

THE CITY OF GREATER GEELONG

DRAFT PAKINGTON ST (GEELONG WEST) & GORDON AVE

URBAN DESIGN
FRAMEWORK

SUMMARY FOR
CONSULTATION

HAVE
YOUR
SAY

INTRODUCTION



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.

HAVE YOUR SAY

This brochure is a summary of the released Draft Pakington Street (Geelong West) and Gordon Avenue Urban Design Framework (UDF). This summary highlights key elements of the UDF and has been prepared to assist with consultation.

To access a full copy of the UDF and to make an online submission, please visit:

www.geelongaustralia.com.au/yoursay

Other ways to comment include,

Through email to:

planningstrategy@geelongcity.vic.gov.au

Or write to us at:

PO Box 104, Geelong, Vic 3220

FRAMEWORK PURPOSE

The Urban Design Framework (UDF) will shape the continued development and renewal of the Geelong West extents of Pakington Street and Gordon Avenue. This plan supports implementation of the aspirations in the Greater Geelong: A Clever and Creative Future 2047 vision.

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



ENHANCING AND CONNECTING THREE PLACES

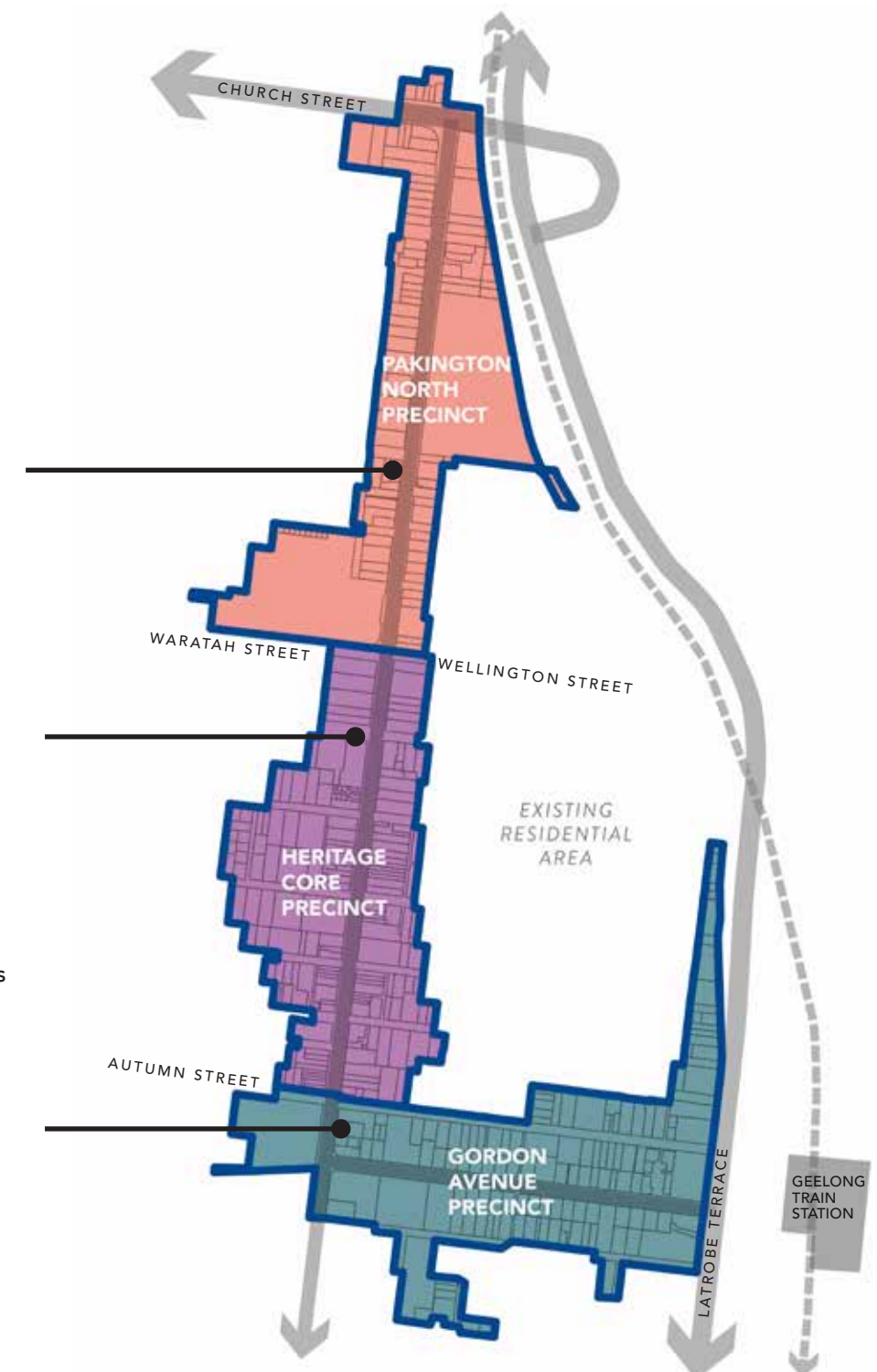
The UDF recognises the existing distinct character of three areas which are referred to as 'precincts'. The boundaries generally reflect transitions in character, land use and built form, informing potential to enhance their character. The approach is to enhance these distinct areas, to maximise what they each have to offer and improve their connections to each other, the Geelong train station and 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. Most of the precinct is currently in a Commercial 2 Zone, with some parcels opposite West Park currently in a Commercial 1 Zone.



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



STRONGLY SUPPORTED



MIXED VIEWS



SOME CONCERNS



A VISION FOR THE FUTURE

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

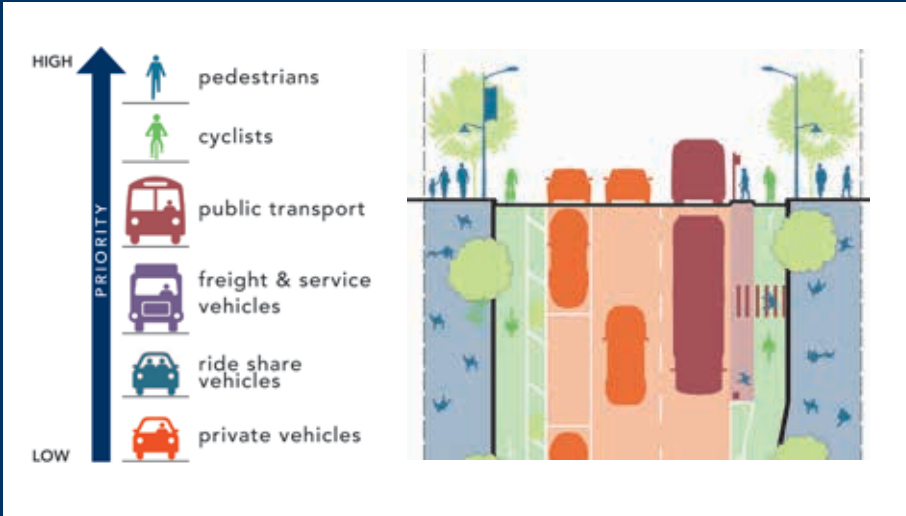
- WORK TOGETHER
- THRIVING BUSINESS AND ACTIVITY
- STREETS AND PLACES FOR PEOPLE
- URBAN GREENING AND
- SUSTAINABLE OUTCOMES
- A GREAT PLACE FOR EVERYONE
- DESIGN EXCELLENCE
- IDENTITY AND PLACE



THE APPROACH - PAKINGTON STREET

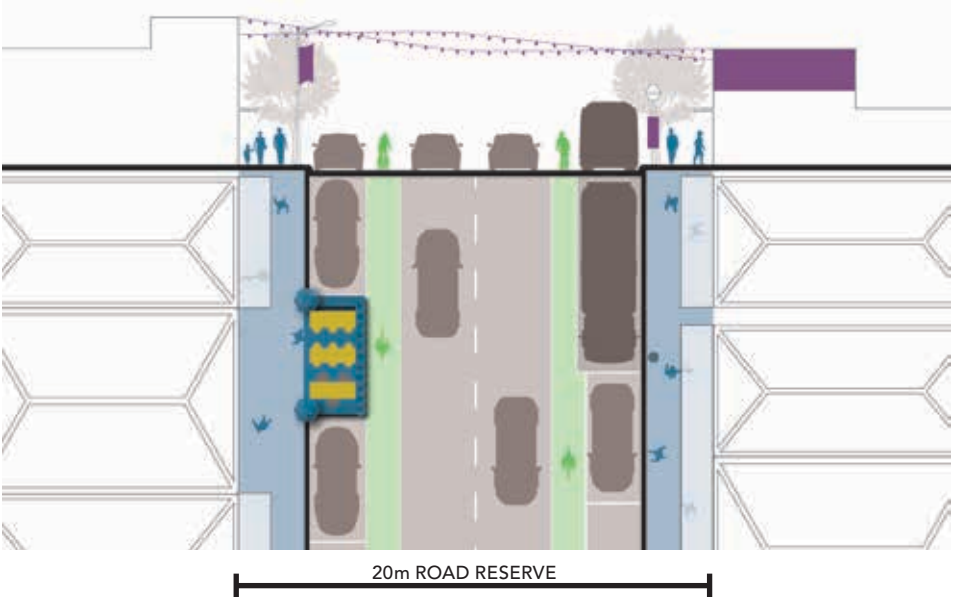
ASPIRATION

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.



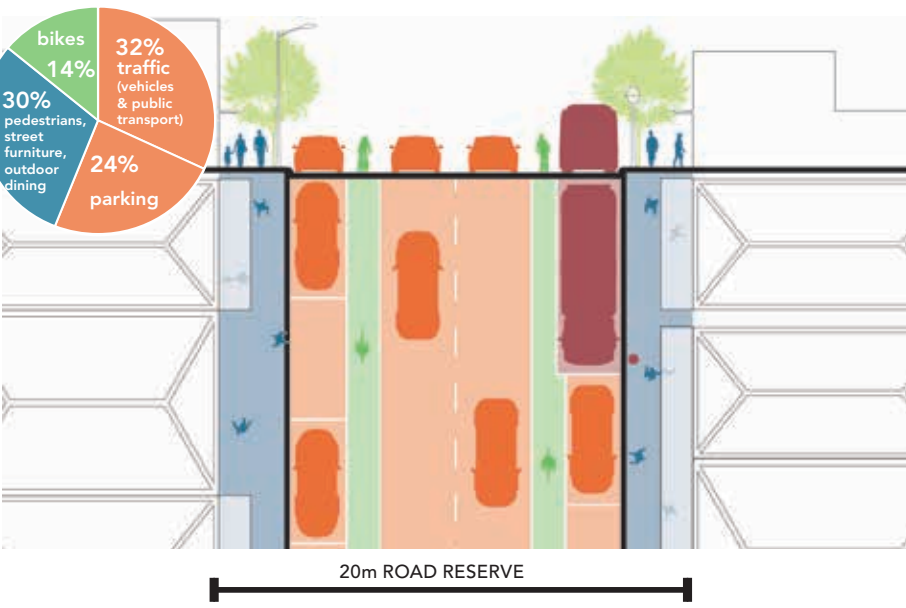
- Pedestrians: wide footpaths (3.5m - 3.8m), allowing clearance zone (1.8m - 2m) for wheelchair, pram, mobility scooter access. Greater opportunity for seating, outdoor dining and/or street trading.
- Cyclists: buffered bike lanes located adjacent to footpath provide safest design. Note that 'buffer' 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.

SHORT-TERM (1-3 YEARS)



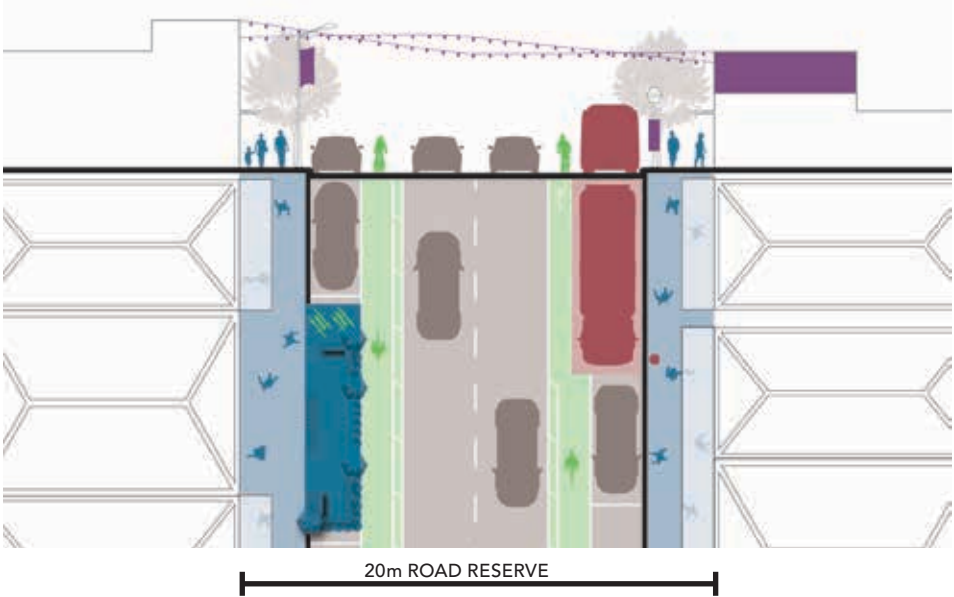
- Pedestrians: improve footpath design to maximise accessibility. Extend seating and/or outdoor dining through voluntary temporary 'parklet' pilots.
- Cyclists: existing bike lanes remain. Improve safety by increasing visibility through paint treatment.
- Public transport: improve seating provision and 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.

EXISTING



- 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.

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



- 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.

HERITAGE CORE PRECINCT

KEY MOVES

STREET ACTIVATION AND INCREMENTAL CHANGE

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.

STREET IMPROVEMENTS

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.

Proposed street improvements will not permanently impact existing car parking.

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.

Project 'concepts' will be designed to minimise impact on existing car parking.

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.

PROTECTING HERITAGE CHARACTER

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

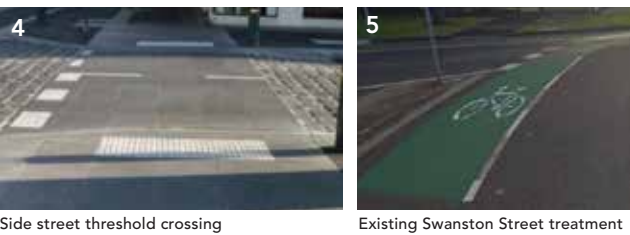
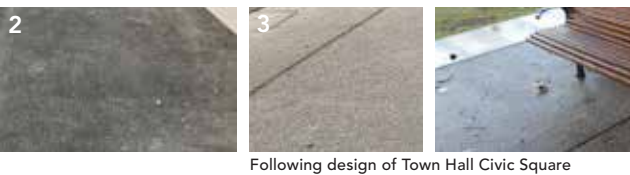
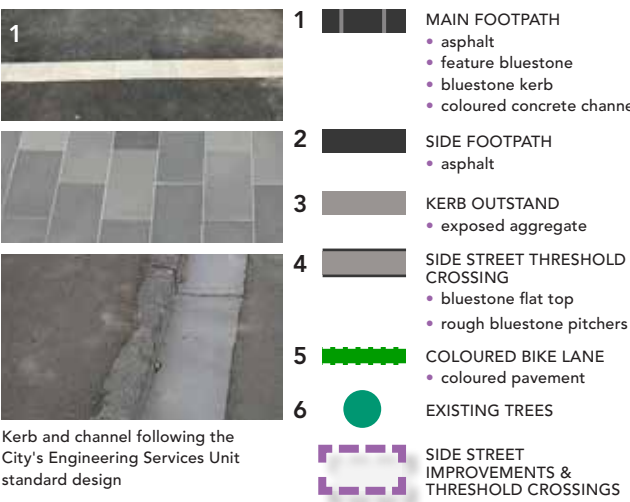
Support existing height limitations to two storeys.

STREET IMPROVEMENTS

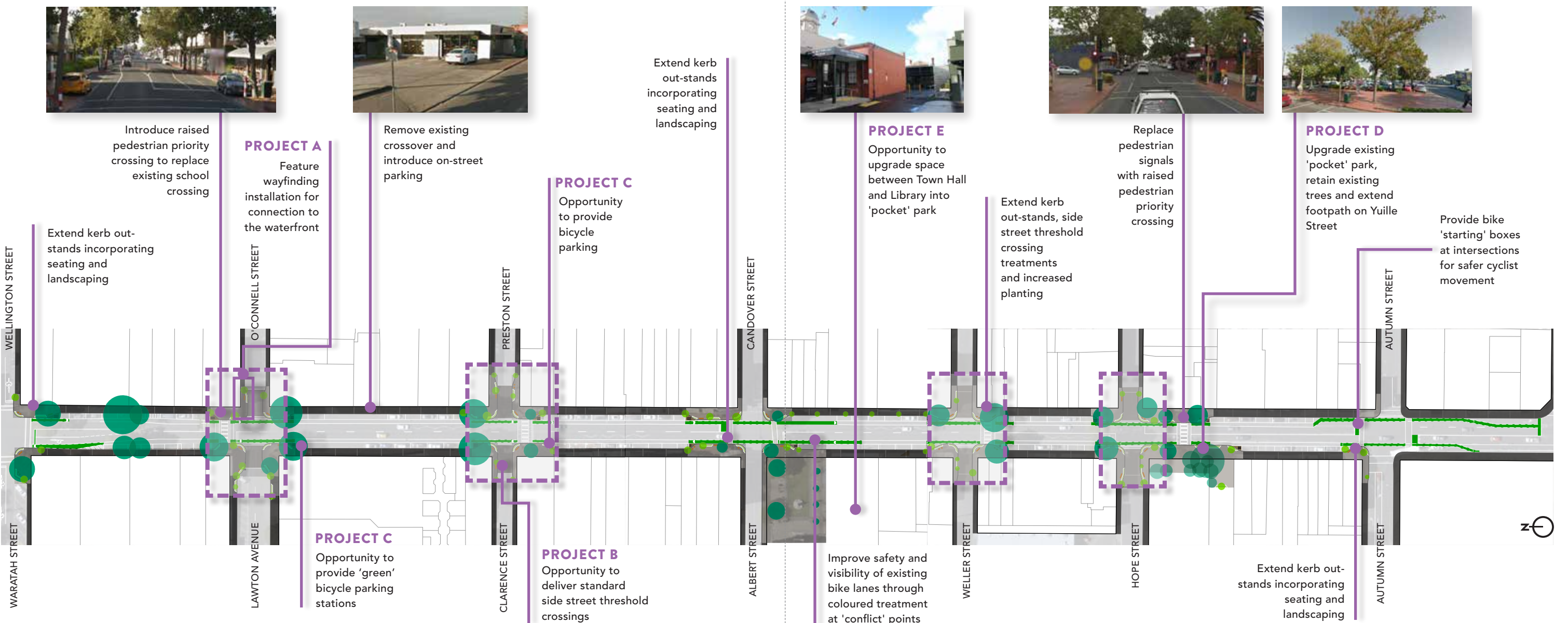
As there is no existing streetscape infrastructure of heritage value, there is an opportunity to replace kerb and channel, footpath paving and street furniture.

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

MATERIALS



Designs for projects A through E are 'concepts' only, presented for discussion.



KEY RENEWAL PROJECTS



PROJECT A



PROJECT B



PROJECT C



PROJECT D



PROJECT E

KEY MOVES

INCREMENTAL CHANGE IN THE STREET

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

STREET IMPROVEMENTS & INTERVENTIONS

Address 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.

Proposed street improvements will not permanently impact existing car parking.

Intervention 'concepts' will be designed to minimise impact on existing car parking.

ALLOWING A GREATER MIX OF USES

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.

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. Manage impacts on existing low rise residential areas through design guidelines. Ensuring development outcomes have wider community benefits and achieve ESD excellence.

KEY STRATEGIC SITE

Establish planning principles for the redevelopment of the rail siding site for residential, commercial and open space uses when the rail yards relocate in the long term.

STREET IMPROVEMENTS

The 'look' of Pakington Street in this precinct should complement 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.

Proposed coloured concrete kerb and channel, with bluestone kerbs with coloured concrete channels and 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.

MATERIALS

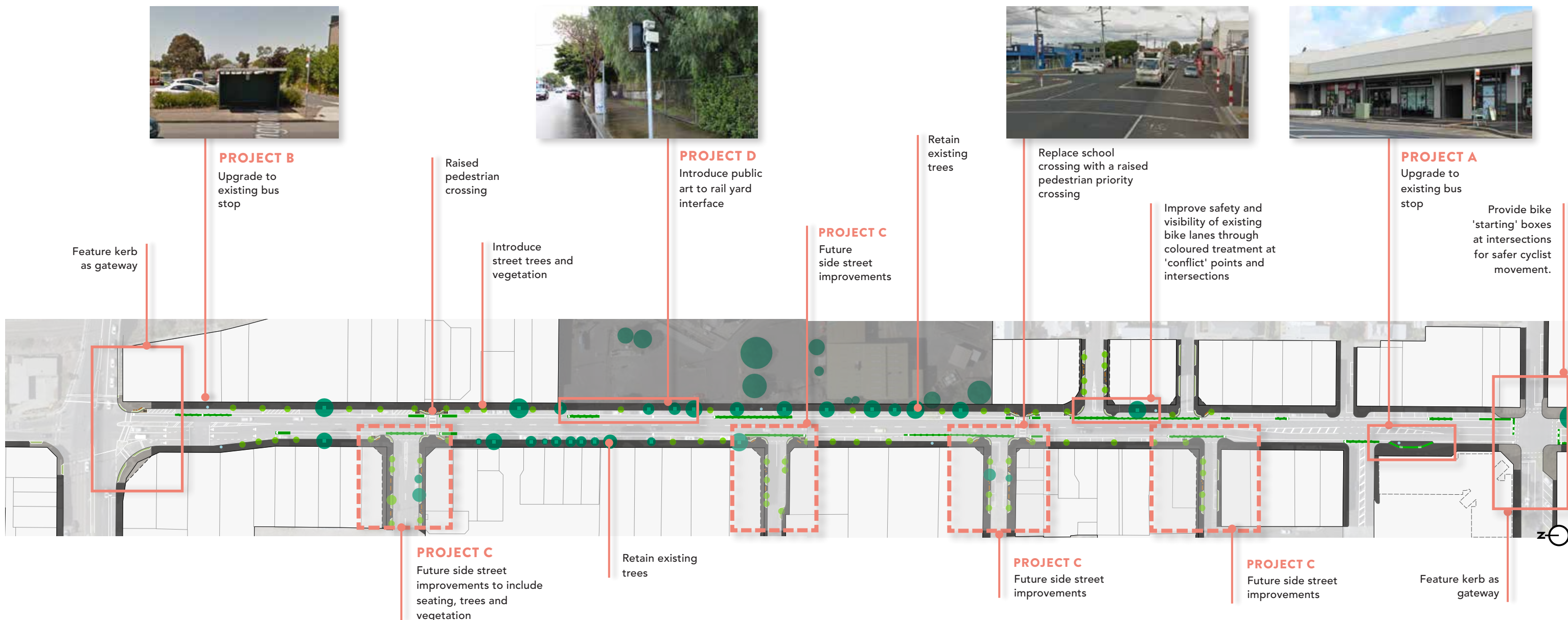
- | | |
|---|-----------------------------|
| 1 | FOOTPATH |
| 2 | KERB OUTSTAND |
| 3 | COLOURED BIKE LANE |
| 4 | EXISTING TREES |
| 5 | PROPOSED TREES |
| 6 | INDICATIVE STREET FURNITURE |
- 1 asphalt
2 exposed aggregate
3 coloured pavement
4 asphalt
5 asphalt
6 asphalt

Following design of Town Hall Civic Square



Existing Swanston Street treatment

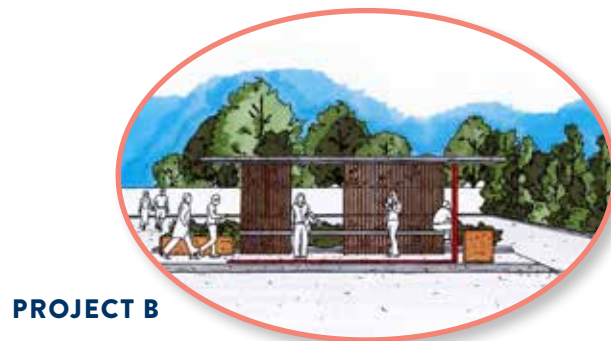
Designs for interventions A through C are 'concepts' only, presented for discussion.



INTERVENTIONS



PROJECT A



PROJECT B



PROJECT C

PAKINGTON NORTH PRECINCT

ALLOWING A GREATER MIX OF USES

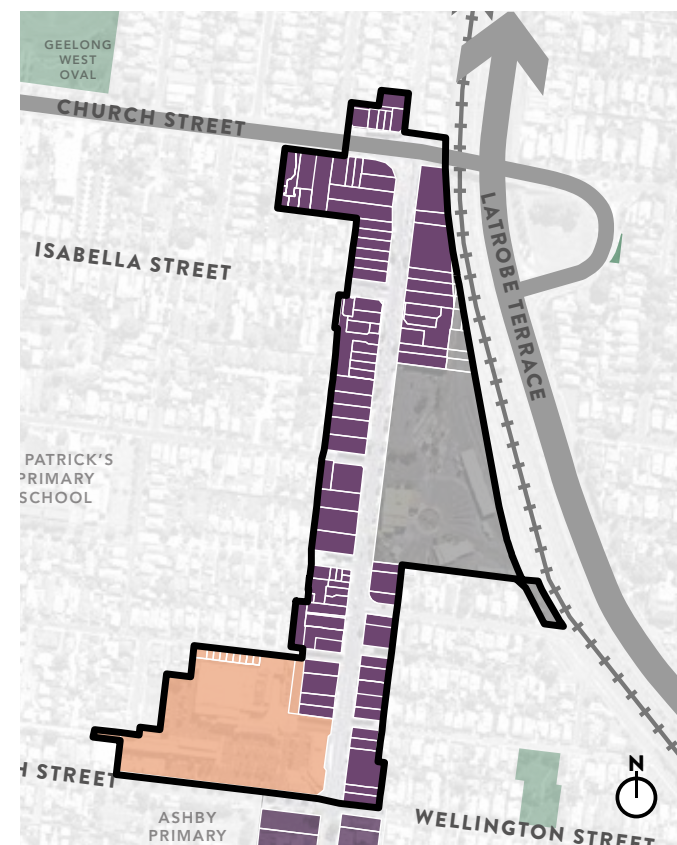
The Pakington North Precinct developed as a peripheral area to the retail core, with a focus on manufacturing and bulky goods retailing.

Residential developments are currently prohibited in this area. The area has been transitioning to more retail, hospitality and office uses, with few 'bulky' goods or industrial uses remaining today.

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.



PROPOSED ZONES



The UDF recommends rezoning of this area from the Commercial 2 Zone to the Commercial 1 Zone. The Commercial 1 Zone will facilitate a vibrant commercial centre that provides every day needs and services supported by residential uses. No changes are proposed to residential areas or land currently zoned PUZ4 or MUZ.

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

- Commercial 1 Zone (C1Z)
- Mixed Use Zone (MUZ)
- Public Use Zone 4 (PUZ4)
- Public Park & Recreation Zone (PPRZ)

ADDRESSING DEVELOPMENT POTENTIAL

Commercial areas provide the best opportunity for higher buildings and new types of housing such as apartments.

The proposed heights are recommended based on analysis of existing property sizes, impacts on neighbouring properties and street widths.

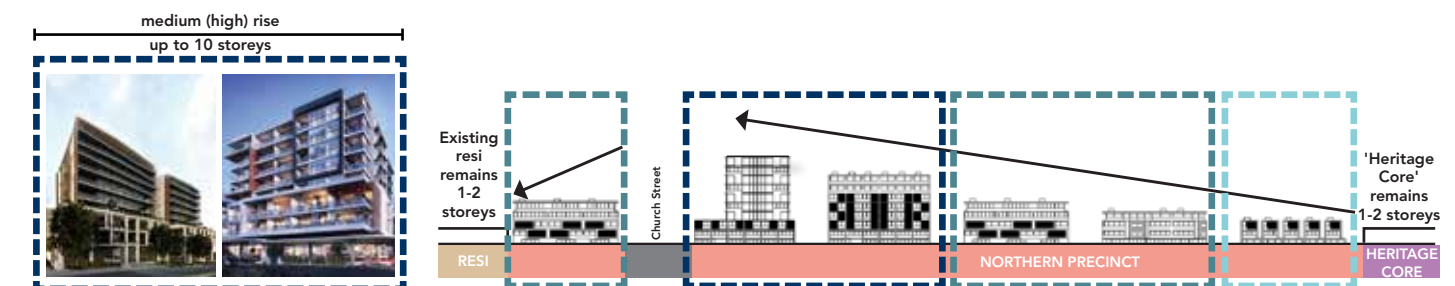
Recommended heights will allow for a range of 'medium rise' buildings ranging from four to ten storeys.

Developments will have a range of uses at the street level with residential above.

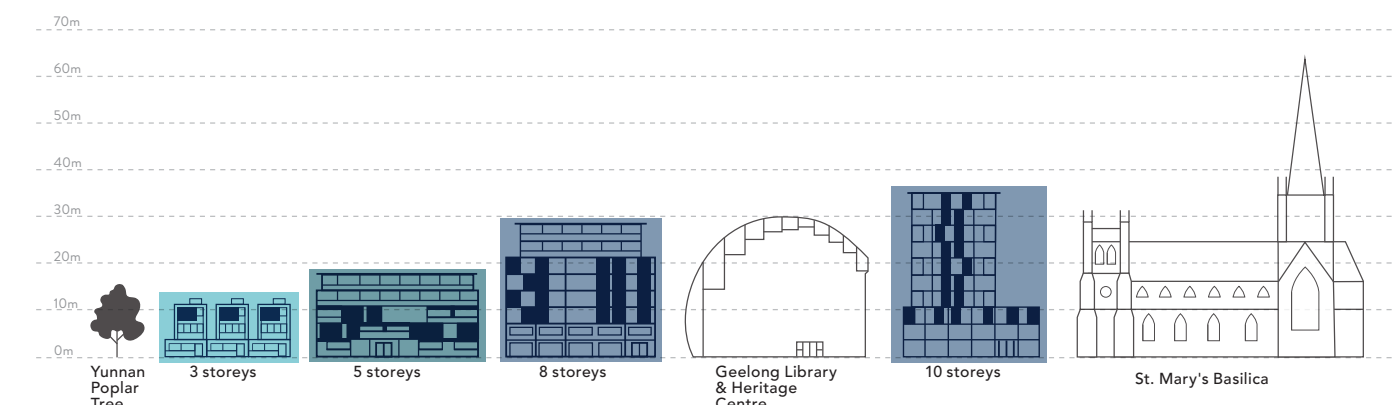
Taller buildings, up to 10 storeys are supported on key corner sites at the Pakington Street and Church Street intersection and those backing onto the railway corridor.

Large developments must provide social and affordable housing or exceptional environmentally sustainable design elements to be supported.

BUILT FORM EXAMPLES



PROPOSED HEIGHTS IN A GEELONG CONTEXT



GORDON AVENUE PRECINCT

ALLOWING A GREATER MIX OF USES

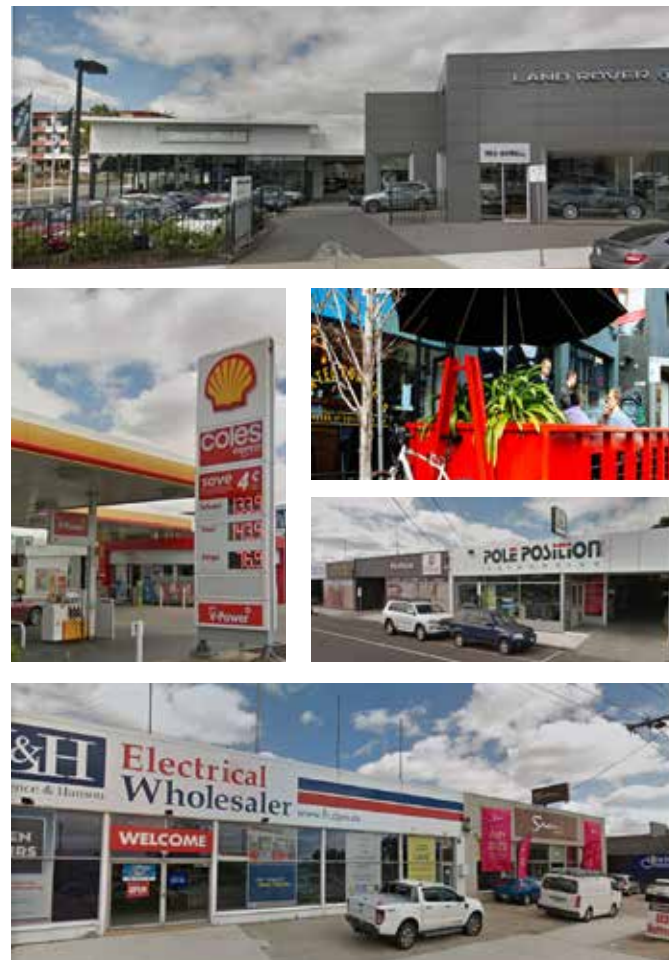
The Gordon Avenue Precinct developed as a peripheral area, with a focus on manufacturing and bulky goods retailing.

The area continues to have a significant proportion of industrial and bulky goods uses, with some office and educational uses.

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.

The UDF recommends the rezoning of this precinct to the Commercial 1 Zone, Residential Growth Zone and Mixed Use Zone as shown in the map below.

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



PROPOSED ZONES



ADDRESSING DEVELOPMENT POTENTIAL

Commercial areas provide the best opportunity for higher buildings and new types of housing such as apartments.

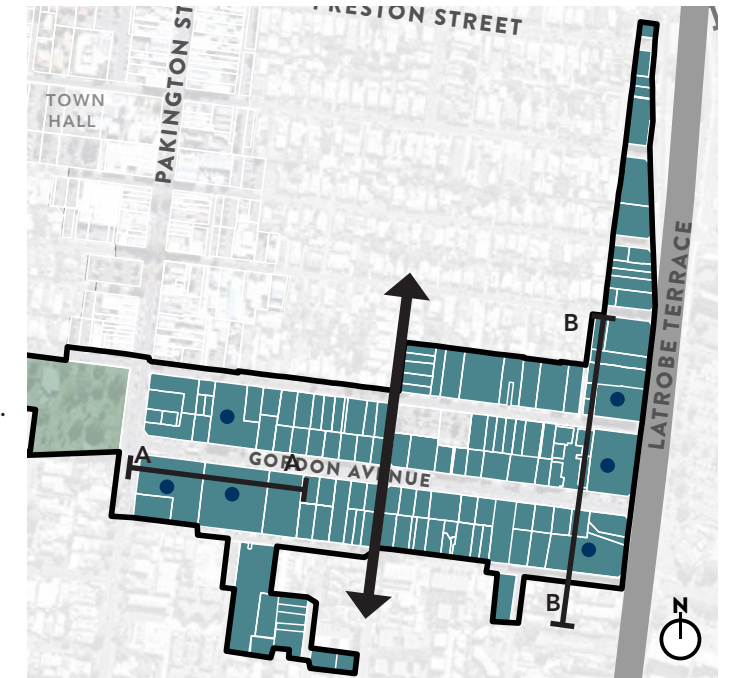
The proposed heights are recommended based on analysis of existing property sizes, impacts on neighbouring properties and street widths.

Recommended heights will allow for a range of 'medium rise' buildings ranging from four to ten storeys.

Developments will have a range of uses at the street level with residential above.

Key corner sites opposite the Geelong Station and fronting Latrobe Terrace and large sites greater than 2,000 square metres have significant development potential for residential and commercial development.

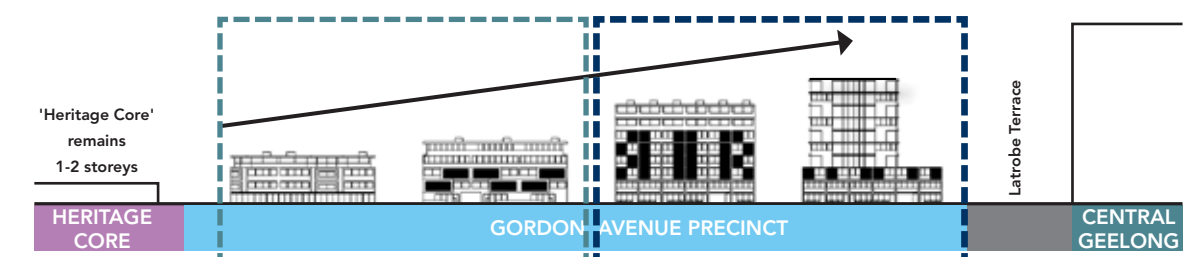
Large developments must provide social and affordable housing or exceptional environmentally sustainable design elements to be supported.



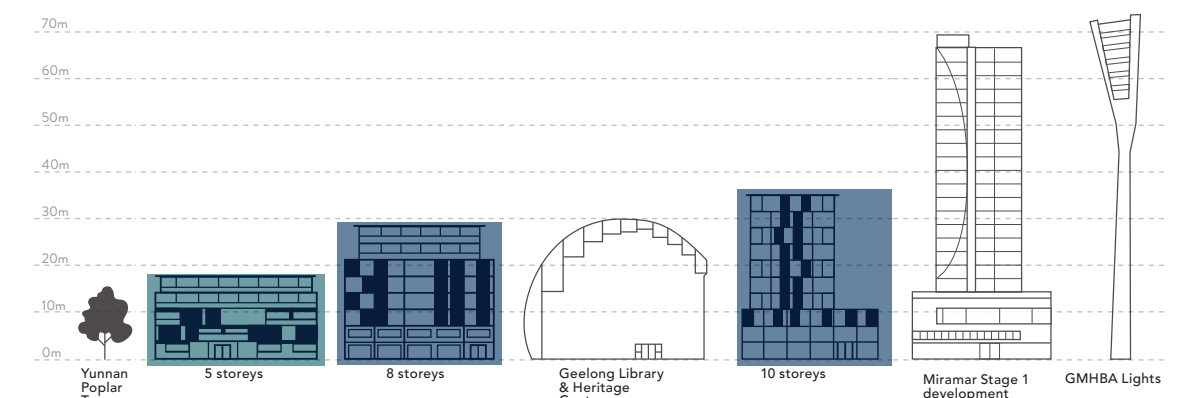
PROPOSED HEIGHTS

- 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.

BUILT FORM EXAMPLES



PROPOSED HEIGHTS IN A GEELONG CONTEXT



CITY OF GREATER GEELONG

PO Box 104

Geelong VIC 3220

P: 5272 5272

E: contactus@geelongcity.vic.gov.au

www.geelongaustralia.com.au

CUSTOMER SERVICE CENTRE

100 Brougham Street


Geelong VIC 3220

8.00am – 5.00pm

© City of Greater Geelong 2020

LATEST NEWS:

 [@CityofGreaterGeelong](#)

 [@GreaterGeelong](#)

 [@CityofGreaterGeelong](#)

 [CityofGreaterGeelong](#)