



THE CITY OF  
GREATER GEELONG

# SOUTH GEELONG URBAN DESIGN FRAMEWORK SUMMARY

JULY 2020

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# SOUTH GEELONG URBAN DESIGN FRAMEWORK

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## SUMMARY

### WHY ARE WE DOING THIS?

Underpinning this project is a need to link several public and private sector strategic projects together. These projects leverage off the South Geelong train station, Kardinia Park and the proximity of the location to services and infrastructure. Without the UDF these projects would occur in isolation of one another.

### HOW IS THE PLAN USED?

The plan sets out an integrated design vision that involves the generation of ideas and the preparation of realistic design concepts based on community consultation, research and analysis.

The vision is realised through tools such as planning scheme changes, capital works project and design guidelines for development.

### WHAT COULD THE PLAN ACHIEVE?

The UDF focuses on two key development areas; South Geelong Station Hub and Moorabool Street which have been the subject to concept plans. The ideas are aspirational concepts of what could be achieved based on the urban design vision, principles and objectives established in the UDF.



## VISUALISATION OF THE CONCEPTS

### STATION HUB PRECINCT

Proposed rail upgrades between South Geelong and Waurn Ponds and the recently closed and vacated Barwon Water site provide an excellent opportunity for a coordinated transit-orientated development. This would include land currently owned by Barwon Water, Vic Track, and the City of Greater Geelong, along with some private land holdings.

A staged redevelopment of precinct is proposed including a new pedestrian overpass across the train line, residential and retail development on the Barwon Water owned site in the shorter term. In the long term the existing station car park could be redeveloped for residential and retail areas and a new multi-deck car park provided to meet parking demands for the station.

Proximity to the railway station allows for residential, commercial and other land uses to capitalise on and benefit from excellent access by public transport. It is also less than 1km from central Geelong making it particularly suitable for a provision of social housing as a component of new development.

Physical improvements in and nearby the South Geelong Station hub can provide better pedestrian access between the railway station and Kardinia Park. Better access would encourage spectators to potential sports events to utilise public transport.

Its location also allows for improved pedestrian and cyclist connections to the Bellerine Rail Trail. The activities generated

at the start and end point of journeys on that trail will contribute to activating the South Geelong Station hub.

An Increased Housing Diversity Area has been identified within 800 metres walking distance of the station. Its proximity to the station provides opportunity for further medium density housing that respects the heritage character of the area that will have excellent accessibility by public transport.



Artist aerial perspective of the Station Hub Precinct looking north east over the precinct.



## MOORABOOL STREET PRECINCT

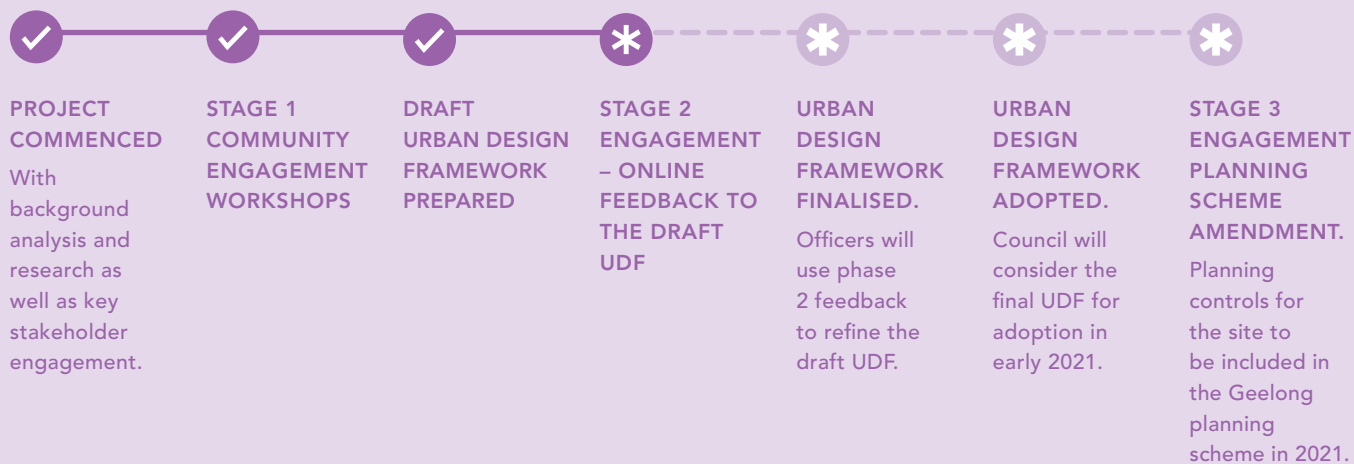
Moorabool Street precinct has potential for strong pedestrian links along Moorabool Street and between Kardinia Park, the train station, the Barwon River and into Central Geelong.

Moorabool Street will include a boulevard of trees, new bike paths, retail development on ground level, office and residential development on upper floors.



Artist perspective of the Moorabool Street Precinct looking north from Fyans Street.

### WHERE ARE WE IN THE PROCESS



### HOW LONG DOES A PLANNING SCHEME AMENDMENT TAKE?

The planning scheme amendment process can take between 12-18 months. Once the planning controls are in place Council will be able to consider development proposals and options.

## WHO CAN I CONTACT FOR MORE INFORMATION?

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

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

If you wish to speak to a planner please contact Strategy Planning on 52725078.

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