

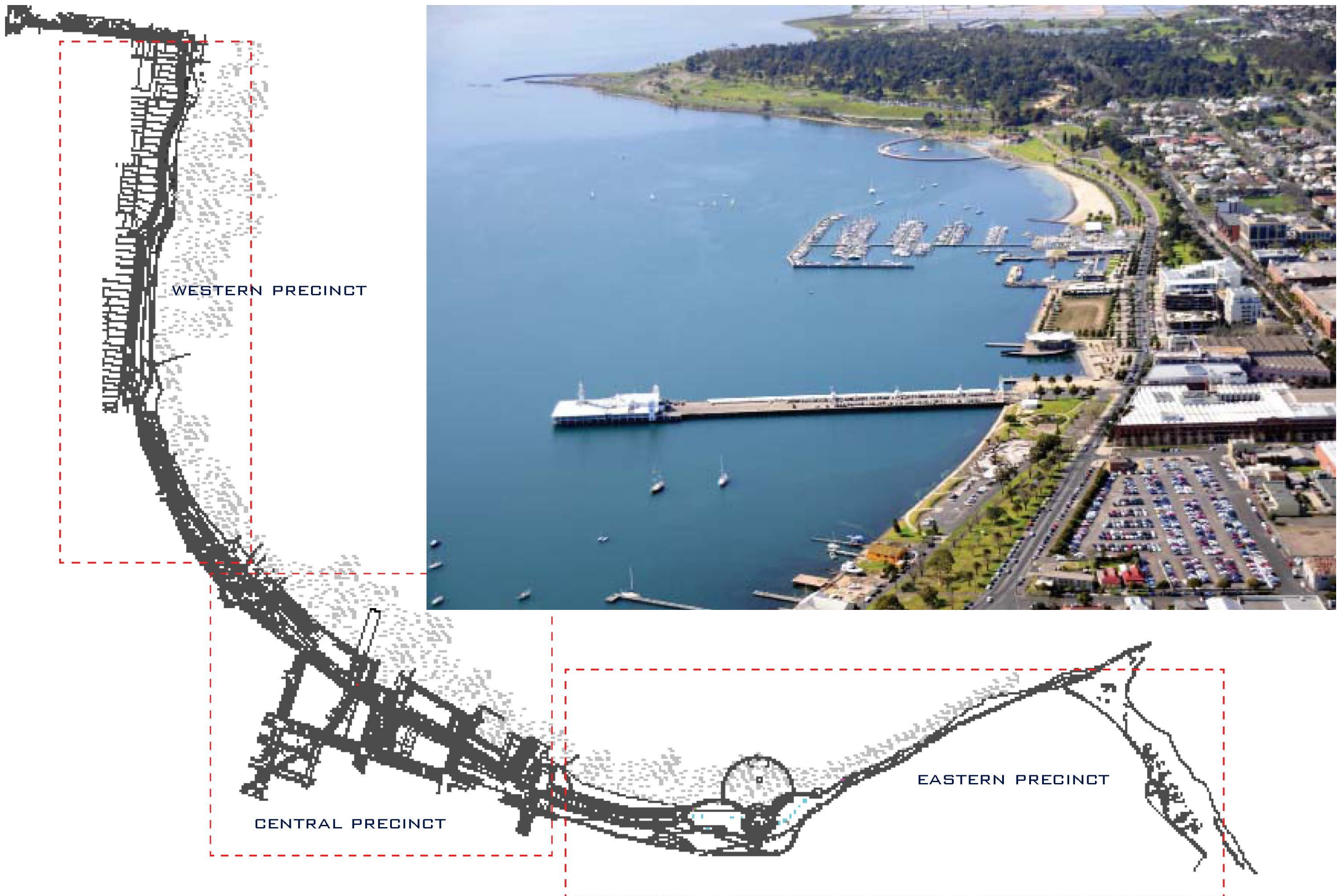
Central Geelong Waterfront Masterplan 2011



CONTENTS

Context &UN-HABITAT	4
Environmental Sustainability & Awards	5
Background	6
Design Principles	7
Development & Building Guidelines	8
Development & Management Priorities	9
Strategic Waterfront Projects	10
Western Precinct	13
Site a Rippleside to Griffin’s Gully	14
Site b Griffin’s Gully to Western Beach Boat Club	15
Central Precinct	17
Western Beach Marine Precinct & Development Guidelines	18
Site c1 Western Beach Boat Club	19
Site c2 T.S. Barwon Sea Scouts	20
Site c3 & c4 Western Beach Boat Yard & Seaplane Mooring	21
Site d Western Beach Car Park	22
Site e Youth Activities Area & Children's Playground	23
Site f Cunningham Pier & Forecourt	24
Site g Waterfront Pavilion Site	25
Site h & i Steampacket Quay, Carousel & Alexander Thompson Jetty	26
Site j Customs Plaza	27
Site k & l Steampacket Gardens, Wharf Shed & Le Parisien	28
Site m Yarra Street Pier	29
Site n Fishermen's Basin	30
Site o, p & q Fishermen's Pier Restaurant, Fairnie & Transvaal Parks	31
Site r Royal Geelong Yacht Club	32
Site s Victorian Sailing School & Site t Hi Lite Park	33
Eastern Precinct.	34
Site u Eastern Beach Hills & Flats	35
Site v Ritchie Boulevard	36
Site w Eastern Beach Swimming Pool and Sea Baths.	37
Site x Eastern Park Foreshore & Embankment.	38





CONTEXT

The City of Greater Geelong encompasses rural, coastal and urban communities. Council's ambition is to promote prosperous and cohesive communities throughout the municipality that offer a range of exceptional environments. Council plans to further develop Geelong as an international waterfront city that boasts first class facilities and caters for a wide range of events and activities. By strengthening the city's unique urban identity, promoting sustainable growth and through further improvements to the public environment, Council aims to position Geelong and its waterfront as a highly desirable destination.

The Corio Bay waterfront lies at the heart of the city. From 1996 to 2000, the City in conjunction with the State Government spent over \$30million on public realm improvements, positioning Waterfront Geelong as a premier waterfront location. This environment needs to be maintained by delivering a consistently higher level of cleanliness and maintenance than is generally found in other parts of the city to support and build upon the high level of programmed and un-programmed activities already achieved in the precinct. Continuous improvement is essential to retain the popularity of Waterfront Geelong.

UN-HABITAT - United Nations Human Settlements Programme

10 principles for sustainable urban waterfront development

The United Nations Human Settlements Programme, UN-HABITAT, is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. The following 10 principles of Sustainable Urban Waterfront Development were approved by the United Nations Urban 21 project and were drawn up at a series of international seminars promoted by Wasserstadt GmbH, Berlin with the co-operation of the International Centre Cities on Water, Venice.

Principle 1 - Secure the quality of water and the environment. The quality of water in the system of streams, rivers, canals, lakes, bays and the sea is a prerequisite for all waterfront developments.

Principle 2 - Waterfronts are part of the existing urban fabric. New waterfronts should be conceived as an integral part of the existing city and contribute to its vitality. Water is a part of the urban landscape and should be utilised for specific functions such as waterborne transport, entertainment and culture.

Principle 3 - The historic identity gives character. Collective heritage of water and city, of events, landmarks and nature should be utilised to give the waterfront redevelopment character and meaning. The preservation of the industrial past is an integral element of sustainable redevelopment. Principle 4 - Mixed use is a priority. Waterfronts should celebrate the water by offering a diversity of cultural, commercial and residential uses. Those that require access to water should have priority. Housing neighbourhoods should be mixed both functionally and socially.

Principle 5 - Public access is a prerequisite. Waterfronts should be both physically and visually accessible for locals and tourists of all ages and income. Public spaces should be of high quality construction and robust materials to allow for intensive use.

Principle 6 - Planning in public-private partnerships speeds the process. New waterfront developments should be planned in public-private partnerships. Public authorities must ensure the quality of the design, supply infrastructure and generate social equilibrium. Private developers should be involved early on to ensure knowledge of the market and facilitate development. The coordinators of complex waterfront developments must guarantee their long term economic, social and ecological success.

Principle 7 - Public participation is an element of sustainability. Cities should benefit from sustainable waterfront development not only in ecological and economical terms but also socially. The community should be informed and involved in discussions continuously from the start.

Principle 8 - Waterfronts are long term projects. Waterfronts need to be redeveloped step by step so the entire city can benefit from their potentials. They are a challenge for more than one generation and need a variety of characters both in architecture, public space and art. Public administration must give impulses on a political level to ensure that the objectives are realised independently of economic cycles or short-term interests.

Principle 9 - Re-vitalisation is an ongoing process. All planning must be based on the detailed analysis of the principle functions and meanings the waterfront concerned. Plans should be flexible, adapt to change and incorporate all relevant disciplines. To encourage a system of sustainable growth, the management and operation of waterfronts during the day and at night must have equal priority to building them.

Principle 10 - Waterfronts profit from international networking. The redevelopment of waterfronts is a highly complex task that involves professionals of many disciplines. The exchange of knowledge in an international network between contacts involved in waterfronts on different levels offers both individual support and information about the most important projects completed or underway. Further information at www.waterfront-net.org.



ENVIRONMENTAL SUSTAINABILITY

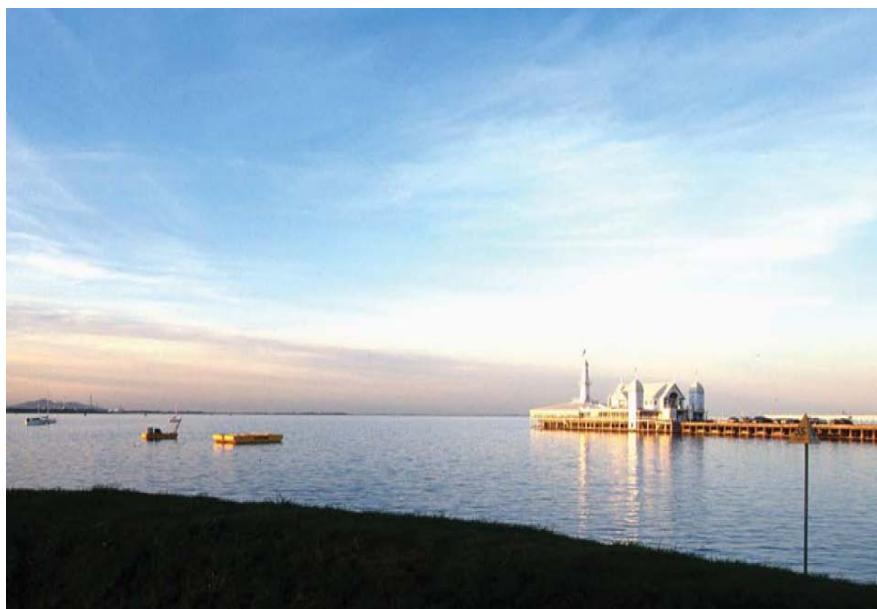
The intention of sustainable design is to reduce or eliminate negative environmental impact through skilful, sensitive design which allows people to relate with the natural environment. With our changing global environment, all actions undertaken, or future developments referenced in this document must take into consideration sustainable design principles and climate change adaptation. The built environment should comply with the principles of economic, social and ecological sustainability, including, but not limited to:

- The use of low impact materials - non-toxic, sustainably produced or recycled;
- Energy efficient manufacturing processes and the production of materials, products or equipment that requires less energy to operate or maintain;
- Quality and durability - longer lasting and better functioning materials, products and equipment requires less maintenance and generally lasts longer needing less replacement;
- Materials should be locally or regionally sourced from sustainably managed renewable sources.

AWARDS

- 1996
- Royal Australian Planning Institute, Award for Planning Excellence in Urban Planning Achievement, Waterfront Geelong Design and Development Code
- 1998
- Australian Institute of Landscape Architects, National Project Award of Merit for design of public spaces, Waterfront Geelong
 - Streetsmart, Best Overall Project, Waterfront Geelong
 - Streetsmart, Best Project – Pedestrian Precincts, Waterfront Geelong
- 1999
- Waterfront Centre Honour Award (Charleston, USA), Excellence in Waterfront Design, Waterfront Geelong
 - Property Council of Australia, Top 16 Public Sector Projects to attract significant private sector investment, Waterfront Geelong.
- 2000
- Australian Institute of Landscape Architects, Victorian Chapter Merit Award for transport infrastructure, Waterfront Geelong
- 2001
- Australian Property Institute Excellence in Property Awards, Land Victoria Local Government Property Award, Waterfront Geelong
 - Streetsmart, Best Project, Waterfront Geelong
 - Australian Institute of Landscape Architects, Victorian and Tasmanian Chapter Merit Award for Civic Design, Waterfront Geelong
 - Australian Institute of Landscape Architects, Victorian and Tasmanian Chapter Landscape Excellence Award, Waterfront Geelong
 - Australian Institute of Landscape Architects, Victorian & Tasmanian Chapter, Transport & Infrastructure Award, Waterfront Geelong
- 2002
- Planning Institute of Australia, Australia Award for Urban Design Excellence, Waterfront Geelong
 - Australian Steel Construction Industry, Victorian Architectural Award, Carousel Pavilion
 - Australian Steel Construction Industry, Premier Award, Commendation, Carousel Pavilion
 - Australian Institute of Landscape Architects, Award for Landscape Excellence - Most Outstanding Project Nationally, Waterfront Geelong
 - Australian Institute of Landscape Architects, Project Award for Public Open Spaces - Most outstanding project, Waterfront Geelong
 - International Waterfront Centre (Washington DC, USA) Top Honour Project, Waterfront Geelong.
- 2003
- Victorian Coastal Council, Awards for Excellence, Building and Design, Carousel Pavilion
- 2004
- International Federation of Landscape Architects, Vice Presidents Award for Built Environment (Eastern Region), Waterfront Geelong.
 - Year of the Built Environment, Dept. of Sustainability & Environment, Towards Sustainable Communities. My Favourite Place Competition – Waterfront Geelong.
 - Geelong Advertiser Business Excellence Awards, New and Emerging Business Award - Carousel.
- 2006
- Geelong Advertiser Business Excellence Awards. Attractions, Events & Services Award - Carousel.
- 2009
- Australian Institute of Landscape Architects, Winner, “Award of Excellence in Landscape Architecture”, Southern Region Design Awards, Youth Activity Area
 - Australian Institute of Landscape Architects, Winner, “Victoria Medal for Landscape Architecture”, Annual Design Awards, Youth Activities Area
 - Cement & Concrete Association of Australia, Public Domain Awards, State Winner Victoria, Youth Activity Area.
 - Cement & Concrete Association of Australia, Public Domain Awards, Winner Precincts, Youth Activity Area.
 - Institute of Public Works Engineering Australia. Victorian Excellence Awards. Youth Activities Area
 - Keep Australia Beautiful Victoria - Sustainable Cities. Friendly Beach Award - Eastern Beach
- 2010
- Australia Award for Urban Design, Planning Institute of Australia. Youth Activity Area.
 - Australian Institute of Landscape Architects, Winner, “Landscape Architecture Award”, National Design Awards, Youth Activity Area
 - National Trust of Australia, Geelong Region, “Heritage Award”, Eastern Beach Seawalls.





BACKGROUND

This document updates the Waterfront Geelong Design and Development Code 1996 (the Code), a master plan document prepared by Keys Young in conjunction with the City of Greater Geelong.

The Code laid the groundwork for the development that occurred on the waterfront from 2000 until 2010. During that time most of the key sites were developed and many of the improvements to the public realm foreshadowed in the Code were completed. It is timely to reflect on past achievements and remaining opportunities. Following public realm improvements that generally occurred from 1996 to 2000, the precinct experienced rapid growth with the development of privately owned sites from 2000 to 2010. There are a few development sites still available, as well as various proposals for further waterfront infrastructure. This review aims to canvass some of the remaining development options in the context of the original Code's design principles and offers an analysis of the changes that flowed from them.

In addition to the immediate waterfront area, the Code encompassed a small part of the central Geelong retail precinct. This review will narrow its scope by concentrating on the waterfront between Rippleside Park and Limeburners Point. Work subsequent to the Code has seen the production of various planning documents that specifically cover development in the Central Activities Area and the inner western area of the city. These include:

- Geelong Western Wedge Framework - 2005
- Central Geelong: Looking Forward Structure Plan - 2007
- Central Geelong Urban Design Guidelines - 2008

This review of the Waterfront Geelong Master Plan is premised upon Council's view that the central waterfront will continue to be managed and developed as a dynamic recreation destination for residents and visitors. The western and eastern precincts of Corio Bay will continue to be locally focused offering quieter passive areas, attractive parkland and waterfront spaces, trails and landscapes.

The Central Geelong Waterfront Master Plan 2011 is intended to be appended as a reference document to the Greater Geelong Planning Scheme. It will be referred to by:

- Council Officers and their consultants when dealing with applications to develop waterfront property including public spaces;
- Council Officers and their consultants when modifying or managing existing public spaces along the waterfront;
- Developers and their consultants and business operators when considering a development or business proposal.

The redevelopment of the Geelong waterfront in the 1990s from an industrial and maritime precinct into one of Australia's most vibrant recreational and tourism waterfront sites, has become the cornerstone of the city's economic revitalisation and a great source of community pride.

In 1994, the State Government and the City of Greater Geelong funded a \$30 million redevelopment of the Geelong waterfront. The project, completed in 2000, has been the catalyst for approximately \$350 million in private investment to date. A further \$150 million in private investment is anticipated by the end of 2012.

Set in a new urban landscape based on the city's maritime history and a contemporary urban culture, the waterfront is the setting for a range of restaurants, cafes, hotels, museums and public artworks. Opportunities to enjoy the outdoors include sites such as the Geelong Botanic Gardens, a range of public open spaces, the Baywalk along Corio Bay, pools and playgrounds as well as countless events and water-based activities.

The waterfront has become the reason why local people to stay in their own backyard on weekends and holidays, and also the motivating factor for thousands of visitors who journey to Geelong each year. Waterfront Geelong has assumed iconic status in the marketing of the city and now attracts and plays host to a range of local, national and international events. The waterfront has now proven its potential to generate business investment and boost tourism expenditure in the region. Visitor numbers have grown to 1.7 million annually and the precinct is now the setting for over 50 public events each year.

The City of Greater Geelong is responsible for much of the urban foreshore area as well as adjacent areas of public open space. In accordance with the Crown Land (Reserves) Act 1978, the Department of Sustainability and Environment has delegated the management of waterfront Crown land to the City of Greater Geelong.

The Geelong Lands (Steampacket Place) Act 1996 also allows for Crown land in the precinct be capable of being leased for longer periods and for different purposes from those set out in the Land Act 1958 and the Crown Land (Reserves) Act 1978.

Additionally the City administers the Greater Geelong Planning Scheme and is owner and manager of other public coastal land and facilities including roads, boat ramps and drainage infrastructure.

Given the high level of use and the harsh nature of the coastal setting, the infrastructure, buildings, fixtures and landscapes along the waterfront area need to be robust and well maintained.

The City of Greater Geelong is committed to the continual improvement of Waterfront Geelong.

This document seeks to guide that process in the interests of the people of Geelong.



DESIGN PRINCIPLES

Although this review broadly endorses the principles underpinning the 1996 Masterplan (Appendix 6) they are reformulated here to express some additional contemporary priorities.

Future development of the waterfront must:

- Protect and enhance the coastal environment;
- Ensure the waterfront is an attractive, accessible destination offering a range of experiences and places, including access to and engagement with the water;
- Prevent the alienation of public open space and maximise public access throughout the waterfront precinct;
- Ensure that developments make a positive contribution to adjoining public space and contribute to the prevailing character of the precinct;
- Protect and enhance important views across, and to Corio Bay, as well as vistas to buildings and other landmarks of heritage and cultural significance;
- Protect and enhance the views of the waterfront from the north-south streets of Central Geelong;
- Promote pedestrian priority, improved pedestrian links back to the city, East and West Geelong and aim to achieve a continuous path of travel along the water's edge.
- Promote waterfront development that is environmentally, socially and economically sustainable and responsible;
- Avoid over-development and ensure protection and adaptive reuse of heritage buildings and places;
- Contain active frontages at ground level to encourage street life.
- Include on-site screened enclosures for rubbish, recycling and other utilites to ensure they are visually unobtrusive.

Further, ongoing management of the waterfront should aim for the orderly and harmonious coordination of a variety of activities and events while maintenance of public open space should continue to a high standard.

A healthy balance between commercial and free activities should be promoted in the waterfront precinct with the aim of maintaining the precinct as a busy, vital location. Such management will contribute to perceptions of the Geelong waterfront as a welcoming and attractive destination.



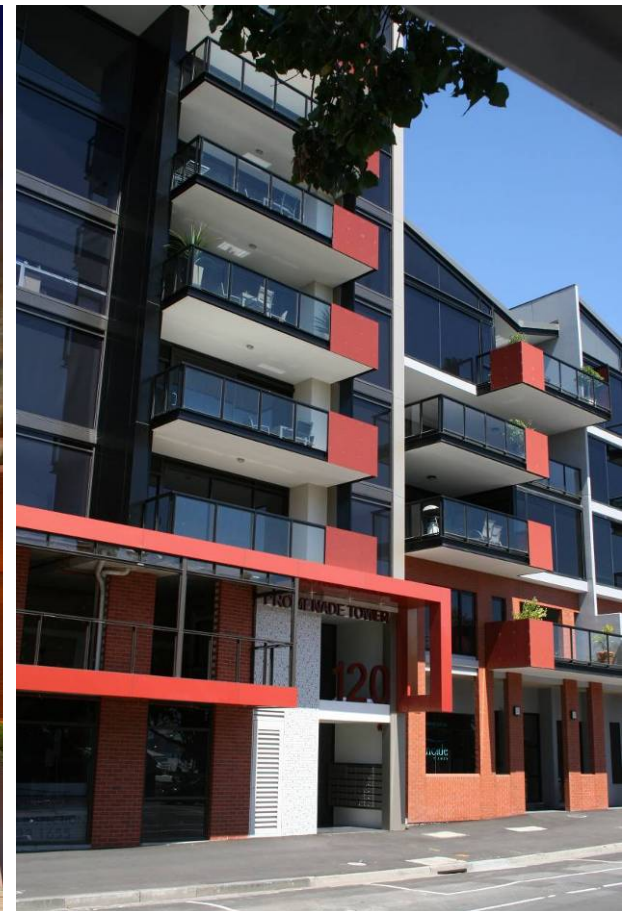
DEVELOPMENT & BUILDING GUIDELINES

The Central Geelong Urban Design Guidelines adopted by Council in October 2008 provide guidelines for the development of built form in the waterfront area, consistent with the aims of the Central Geelong Waterfront Masterplan 2011. The guidelines are cited in full in Appendix 1 of this document.

The guidelines suggest that building height and scale on the waterfront should be subservient to the built form of the city, except in the case of potentially 'iconic' buildings. Such buildings must provide a nett community benefit in the form of improved access, increased activation of adjacent spaces and an increase in on-street activity such as al-fresco dining.

The guidelines also seek to ensure that development in the waterfront area separates building segments to avoid continuous built form. This provides greater accesability and protects views across Corio Bay and back towards the city. The principal implication of this is that buildings along the waterfront should be less than 24 metres or 6 storeys in height, stepping down further in height towards Western/Eastern Beach Roads unless a proposal was so singular that it achieved the level of 'iconic' building status. Buildings on piers and along the foreshore should respond to the adjacent environment, and not exceed a maximum height of 16 metres or 4 storeys.

The precinct currently sits in Special Use Zone 2 of the Greater Geelong Planning Scheme. This will change to an Activity Centre Zone in the near future. Further information can be obtained from Council's Planning Unit.





DEVELOPMENT & MANAGEMENT PRIORITIES

In addition to the broad design principles above, future development and ongoing management of the waterfront should aim to pursue the following priorities:

- A reasonable balance between open water and marine activity should be maintained.
- Swing moorings should be contained as much as possible to the existing area off Western Beach generally between Cunningham Pier and Griffiths Gully jetty allowing open water to be maintained between Cunningham Pier and the western side of the Royal Geelong Yacht Club Marina and the eastern side of the Royal Geelong Yacht Club Marina and Limeburners Point.
- Views to and across the bay should be maintained or enhanced in any future development on or adjacent to the waterfront.
- Views from north/south city streets should be unimpeded by city developments.
- Redevelopment of/on piers which propose built form above pier decks or over water should not include continuous structures that impede east/ west views across Corio Bay.
- Any new development or modifications to existing facilities or lease arrangements should seek to maximise public access to the waterfront and in particular direct access to the water's edge.
- Wayfinding signage should be enhanced to provide clear directions around the waterfront and from the city to the waterfront.
- Existing trees should be maintained to a high standard and damaged or sick trees should be replaced on a timely basis. New plantings should be carefully considered to enhance the existing landscape and achieve high levels of amenity and sustainability. Specifically, planting should aim to build upon the signature tree plantings of the central waterfront and the eastern embankment and be sufficiently robust to withstand the marine environment. Where possible, tree planting should create generous areas of shade but not interrupt ground level views to the water. Ornamental planting should be low maintenance and drought tolerant.
- The palette of materials used on the waterfront must be robust and long lasting. The central waterfront should continue to be characterised by high quality materials such as timber, natural stone and aggregate concrete, stainless and Corten® steel and custom designed lighting and furniture. The materials palette of the more informal areas of the western and eastern precincts includes asphalt and concrete, bluestone, painted timber, grass and gravel and should generally continue to be used in these areas. (See appendices for Materials & Surfaces Inventory).





STRATEGIC WATERFRONT PROJECTS

A number of strategic projects are being considered for Waterfront Geelong including the Geelong Exhibition & Convention Centre, the rebuilding of the Yarra Street Pier and the development of the Eastern Beach Mineral Springs Spa. In addition, other strategic projects include the Stage 2 development of the Youth Activities Area at Western Beach and the transition of the Western Beach Boat Yard from industrial to public use.

YARRA STREET PIER

"Boating is an important recreational and social outlet for many people. Boat registration is increasing faster than population growth. The size of boats is increasing, as is the demand for launching, retrieval and storage. The boating industry contributes significantly to employment and economic activity in Victoria, with direct expenditure on boating of \$1.4 billion in 2005, as well as contributing to our health and enjoyment of the coast". (Central Coastal Board, 2007).

It is important to understand and strategically manage the increasing demand for improved and new boating facilities. We need to provide safe access to, from and on the water while ensuring impacts on the natural environment and coastal processes are minimised. The safety of boat users and swimmers is paramount". Victorian Coastal Strategy, 2008

As stated in the Victorian Coastal Strategy, there is an increasing demand for recreational boating destinations. Economically important commercial fishing fleet, diving vessels, tourism operations and marine management, research, and search and rescue boats also operate from boat ramps and facilities along the coast. As one of the only north-facing bays in Australia, Corio Bay is well positioned to capitalize on the growth in recreational boating as it provides exceptional access to Melbourne and Port Phillip Heads and supports an interesting array of sea life including migrating whales, sunfish and seals.

Corio Bay annually hosts the largest sailing event in the southern hemisphere, Victoria Week, a major event attracting over 400 national and international yachts and more than 4,000 competitors.

Yarra Street Pier was originally built in the middle of the nineteenth century as a commercial wharf. It was totally destroyed by fire in 1988. Remnants of the old pier remain on the sea bed and are a boating and swimming hazard.

Due to the private ownership of Cunningham Pier to the west, the city lacks a full-sized public pier suitable for itinerant berthing and large vessels.

This project will see the reinstatement of the public pier at the termination of Yarra Street incorporating wave attenuation and itinerant berthing facilities. It will also see the development of functional and accessible wharfage in Fishermen's Basin and the expansion of the Royal Geelong Yacht Club Marina, currently at capacity.

Private sector commercial investment will be sought for business opportunities on and adjacent to the pier.

The project will provide a strong visible connection between the city and the water and will deliver diverse social and recreational opportunities for the community. The project will create and support jobs in related industries and will reinforce Geelong's reputation as an attractive and accessible boating destination.

GEELONG CONVENTION & EXHIBITION CENTRE

The tourism sector is one of the fastest growing sectors in the economy. It is projected to 2020 that 43% of national economic growth will be in tourism. The high level of commitment to exploiting emerging opportunities in this sector provides strong impetus for a project of this type for the Geelong region. A convention and exhibition facility in the Geelong region will not only enhance the offering provided to both leisure and business tourists to the Geelong region, it will drive continued economic and industrial growth in a nationally important region. The Geelong Convention and Exhibition Centre will provide an opportunity to implement the strategies the Federal Government has set out in its Tourism White Paper.

The Geelong Convention and Exhibition Centre is proposed to be sized to cater for 1000 delegates and have 3000m² of exhibition space with associated catering and break-out facilities. A centre of this scale would attract a hotel development of 150 to 200 rooms.

The Geelong Convention and Exhibition Centre would create a new industry for Geelong with the potential to create 1,400 jobs and inject \$663m into the economy. A convention Centre would also maximise return on existing industries in Geelong by providing a knowledge centre to for the region.

The most desirable location for the Geelong Convention and Exhibition Centre would be Waterfront Geelong with its stunning views across Corio Bay to the You Yangs. This addition to the waterfront would enhance the precinct and capitalize on Geelong's reputation as a waterfront city.

This project is likely to be a public-private partnership with the State Government.

EASTERN BEACH MINERAL SPRINGS

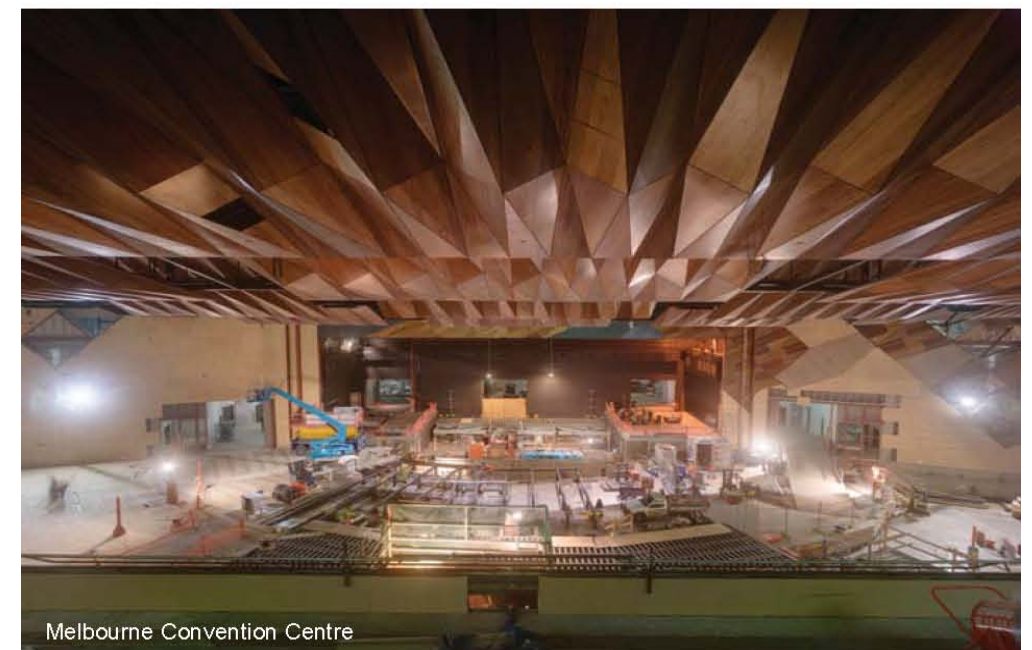
The Eastern Beach Mineral Springs Spa development will be a facility designed for the Geelong community and visitors. It will provide further diversification of waterfront activities and will promote the city to a wider audience. It is important that the project provides affordable services to the local community and provides a public benefit due to the site status. The development may include spa baths (including a communal facility), salt water baths, wellness, health and beauty services.

The development of a spa complex is fully supported by Tourism Victoria who assisted financially with research and feasibility studies.

The project is designed to be delivered and operated by the private sector.



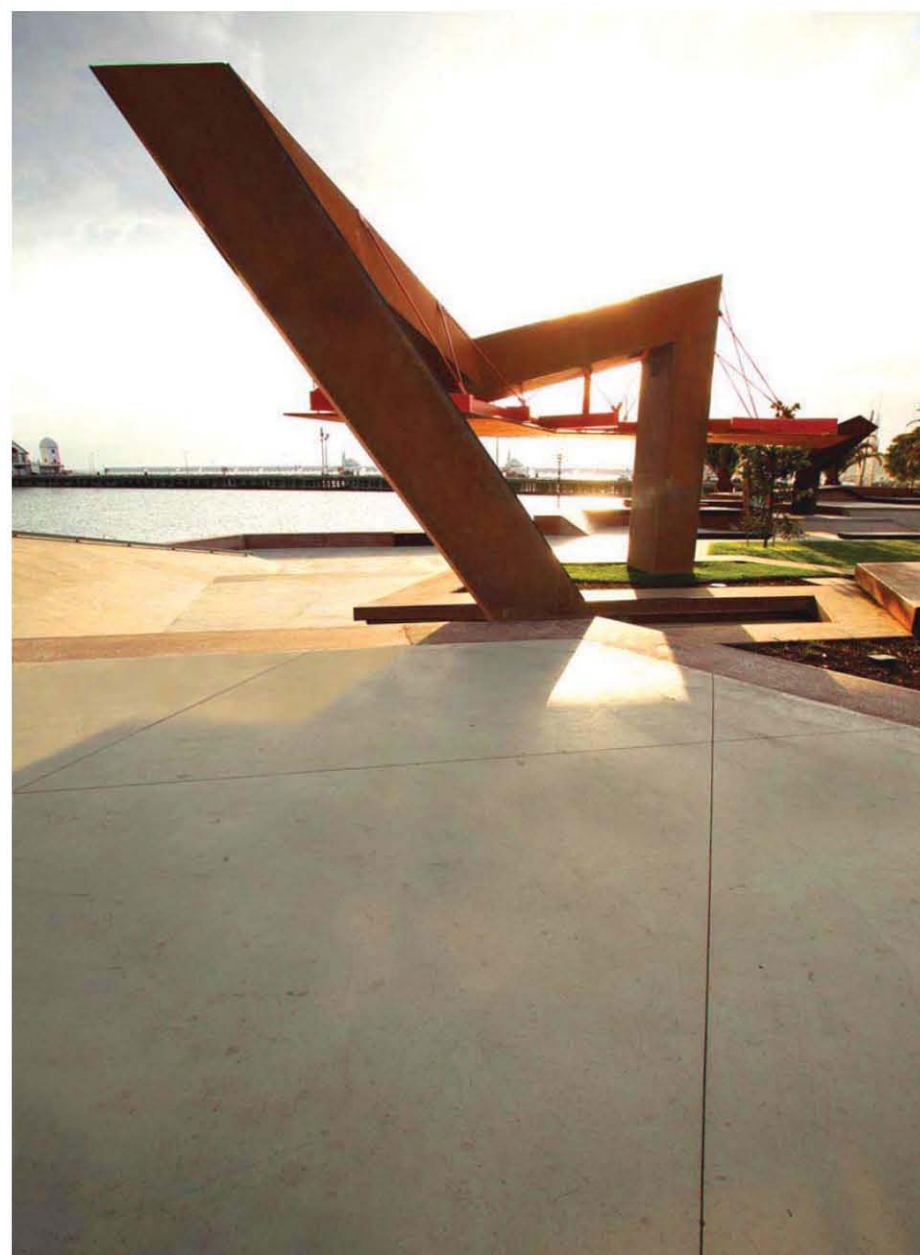
Melbourne Convention Centre



Melbourne Convention Centre



Le Mirage Spa, Namibia



YOUTH ACTIVITIES AREA

The Geelong Youth Activities Area (YAA) is a public recreational plaza at Western Beach on the waterfront adjacent to the CBD. It is an innovatively designed, flexible, multi-purpose outdoor youth-focused area that contains open-air spaces suitable for a range of activities and events including markets, live music, art exhibitions, catwalk, dance, street theatre, BMX riding, basketball, skate boarding, interactive media, wireless internet and seating.

The aim of the project was to provide young people with a venue, programs and activities that are accessible in location, choice and affordability and that encourage participation, social interaction, recreation and community inclusiveness. Geelong youth were actively involved in the planning and design of the facility through focus groups, surveys, site visits and one-on-one meetings.

The precinct offers a unique, non-threatening and highly personal space and is a practical solution to connecting young people with their community which in turn improves the wellbeing of all of residents and contributes in a positive way to the liveability of the city.

The YAA covers an area of around 4,000m² on the waters edge. Stage 1 was completed in 2008 and has not only been successful with users, but has also received several notable awards for planning, design and construction.

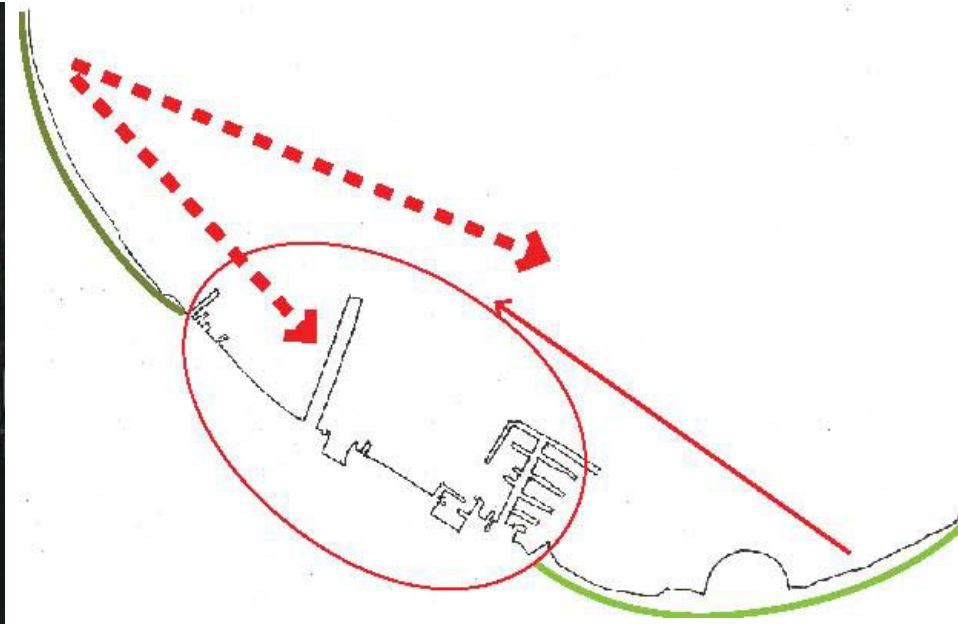
Stage 2 of the project includes the future expansion of the area to include viewing terraces, a climbing wall and improved pedestrian access at Gheringhap Street & Western Beach Road.

Stage 2 is projected to cost approximately \$1.2 million and would require a joint funding arrangement between Council and other tiers of government.

OTHER ANCHOR ACTIVITIES

For the waterfront to continue to grow it needs more anchor activities to provide a broader tourist experience. Further activities will widen the appeal of the waterfront.

These activities could be provided by the private sector with support from two or more tiers of government..



WESTERN PRECINCT

This area of the Geelong waterfront has an unpretentious quality that lends it a distinct charm. This quality provides a contrasting yet complementary experience to the more active, highly designed, central waterfront area.

The informal western edge of the Geelong waterfront, together with Eastern Park, bracket the busier central waterfront of Corio Bay. The waters edge and embankment paths as well as Griffin's Gully Jetty afford panoramic views back to the city and across the bay to Limeburner's Point.

This area constitutes the western edge of the Geelong waterfront running from Rippleside Park to the northern edge of the Western Beach Boat Club and is zoned PPRZ (Public Park and Recreation Zone) in it's entirety. (The City of Greater Geelong forms the Committee of Management for the foreshore area of Western Beach under the Crown Land (Reserves) Act 1978, although this currently excludes the seabed in the western precinct. Negotiations have commenced to transfer management of this area to CoGG.)

The western beach embankment and paths together form a narrow linear edge to Corio Bay. From the path at the water's edge the steep embankment rises to meet The Esplanade above. The waterfront pedestrian path is a well used recreation trail. It affords panoramic views back to the city and across the bay to Limeburner's Point. The waterfront paths offer the twin experiences of an immediate engagement with the water and a privileged view from the higher path along the embankment..

A. RIPPLESIDE TO GRIFFITHS GULLY

Rippleside Park at the northern end of the waterfront sits on an escarpment and is accesible by car from Bell Parade. A sealed, shared path runs south along the water's edge while a second path at the top of the cliff serves as the footpath along The Esplanade. The waterside path is retained by a bluestone sea-wall which is generally in good condition. This wall and the companion bluestone edging to the ramped and stepped asphalt connections between the higher and lower paths contribute to the distinctive character of this zone. The lower path enables a direct water's edge experience, set as it is, just above the water level. In fact the path diverts across the water on a jetty structure in this stretch of the foreshore; a diversion brought about by continuing cliff instability and the resulting measures to stabilise the embankment. The higher path on the eastern side of The Esplanade includes occasional, diagonal, branching connections from the embankment to the foreshore path below.

On the embankment there is an informal mix of planted and self sown vegetation - Wattles, Sheokes, Tamarix, Gorse, Canary Island Date Palms, native and exotic grasses - forming a plantation which is dense enough to discourage pedestrian access while the understorey grassing is managed informally.

There is very little public seating along this section of the waterfront and an increase in the path width would be desirable. The apron area at Rippleside Park is somewhat degraded. As with the embankment, this edge of the park is in need of replanting. Smaller alcoves along the pathway are also in poor condition. The path, however, is well lit with pole top luminaires at approximately 30 metre spacings.



This western area has an unpretentious quality that lends it a distinct charm. This quality provides a contrasting yet complementary experience to the more active, highly designed, central waterfront area.

The Western Beach Landscape Plan exists for this area and should be referenced in relation to any landscpae changes.

Recommendations & Specific Actions

- Use to remain passive, public and low impact with direct water access.
- Restrict the growth of existing swing moorings beyond the notional line between Cunningham Pier and Griffins Gully Jetty.
- Redevelop foreshore and embankments as recommended in the Western Beach Landscape Plan.
- Limit sea weed accumulation and litter.



B. GRIFFINS GULLY TO WESTERN BEACH BOAT CLUB

The long, narrow fishing jetty is the principal attraction at Griffin's Gully.

The jetty offers relatively unrestricted views across Corio bay to the city, Eastern Park and Limeburner's Point, except for the impediment of the linear structure running along the eastern side of Cunningham Pier.

A sealed asphalt roadway connects The Esplanade to an informal carpark bounded loosely with treated pine bollards on its southern side and a curved bluestone edge on its northern side. The shared paths of the embankment and the lower water's edge converge at this point.

The waterfront path continues through to the Western Beach Boat Club and is well used by cyclists, joggers, dog walkers, strollers and fisher-people.

This path is retained by a bluestone seawall and abuts a steep embankment that rises to the Esplanade above. Again it would be desirable to extend the width of the path to provide a shared zone. The embankment is sparsely vegetated with a mixture of Sheoke and Peppercorn trees and a smattering of self-sown Date Palms. The rough understorey of grass and weeds contribute to an air of neglect.

The embankment would benefit from a thoughtful horticultural treatment which might include a regular planting of specimen trees to lend some additional structure to the landscape. The embankment planting should be considered in relation to both the signature plantings of the central waterfront and specifically to any renewal of planting along The Esplanade. Additional seating along the waterfront path in selected locations should be considered.

Recommendations & Specific Actions

- To be treated in the same manner as section A.
- Install additional public seating.



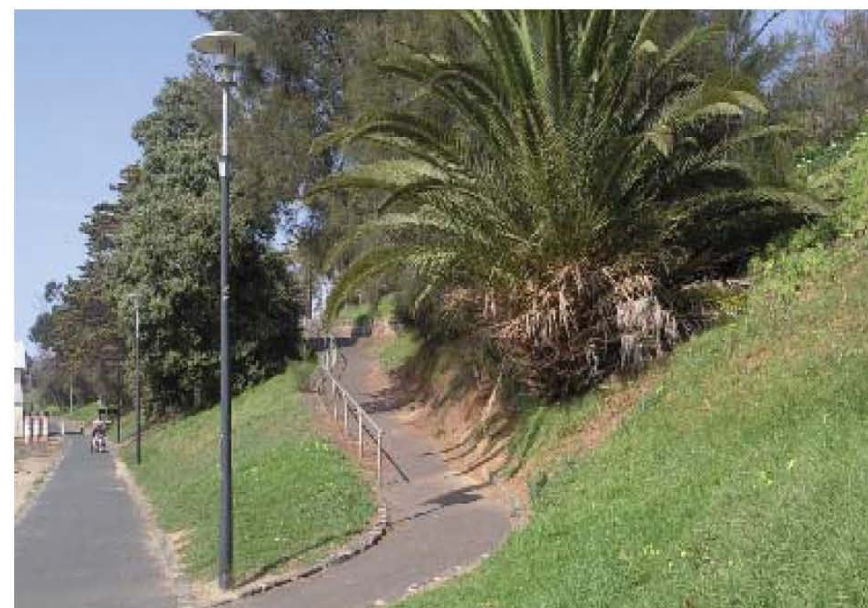
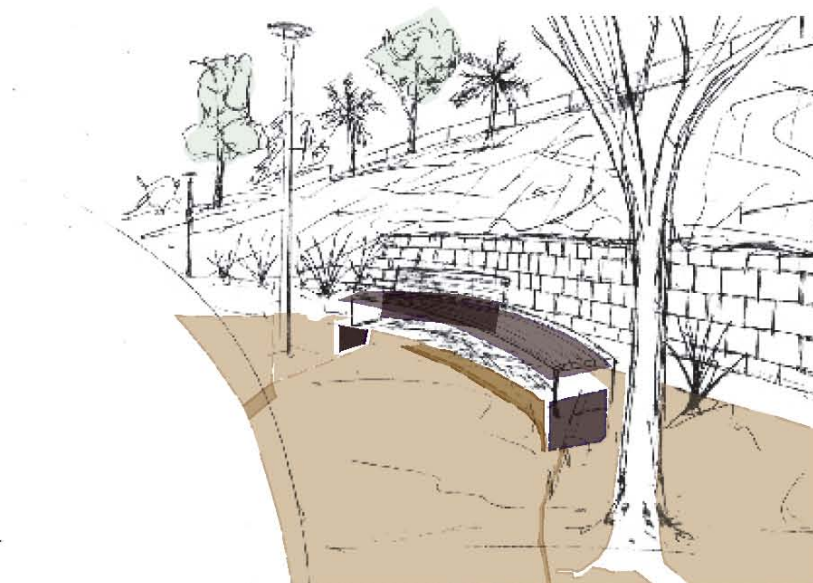


Care should be taken to protect the relatively 'forgotten' nature of this western beach area, distinct as it is from the central waterfront precinct.

Additions or developments in this western beach zone should take account of this informal character and not dramatically change the path system or the prevailing landscape character.

Access to the higher path is served by ramped asphalt paths across the embankment which meet the water's edge path every few hundred metres and these should be retained.

At the easternmost point of this area, adjacent to the western edge of the Western Beach Boat Club, seaweed and water-borne rubbish collects. A clear opportunity exists to clean up this area of western beach through regular maintenance practices. At the same time interpretive material should be provided that explains the local ecology of the seagrass beds found around this part of western beach.





CENTRAL PRECINCT

The central waterfront extends from the western boundary of the Western Beach Boat Club to Ritchie Boulevard at the beginning of Eastern Beach and is generally zoned SUZ2 (Special use Zone 2) apart from three sites, Transvaal Square, the former Hi-Lite Park site and the Victorian Sailing and Water Safety School, which are all zoned PPRZ.

The special use zoning aims to "realise Geelong's potential as a city by the water and as a destination offering a wide range of waterfront related activities" Greater Geelong Planning Scheme.

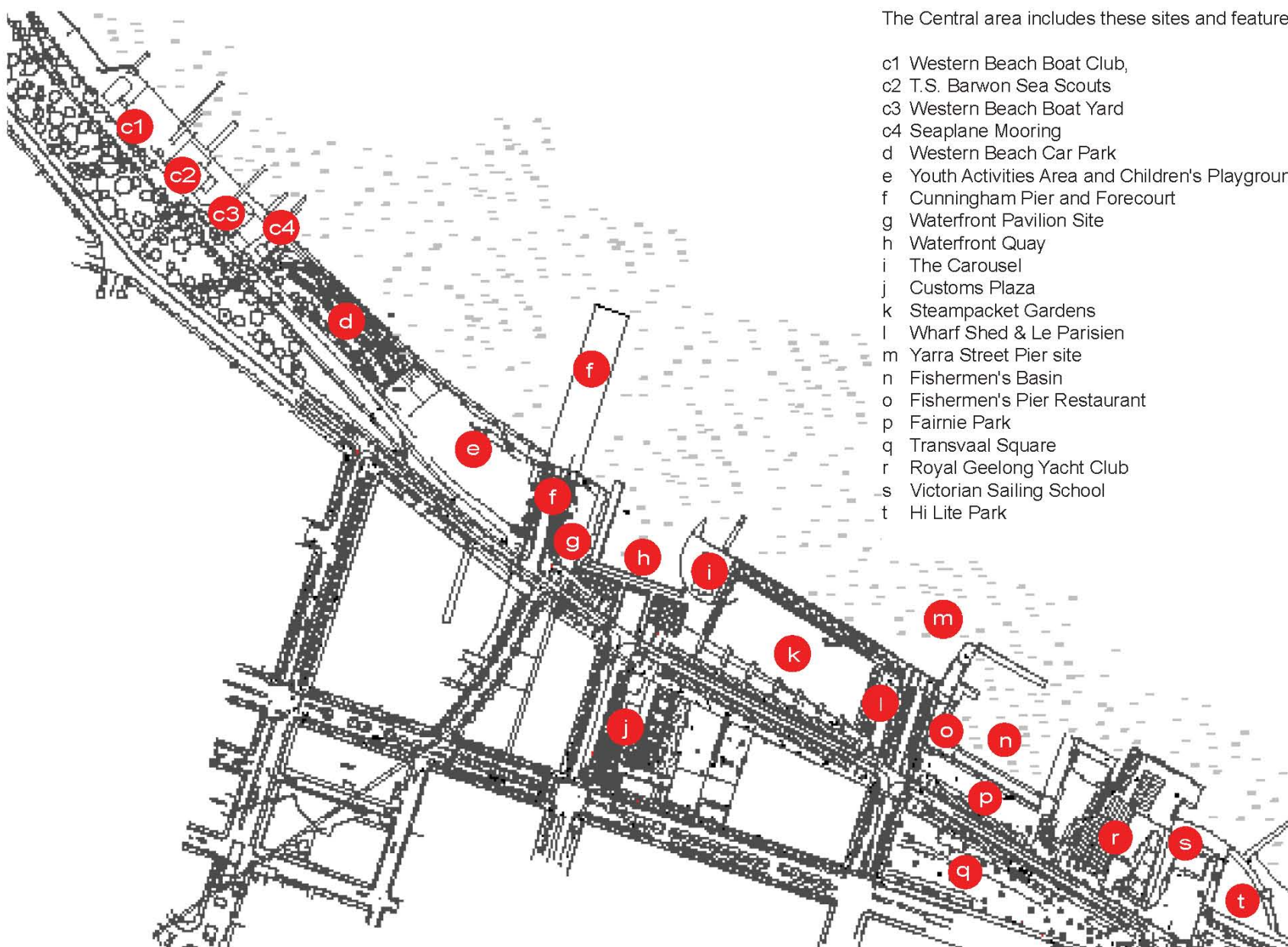
The central waterfront is a more dynamic area than western beach, forming the interface between the Central Activities Area and Corio Bay.

Changes over the preceding two decades have seen a diverse range of facilities, spaces and activities develop in the central zone and some further development opportunities remain.

This process of change and the loss of traditional waterfront enterprises does, however, place this area at risk of greater homogenisation. This trend should be considered in any redevelopment proposals for Cunningham and Yarra Street Piers and the adjacent Fishermen's Basin. Development of the piers has the potential to bring further maritime and fishing related activity back to Corio Bay and to restore in part some of the atmosphere of a working port.

The Central area includes these sites and features:

- c1 Western Beach Boat Club,
- c2 T.S. Barwon Sea Scouts
- c3 Western Beach Boat Yard
- c4 Seaplane Mooring
- d Western Beach Car Park
- e Youth Activities Area and Children's Playground
- f Cunningham Pier and Forecourt
- g Waterfront Pavilion Site
- h Waterfront Quay
- i The Carousel
- j Customs Plaza
- k Steampacket Gardens
- l Wharf Shed & Le Parisien
- m Yarra Street Pier site
- n Fishermen's Basin
- o Fishermen's Pier Restaurant
- p Fairnie Park
- q Transvaal Square
- r Royal Geelong Yacht Club
- s Victorian Sailing School
- t Hi Lite Park



WESTERN BEACH MARINE PRECINCT

As the uses in the western beach marine precinct evolve and sites are modified or become available, new uses that are compatible with a waterfront location should be sought. Maximising public use and access along this section of the waterfront should be a priority in any redevelopment. (Refer to Development Guidelines below).

This precinct can be seen as one of a pair with the Royal Geelong Yacht Club on the eastern side of the central waterfront. These marine compounds bracket the open spaces of the central waterfront and serve as thresholds to the western and eastern beach precincts.

Changes in the marine precinct should also address the shared use path connection. Currently, casual parking occurs along the access road through the precinct and there is no clear path of pedestrian priority.

The embankment immediately behind the marine precinct should be considered as part of the linear landscape that continues through to Griffin's Gully and landscaped accordingly. Access from the embankment to the marine precinct should be upgraded as part of any redevelopment of the site.

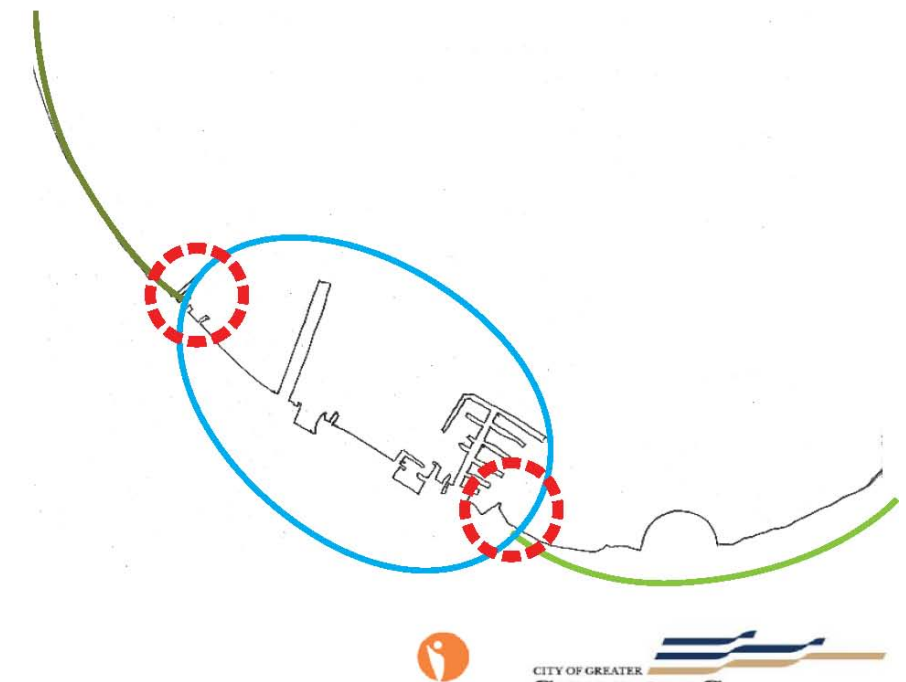
The Western Beach Boat Yard site, together with the Western Beach car park, have been canvassed as possible sites, among others, for a potential convention and exhibition facility. The City of Greater Geelong harbours an ambition of developing a centre to attract significant business tourism and a waterfront site is seen as being part of the drawcard of this development. This site, if large enough, would require a secondary site for the ancillary hotel facilities that would be associated with a Convention Centre. The waterfront site may be better suited to particular parts of the Convention Centre development (such as the banquet facilities) if other components were to be sited elsewhere on the southern side of The Esplanade/Western Beach Road. The principles outlined above will guide any such development proposed for these waterfront sites.

DEVELOPMENT GUIDELINES – WESTERN BEACH MARINE PRECINCT & CAR PARK

- Uses proposed for these sites must be compatible with their waterfront location.
- Redevelopment proposals should aim to achieve a water's edge alignment for the public waterfront path.
- Any new buildings on these sites must sit below the height of the embankment and not be visible from The Esplanade/Western Beach Road.
- No single building should extend in a continuous form along the full length of the marine precinct and car park sites.
- Any building on the marine precinct site should serve as a complementary bookend attraction to the Mineral Springs Spa proposed for Eastern Beach.
- Developments should aim to minimise encroachment over the water.
- Any new developments must be architecturally designed, present well on all elevations and be activated on their edges.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.

Specific Actions

- Undertake a Business Case for the future development of the Western Beach Marine Precinct.





C1. WESTERN BEACH BOAT CLUB

The western beach marine precinct houses the remaining marine industrial enterprises on the Geelong waterfront as well as the facilities of the Sea Cadets and Western Beach Boat Club. This fenced area, catering largely for recreational boats, directly abuts the water and therefore hinders direct public access to the water's edge.

The Western Beach Boat Club has relatively modest facilities for the maintenance of recreational boats, club rooms, equipment storage and swing moorings for 75 boats. The club is a relatively accessible, low cost community facility that adds interest and activity to the western precinct. There is scope for expansion or redevelopment of the boat club facilities given the likelihood of other changes in the precinct.

Recommendations and Specific Actions

- Facilitate greater public use of the site and direct access to the water.
- Upgrade existing infrastructure to be sympathetic with the historic character of the building.
- Ensure that any changes to the Western Beach Boat Club incorporate transparent security fencing.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.



C2. T.S. BARWON SEA SCOUTS

The T.S. Barwon, a community group of Sea Cadets associated with the Australian Navy, has a long tradition of service in Geelong although given its current small numbers its long term viability is uncertain.

The T.S. Barwon facility should be reviewed as part of any plan to provide new youth oriented boating education facilities on the waterfront. In the future, consolidation of organised sailing and other boating activities for young people may occur at a more suitable location however this current arrangement will be maintained whilst viable.



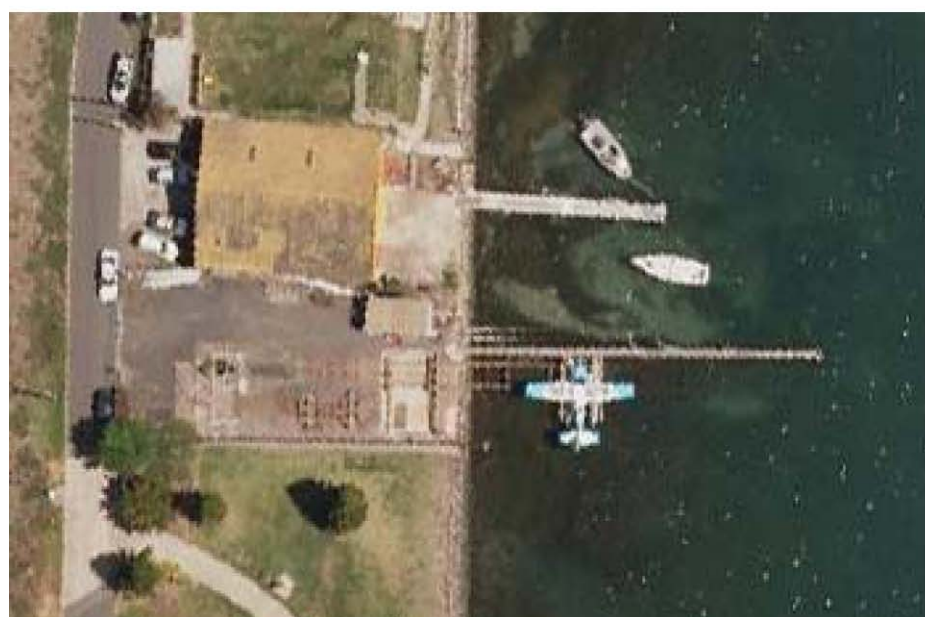


C3. WESTERN BEACH BOAT YARD

The Geelong City Foreshore: Boating Needs Strategy (2004) and the Coastal Action Plan recommend the relocation of the commercial slipway/boatyard. It is anticipated that marine industrial activities will ultimately move to a dedicated marine industrial area in North Geelong (Geelong Marine Industry/ Osborne House Project), in line with trends to move such industry on land so as to contain risks of pollution to the marine environment and improve public access to the waterfront.

C4. SEAPLANE MOORING

Adjacent to the boat yard there is a small leasehold space with jetty which is used for overnight mooring of the seaplane. There may be scope to relocate this activity to Fishermen's Basin in the future. This site should be treated in the same manner as those above.



Recommendations and Specific Actions

- Corio Bay Coastal Action Plan recommends cessation of industrial uses for this site.
- This site, together with the Seaplan Mooring site (c4) and the Western Beach Car Park (d) represents one of the few remaining undeveloped areas in the central precinct and has the capacity for medium-sized development.
- Future use of the site along with sites c4 & d is to include public access to the waters edge.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilites to ensure they are visually unobtrusive.

D. WESTERN BEACH CAR PARK

The Western Beach car park occupies a significant site on the waterfront and is accessed from Lower Western Beach Road. This car park, although concealed from the Baywalk by a linear grassed mound, still dominates this section of the waterfront between the marine precinct and the Youth Activity Area. Any redevelopment of this site should aim to minimise at-grade car parking.

Currently, a lack of trees and the bare swale in the car park detract from the amenity of the area and contribute to a sense of disconnection between the landscapes of the western beach and central waterfront zones.

A feature considered critical to the success of the waterfront is the waterfront pathway, known as the Baywalk. The central section of the Baywalk from the Western Beach car park to Eastern Beach was constructed in 1998 during the redevelopment. With the inclusion of the pre-existing outer sections to the west and east, this continuous high quality path enables people to move safely and without interruption along the waterfront from Rippleside Park to Limeburners Point along the waters edge for most of the way.

Recommendations

- Publicly accessible uses that are appropriate for the waterfront must be encouraged with any redevelopment of this site.
- Minimise at-grade car parking.
- Ensure any development maintains the adjacency of the Baywalk to the waters edge.
- This site could be incorporated into the redevelopment of sites C3 and C4.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.

Specific Actions

- Replant the car park area with appropriate shade trees and add public seating.
- Reinstall the planted swale to the edge of the grassed mounds facing the car park.



E. YOUTH ACTIVITIES AREA AND CHILDRENS PLAYGROUND

The YAA is an innovatively designed, multi use outdoor youth area and contains open-air spaces suitable for a range of activities and events including markets, live music, art exhibitions, a catwalk, dance, street theatre, BMX riding, basketball practice area, skateable surfaces, interactive media, wireless internet and seating. Potential users were actively involved in the planning and design of the facility through focus groups, surveys and one-on-one meetings. The area covers around 4,000m². Future expansion plans include viewing terraces, a climbing wall and direct pedestrian access to Gheringhap Street (see Strategic Projects section).

The area provides young people with a venue, programs and activities that encourages participation, social interaction, recreation and community inclusiveness. It is accessible in location, choice and affordability. Prior to the construction of the area, young people were under-represented in available activities on the waterfront.

The area consists of different levels and planes constructed of coloured insitu concrete, honed quartz-seeded insitu concrete, honed bluestone, granite, stainless steel and Corten.

Green zones were added to provide passive recreation areas and separate concrete expanses.

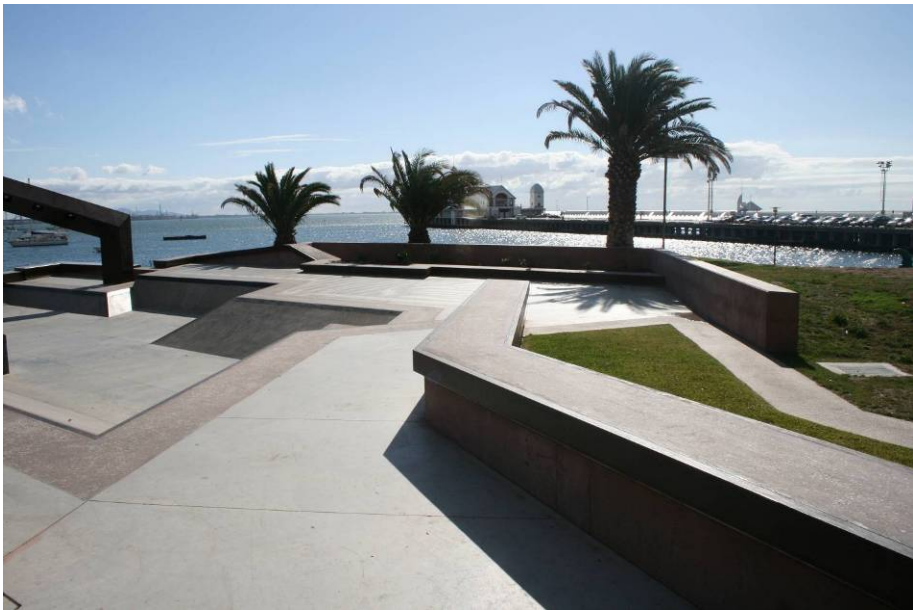
The Children's Playground complements the Youth Activities Area and encourages family use of the zone. A grassed area separates the playground and the Youth Activities Area, providing an appropriate balance between separation and proximity.

A steep, planted embankment separates the Baywalk from the Youth Activities Area. The steepness of the bank has led to some erosion and the planting requires consideration. Slope erosion protection may be required in the childrens playground.

Additional facilities for picnics and barbeques would be desirable. The introduction of low-impact food retailing would be of benefit to the area.



E. Youth Activities Area & Children's Playground



F. CUNNINGHAM PIER & FORECOURT



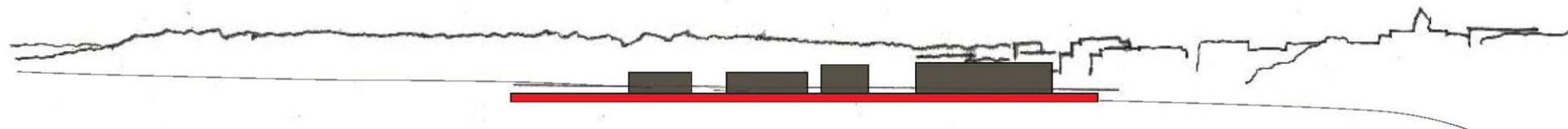
Cunningham Pier is a privately owned structure located on an area of leased sea bed. The current 99 year lease ends in 2093. The 330 metre pier meets the waterfront at a paved forecourt which serves as a car park and provides vehicle access to the pier. There is also meter parking for 170 vehicles on the pier.

The building on the north end of the pier, known as The Pier, contains a function area, restaurant, bar and café. This is the only commercial use on the pier. The building is generally two-storey with taller architectural elements forming part of the facade. The pier has the capacity to berth large ships by arrangement with the lessee.

Public use of the pier includes fishing, walking and sight-seeing confined to circulation zones along the western and eastern edges. A low, corrugated iron structure with a curved profile runs along the eastern edge of the pier to shield pedestrians from rain but has the disadvantage of blocking views across Corio Bay and along the waterfront.

Any development on the pier must carefully consider building scale and siting in relation to both the topography and built form of the city and allow unimpeded cross-bay views.

Given that most of the pier is currently used for car parking, proposals for more intense and varied use should be welcomed for their potential to further activate the pier. Obviously such proposals need to be considered in the context of the various options being canvassed for the redevelopment of the Yarra Street Pier and the Fishermen's Basin.



Buildings or other proposed structures on the pier must be seen in the context of both the natural and built topography of the city and Corio Bay.

Cunningham Pier Development Principles

- Any redevelopment must be architecturally designed with well resolved elevations and active edges.
- The scale and siting of structures on the pier must be considered in relation to the built form and topography of the city, including the headlands of the bay and must not block sightlines across Corio Bay from Rippleside to Limeburners. Specifically, building height on the pier should be subservient to the built form of the city and generally be less than 16 metres or four storeys in height. Height variations may be considered in the case of an exceptionally designed building that delivers a nett community gain.
- Ensure that new built form includes strategic breaks rather than constituting a single continuous form.
- Encourage any development to be in linear form to balance the built form of the quay.
- Consider redevelopment proposals for the pier within the context of potential future development of the Pavillion site, Steampacket Quay, Fisherman's Basin and the Yarra Street Pier.
- In relation to any new development, views to Corio Bay from Western Beach and Eastern Beach Roads must be maintained and enhanced.
- Maintain pedestrian priority on the Baywalk at its intersection with Cunningham Pier forecourt.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.

Specific Actions

- Encourage the removal of the structure running along the east side of the pier that impedes cross-bay views and the entry arches that impedes views to the pier and along the waters edge.
- Upgrade the public toilets on the forecourt.
- Encourage future use in the areas of marine or tourist retail, ship and boat berthing.

G. WATERFRONT PAVILION SITE

The Waterfront Pavilion site (approximately 1000m²) lies between the Cunningham Pier forecourt and Steampacket Quay. It is a passive grassed open space with seating. Timber decking runs along the northern and eastern sides with adjacent concrete paving.

The relationship of the Waterfront Pavilion site to the Carousel Pavilion on the east side of Steampacket Quay suggests that a modestly scaled building in this location would lend balance to the built form of the quay. The site is suited to a pavilion-style building housing facilities such as ticketing that supports the seaplane, fishing, commuter or charter vessels, a florist or tourism retail or take-away food and refreshment businesses.

Medium to large development of the site is hampered by the physical constraints of sub-surface drainage infrastructure and the overland flood path.



Recommendations & Specific Actions

- The view from Customs House across to the carousel, "North" and the Steampacket Quay should be protected.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.
- Gross Pollutant Trap needs surface treatment to improve the aesthetic.

H. STEAMPACKET QUAY

Steampacket Quay, together with the Waterfront Pavilion Site and the Carousel Pavilion function as a hub for tourist-oriented businesses. The sea plane, bicycle hire and several tour boat operators are based here.

Limited short-term berthing suitable for small to medium boats is available on the western side of the quay. It would be desirable to increase the mooring facilities in the vicinity of the quay, particularly if the Yarra Street Pier redevelopment does not proceed.

There is potential to further develop the Steampacket Quay to service additional commercial operations, particularly in relation to any future development on the Waterfront Pavilion Site. On the southern edge of the quay is the public art work 'North' by Mark Stoner.



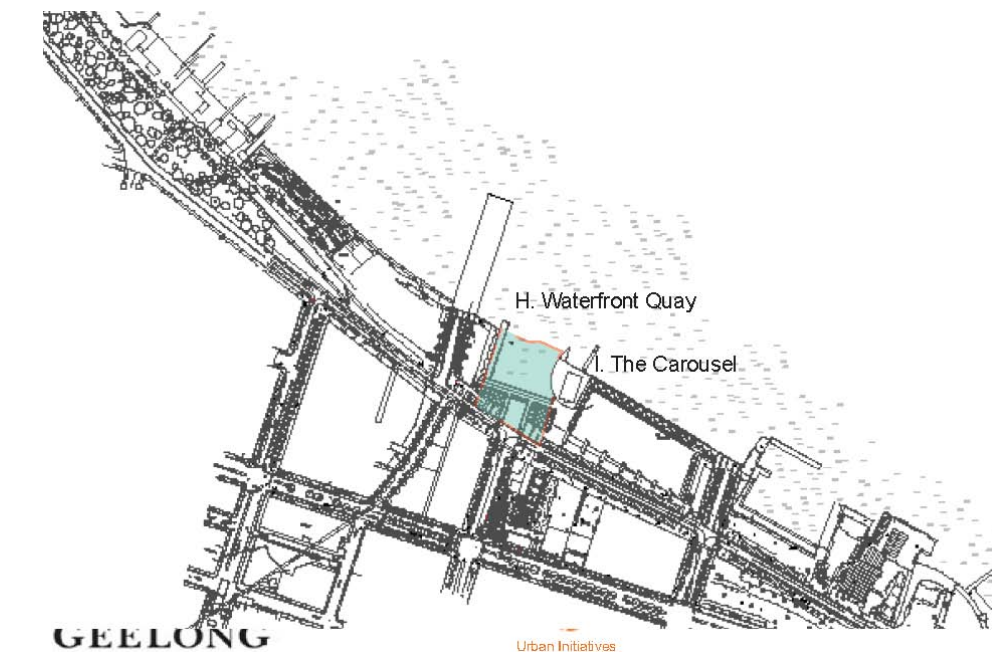
Specific Actions

- Increase mooring facilities in the vicinity of Steampacket Quay if the Yarra Street Pier redevelopment does not proceed.
- Upgrade Alexander Thompson Jetty to the same standard as the adjacent decking.

I. THE CAROUSEL PAVILION & ALEXANDER THOMPSON JETTY

The fully-restored 1892 Amitage Herschell Carousel is an important tourist attraction, function venue and meeting place on the Geelong waterfront. Since opening in October 2000, the carousel has become a central symbol of the revitalisation of the Geelong waterfront. The Carousel is owned and operated by the City of Greater Geelong.

Alexander Thompson Jetty is a valuable embarkation/disembarkation on the waterfront. However, the jetty is in poor condition and needs considerable repairs.



J. CUSTOMS PLAZA

This rectangular plaza lies on the southern side of Eastern Beach Road and is bordered by hospitality businesses on its remaining three boundaries. The central grass plane is bounded on its western side by a bluestone edged water rill and broad timber decking and to the east a compacted gravel surface that would benefit from upgrading to a timber or paved surface. Informal native tree plantings flank these sides. The southern edge of the plaza is a paved forecourt at the rear of the Customs House building. In the south-western corner an elegant staircase connects the plaza to Brougham Street and the central city.

The existing form of the plaza, although strong, does not take full advantage of the architecturally elegant Customs House or the staircase to Brougham Street. Customs House recedes in the picture when viewed from Eastern Beach Road and the stairs are concealed behind the dense plantation of trees. Lowering and levelling the grassed ground plane would help address the former problem while pruning up the lower branches of the trees would open the view to the stairs. Events such as music concerts on summer evenings would be ideally suited to Customs Plaza and relatively simple modifications to the landscape would increase its suitability as a performance and gathering space.

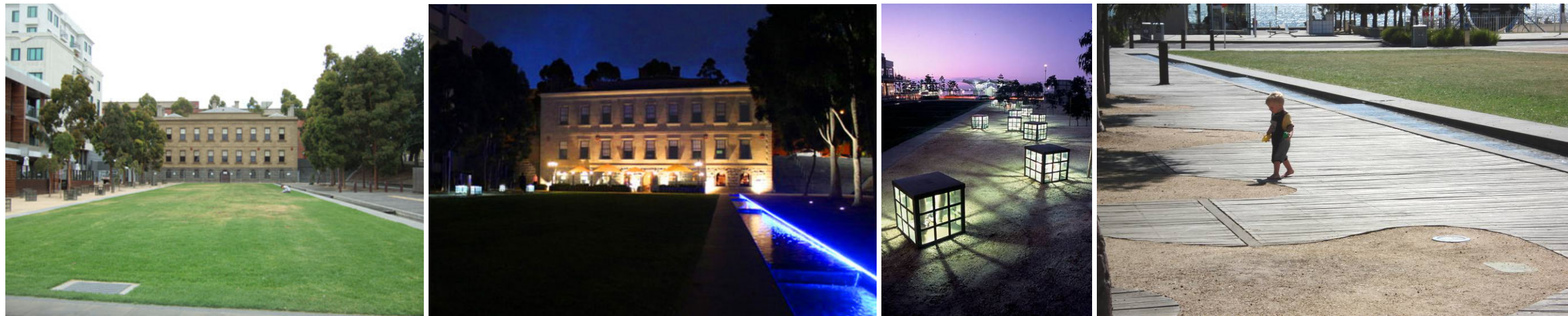
The 1996 Code identified two further development sites between the Sailor's Rest building and the Brougham Street stairs. Sensitively designed and scaled buildings here could help further activate the plaza without compromising its landscape qualities.

Recommendations

- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.

Specific Actions

- Re-grade, lower and re-sow the grassed plane of the plaza to distinguish it from the forecourt at the rear of Customs House and the perimeter walkway of the plaza.
- Re-grade and re-sow the grassed plane whether lowered or not.
- Install timber decking or paving along the eastern side of the plaza to the same standard as the western side to improve the appearance and provide an all-weather surface.
- Investigate development opportunities presented by the site/s on the western side (at the rear of Sailor's Rest) for their potential to further activate the plaza and Moorabool Street.
- If commercial leasing on the western side is not feasible, more extensive landscape treatment of the slope should be undertaken.



K. STEAMPACKET GARDENS

Steampacket Gardens is the major, flexible, public event space. Running from the Carousel to the wharf shed, the gardens are a large, open, grassed space that accommodates picnicking, informal sports and active recreation as well as monthly markets and major events. A paved, palm-lined promenade borders the gardens to the north, adjacent to the water's edge.

The Steampacket Gardens function well on many levels and forms the backbone of the central waterfront.



L. WHARF SHED & LE PARISIEN RESTAURANT

Situated at the eastern edge of Steampacket Gardens, the two storey former wharf shed houses two restaurants on a leasehold basis. On the ground floor is an informal, bistro-style operation, and the top floor houses a more formal french restaurant.

The al-fresco dining at the front of the building is close to the water's edge and affords impressive views across Corio Bay, as does the upper balcony. The building successfully bookends the eastern end of the Steampacket Gardens. Given the property's prominent location, it is important that its immediate environs are clean and well maintained.

Recommendations and Specific Actions

- Maintain the Steampacket Gardens to a high standard to ensure its capacity to cater for informal activity and events.
- Maintain the clear-trunk palm trees along the Baywalk as a visually permeable edge between the gardens and the water.
- Upgrade the power supply to 3-phase and supply additional outlets in the central section.
- Improve overland water-flow from Eastern and Western Beach Roads to Corio Bay.
- Review maintenance of the slate crazy-paving outside the service area of the wharf shed.
- Investigate possible screening of the refuse and storage at the rear of the wharf shed.
- Review the appropriateness of the shared public/private bathroom facilities at the wharf shed.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.



M. YARRA STREET PIER

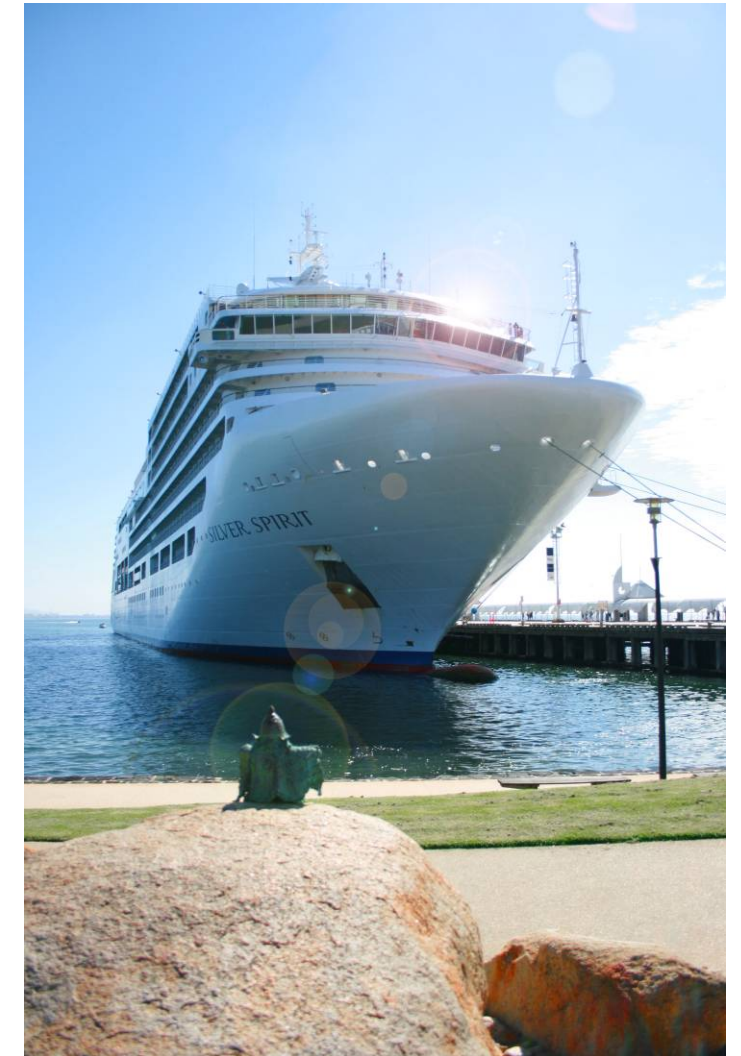
The original Yarra Street Pier, built in the 1800's, was destroyed by fire in 1988. Funding is being sought to rebuild the pier which is viewed as a crucial piece of infrastructure to provide various facilities with resultant benefits to the city including:

- safe harbour;
- itinerant berthing;
- re-fuelling;
- siltage removal;
- public access for promenading and fishing;
- ferry berth;
- large ship berth;
- tourism or maritime related retail activities;
- small hospitality retailing (cafes);
- wave attenuation for the Royal Geelong Yacht Club marina.

With the exception of wave attenuation for the RGYC marina, the above uses should also be considered as part of any development of Cunningham Pier, the Waterfront Pavilion or Steampacket Quay. Rebuilding of the Yarra Street Pier should not be considered in isolation from these other sites or from the rest of Fisherman's Basin.

Recommendations

- Proposals for the reconstruction of the Yarra Street Pier should be considered in the context of any similar or competing development ideas being suggested for Fishermen's Basin, Cunningham Pier, the Waterfront Pavilion site and Steampacket Quay.
- Public use and access to the entire pier should be given the highest priority in any development proposal.
- Development should seek active maritime or tourism uses.
- The design of the pier should ensure it is capable of accommodating a range of uses and structures.
- Any structures proposed for a pier should be architecturally designed, visually light, allow for cross-bay views and present well on all elevations.
- Building heights on the pier should be subservient to the built form of the waterfront and generally be less than 16 metres or four storeys in height. Exceptions to this should only be allowed in the case of singular 'iconic' building that delivers a nett community gain (Refer appendix 1).
- Ensure that any horizontal built form includes wide 'breaks' rather than constituting a single continuous form along the pier.
- Pier development should include a traffic management solution at the termination of Yarra Street to ensure pedestrian priority and maintain continuity of the Baywalk.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.



Former Yarra St Pier, destroyed by fire in the late 1980's



Concept of proposed new Yarra St Pier



Cruise passengers disembark by tender via RGYC (2012)

N. FISHERMEN'S BASIN

Historically Fishermen's Basin was home to Geelong's Fishing fleet. Due to the decline of commercial fishing in Corio Bay it has ceased to play this role. The basin now largely offers recreational mooring. A seafood restaurant is located on the south-west corner while a linear green space, Fairnie Park, borders the basin to the south. The Royal Geelong Yacht Club is situated to the immediate east of Fishermen's Basin.

Public access through Fishermen's Basin, both on the shore and the pier structures, provides a singular waterfront experience and should be retained in any redevelopment. The degree of intimacy that the basin offers contrasts with other more expansive areas of the waterfront and should be protected. Redevelopment should consider adding to the sense of enclosure of the basin at ground level.



The loss of commercial fishing boats could be replaced by other forms of commercial marine activity. Regular boat operations such as fishing charter boats or dive operators could be encouraged to base their operations here while retail seafood businesses that trade from boats in the basin should be further explored.

Existing problems at the shoreline, where the shallow water combines with storm water outfall resulting in an often unpleasant visual experience, needs to be rectified.

Recommendations

- Small scale marine, leisure and tourist boat services, fishing businesses and seafood retailing should be encouraged to replace the loss of commercial fishers in the basin.
- Views from Fishermen's Basin to the RGYC marina and across Corio Bay should be maintained.
- Fishermen's Basin should remain publicly accessible so that the particular scale of the smaller piers and moorings can be experienced at close hand.
- The stagnant area of shallow water along the shoreline needs to be rectified.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.





O. FISHERMEN'S PIER RESTAURANT

Fishermen's Pier Restaurant is housed in a large building on the south-west corner of Fishermen's Basin. Use to remain as current.

P. FAIRNIE PARK

Fairnie Park is a simple and elegant green space that directly addresses Fisherman's Basin. The diagonal path across the site smoothly negotiates a level change between the Baywalk and the footpath. The lawn segments are bounded by a paved perimeter path and the signature *Araucaria Cunninghamii* (Hoop Pine) planting extends into the space. This creates a strong link to Transvaal Square on the southern side of the road. Although this small park is a comfortable place to sit, it is exposed to strong sunlight and glare due to a lack of shade. A planting of smaller shade trees through the grassed areas would overcome this problem.

A small contemporary pavilion on the western edge of Fairnie Park houses a cafe that trades during the day.

Q. TRANSVAAL SQUARE

Transvaal Square is a large, undulating green space on the opposite side of Fairnie Park. It runs between Yarra and Bellerine Streets and folds down the hill from Brougham Street to Eastern Beach Road. The square contains mature specimen trees, a large public toilet block, picnic tables and public seating.

Recommendations

- Retain Fairnie Park and Transvaal Square as public open space.
- Retain visual and spatial connections from Transvaal Square to Fairnie Park, Fishermen's Basin and Corio Bay.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.

Specific Actions

- Develop a shade planting proposal for Fairnie Park.
- Implement the Landscape Plan for Transvaal Square which revises circulation, furniture and planting.



R. ROYAL GEELONG YACHT CLUB

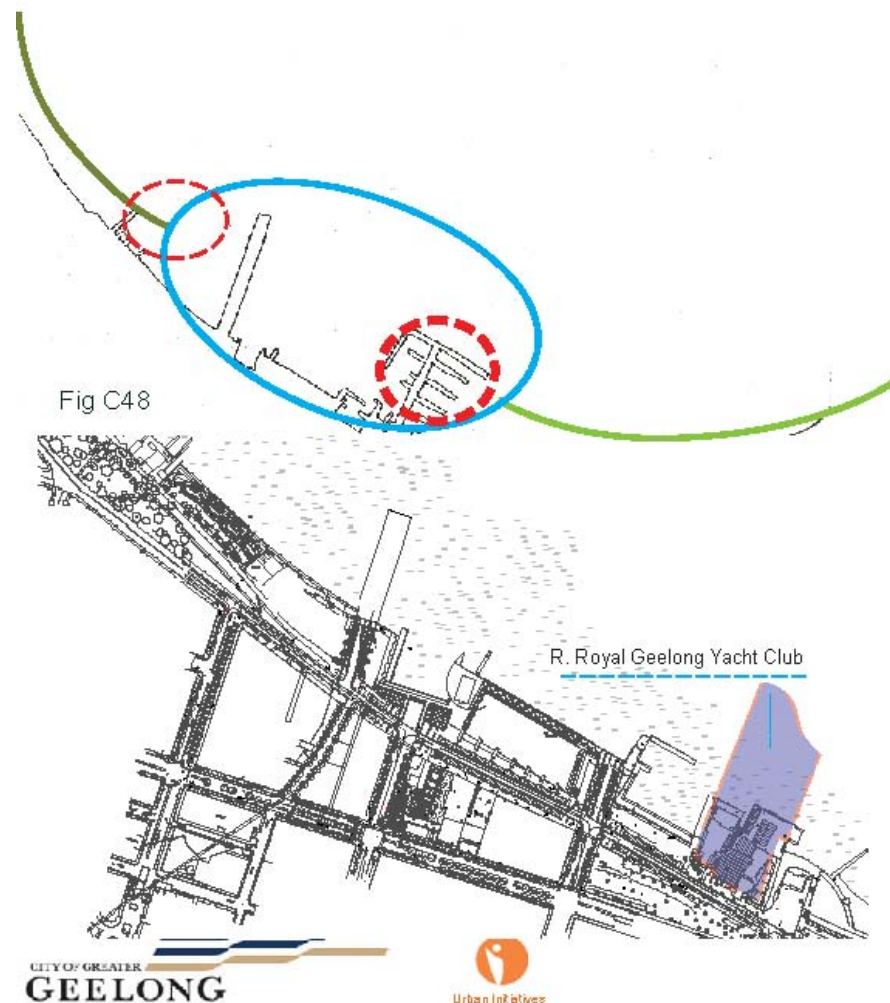
The Royal Geelong Yacht Club provides recreation opportunities for the local community and visitors. The enclosure that houses the RGYC and the Victorian Sailing School mirrors the Western Beach Marine Precinct as it limits direct public access to the waterfront. These marine compounds bracket the open spaces of the central waterfront and serve as thresholds to the outer precincts.

The club's facilities include boat maintenance yard, equipment storage, club rooms, dry storage, 200+ marina berths and a small number of swing moorings. Transparent fencing allows glimpses of the activity within the site.

The club's role as host of the Victoria Week Regatta reinforces its importance to state and national tourism and as a site of intense waterfront activity.

The 'Geelong City Foreshore: Boating Needs Strategy 2004', refers to a number of issues associated with space, car parking, appropriate facilities, scale of development and the potential for joint use, management and funding of facilities that should be addressed in a more detailed Site Development Plan for the Yarra Street Pier, Royal Geelong Yacht Club and associated facilities in this area.

Future expansion of the club should be accommodated in a seaward direction and its on-land footprint contained as current. Opportunity for greater public access should be pursued, including the extension of the Baywalk along the water's edge through the site.



Recommendations

- Growth and development on the RGYC site should be addressed in the context of surrounding potential future developments.
- The RGYC is a strong local institution, generating important waterfront activity and should be supported in expansion plans. Expansion of land-based activities needs to be accommodated by increased density within the current site or over the water in a northerly direction, and not to the east or west on the adjacent land.
- Marina expansion may be possible in conjunction with surrounding potential future developments.
- Any physical changes to the site should provide greater public access to the waterfront and provide an extension to the Baywalk through the site.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.

S. VICTORIAN SAILING SCHOOL

The Victorian Sailing School was built in 1990 with a grant from the Victoria 150th Committee and assistance from the City of Greater Geelong. It is run by the Victorian Department of Education and Early Childhood Development and offers yachting education opportunities to secondary schools.

The building housing the school is two storeys and in need of refurbishment to upgrade facilities and improve its appearance. The school shares a fenced grass enclosure with the Royal Geelong Yacht Club which is generally used for sail drying and boat storage. The relatively protected site is well suited to its purpose, given its proximity to Eastern Beach for off-the-beach sailing and the prevailing winds.

There may be future potential to develop a partnership facility that could offer public sail training for all ages and abilities based on the example of 'The Boatshed' supported by Yachting Victoria at Albert Park Lake.

T. FORMER HI-LITE PARK SITE

This small grassed park on the water's edge next to the parking apron for the Victorian Sailing School is the residual part of a once larger park. Formally a tram terminus, and from 1956 and the mid-1980's an amusement park, the park serves as the threshold space prior to Eastern Beach. The site is periodically used as spillover for major events.

Further activating this site with other commercial or entertainment activities should be considered. Activities would need to be compatible with the foreshore location, character and history.

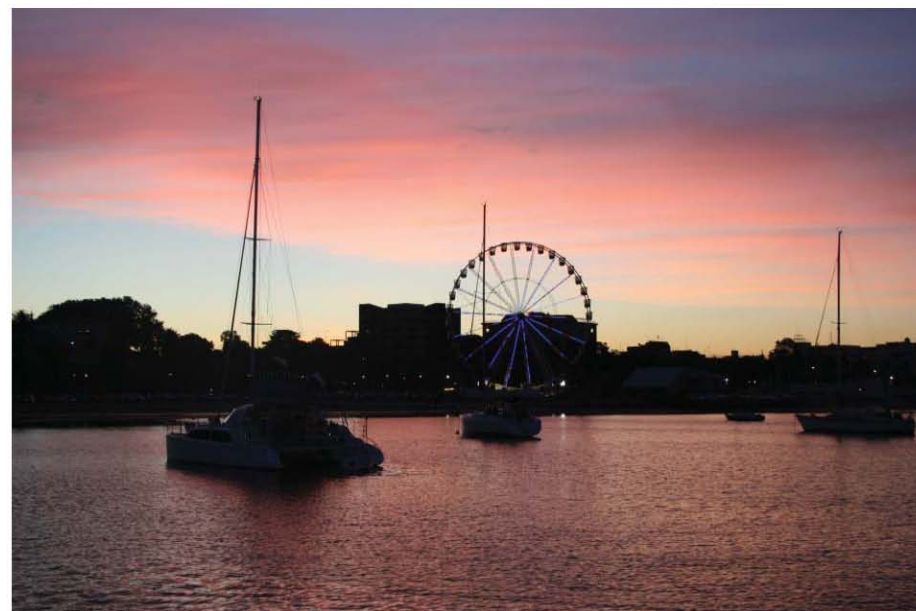


Recommendations

- The Victorian Sailing School should continue to operate on the current site.
- Visual transparency of the site should be maintained and enhanced.
- Opportunities to consolidate sailing and water-safety training facilities or activities should be pursued.
- Opportunities to improve physical or visual access through the site and the RGYC should be explored, specifically to extend the Baywalk through both sites along the waters edge.
- The former Hi-Lite Park site should be promoted as a small park for entertainment activities and amusements in keeping with its historical use.
- Any new developments must include on-site screened enclosures for rubbish, recycling and other utilities to ensure they are visually unobtrusive.



The then larger Hi Lite Park was once the site of a tram terminus, and between 1956 and the mid-1980s an amusement park.



EASTERN PRECINCT

This area constitutes the eastern edge of the Geelong waterfront extending from the Victorian Sailing School to Limeburners Point and is zoned PPRZ (Public Park and Recreation). Eastern Beach Reserve is bounded by Eastern Beach Road to the south and the water's edge to the north. It is bisected by Ritchie Boulevard, a large area of car parking running parallel to the waterfront. Further east lies Eastern Park, a large foreshore reserve. The Eastern area includes the following sites and features:

- u. Eastern Beach Flats and Hills
- v. Ritchie Boulevard
- w. Eastern Beach Swimming Pool and Sea Baths



EASTERN PARK FORESHORE & EMBANKMENT

The Eastern Beach Reserve that takes in the Eastern Beach Flats, Hills, Swimming Pool, Sea Baths and associated pavilions and landscape is listed on the Victorian Heritage Register (number H929). The citation reads:

"Constructed between 1928 and 1939, the Eastern Beach Bathing Complex is the last major enclosed sea bathing facility to be constructed on Port Phillip Bay, and represents the culmination of the ethos of sea bathing. Eastern Beach has provided a focal point for Geelong's outdoor activities.

Eastern Beach Promenade is also significant in being the only original structure that survives of the many sea-baths which once dominated Port Phillip Bay'.

Eastern Beach represents an innovative example of the work of structural engineer and architect, Harry Hare, whose design for the Eastern Beach foreshore redevelopment works won the competition in 1924-5. The baths, including timber promenade and concrete children's pool were constructed to a plan drawn up by City Surveyor Ian McDonald in 1937 and is unique within Victoria.

The sea-baths are illustrative of the traditional pastime of sea bathing, popular since the 1840s and are representative of the transition from segregated and private bathing in the 19th century to mixed public bathing and pursuit of sport and leisure in the early 20th century.

The design of Eastern Beach Bathing Complex and landscaped reserve with curved sea walls, circular promenade (baths), circular concrete children's pool, symmetry of the landscaping and structures about the staircase, original buildings, shelters, fountain, lamp standards and extensive original planting forms an area of consistent and quite outstanding character and it is the only known example within Victoria".



Specific Actions

- Investigate the possible provision of outdoor fitness equipment along the waterfront.

U. EASTERN BEACH FLATS & HILLS

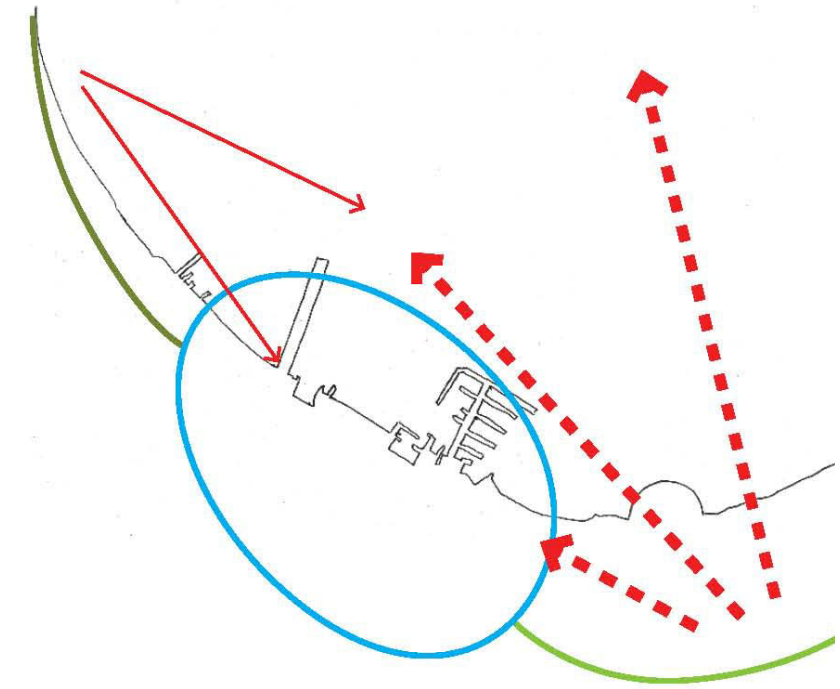
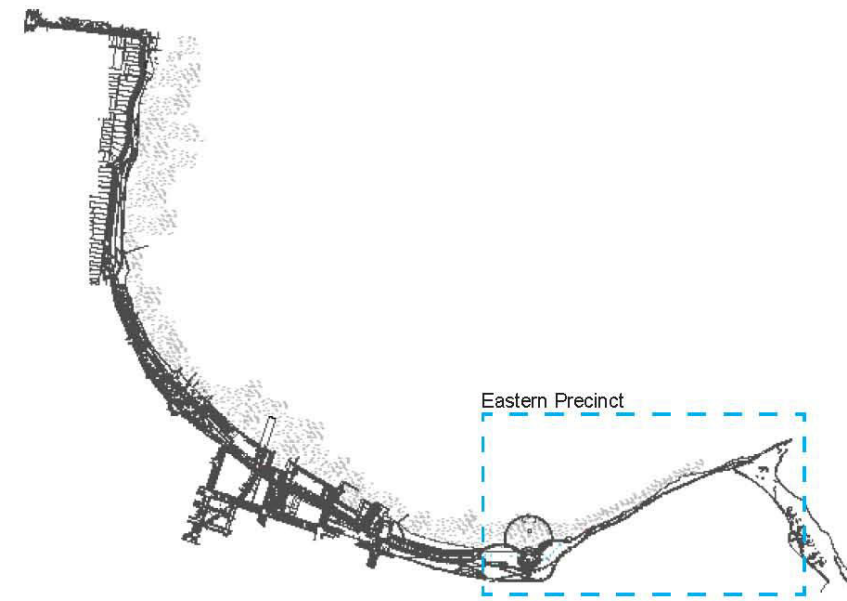
Eastern Beach Flats and Hills offer an unusual combination of north facing sandy beach and grassy hills.

The grassed slopes of Eastern Beach run steeply down from Eastern Beach Road to the large grassed plane of the Eastern Beach Flats. This parkland is highly valued as a place for passive recreation and public events.

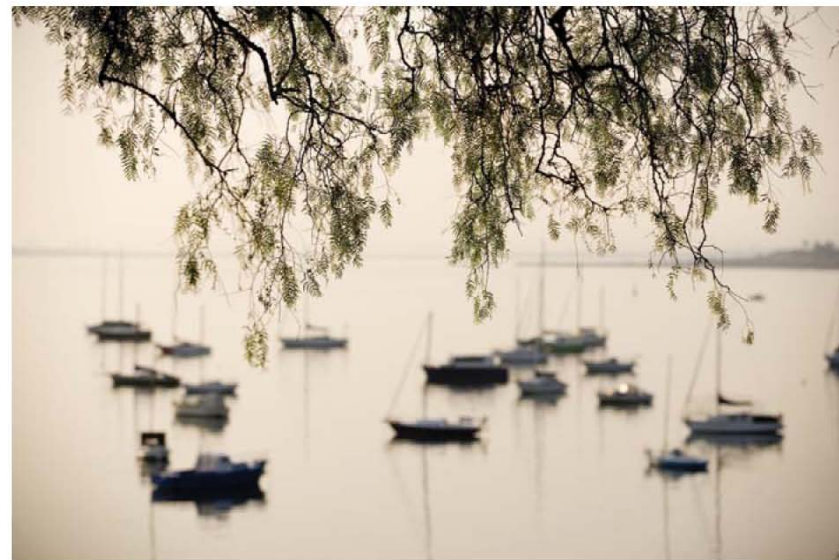
Any change proposed to the flats and hills must be mindful of the existing natural and constructed elements that together comprise this special place.

The Eastern Precinct, together with the informal western edge of the Geelong waterfront, bracket the busier central waterfront precinct. The Eastern Beach Flats, Ritchie Boulevard and particularly the Eastern Hills afford panoramic views back to the city and across the bay to Griffins Gully, Rippleside and beyond to the You Yangs and the Melbourne skyline.

Eastern Beach (1 Ritchie Boulevard) is included in the Victorian Heritage Register, Ref.No.HO929, Heritage Overlay No. HO903 (Victorian Heritage Act 1995). Eastern Beach Bathing Complex and Pergola is listed by the City of Greater Geelong. The Eastern Beach Complex is listed by the National Trust.



37



V. RITCHIE BOULEVARD

Ritchie Boulevard provides an important connection between Bellerine Street and the Eastern Beach swimming area. The boulevard serves as parking area for approximately 250 vehicles. A palm tree and grass promenade runs along the waterfront separating the beach from the parking area.

The simple concrete paved promenade is over 500 metres long with a single landscape treatment along its full length. The journey along this path would benefit from some form of mid point variation or 'punctuation'. This might be some distinct variation in the landscape treatment such as the addition of larger canopied shade trees with associated seating and the siting of a low key food retailing or vendor stall area.

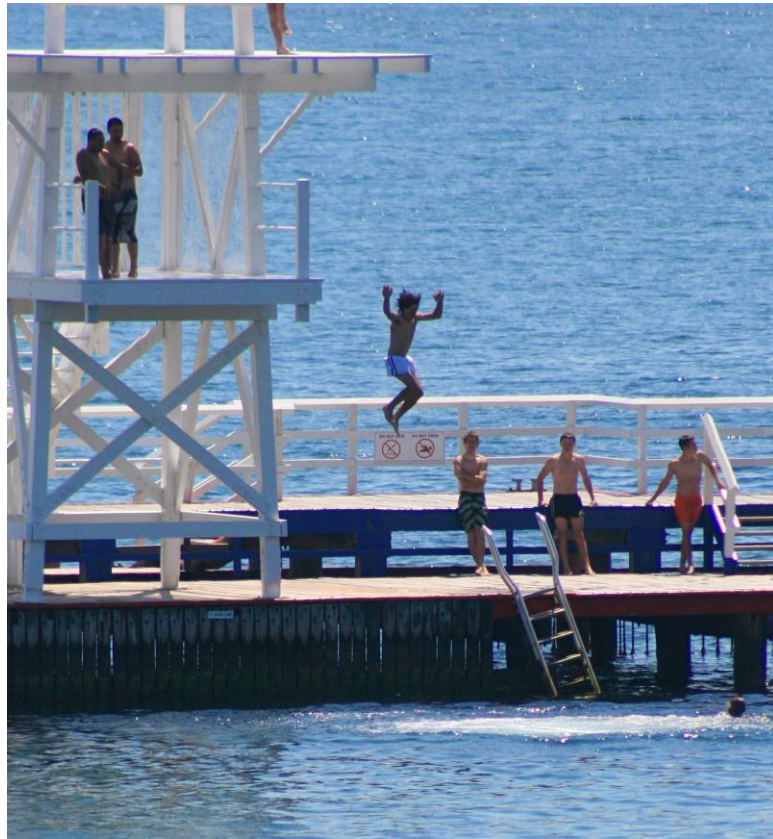
The beach itself is the only sandy beach available to the general public in central Geelong and is therefore highly valued. It is imperative that sand renourishment continues on a regular basis.

Recommendations

- Maintain and protect the natural amphitheatre of the Eastern Beach Reserve.
- Works and maintenance must be planned within the requirements of the heritage listings and overlays.
- Consider a mid-point landscape addition along the Baywalk to enhance the pedestrian experience.



W. EASTERN BEACH SWIMMING POOL & SEA BATHS



Built between 1928 and 1939 and renovated in 1992, the Eastern Beach Bathing Complex retains its heritage protected Art Deco form. The semicircular sea baths lie adjacent to the oval shaped swimming pool and the kiosk and amenities buildings which sits in a concrete paved plaza. This ensemble can be approached by the grand axial staircase from Eastern Beach.

The area is characterised by its landscape of curved sea walls, the semicircular promenade around the sea baths, the circular concrete pool, the symmetry of the landscape design and surrounding buildings, the axial staircase, pavilion shelters, ornamental fountain, standard lamps and signature plantings. Eastern Beach Bathing Complex and pergola is listed by the City of Greater Geelong. The Eastern Beach Complex is listed by the National Trust.

In addition to the purpose-built swimming and recreational facilities of Eastern Beach, the area includes beach to the western and eastern side of the promenade which is used by swimmers for water access. It is critical that the beach areas are continually renourished to maintain a high standard of amenity and that dredging continue in the swimming enclosure to ensure appropriate depth is maintained for public safety.

This area offers a unique waterfront experience. The concourse efficiently connects the various facilities and attractions. Future consideration might be given to the provision of additional shade through soft landscaping.



X. EASTERN PARK FORESHORE & EMBANKMENT

The Baywalk continues from Eastern Beach Reserve around the water's edge through Eastern Park just beyond the Eastern Beach Mineral Spring. The roadside path from Eastern Reserve continues at the top of the cliff on Hearne Parade through to Limeburner's Point. Although Eastern Park is a far more expansive landscape than the western end of the Geelong Waterfront, it shares the informal character and many of the physical attributes of the western end.

The Baywalk, which is in part sealed asphalt and part compacted granitic sand, is retained by a bluestone sea-wall that is generally in good condition. This bluestone seawall and waterside path contribute to the distinctive character of the zone. The path allows the walker to get right down to the water's edge.

Above the cliffs an open, grassed embankment slopes gently up to meet the rest of Eastern Park and the Botanic Gardens. The panoramic views out across Corio Bay to the north and west from the Eastern Park embankment are uninterrupted.

The Eastern Park and Geelong Botanic Gardens Master Plan identified Eastern Park's potential as an additional event precinct to operate in conjunction with the central waterfront precinct. The plan calls for the realisation of a "compelling link" between Eastern Beach and Limeburner's point; a generous seaside promenade that caters for all users and draws people along the Eastern Park foreshore to possible new facilities and event spaces such as a Minerals Spring Spa (Refer to appendix 3) and a great landscaped amphitheatre. Such a development would require that the foreshore connection be upgraded to provide: "...a broad walkway with opportunities for direct engagement with the waters of Corio Bay through the provision of fishing platforms, landings, seating areas and other elements designed to encourage an appreciation of, and interaction with, Corio Bay". Eastern Park and Geelong Botanic Gardens Master Plan.

The bare, grassed, north facing slopes of Eastern Park should be better connected as a landscape to the wooded sections of Eastern Park through considered tree planting. An open treed landscape that drifts down to the water's edge would improve the amenity of the park and reconnect the waterfront within the larger park environment.

