train Station should address this issue of connectivity to improve access for pedestrians, cyclists, buses and private vehicles.

Future development should allow for mid-block pedestrian and cyclist connections that connect to the existing street grid, particularly along Spring Street.



LEGEND

- Geelong Train Station
- existing open space
- pedestrian / cyclist connection
- Gordon Ave realignment across Latrobe Terrace*
- Gordon Ave intersection improvements

FURTHER RECOMMENDATIONS AND STRATEGIC WORK

RECOMMENDATIONS

- Investigate staged streetscape upgrades as part of new developments including; improvements to universal access, paving, street furniture, signage and bundling power lines.
- Review overall future streetscape concept.
- Increase trees and vegetation.
- Ensure new development enhances streetscape character and respects adjoining residential areas.
- Review incorporated built form guidelines.
- Increase local resident population.
- Advocate and support voluntary agreements to provide social housing in new developments.
- Advocate and support voluntary agreements for new developments with a residential component that achieves a minimum Gold Level performance in Liveable Home Design.
- Advocate and support voluntary agreements to achieve higher than required standards of Environmentally Sustainable Design in new developments.
- Investigate the development requirements for the existing Special Building Overlay (SBO) and/or any strategic drainage upgrades.
- Investigate access and traffic impacts on Spring Street.
- Ensure new development eliminates and consolidates vehicle cross overs along Gordon Avenue where possible.
- Investigate opportunities to improve pedestrian and cyclist connections to the Geelong Train Station.
- Investigate opportunities to improve the Gordon Avenue and Latrobe Terrace intersection.
- Prepare an infrastructure contributions arrangement to support the land use transition and substation redevelopment.
- Investigate opportunities to upgrade West Park, particularly in regards to improving existing access to stage area for users of all abilities.
- Investigate improvements to bus stop infrastructure.

FURTHER STRATEGIC WORK

- Investigate the following issues and constraints in order to rezone land:
- The state and function of existing infrastructure including power and drainage upgrade requirements.
- Appropriate uses of land that contains an existing service station and other uses of a light industrial nature, including any environmental assessments and re-mediation that may be required.
- Consideration of open space potential and possible areas for re-zoning (to be considered in conjunction with a potential future strategic site at the area currently zoned (PUZ4).
- The potential for a social housing outcome via an inclusionary zoning process or a voluntary agreement with potential development sites in accordance with the City's draft Social Housing Plan 2018-2041.

CITY OF GREATER GEELONG





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CUSTOMER SERVICE CENTRE

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8.00am – 5.00pm

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