

MGS Architects  
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# Market Square Quarter Masterplan **Draft** Masterplan Report

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#### Document

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##### City of Greater Geelong

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# Introduction

**This chapter maps out the purpose and process of the Market Square Quarter Masterplan: what we are hoping to achieve, the location we are studying, the process we have taken, and what we have heard from engagement.**



Artist's impression, looking along Malop Street.



# 1.1 Introduction Project overview

The purpose of this masterplan report is to provide an overarching vision and level of guidance on the Market Square site for future redevelopment of the Quarter. This document has been developed for and with the City of Greater Geelong, by a multidisciplinary consultant team, with key input from the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC), and through engagement with community members, landowners and government agencies.

## HOW TO READ THIS DOCUMENT

This document is intended for several audiences. For the community of Geelong and local organisations to collectively reflect on what they would like to see in the transformation of Central Geelong. For developers and landowners to have greater visibility regarding the potential of Central Geelong to be transformed, with understanding of the City of Greater Geelong and the broader communities ambitions for this location. For the City of Greater Geelong to continue to advocate for the transformation of Central Geelong, and to use this document as a reference for public realm upgrades and review of project proposals.

## PROJECT TEAM

The masterplan is being prepared by an multidisciplinary consultant team led by MGS Architects and in partnership with City of Greater Geelong.

### MGS Architects

Lead Master Planner, Architects, Project Management

### Tim Nicholas Landscape Architecture

Landscape Architecture and Public Realm

### Stonehouse & Irons

Master planning and Architecture Realm

### Hip v Hype

Sustainability

### Movement and Place

Transport

### Charter Keck Cramer

Feasibility and Market Analysis

## DOCUMENT STRUCTURE

### 1. Introduction

Provides an overview to the purpose, scope and engagement involved in the master planning process.

### 2. Context analysis

Understanding the current planning context, connection to Country and strategic growth for the site.

### 3. Vision

Outlines the potential future that the masterplan aims to achieve giving a clear picture of the goals and aspirations of the project.

### 4. Objectives and Strategies

This chapter provides further detail on the vision, through a number of lenses such as public realm and connections.

### 5. Options

Explores three different scenarios, each producing different outcomes for the site.

### 6. Draft Masterplan

After economic analysis and delivering best practice urban design outcomes, the draft masterplan was developed by building on one of these options.

### 7. Implementation

Explores what putting the masterplan into action might look like, including the staging of different elements of the project.



# 1.1 Introduction Project overview

**This proposal outlines the vision to guide the redevelopment of Market Square and surrounding area - the Market Square Quarter, as a catalyst for the regeneration of the ‘heart’ of Central Geelong.**

## AN OPPORTUNITY

While the majority of the landholdings within the subject site are owned by private landowners, in particular the Market Square site, the City of Greater Geelong believe it is worth advocating for the considered transformation of such sites in recognition of the strategic importance of this location to the whole of Geelong. This document sets forth an ambitious but considered vision for this transformation, so that the Geelong community as a whole can have their say and help us collectively achieve the best outcomes for this location.

## STRATEGIC LOCATION

Market Square’s strategic location in the heart of Geelong, as the gateway to the Bellarine Peninsula and its close proximity to Melbourne, makes it a prime destination for both locals and visitors looking to shop, dine, and experience the best of what the region has to offer. Redevelopment of the site would allow for significant contribution to Central Geelong by providing in demand housing, retail and office space.

## WADAWURRUNG CULTURE IN THE HEART OF DJILANG

The site of Market Square has always been the heart of community since time immemorial. As this masterplan shapes the Quarter’s role into the future, there are significant opportunities in the public realm and programming of the Quarter to celebrate and provide continued support to Wadawurrung culture.

## KEY BENEFITS OF REDEVELOPMENT

The combination of infrastructure investment, population growth, the ongoing clustering of knowledge economy uses and the continued growth of the visitor economy establish the underlying economic conditions for the renewal of Central Geelong.

Under the Geelong City Deal, Central Geelong is subject to an extensive pipeline of projects totalling \$1.2 billion in value that in general incorporate mixed use development schemes combining accommodation, hospitality, residential and commercial uses.

The combined delivery of private and public investment is set to transform the role and function of Geelong’s Central City into a Live Play Work environment where the activities of increasing numbers of residents, workers and visitors converge in a vibrant environment.

## A PLAN FOR TRANSFORMATION

Through this project, the design team, in collaboration with City of Greater Geelong and other stakeholders developed three options for how Market Square Quarter may transform, aligned with the recently gazetted Central Geelong Framework Plan.

Charter Keck Cramer was engaged to produce Urban Renewal Options Evaluation on all three options. The analysis profiles the emerging property market dynamics of Central Geelong and assesses the commercial attractiveness of Market Square Quarter Renewal. The analysis concluded that Option 1 Malop Heart would be the most commercially attractive.

Option 1 Malop Heart provides a mix of uses that combine with a range of activation and destination interventions that are likely to stimulate tenant demand and visitor interest. The option is deemed to be the most commercially attractive due to its relatively lower construction costs and its potential speed to market. Apart from the office component, the option does not require disproportionate market support to succeed.



**Figure 1.1** Top left: Artist's impression, looking at corner of Little Malop Street and Yarra Street.  
**Figure 1.2** Top right: Artist's impression, looking north up Union Street through heritage facade.  
**Figure 1.3** Middle left: Artist's impression looking along Little Malop Street.  
**Figure 1.4** Middle right: Artist's impression looking at the corner of Malop Street and Moorabool Street.  
**Figure 1.5** Bottom left: Artist's impression, looking at the corner of Little Malop Street and Yarra Street.

# 1.2 Introduction Project scope

The study area for this report focuses on the Central Geelong city block bounded by Moorabool, Malop, Yarra and Ryrie Streets.

### PROJECT SCOPE

This study area includes major landholdings with potential to develop such as the Market Square and Centerpoint Arcade sites, and other private landholdings. It also includes the four major streets that surround the site, Little Malop Street in the core, and three laneways: Rock O’Cashel Lane, Union Street and Banks Place.

### PROJECT OBJECTIVES

- The project brief outlines a series of objectives for the project to respond to. The masterplan should:
- Respond appropriately to the needs and expectations of the community, collaborating with key stakeholders to introduce best practice design.
  - Create a clear direction for the area, bringing together many years of incremental changes and developments.
  - Acknowledge the area as an important Wadawurrung site.
  - Consider innovative ways of achieving this that move beyond mere representation.
  - Reinstate Little Malop Street Central as a key public space, with emphasis on inclusiveness, pedestrians and the reduction/removal of through traffic.
  - Improve perceptions of safety within the area.



Figure 1.2 Market Square Shopping Centre, Davinsky Nominees.



Figure 1.3 Hitchcock’s Building, corner Little Malop and Moorabool Street, Hamilton Group.



Figure 1.4 Malop Street Interface.



Figure 1.1 Site Analysis Scope. Source: MGS Architects

# 1.3 Introduction Engagement overview

**The City of Greater Geelong engaged with a range of stakeholders on issues and opportunities to inform Market Square Quarter Masterplan. Online and in person conversations were held with community, visitors, landowners and occupiers from 24 January 2023 to 24 February 2023.**

Community engagement was mainly undertaken online on the Have Your Say webpage dedicated to the Market Square Quarter Masterplan project. The webpage received 8418 views from 3341 visitors.

The webpage consisted of multiple themed comment boards for the community feedback. Submitted comments were publicly visible in local newspapers, social media, on site postcard hand outs and project board. Letters were also sent to all landowners and occupiers within the quarter. Promotion was further supported by some more targeted communication with the businesses in the Market Square Quarter and Youth Council.

The project team also undertook three pop-up engagement sessions at locations within the Market Square Quarter. The sessions took place on 31 January and 2 February. Community members also had the opportunity to provide feedback during the Wurriki Nyal Open Day on 18 February.

The comments board topics were chosen as prompts to help guide submitter feedback. Overall, 541 contributions were made. Three broad topics were used as conversation starters:

- What issues have you noticed in the area?
- What are the opportunities in the area?
- Can you think of any other successful place?

Other conversations included engagement with the Wadawurrung Traditional Owners Aboriginal Corporation and other key stakeholders, including key landowners.



**31 DAYS**  
of engagement on the Issues & Opportunities



**54**  
Suggestions (comments) from the public left online via social map



**338**  
Number of people to leave feedback



**297**  
People following the project

### TOP 5 OPPORTUNITIES IDENTIFIED

- 1. Introduction of more dining opportunities (94);** 32 participants mentioned expansion of Little Malop Street Central as an opportunity to extend alfresco dining. "[Introduce] small unique bars and eateries joined by shared outdoor alfresco dining."
- 2. Addition of a fresh food market or a supermarket to the quarter (60)** "Market Square should be a community meeting place. A fresh food market and stalls for local small businesses to sell their wares."
- 3. More public art, live music and events (51)** "[There should be] Space for public theatre shows. Music performances, open mics, etc."
- 4. More diverse shopping opportunities (47);** Specific shop suggestions included, H&M, Zara, Uniqlo, Ikea, Costco, Kmart as well as local shops, boutique shops, DFO style Mall or something unique. "Bring in big stores like TK Max, Sephora, City Beach, Lush, novelty stores. Think unique retail not generic to draw tourists and locals."
- 5. Creating an externalised shopping experience or high street (42);** comments included the reintroduction of historic laneways. "There is an opportunity to open up Little Malop Street, through the redevelopment of Market Square, and create a genuine outdoor, central square for Djilang, instead of it being another shopping centre."

### TOP 5 EXISTING ISSUES IDENTIFIED

- 1. Perceptions of lack of safety including anti-social behaviour or needing police presence (114)** "Don't feel safe and many undesirable people there who cannot behave."
- 2. Concerns around bus stop (104)** "The bus interchange location is terrible and needs to go!"
- 3. Concerns around public realm being uninviting, tired and neglected, untidy, lacking atmosphere (65)** "It is ugly, uninviting and not safe. The buildings don't have character anymore -. The old buildings gave the streetscape character. It is such a mess now."
- 4. Concerns around poor access and parking for private vehicles within and around the precinct (52)** "Parking surrounding the area is an expensive joke. If people can't access it, they just won't visit. People also don't want to park long distances away and walk."
- 5. Concerns around accessibility and poor pedestrian connections (45)** "The existing market square shopping centre has poor pedestrian flow. There is no pedestrian exit onto Yarra street causing - causing a dead end and an eddy flow."

# 1.4 Introduction Drivers for change

This masterplan has been informed by the following drivers:

## 01



### Significance of this location for Traditional Owners

This site has long been important to the Wadawurrung Traditional Owners, as a place of water and a place of plenty.

However, there is currently little recognition of this ongoing connection and continued interest in this site by Wadawurrung Traditional Owners.

There is great potential to redevelop this site in partnership with Traditional Owners, reflecting its role as a place of water and place of plenty.

## 02



### Lack of genuine activation and visitors safety

Albeit at the heart of Geelong, the lack of activation has seen a rise in disorderly and asocial behaviour, particularly around the bus interchange on Moorabool Street, and public space on Little Malop Street.

The bus interchange acts as a barrier, making it difficult to lease shops facing Moorabool Street.

Despite much investment in the public realm and temporary events on Little Malop Street over the years, the blank walls of Market Square shopping centre limits the activation of this space.

## 03



### Decline of retail within Central Geelong

Retail is in decline in Central Geelong, given the rise of out-of-town shopping centres, online shopping, and limited residents within the city.

While there have been strong partnerships with Creative Geelong to activate otherwise vacant shops, there is potential to redevelop major sites such as Market Square shopping centre and reactivate the site with a diversity of uses.

## 04



### Strategic role of this site within Central Geelong

Central Geelong is growing, with 10,000 additional residents and over 650,000m<sup>2</sup> of office floor space anticipated by 2050.

Market Square has long had an important role as a meeting place, as an open square with cultural and retail uses.

With the Central Geelong Framework Plan now in place, there is an opportunity to reimagine this quarter into a lively mixed use precinct, to help bring more life into central Geelong and help concentrate the growth anticipated and make the most of Geelong's strategic potential.

# 1.5 Introduction Project timeframe

The master planning process consisted of five stages developed with the design team, with inputs from stakeholder engagement sessions.

## STAGE ONE ISSUES AND OPPORTUNITIES

The first stage of the project focuses on gathering, reviewing and analysing the existing information around the site and the surrounding context. This information is developed into a report which articulates the issues and opportunities of the site.

## STAGE TWO MASTERPLAN OPTIONS

The next stage develops a clear vision, strategies and principles for the Quarter, subsequently developing three high level design options.

## STAGE THREE DEVELOPMENT FEASIBILITY

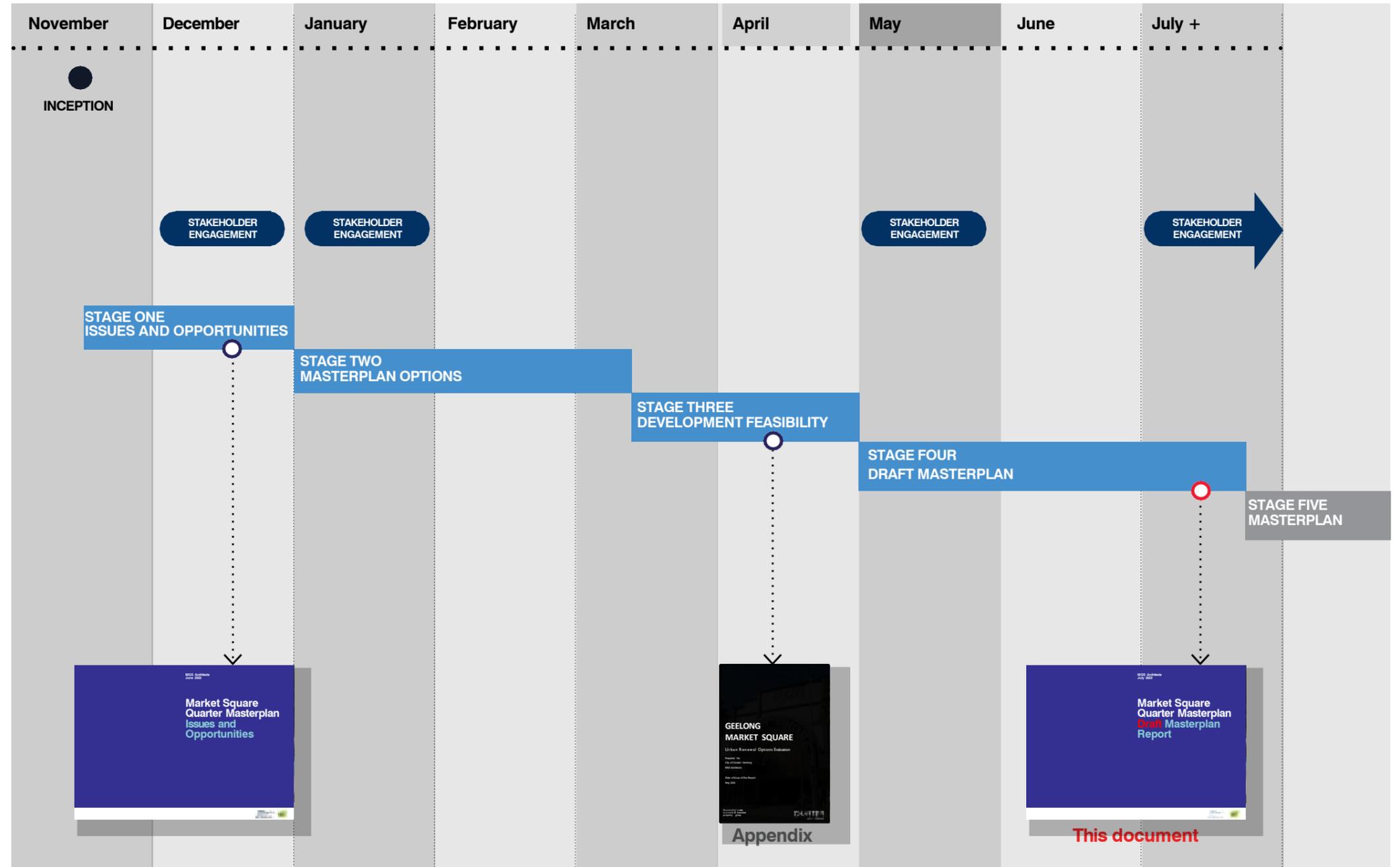
This analysis profiles the emerging property market dynamics of Central Geelong and assesses the commercial attractiveness of Market Square Quarter Renewal.

## STAGE FOUR DRAFT MASTERPLAN

This stage further develops a design option with clear objectives and strategies on how to achieve the outcome.

## STAGE FIVE FINAL MASTERPLAN

The final stage focuses on refining the design option and implementation of key stages.

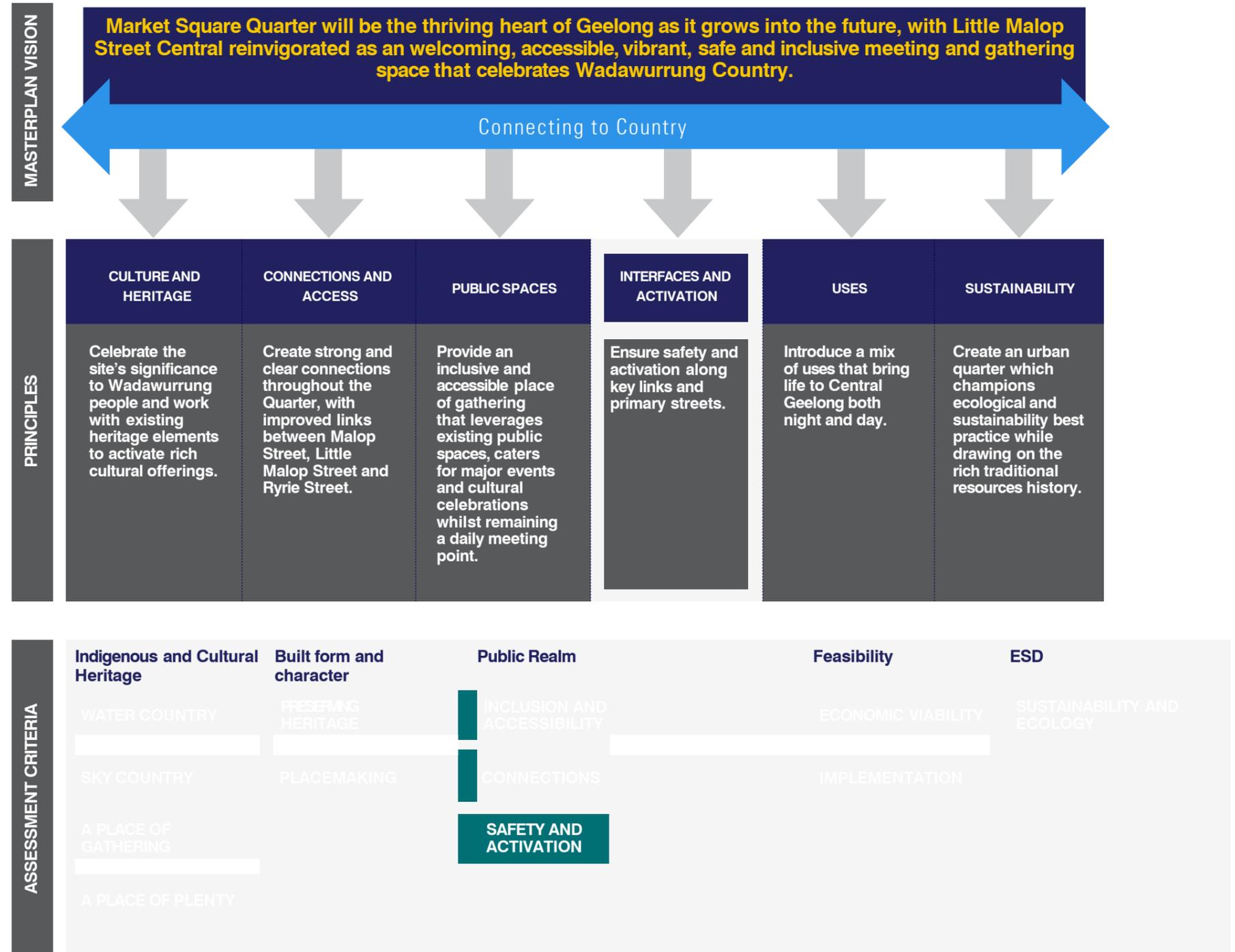


# 1.6 Introduction Masterplan structure

The masterplan is driven by a vision to transform the Market Square Quarter to be the thriving heart of Geelong, while connecting to Country.

This vision is delivered through six principles, relating to culture and heritage, connections and access, public spaces, interfaces and activation, uses, and sustainability. We have also developed a series of related assessment criteria that were used to inform the selection of a preferred option.

## Masterplan structure



# Context analysis

This chapter unpacks the site's enduring Wadawurrung connection, its strategic role within Central Geelong, and its strategic and statutory planning, economic and urban context.

2

Artist's impression, looking at proposed public realm space on Malop Street.



# 2.1 Context analysis Connecting to Wadawurrung Country

## The Market Square Quarter Masterplan offers an opportunity to reconnect to Wadawurrung Country on this special site and respect the site's ongoing significance to Wadawurrung People.

### A WATER STORY

The site has a close association with water which is especially significant to the Wadawurrung people.

It is understood that there was billabong in the Quarter that provided a place of plenty for Wadawurrung people, for their resources, medicines food.

The site was originally located on a spur of grassy woodland that meets the edge of Corio Bay, or Djilang, meaning 'tongue of land'.

### A PLACE OF PLENTY

The site of Market Square was a place of plenty for the Wadawurrung; rich in herbs, medicines, food sources and plants for fibres and tools. It was a place to congregate; to meet, socialise and perform ceremonies.

Market Square's abundance was supported by its geology lying on the edge of the Victorian Volcanic Plain. The more fertile limestone and volcanic soils providing the basis for grassy woodland on the site compared to the surrounding plains grasslands.

The site and surrounds would have supported an abundance of valuable resources, including Murnong root - a staple food, seeds from Wattle, Swamp Gum and Sheoak. The proximity to Corio Bay would have provided easy access to shellfish and the surrounding plains grasslands.

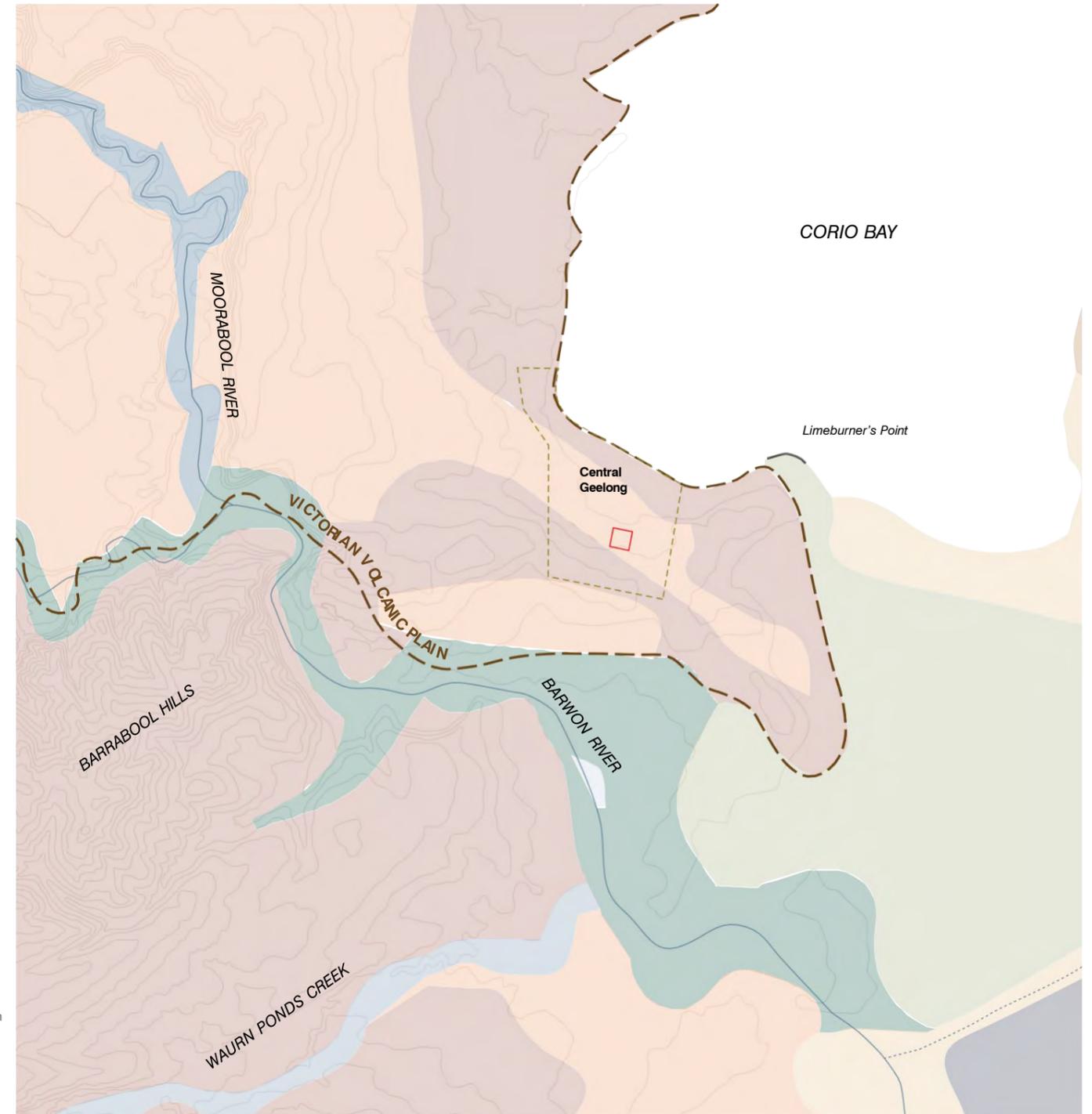
### WADAWURRUNG CULTURE IN THE HEART OF DJILANG

The site of Market Square has always been the heart of community since time immemorial. As this masterplan shapes the Quarter's role into the future, there are significant opportunities in the public realm and programming of the Quarter to celebrate and provide continued support to Wadawurrung culture.



**Figure 1.6** Wurdi Youang (You Yangs) meaning 'big hills in the middle of the grass' are of special significance to Wadawurrung People.  
Image Source: Eugene von Guerard, View of Geelong, 1856

**Figure 1.7** Grassy woodlands with scattered marsh and billabongs prevailed in and around Central Geelong  
Image Source: Eugene von Guerard, View of Black She-oak, 1856



**Figure 1.5** Interpretation of the Pre-colonial Landscape around Market Square  
Source: MGS Architects

- Legend**
- Site boundary
  - Geelong CBD boundary
  - Volcanic plains boundary
  - Contour 10m
  - Historic creek approximation
  - Grassy woodlands
  - Plains grassland
  - Plains grassy woodland
  - Coastal saltmarsh/mangrove shrub
  - Coastal alkaline scrub
  - Floodplain riparian woodland
  - Stream bank shrubland
  - Swampy riparian woodland
  - Reed swamp

# 2.2 Context analysis Planning context

The Central Geelong Framework Plan identifies the Market Square Quarter site as a Strategic Development Site with a clear ambition of medium rise development on the site that enhances and protects the public realm.

### ACTIVITY CENTRE ZONE

The site is located in the Activity Centre Zone which reinforces the site's role as a core part of the central city.

Higher density development and a wide variety of uses are encouraged in this zone with a focus on outcomes that activate the public realm.

### HERITAGE OVERLAY

A number of individual heritage overlays apply to portions of the quarter, most notably heritage façades incorporated into the Market Square Shopping Centre, Bright and Hitchcock's at 115-139 Moorabool Street, Geelong and a portion of buildings fronting Ryrie Street.

### CENTRAL GEELONG FRAMEWORK PLAN

The Central Geelong Framework Plan provides a comprehensive set of development controls to guide development in the quarter as is referred to throughout the masterplan.

### RETAIL CORE PRECINCT

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

### BUILDING HEIGHTS & FLOOR AREA RATIO

Mid rise higher density development is supported in the quarter with preferred building heights range between 42m at the northern block (Market Square site) and 21m at the southern block.

The Market Square Shopping Centre site is identified as a Strategic Development Site. A preferred floor area ratio of 5.5:1 is specified for the site.

### PUBLIC REALM AND OVERSHADOWING

Mandatory overshadowing controls are proposed for all streets abutting the quarter, requiring future built form to preserve solar amenity.

Controls protect the southern footpaths of Malop Street and Ryrie Street from overshadowing between 11AM - 2PM on the Spring Equinox (measured 6m from boundary).

Controls protect the east-west footpaths of Moorabool and Yarra Street from overshadowing between 11AM-2PM on the Spring Equinox (measured 6m from boundary).

Controls protect Little Malop Street and Union Street from additional overshadowing above an 8m street wall between 11AM-2PM on the Spring Equinox.

### STREET WALL HEIGHTS

The Framework Plan identifies different street wall heights for different interfaces in the Quarter.

16m (4 storey) street walls are sought to the northern half of the quarter facing Moorabool, Yarra and Malop Streets.

12m (3 storey) street walls are sought to the southern half of the quarter facing Moorabool, Yarra and Ryrie Street.

8m (2 storey) street-walls are sought fronting Little Malop Central on both sides.

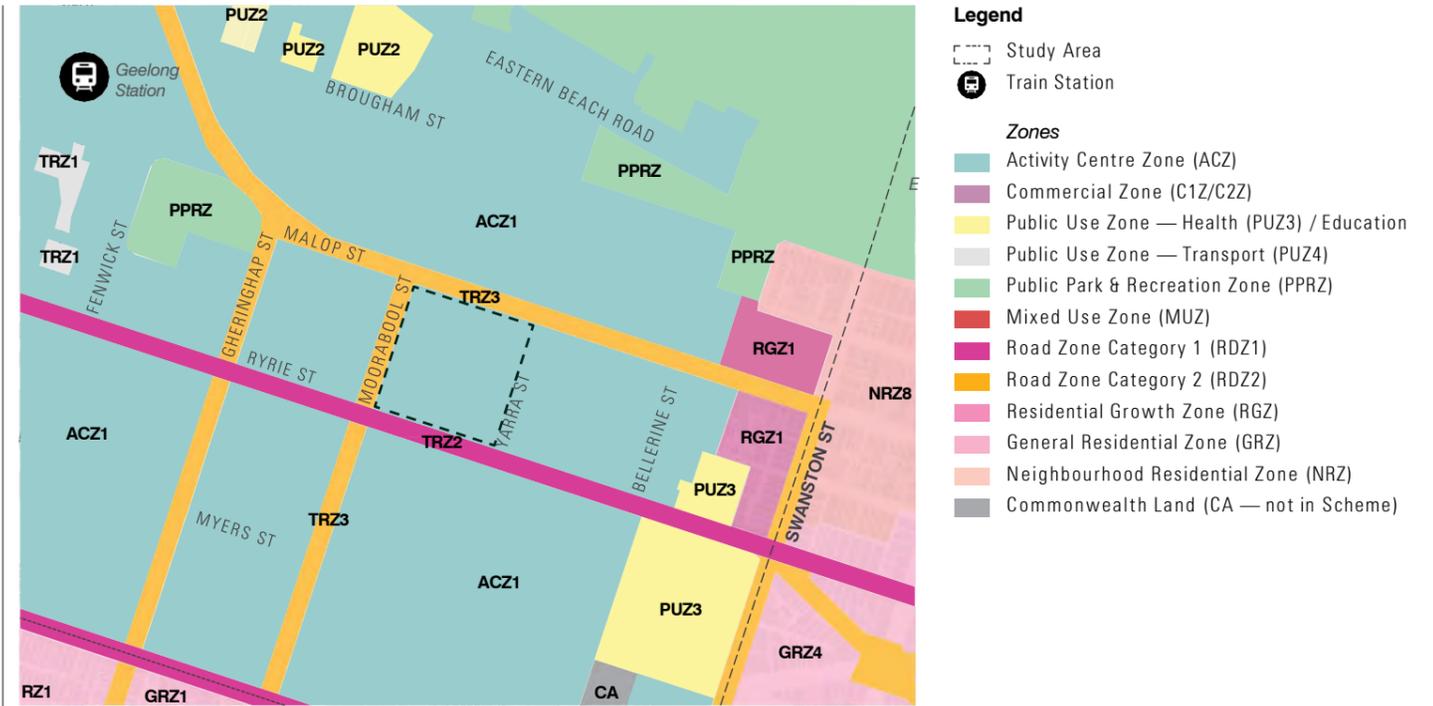


Figure 1.8 Zoning plan.

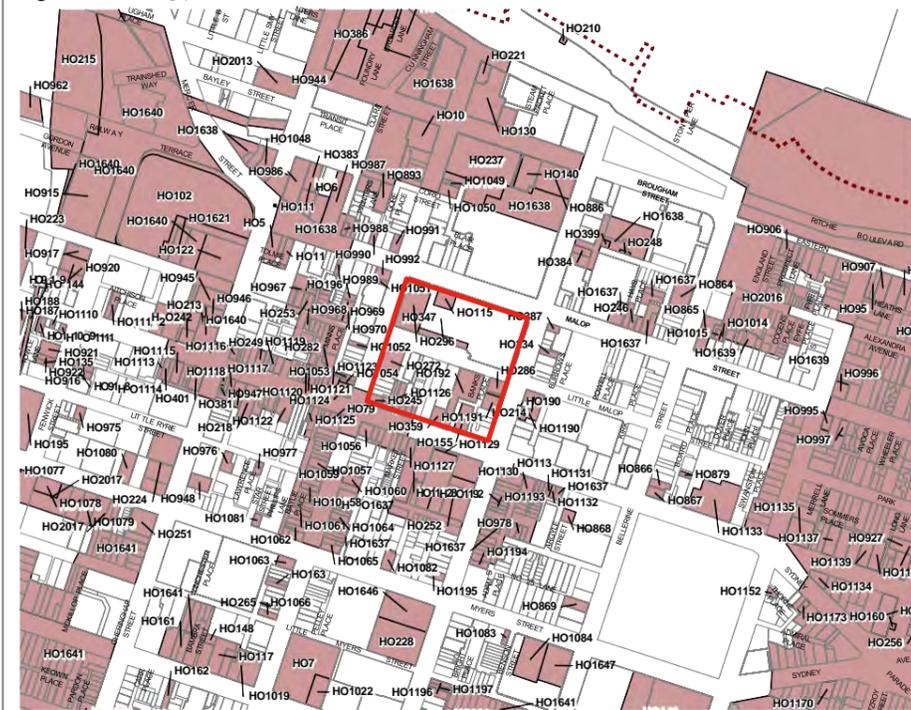
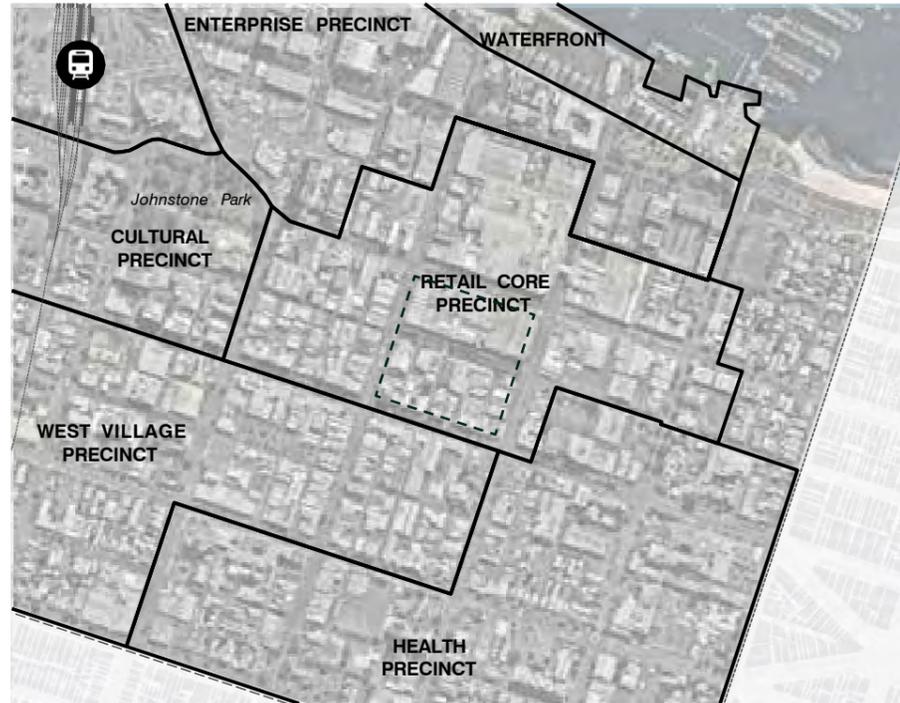


Figure 1.9 Heritage overlay.

# 2.2 Context analysis Planning context



**Legend**  
 [Dashed line] Study Area  
 [Train icon] Train Station

Figure 1.10 Retail core precinct, Central Geelong Framework Plan.



**Preferred maximum building height**  
 [Dashed line] Study Area  
 [Green] Open space — existing  
 [Light green] Open space — future (indicative)  
 [Train icon] Train station

**Preferred max. building heights**

- 16m 4 storeys
- 21m 6 storeys
- 28m 8 storeys
- 42m 12 storeys
- 60m 15 – 18 storeys

Figure 1.11 Maximum building heights, Central Geelong Framework Plan.



**Street wall height**  
 [Green] Open space — existing  
 [Light green] Open space — future (indicative)  
 [Train icon] Train station

**Street wall height**

- 8m (2 storeys)
- 12m (3 storeys)
- 16m (4 storeys)
- 21m (6 storeys)
- 21-28m (6-8 storeys)
- Landscaping setback 3-6m

\* Podium-tower building typologies should adopt the lower street wall height specified

Figure 1.12 Street wall height, Central Geelong Framework Plan.



**Overshadowing**  
 [Green] Open space — existing  
 [Light green] Open space — future (indicative)  
 [Train icon] Train Station

- Primary East-West Street** — Preserve sunlight access to South footpath between 11am-2pm at spring equinox (measured 6m from boundary)
- Secondary North-South Street** — Preserve sunlight access to West footpath between 11am-2pm at spring equinox (measured 6m from boundary)
- Narrow Street/Laneway A** — No additional overshadowing above a streetwall of 8m between 11am-2pm at spring equinox
- Narrow Street/Laneway B** — No additional overshadowing above a streetwall of 12m between 11am-2pm at spring equinox

Figure 1.13 Overshadowing, Central Geelong Framework Plan.

## 2.3 Context analysis Economic context

Strategic policy has identified a clear need for increased residential and commercial floor space capacity within the heart of Geelong. By 2050, Central Geelong is forecast to require approximately 650,000m<sup>2</sup> of commercial floor space and 500,000m<sup>2</sup> of residential floor space. Market Square Quarter provides opportunities to deliver a precinct comprising of new living and working environments in a central location that helps meet the demand.

### GEELONG'S GROWTH

Geelong has experienced market growth in recent times as it has become a regional services hub servicing the broader district. This has attracted not only government services, but the creation of private regional headquarters and growth in professional services.

Health care has grown significantly with the consolidation of major health services in and around University Hospital.

With more jobs in Central Geelong, the city's hospitality and food sector is expanding, supported by lifestyle trends, growing professional services industry and rising local incomes.

With this growth has arisen a number of issues with the relatively low level of housing present in Central Geelong resulting in historically low vacancy rates and affordability issues.

While there has been a number of contemporary apartment developments delivered in Geelong over the past few years, this has done little to alleviate pressure in an extremely tight rental market.

### CHANGING CENTRAL GEELONG

Population and jobs growth is driving a change in role of Central Geelong, from a regional town with retail oriented main street to a mixed use urban core comprising professional services, living and entertainment coming to the fore.

### GEELONG RESIDENTIAL RENTAL CRISIS

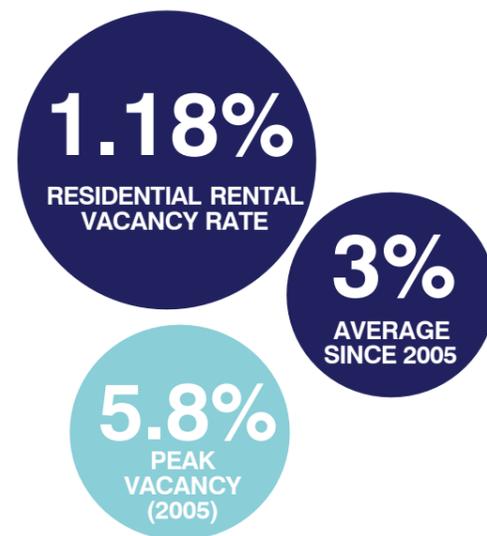


Figure 1.15 Source: Charter Keck Cramer utilising ABS Data.

### BUSINESS NUMBERS IN GEELONG STATISTICAL AREA 2

SECTOR	2017	2021	%
Retail	106	87	-18%
Food and Accommodation	216	239	+10%
Professional services	378	416	+10%
Health care and social assistance	73	422	+578%

Figure 1.14 Source: Charter Keck Cramer utilising ABS Data.

	Total Floorspace 2020 (m <sup>2</sup> )	Base Case 2050 (m <sup>2</sup> )	Base Case 2050 (m <sup>2</sup> )	Optimistic 2050 (m <sup>2</sup> )
Office	268,365	+47,312	+139,432	+160,129
Entertainment	73,791	+17,204	+44,700	+49,062
Accommodation	29,338	+16,077	+41,572	+42,523
Retail	161,231	+34,170	+78,827	+83,265
Health	99,435	+246,184	+258,198	+272,295
Education	146,685	+53,289	+92,181	+130,645
Other – Notional	125,405	+88	+188	+198
<b>Total</b>	<b>888,828</b>	<b>+414,323</b>	<b>+655,097</b>	<b>+738,116</b>

Employment floorspace scenario comparison 2020 to 2050. Source: SGS Economics and Planning, 2020

	Baseline	Upside	Optimistic
Population change	+5,048	+7,544 to 9,952	+9,952 to 12,360
Dwellings	+2,805	+4,191 to 5,529	+5,529 to 6,867
<b>Additional residential floorspace 2020 to 2050 (m<sup>2</sup>)</b>	<b>+210,621</b>	<b>+339,612 to 508,659</b>	<b>+471,398 to 645,457</b>

Residential floorspace scenario comparison 2020 to 2050. Source: SGS Economics and Planning, 2020

Figure 1.16 Projections for spatial requirements in Central Geelong. Source: Charter Keck Cramer.



Figure 1.17 Development massing test. Source: MGS Architects

## 2.4 Context analysis Strategic location

**Geelong is the second city of Victoria and is a gateway to the Bellarine Peninsula and south western regions of Victoria. Progressing rapidly as a regional destination for services and tourism, Geelong attracts visitors from all over Victoria and beyond. Market Square Quarter will be at the heart of this growing Geelong and a hub of activity for locals and visitors alike providing regionally significant services, employment, entertainment and living opportunities.**

This masterplan will unlock a key development site in the heart of Geelong to attract social and economic opportunities for the entire region.

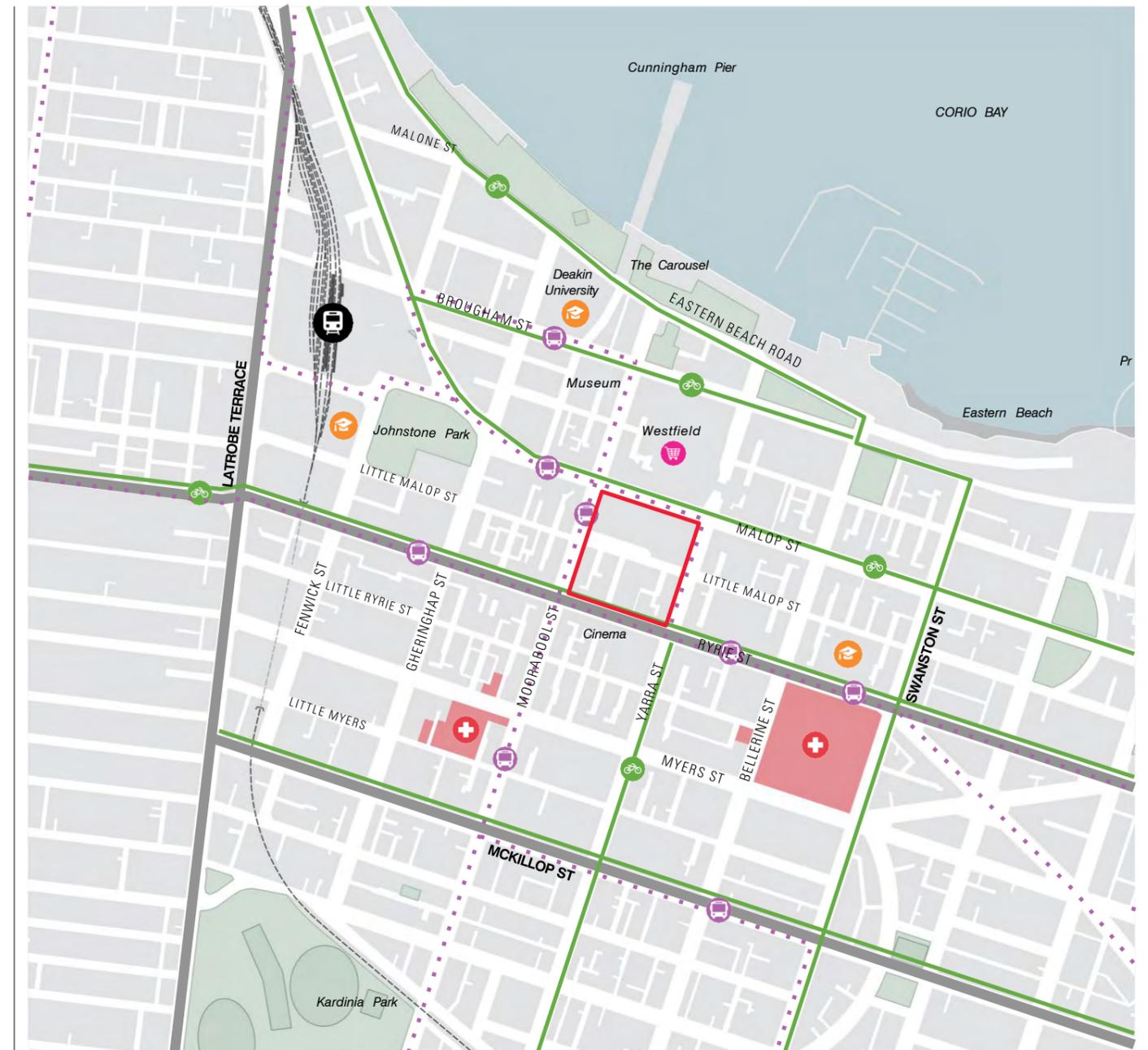
By strategically redeveloping Market Square Quarter, the functionality and visitor experience will be enhanced with the provision of new infrastructure, landscaping, attractors and public amenity, thereby increasing the number of visitors.

Ensuring the longevity and resilience of Market Square Shopping Centre now and into the future in the face of evolving retail habits and climate change will have a positive impact on the Central Geelong.

The masterplan will ensure the site responds to the objectives set out in the Central Geelong Framework Plan, located within the retail precinct with a focus on providing a mix of uses while responding to the fine grain character of the City.



**Figure 1.18** Regional gateway diagram.  
Source: MGS Architects



**Figure 1.19** Urban context Geelong.  
Source: MGS Architects

- Legend**
- Study Area
  - Major roads
  - Bay
  - Cycling route
  - Bus route
  - Train station
  - Hospital precinct
  - + Hospital
  - 🎓 Education precinct
  - 🚌 Bus stop



# 2.5 Context analysis Strategic context

**The combination of infrastructure investment, population growth, the ongoing clustering of knowledge economy uses and the continued growth of the visitor economy establish the underlying economic conditions for the renewal of Central Geelong.**

Geelong’s Central City is now subject to an extensive pipeline of major renewal projects totalling \$1.2 billion in value that in general incorporate mixed use development schemes combining accommodation, hospitality, residential and commercial uses.

The combined delivery of private and public investment is set to transform the role and function of Geelong’s Central City into a Live Play Work environment where the activities of increasing numbers of residents, workers and visitors converge in a vibrant environment.

**Key factors that will transform Greater Geelong’s Central City are detailed as follows:**

### INFRASTRUCTURE

*\$6 billion pipeline of public infrastructure investment including transport, health, cultural and recreational investment.*

Geelong Fast Rail: Expands City Centre employment accessibility to broaden and deepen employer access to workers including workers in Melbourne’s west.

Geelong Convention and Exhibition Centre and Arts and Culture Precinct: Diversifies and expands Central City visitor destinations and helps achieve an all year round visitor economy.

Barwon Women’s and Children’s Hospital: Further cements the role of the City Centre in regional health provision attracting ancillary health providers and visitation.

### POPULATION

*At 2021, Greater Geelong’s population was 270,000 residents having grown by 31,000 residents over the 2016 to 2021 period.*

A growing population will require an additional 57,000 dwellings by 2041 along with accompanying health and education services.

The Central City is positioned to deliver diverse housing options for key workers, students, retirees and young adults.

There are currently 14 apartment projects either proposed or mooted within the Central City with the potential to deliver over 850 apartments.

Residential prices, rents and vacancy rates establish favourable market conditions for apartment investment.

### ECONOMY

*Greater Geelong’s economy is growing. At 2021, the City’s Gross Regional Product was over \$15 billion up by \$2.5 billion since 2016 (NIEIR).*

The clustering of major insurance, health and education uses in Geelong Central City is driving economic activity and transforming the historic focus of Geelong’s economy from manufacturing to knowledge work.

If the Central City maintains its current share of municipal jobs the Central City is projected to grow its employment base to 38,500 jobs to 2050 (from 22,000 jobs at 2020).

The Central City is positioned to continue to agglomerate insurance, health and education investment and jobs driving ongoing demand for commercial office floor space.

### VISITOR

*Greater Geelong’s visitor economy is rebounding following the adverse impacts of COVID-19 isolation.*

The new Convention and Exhibition Centre and Arts & Culture Precinct create overlapping and complimentary visitor destinations that will drive accommodation demand and expenditure.

Demand for between 16,000 and 41,000 sqms of new accommodation space is projected in the Central City by 2050 (SGS).

### LAND USE SETTINGS

*The Central Geelong Framework Plan was approved in March 2023.*

Central City land use settings now support the comprehensive renewal of the City Centre and the expansion of floor space to deliver a new mixed use Live Work and Play economy.

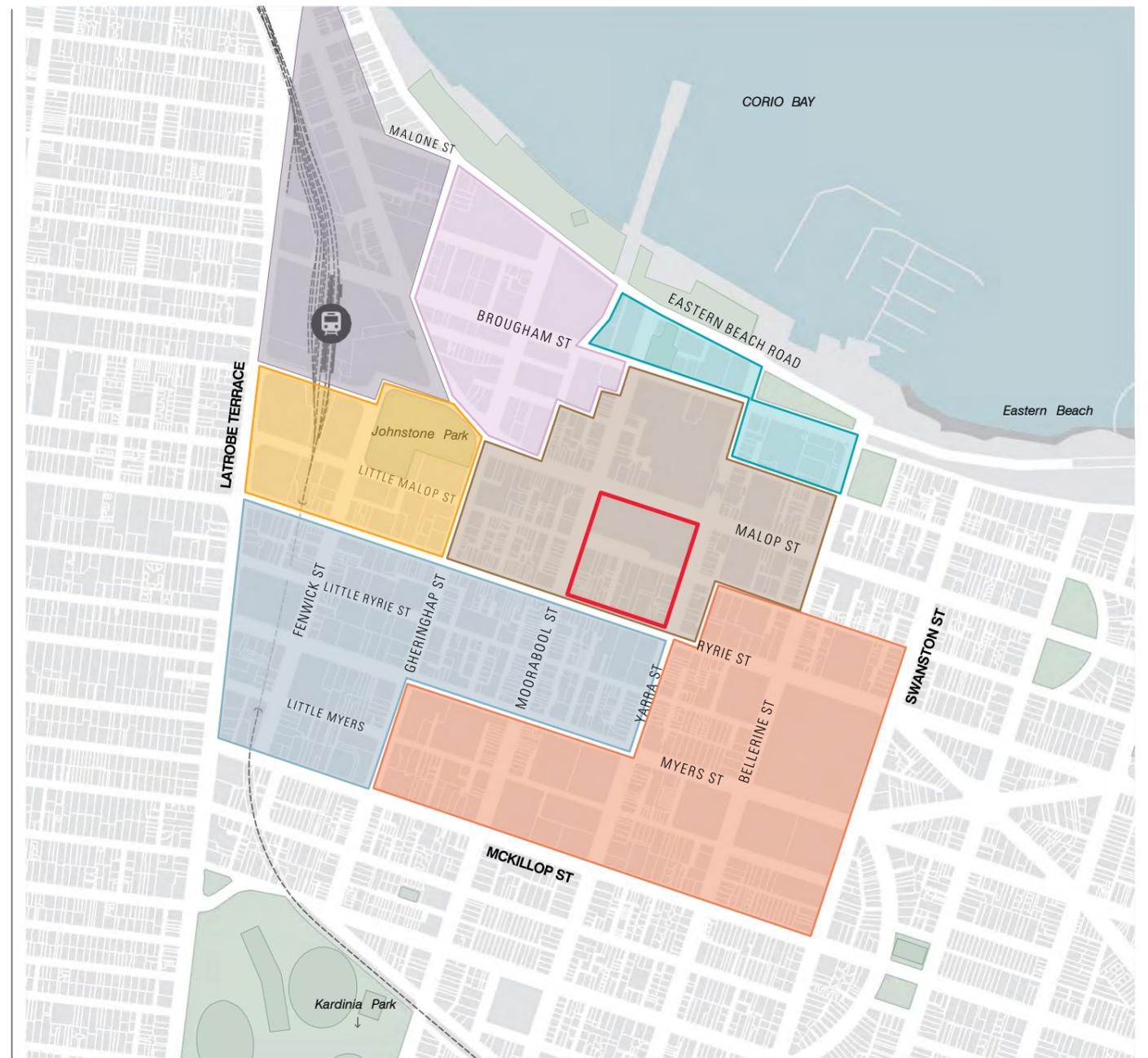
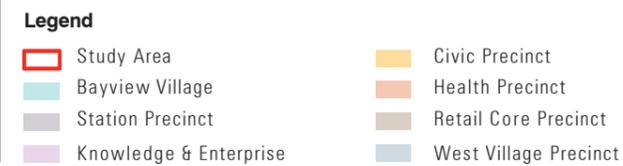


Figure 1.20 Urban precincts diagram  
Source: MGS Architects



# 2.6 Context analysis Urban context

The Market Square precinct is easily accessible from surrounding key destinations including the Cultural precinct to the west, Deakin University along the waterfront, University Hospital to the south-east and is immediately adjacent to Westfield Geelong to the north.

### RETAIL CORE PRECINCT

Market Square sits at the centre of the core retail precinct in Central Geelong.

Characterised by shopping centres to the north (Westfield and Market Square) the retail core transitions to finer-grain shopping in the southern end of the precinct.

The Retail core Precinct's traditional, fine-grain shopfronts will be complemented by shopping centres that transform into externally focused, accessible, mixed-use environments. For more information, refer to the Central Geelong Framework Plan.

### CONNECTION TO KNOWLEDGE AND EDUCATION PRECINCT

Directly to the north-west of the site is the knowledge and education precinct, home to Deakin University's waterfront campus and several large government offices including City of Greater Geelong and Worksafe.

Market Square Quarter is well connected to this precinct and is only a 10 minute walk from Geelong Central station.

### CREATIVE SPACES

Directly to the west of the Market Square Quarter are major creative destinations within Geelong - the Gallery and Arts Centre. Complementing these creative functions, Creative Geelong rents spaces in Centrepoint Arcade and operates a dynamic programme of creative activities and tenancies.

Market Square Quarter presents the opportunity to connect to and continue the existing creative offering in Geelong.



Figure 1.21 Geelong Library in the Arts and Culture Precinct.



Figure 1.22 Westfield Geelong.



Figure 1.23 University Hospital, Geelong.

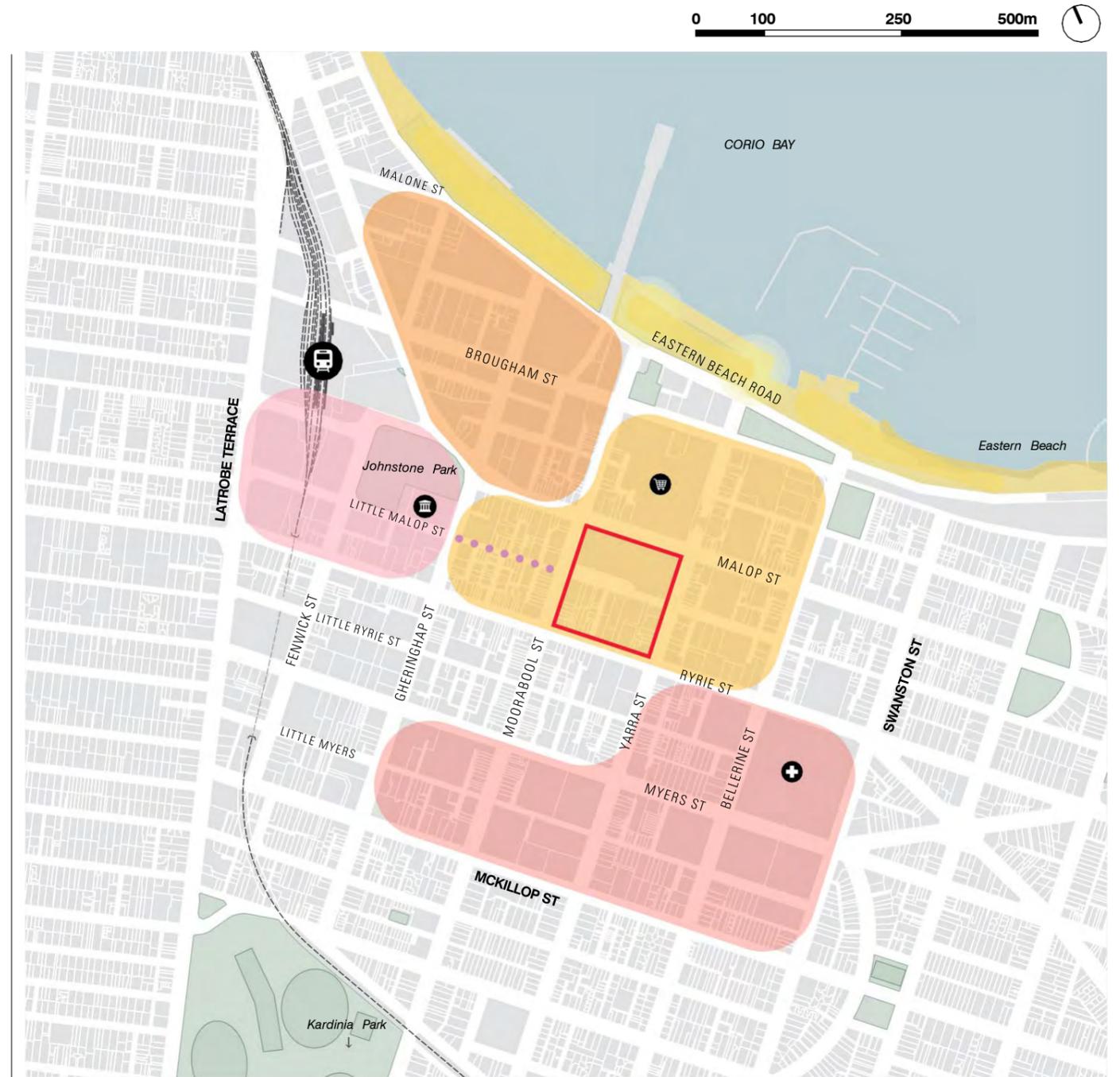
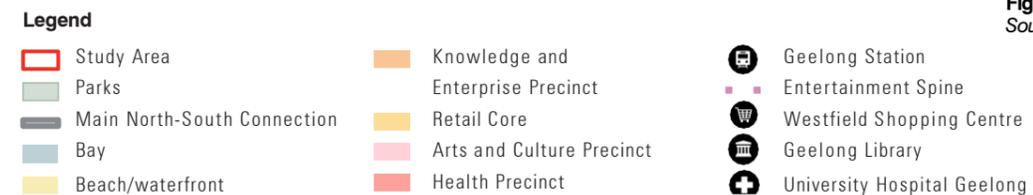


Figure 1.24 Urban context Geelong  
Source: MGS Architects



# Vision

**This chapter outlines a vision for the future of the Market Square Quarter. This vision is underpinned by six principles, with assessment criteria enabling analysis of options proposed.**

# 3

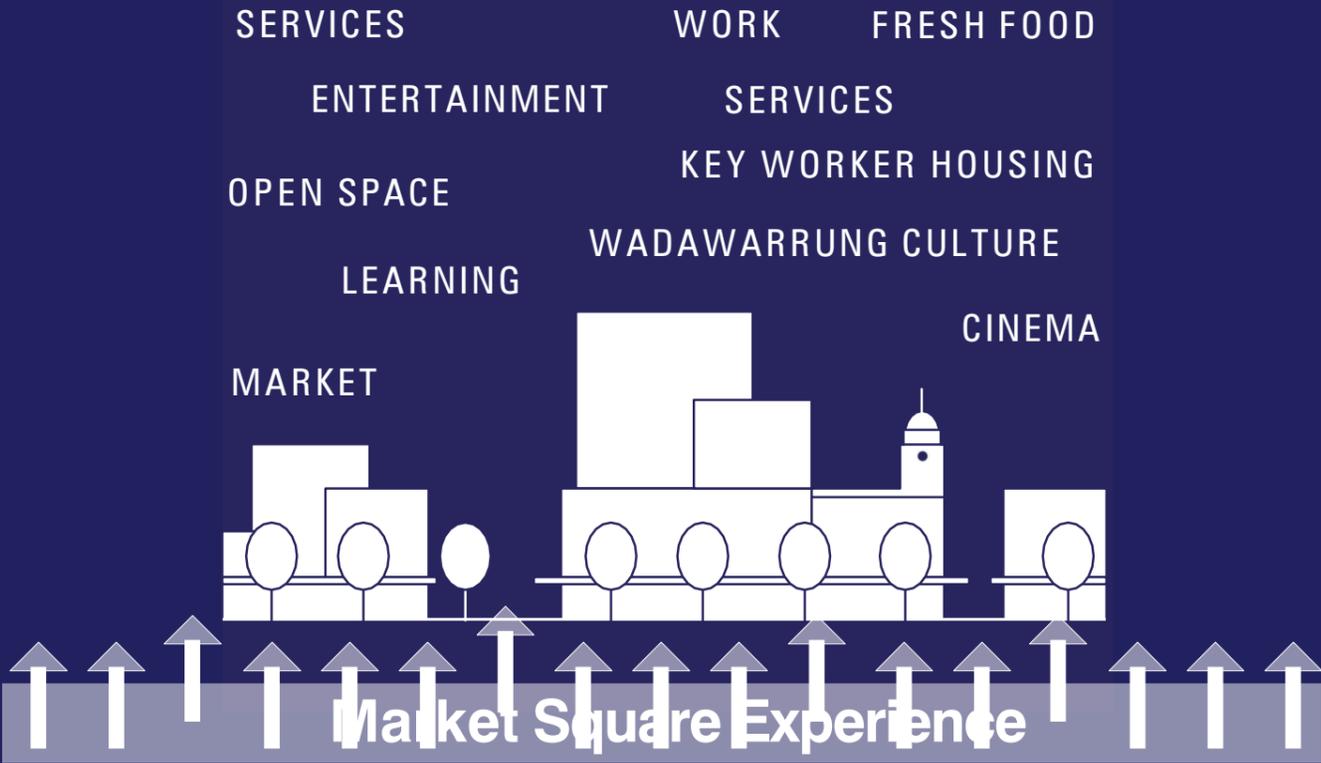
Artist impression, looking at proposed public realm space on Little Malop Street.



# 3.1 Vision

## VISION

Market Square Quarter will be the thriving heart of Geelong as it grows into the future, with Little Malop Street Central reinvigorated as an welcoming, accessible, vibrant, safe and inclusive meeting and gathering space that celebrates Wadawurrung Country.



## 3.2 Vision Connecting to Country

**A series of strategies to connect to Country have been developed in partnership with the Wadawurrung Traditional Owners Aboriginal Corporation to guide how indigenous culture can be celebrated within the Quarter.**

**“Originally this place was known for water. A billabong, a waterhole...it provided a place of plenty for Wadawurrung people, for their resources, for their medicines and for their foods.”**

*Corrina Eccles, Wadawurrung Traditional Owners  
Aboriginal Corporation Hidden Geelong  
Market Square Forum 12/03/21*



### WATER COUNTRY

Strengthening the presence of water in the public realm at the Market Square Quarter site will reconnect the site to its past as a significant source of water for the Wadawurrung people where a billabong was once found on the Market Square site. Creating a focal point in the public realm that celebrates and helps the community connect to Country is important.



### SKY COUNTRY

Connection to Sky Country is an important aspect of the site. The quarter can respond to this through varying the built form to open up the experience of Sky Country. There is a potential to reflect sites of significance such as Wurdi Youang (You Yangs) and Djilang (Geelong).



### A PLACE OF GATHERING

The Market Square Quarter site has been a place to gather, collect resources, connect and socialise for millennia. The masterplan will strengthen this, creating a place for welcoming and gathering On Country as well as celebrating continuous and ongoing Wadawurrung culture as a core part of Geelong's identity.



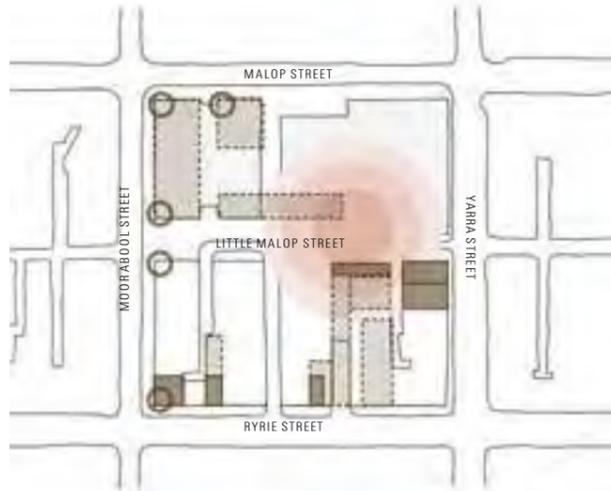
### A PLACE OF PLENTY

The resource rich history of the area can be celebrated through landscapes and programming that celebrate Wadawurrung foods, medicines, fibers and tools that were plentiful in the area, helping continue and celebrate Wadawurrung knowledge and connection to Country in the heart of Djilang (Geelong).

# 3.3 Vision Principles

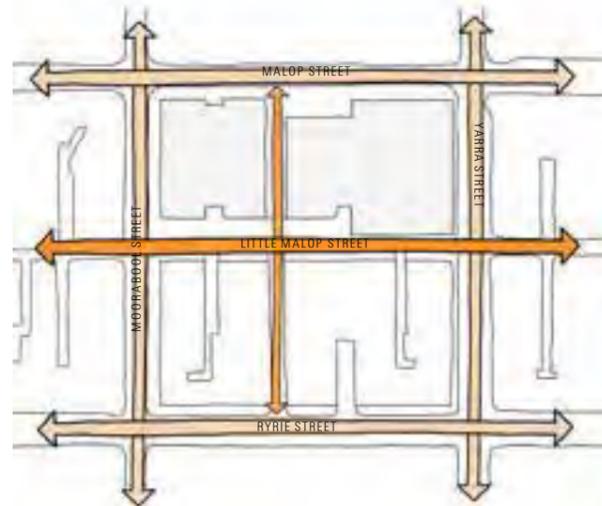
A series of principles have been developed which underpin each option and establishes a framework for future development.

## 1 CULTURE AND HERITAGE



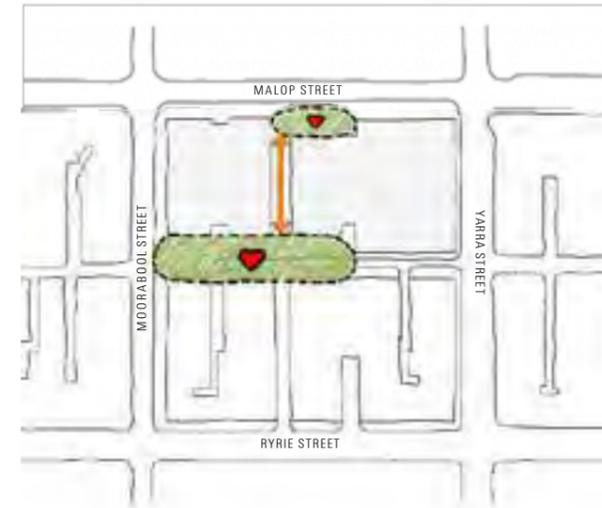
Celebrate the site's significance to Wadawurrung people and work with existing heritage elements to activate rich cultural offerings.

## 2 CONNECTIONS AND ACCESS



Create strong and clear connections throughout the Quarter, with improved links between Malop Street, Little Malop Street and Ryrie Street.

## 3 PUBLIC SPACES



Provide an inclusive and accessible place of gathering that leverages existing public spaces, caters for major events and cultural celebrations whilst remaining a daily meeting point.

## 4 INTERFACES AND ACTIVATION



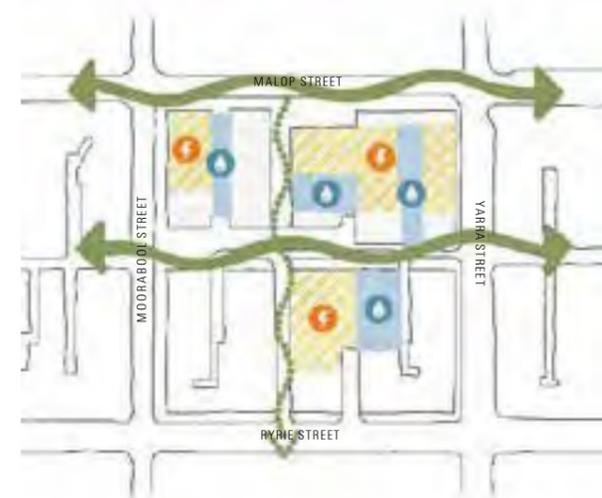
Ensure safety and activation along key links and primary streets.

## 5 USES



Introduce a mix of uses that bring life to Central Geelong both night and day.

## 6 SUSTAINABILITY



Create an urban quarter which champions ecological and sustainability best practice while drawing on the rich traditional resources history.

## 3.4 Vision Measures of success

In order to evaluate the strengths and weaknesses of each option, a set of assessment criteria have been established which looks at cultural, community, public realm and feasibility benefits. These criteria are intended to guide rather than direct decision making and aid in comparing various options.

### Criteria



#### Indigenous and cultural heritage

##### WATER COUNTRY

Strengthening the presence of water | Reconnecting the site to the landscape.

##### SKY COUNTRY

Opening up key views to places of significance | Connection from sky to ground.

##### A PLACE OF GATHERING

A place to gather, collect resources, connect and socialise.

##### A PLACE OF PLENTY

Celebrate Wadawurrung knowledge and resources | A mix of uses with a hospitality and retail focus.



#### Built form and character

##### PRESERVING HERITAGE

Preserving, enhancing and reinstating heritage buildings and structures.

##### PLACEMAKING

Quarter character and vibrancy | Celebrating Geelong's unique character | Creating new destinations and places that attract people.



#### Public realm

##### INCLUSION AND ACCESSIBILITY

Increased north south permeability through the site.

##### CONNECTIONS

Connectivity to existing movement network | Encouraging active transport.

##### SAFETY AND ACTIVATION

Opportunity for active frontages to key public spaces | Passive surveillance | A variety of high and low activation areas.



#### Environmental sustainable design

##### SUSTAINABILITY AND ECOLOGY

Greener and more bio-diverse | Natural street scape elements | Climate resilience | Efficient resource recovery | Circular economy principles | Improved active transport | High operational performance.



#### Feasibility

##### ECONOMIC VIABILITY

Economic development | Stageability | Project risk | Constructibility.

##### IMPLEMENTATION

Planning Risk | Alignment with the objectives of the Central Geelong Framework Plan | Ability for stageable implementation | Complexity.

# Objectives and strategies

**This chapter elaborates further on the objectives and strategies required to provide further guidance under each of the masterplan principles.**

4

Artist's impression, looking at intersection of Malop Street and Moorabool Street.



# 4.1 Objectives and strategies Culture and heritage: Connecting to Country

**Ensure that the redevelopment of Market Square reveals the continuing connection of Wadawurrung culture, celebrating Market Square as a place of plenty connected to Water and Sky Country.**

## OBJECTIVES

To celebrate Wadawurrung culture and identity in the public realm at the heart of Geelong.

To ensure there is continuous engagement and collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation to recognise the continuity of Indigenous culture, languages and stories, through the development of the public realm and built form of this Quarter.

To ensure that the themes established by the Wadawurrung Traditional Owners for this site are embedded in its transformation: Water Country, Sky Country, A Place of Gathering and A Place of Plenty.

To restore water on site, linking its significance to the Wadawurrung people as a former billabong and place of plenty. Country, a place of gathering, a place of plenty.

Reflect sites of significance such as Wurdi Youang (You Yangs) and Djilang (Geelong) throughout the built form and public realm.

## STRATEGIES

Identify projects in the public realm, built form, public art and wayfinding for celebration of Wadawurrung Country and use the site as a tool to raise awareness of the local indigenous experience.

Celebrate Water Country on site in collaboration with WTOAC's Natural Resource Management team such as a waterplay space in northern forecourt.

Develop a built environment that is friendly, inclusive and creates a sense of belonging.

Ensure the building heights and locations allow for views to the sky to allow connection to Sky Country.

Create rooftop and podium gardens that connect to Sky Country and allow for views to the You Yangs and Corio Bay in collaboration with indigenous designers.

Incorporate Indigenous public art throughout the Quarter, designed in collaboration with Traditional Owners, particularly informed by Wadawurrung Women.

Reflect the Wadawurrung heritage of the site as a birthing place, incorporating Eucalyptus and a Coolamon trees.

Create a place for gathering, and connection to Country, on Little Malop Street close to the Moorabool Street intersection.

Consider ways to connect to Market Square Quarter as a place of plenty, such as inclusion of Indigenous food in markets or permanent hospitality venues.

Remove the existing drainage grate that includes text from the Batman Treaty that is offensive to Wadawurrung People.

Maximise Indigenous plantings and landscaping and reduce urban heat island impacts.



**Figure 1.25** Central amphitheatre with 45 indigenous language groups represented through planting of Indigenous species. *Source: Uni.of Melbourne.*



**Figure 1.26** Indigenous garden. *Source: Ngarara Place RMIT, City Campus.*



**Figure 1.27** Indigenous cultural landscape garden. *Source: Yerrabingin.*



**Figure 1.28** Gadigal Wangal mural and wayfinding project. *Source: Inner West Council, NSW.*



**Figure 1.29** Indigenous artwork by Traditional Owners. *Source: Spirits make noise, NSW.*



**Figure 1.30** Water play space. *Source: Festival Plaza, Adelaide.*

# 4.2 Objectives and strategies Culture and heritage: Heritage

**Boasting of a diverse mix of old and new buildings in varying conditions that link back to the site’s unique past, Market Square Quarter represents an opportunity to showcase the rich cultural heritage of the city by preserving and enhancing its historic buildings. Formerly a market, preserving these structures will create opportunities to visually connect to the community’s roots, support renewal and promote sustainable design which is vital for protecting Geelong’s heritage and identity.**

### OBJECTIVES

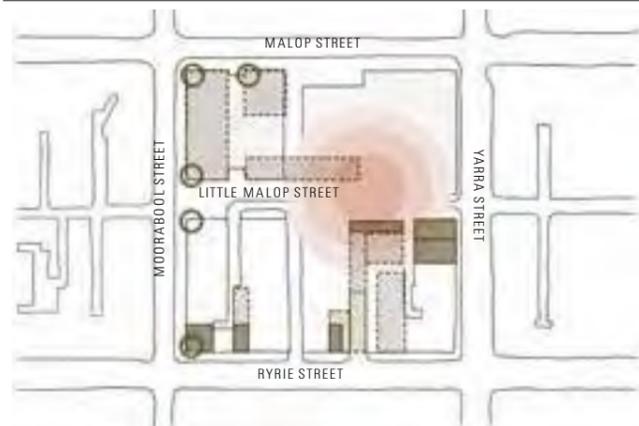
To maintain the unique cultural and historical character of the city centre.

To improve the relationship between European settlement heritage and Wadawurrung cultural heritage through removing insensitive material from the Quarter.

To preserve high value heritage buildings and façades within the Market Square Quarter to enhance the aesthetic value of the quarter and connect to the site’s historic sense of place.

To encourage the adaptation and sensitive alteration of less important heritage façades and buildings to allow for contemporary additions and forms to give these buildings a new lease of life, to be potentially used as creative spaces.

To celebrate Market Square’s history as a market to bring richness into the present and future through pursuing opportunities for the location of a market (open air or enclosed) within the Quarter.



**Figure 1.31** Culture and heritage principle.  
Source: MGS Architects.

### STRATEGIES

Showcase the CML clock tower and facade as a key landmark within the quarter from Malop Street.

Maintain viewlines to the clock tower and historic facade from along Malop Street.

Setback ground floor street wall at the corners of the CML Building and the Block Buildings (where heritage ground floor fabric still exists) to better reveal the heritage façades and reference the historic street network.

Support the adaptation and sensitive alteration of the Solomon’s Building to reveal the historic polychrome brick facade as part of the new contemporary form.

Retain the tower and cupola elements of the Solomon’s Building as key corner features.

Retain the Block Building facade to Little Malop Street and create opening for public realm connections.

Allow for an opening through Block Building façade to facilitate a north-south link between Little Malop Street and Malop Street whilst ensuring minimal modifications to the façade.

Establish an adaptive reuse program that includes development guidelines that incentivises private investors and developers to find innovative and sustainable uses for heritage buildings, while retaining their historical character and value.

### HISTORICAL IMAGES OF MARKET SQUARE SITE

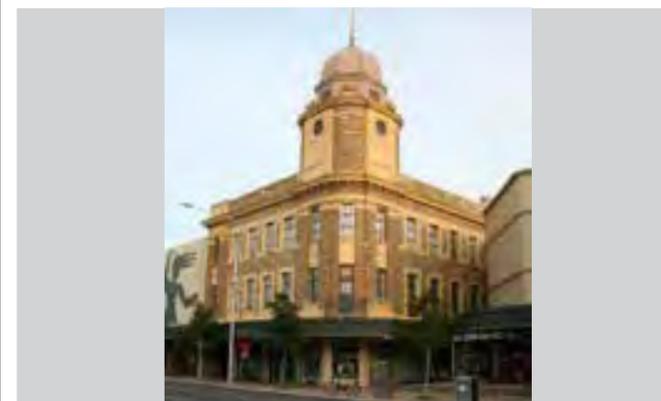


**Figure 1.32** Historical images of Market Square site.



**Figure 1.33** Historical images of Solomons buildings.

### CURRENT MARKET SQUARE SITE



**Figure 1.34** Current images of Market Square site.



**Figure 1.35** Current images of Market Square site.

### PRECEDENTS OF FUTURE SITE DEVELOPMENT



**Figure 1.36** Building redevelopment provides opportunity for heritage / residential uses.  
Source: The Old Clare Hotel, Sydney.



**Figure 1.37** Ground floor food hall with higher density development above.  
Source: Adelaide Central Market, Adelaide

# 4.3 Objectives and strategies Connections and access: Active transport

**The Quarter will be a vibrant and attractive place, where pedestrians and cyclists move safely and comfortably and have easy access to public transport.**

### OBJECTIVES

To ensure pedestrian priority throughout the Quarter.

To transform Little Malop Street into an attractive and safe shared space.

To continue to improve cyclist safety by introducing high quality bike infrastructure.

To incorporate universal design features that ensures equitable access to the Quarter for all people.

To create points of interest within the Quarter to draw pedestrians through the area and provide playful moments of reflection and experiences unique to each area.

### STRATEGIES

#### Prioritise pedestrian movement

Ensure vehicles in Little Malop Street exit the area via Union Street by the closure of Little Malop Street and Moorabool intersection and restricting access to to pedestrians, cyclists and emergency vehicles only.

Create a shared zone in laneways within the Quarter with reduced speed limit of 10km/hr.

Review signals at all intersections surrounding the Quarter to ensure bike priority and safety.

Ensure public realm has clear viewlines and accessible pathways across the Quarter with pedestrian amenities such as seating, etc.

Improve lighting and ensure public realm is well-lit after hours. Create a lighting strategy for the Quarter that reduces clutter, ensures safety and visibility and creates a warm and inviting space.

Ensure safe bike rider access to all destination points within the quarter.

Implement water-sensitive urban design (WSUD) to facilitate a lush climate appropriate environment.

Incorporate trees and planting along Yarra Street to ensure shade, improve amenity and provide place value.

Establish multiple pedestrian links through the Quarter.

#### Improve cyclist safety

Install bicycle hubs for public use within new development as appropriate.

Provide additional bicycle hoops on footpaths within the Quarter.

Provide bicycle signals (lanterns) set with "auto-on" and a "signal head-start" at either end of Little Malop Street (at the intersections of both Moorabool and Yarra Streets).

Create new parking access from Yarra Street that is separated from the Little Malop Street intersection to improve cyclists priority and safety at the intersection of Yarra and Little Malop Streets.

Establish shared zones in parts of Little Malop Street, Banks Place, Rock O'Cashel Lane and Union Street to enable bi-directional cyclist movement.



**Figure 1.38** Slow speed shared streets.  
Source: *New Road, Brighton, Jan Gehl*



**Figure 1.39** Kerbless streets.  
Source: *Linden St Green Alley, San Francisco*



**Figure 1.40** Wide generous and direct pedestrian links.  
Source: *Lincoln Road, Miami*



**Figure 1.41** Well lit connections activated at the edge.  
Source: *Darling Quarter, Sydney*



**Figure 1.42** Streamlined public transport access.  
Source: *Monash University Bus Interchange*



**Figure 1.43** Supporting bike and future mobility infrastructure.  
Source: *Utrecht Centraal Mobility hub, The Netherlands*

# 4.4 Objectives and strategies Connections and access: Public transport

**By upgrading the bus interchange on Moorabool Street, the Quarter will become highly accessible to the region and also encourage the use of public transport as the preferred mode of transport.**

### OBJECTIVES

To create an environment where people with disability can easily and efficiently use public transport to access Central Geelong.

To increase attractiveness of public transport for travel to and from the Quarter.

### STRATEGIES

**Collaborate with the State government to upgrade Bus Interchange.** (Requires further detailed investigation and strategic work and is subject to approval from DTP).

Reduce traffic congestion on Malop Street and improve priority and reliability of bus services in the area by reducing through-movement of private vehicles in Moorabool Street and introducing a centre interchange by considering:

(a) Banning cars (except taxis) from using Moorabool Street between Malop and Little Malop Streets.

(b) Banning all private vehicles from using Moorabool Street between Malop and Little Malop Streets.

Increase the bus stop kerb height to 300mm above the roadway and install a Kassel-kerb to align the boarding area for disability compliant access while protecting the bus from grinding against the platform.

Consider the closure of Moorabool Street between Malop and Ryrie Street for vehicles other than buses, taxis, ride-shares, delivery vehicles.

Consider the closure of part Little Malop Street to private vehicles, while still maintaining access for loading and service vehicles to create a pedestrian priority zone.

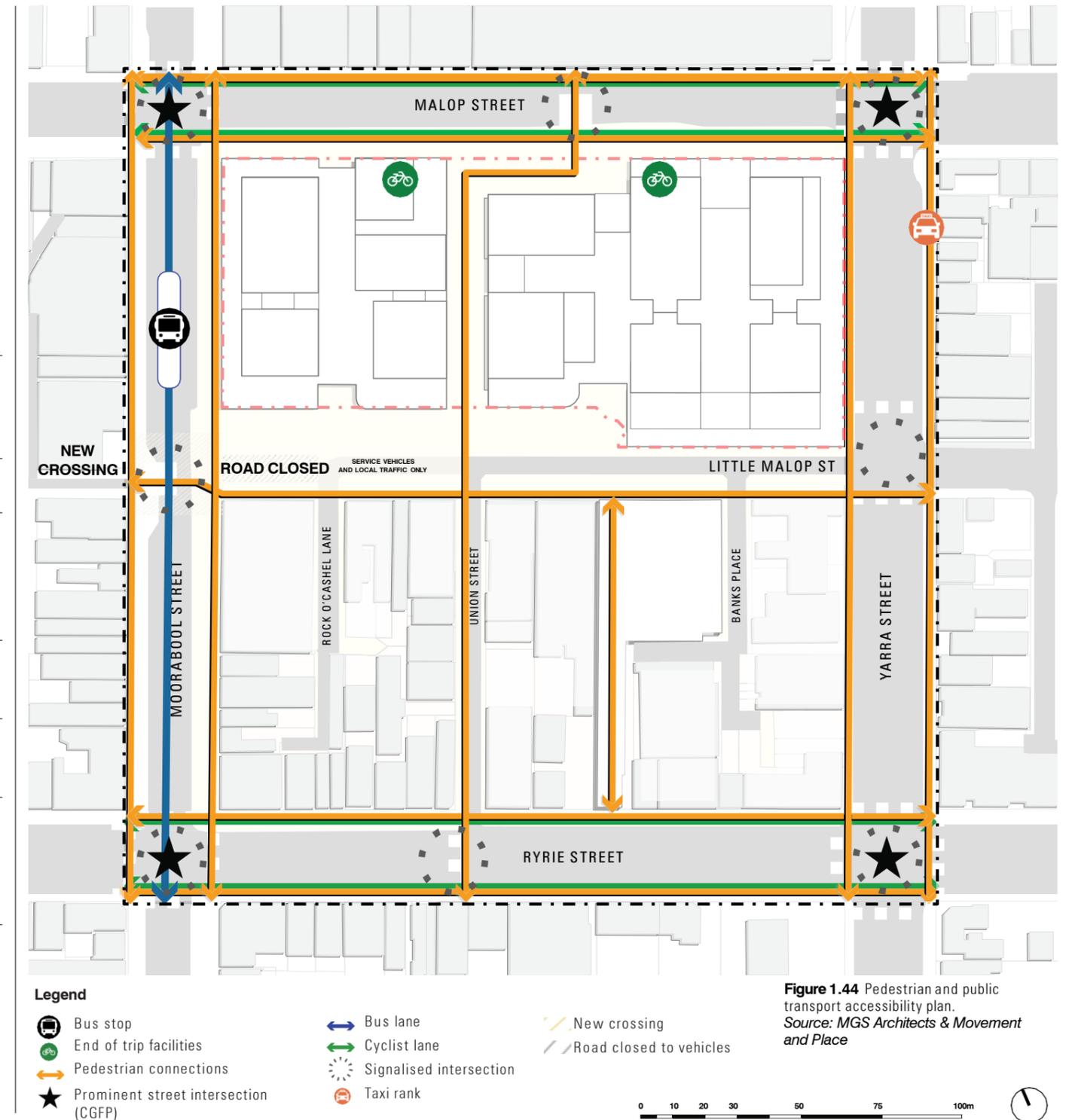
Create as much pedestrian real estate as we can without compromising the buses.

Create a super stop (like on Swanston Street) with raised platforms to enable easier access to buses an island bus stop will also separate waiting people from other pedestrians which will improve function and use of pedestrian areas.

Provide smart technology passenger information displays, this means people have a better understanding on waiting times.

Ensure DDA compliance and investigate how visual and tactile elements can be incorporated in the design of the public realm to improve wayfinding.

*Disclaimer: Relocation of bus interchange to the median, and closure of Moorabool St to private vehicles in a concept only that is subject to further traffic modelling and Moorabool Streetscape Masterplan and Council and DPT approvals.*



# 4.5 Objectives and strategies Connections and access: Vehicles

**The Quarter will have a consolidated approach to parking, servicing, loading and waste management while ensuring a safe pedestrian experience with slow vehicle movement.**

### OBJECTIVES

To simplify parking, delivery and collection experience and reduce conflict with other modes thereby improving safety and reliability for all road users.

To ensure that car parking is available for all residents, employees and visitors to share.

To ensure access to parking is safe and easy for all road users, including pedestrians walking to or from their car.

### STRATEGIES

#### Improve vehicle flow around the Quarter

Simplify the intersection of Little Malop and Yarra Streets by relocating the existing car park entrance around 50 metres to the north and make it a left-in/left out entrance.

With the closure of Moorabool Street to vehicles, upgrade the signalised crossing at Little Malop Street and Moorabool Street to ensure pedestrians and cyclist have priority.

#### Future proof servicing and loading

Ensure continued access to the site by delivery vehicles as the site develops.

Facilitate service and delivery access along Little Malop Street during specific hours that do not conflict with peak pedestrian demands.

Whilst primary vehicular movement is along Little Malop and Union Street, adequate access to Rock O'Cashel Lane and Banks Place is still required for loading and servicing, especially waste collection.

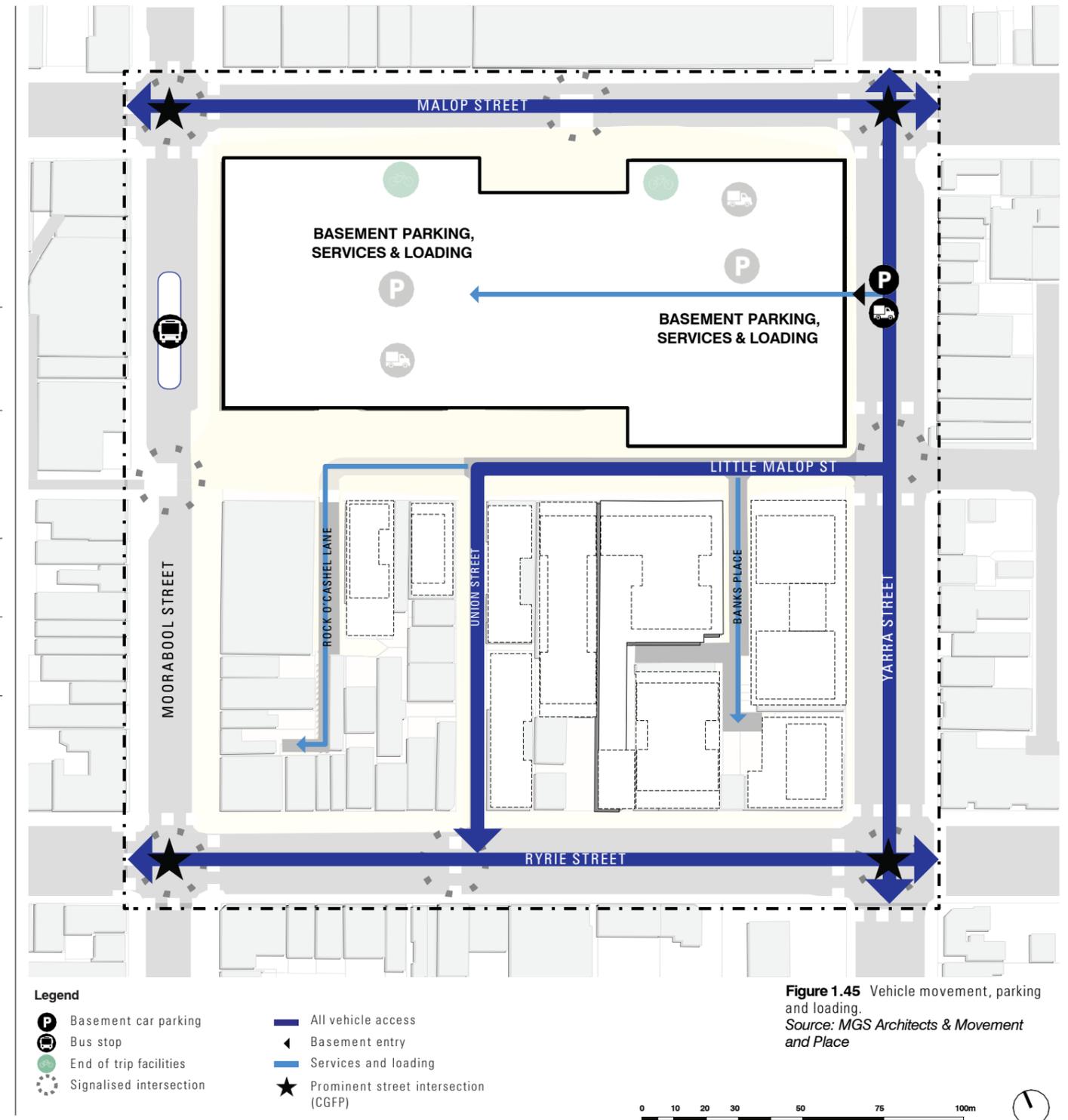
### Ensure safe and appropriate access to parking

Refer to Planning Scheme requirements to determine car parking numbers, aiming to minimise road congestion while providing reliable parking options for those accessing the quarter by car.

Consider retention of all on-site parking in common ownership to ensure it remains accessible to the public. This would maximise the utility of the parking facility for the broader community at all times of the day and week.

Ensure that basement is accessible for loading and deliveries, providing an important precedent for other projects.

Ensure that Little Malop and Union Streets only provide access to private parking and loading, providing no additional on-street parking.



**Figure 1.45** Vehicle movement, parking and loading.  
Source: MGS Architects & Movement and Place

# 4.6 Objectives and strategies Public realm: Overview

**Market Square has always been a place to meet, gather and connect. The quality of the public realm will play a critical role in the success of the Quarter with improved safety, visibility and flexibility to cater to significant events a priority.**

## OBJECTIVES

To create a public realm that is a regional destination showcasing the unique and diverse cultures and connection to surrounding precincts.

To provide pedestrian safety, passive surveillance and accessibility through the Quarter 24 hours a day.

To improve pedestrian connections/flow through and interfaces with bus interchange.

To provide multiple uses for wider range of populations such as youth, seniors and families alike as well as other groups such as designers, artists and musicians.

To prioritise pedestrians over vehicles.

To reinforce visual connection along Little Malop Street to west and eastern precincts, drawing people across from Little Malop Street West, Yarra and Moorabool Streets.

To create green space reflective of story of place and provides seasonal respite/use.

To connect pedestrians from Malop Street to Ryrie and beyond at all times of day.

To retain and enhance fine grain activation of Ryrie Street.

## STRATEGIES

Continue to work with the Wadawurrung Traditional Owners Aboriginal Corporation to identify projects in the public realm for celebration of Wadawurrung Country.

Celebrate Water Country on site in collaboration with Indigenous designers.

Create views to the You Yangs and Corio Bay from rooftop and podium gardens that connect to Sky Country in collaboration with indigenous designers.

Provide a mix of spaces throughout the Quarter catering for active, comfortable, sheltered, inviting and vibrant destinations.

Enhance and encourage north-south connections through the site between Malop to Ryrie Street and Union Street.

Provide spaces for larger gatherings, events, screenings and pop-up activities.

Introduce planting along Yarra Street that reinforces sight lines to the bay and establishes a sense of place.

Create public north south link that is open-to-sky, connecting Malop Street to Union Street and Little Malop Street.

Close the intersection of Moorabool and Little Malop St and upgrade public realm at the western end as a key arrival point to the quarter.

Maximise plantings and landscaping to link into the greening of Yarra Street including WSUD rain gardens to soften future facade.

Embed ecological and sustainability principles in the landscape including WSUD, favouring indigenous landscapes and facilitating urban habitat corridors.

Reconfigure the bus interchange, removing glazed barriers and provide seating east-west to improve pedestrian flow and conflicts between commuters and pedestrians or consider the relocation of bus interchange to the centre of Moorabool Street.

Ensure signage, lighting design and contemporary public art is integrated into the overall character of the Quarter.



**Figure 1.46** Celebrating water, geology, story and Country. Source: Yagan Square, Aspect studios and Peter Bennetts



**Figure 1.47** Pop up activities as alternative activation of the street scape. Source: Fish Lane, Brisbane, Concrete Ground



**Figure 1.48** Lush planting with pockets of detail around seating. Source: Loftus Lane, Aspect Studios and Florian Groehn



**Figure 1.49** Open permeable transport interchange for better flow. Source: Adelaide Trams, Taylor Cullity Lethlean and Andy Rasheed



**Figure 1.50** Lighting, passive surveillance supporting safety. Source: Domino Park, NYC



**Figure 1.51** Diverse and vibrant public space and landscapes. Source: Greville Street, Rush Wright and John Gollings

# 4.7 Objectives and strategies Public realm: Planting palette

The planting and landscape in the Market Square Quarter will reintroduce native vegetation of the local area into the heart of Geelong and connect the site to its past, celebrating plants of significance and value to Wadawurrung culture and identity.

## GRASSY WOODLANDS CANOPY TREES

Create opportunities to reinstate native canopy trees along green links and within public open spaces.

## SHRUBS AND UNDERSTOREY

Ensure diversity of street planting by including a variety of native plants.

## CONNECTING TO WATER COUNTRY

There is the opportunity to include features which celebrate water country in the Little Malop Street open space. Consider play landscape which integrate water play as well as interactive water features.

## A WADAWURRUNG LEARNING LANDSCAPE

Explore opportunities for learning landscapes which help to reveal elements of Wadawurrung culture and native landscapes.

## SUPPORTING URBAN ECOLOGY

Promote biodiversity and sustainability in the heart of Geelong by exploring opportunities for native planting, green roofs, and urban agriculture.



**Figure 1.52** Acacia implexa - Lightwood.  
Source: Aspect studios and Peter Bennetts.



**Figure 1.53** Banksia marginata - Silver Banksia.  
Source: Aspect studios and Peter Bennetts.



**Figure 1.54** Eucalyptus Leucoxydon ssp Connata, Yellow Gum.  
Source: Concrete Ground.



**Figure 1.55** Acacia acinacea - Gold Dust Wattle.  
Source: Aspect Studios and Florian Groehn.



**Figure 1.56** Callistemon Sieberi - River Bottlebrush.  
Source: Aspect Studios and Florian Groehn.



**Figure 1.57** Microseris Lanceolata, Murnong Daisy.  
Source: Taylor Cullity Lethlean and Andy Rasheed.



**Figure 1.58** Enchylaena tomentosa, Ruby Saltbush.  
Source: Aspect Studio.



**Figure 1.59** Dianella revoluta, Black Anther Flax Lily.  
Source: Aspect Studio.



**Figure 1.60** Wahlenbergia stricta, Austral Bluebell.  
Source: Rush Wright and John Gollings.

# 4.8 Objectives and strategies Interfaces and activation

**The masterplan is designed to promote the Quarter’s activation, enhancing pedestrian experience and safety while buildings upon the area’s unique identity.**

### OBJECTIVES

To activate, improve pedestrian safety, passive surveillance and strengthen the existing uses of the lane ways and public spaces throughout the Quarter.

To ensure lane ways continue to provide necessary loading and servicing access to allotments.

To consolidate access to future developments where possible to support laneway activation.

To identify future linkages where appropriate to improve pedestrian permeability.

To identify different types and locations of active laneways in the Quarter.

### STRATEGIES

Ensure activation is facing key public spaces and laneways to improve safety and passive surveillance in both day and night.

Create levels of both high and medium activation through the Quarter.

Ensure view lines to key entrances are maintained and CPTED principles are considered.

Design access to future development in Banks Place and promote laneway as servicing, loading and local access only.

Continue to enhance the pedestrianisation and urban greening of Union Street as a north-south green link between Little Malop Street Central and Ryrie Street.

Investigate opportunities to revise the street profile in Union Street to further pedestrianise the street, including introducing kerbless street profiles and additional planting.

Support ground floor employment uses and creative spaces along Yarra Street to build an ‘innovation’ character.

Redevelopment of key sites within the southern block should have opportunities to improve activation, while adaptively reusing existing structure and heritage elements.



**Figure 1.62** Denny’s Place laneway breakthrough, Geelong



**Figure 1.63** One sided lane way activation preserving service access, Angel place, Sydney.



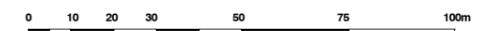
**Figure 1.64** Night-time activation, Spinningfields, Manchester.



### Legend

- Study area
- Plaza
- Building entry
- High level of activation
- Medium level of activation
- ‘Eat Street’ activation
- Low level of activation
- Signalised intersection

**Figure 1.61** Interfaces and activation. Source: MGS Architects



# 4.9 Objectives and strategies Uses

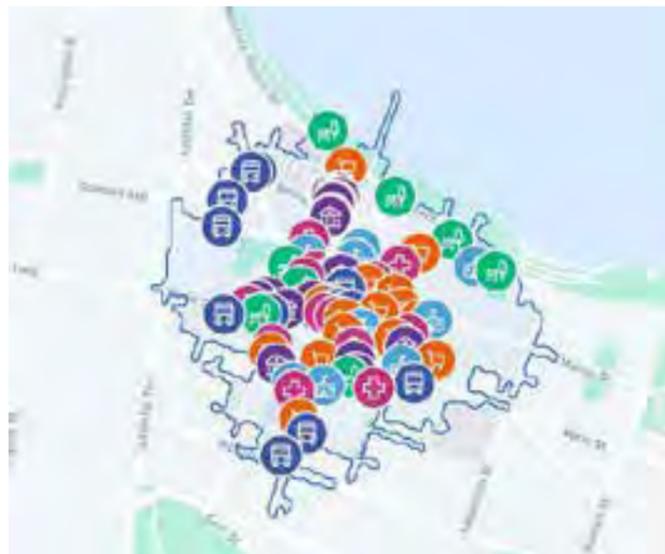
**Fundamental to a successful, vibrant and thriving urban quarter is a mix of uses that support visitors and the local community in living, working and playing in a safe, accessible and sustainable environment. By instilling appropriate programming, services and amenities, Market Square Quarter will support local businesses and communities to create a high-quality 20-minute neighbourhood hub that embodies the best of urban living and responds to the needs of the local community.**

### OBJECTIVES

- To create a vibrant, mixed-use hub in Central Geelong.
- To create a sense of community to draw people to the Quarter.
- To support local business and the local community to help activate the Quarter.
- To provide a range of housing options to support 24-hour activity within the Quarter.

### STRATEGIES

- Design public spaces that encourage social interaction, such as plazas and parks.
- Create an event space to enable community events, such as markets, festivals, and concerts, to bring people together.
- Create a mix of commercial spaces, such as shops, restaurants, and cafés, that offer a range of services and amenities and provide opportunities for people to come together and stay in the Quarter.
- Provide incentives and encourage collaboration for creative industries, small businesses and start-ups to establish themselves in the neighbourhood to encourage diversity and provide different job opportunities.
- Incorporate mixed-income housing developments that include affordable housing options.
- Provide opportunities for artists and designers to showcase their work in public spaces.
- Encourage collaboration between local businesses and community organisations to promote innovation and growth.
- Adopt a human-scale of development with active ground planes to create safe, welcoming environments where people want to spend time.
- Create an enhanced sense of place by using a mix of typologies, heights, materials and forms to ensure diversity and gender equity.



**Figure 1.65** 20 minute neighbourhood catchment  
Source: MGS Architects



**Figure 1.66** Higher density framing public urban spaces.  
Source: QV Quarter, Melbourne



**Figure 1.67** Slender tower forms above a clear street wall.  
Source: Westerdok, Amsterdam



**Figure 1.68** High quality active interfaces at ground level.  
Source: James Street, Brisbane



**Figure 1.69** Retaining and supporting creative industries in the quarter.  
Source: Sydney School of Entrepreneurship



**Figure 1.70** Extended hours activation and night life.  
Source: Miami Marketta, Brisbane



**Figure 1.71** Heritage retention and interpretation in high density context.  
Source: Adelaide Central Market Redevelopment, Adelaide

# 4.10 Objectives and strategies Sustainability: Overview

**Consideration of the resource and material inputs of our urban environment is critical in reducing carbon emissions and minimising environmental impacts. Connectivity also plays a role, whether by improving transport connections to minimise car travel, or by creating shared and communal solutions for businesses.**

## OBJECTIVES

To encourage buildings to provide a minimum 40 per cent total surface area as green cover.

To reflect an ecology of the local area reflected in the quarter landscape design through use of indigenous flora species.

To support a comfortable local micro climate supported through selection of light coloured ground level surfaces, such as the plaza hard-scaping.

To support sustainability elements such as green infrastructure, rainwater reuse, all-electric infrastructure and operational resource efficiency in future private building development.

## STRATEGIES

Apply green cover requirement as built form control to new development on northern development sites, noting equivalence could be achieved through significant facade greening if horizontal cover of 40% cannot be achieved.

Detailed specification of Little Malop Street and new laneway borrows from Malop Street landscape palette.

New surface treatments in Malop Street and new laneway to meet minimum requirements operational resource efficiency influenced in future private building development through incentives and/or planning controls.

Building-based green infrastructure must be at least 40% of the building footprint (or equivalent as demonstrated by Green Factor tool).

100% of hard-scaped public realm areas to meet Green Star Solar Reflectance Index (SRI) requirements.

All-electric buildings (no gas connection) with a commitment to 100% renewable in operation  
 – Non-residential: 5 Star Green Star Buildings certified rating.

– Non-residential (offices): 5.5 Stars NABERS commitment agreement.

– Residential: Energy efficiency ratings (NatHERS) must achieve an average of at least 7.5 stars across multiple dwellings, and a minimum of 6.5 stars for each dwelling.



**Figure 1.72** Communal bin solution for consolidated waste collection point. Source: [www.streetspacegroup.co.uk](http://www.streetspacegroup.co.uk)



**Figure 1.73** Recycled plastic drainage pipes used in Victoria's Big Build. Source: [www.bigbuild.vic.gov.au](http://www.bigbuild.vic.gov.au)



**Figure 1.74** Shared pedestrian zones in Greville Street, Prahan, Melbourne. Source: *John Gollings*



**Figure 1.75** End-of-trip cycling facilities at University of Melbourne. Source: *John Gollings*



**Figure 1.76** 171 Collins Street development demonstrated high levels of operational performance, achieving 6 Star NABERS ratings for Energy, Waste and Indoor Environment. Source: *Charter Hall and Cbus Property*



**Figure 1.77** Renewable electricity sources supporting zero emission operations, such as Crowlands Windfarm near Ararat which caters to aggregated demand from participants in Melbourne Renewable Energy Project 2. Source: [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

# 4.11 Objectives and strategies Sustainability: Urban greening

**The redevelopment of Market Square Quarter will unlock ecological and liveability potential, particularly in the public realm. This will benefit the natural environment as well as residents, workers and visitors to Quarter.**

## OBJECTIVES

To significantly re-green (both canopy and understorey vegetation) of Little Malop Street with additional shade and places to dwell.

To celebrate water in the landscape through incorporation of water sensitive urban design such as rain gardens replacing existing subsurface drainage along Little Malop Street.

To consolidate resource recovery for businesses through communal waste collection points, with allowance for sufficient access and space.

To support a circular economy through materials specifications for public realm works such as recycled content drainage pipes, concrete & asphalt etc.

To support active transport through the inclusion of an end-of-trip cycling facility near Malop Street to create a secure and comfortable rider experience.

To encourage buildings to minimise environmental impacts through the selection of building materials, design, and ongoing management.

To maximise urban greening by providing canopy trees, ground cover, vertical and roof top vegetation.

## STRATEGIES

Achieve re-greening through upgrading of public realm throughout Little Malop St. Preference given for less formal landscape, instead creating shade for a range of different activities.

Through upgrade to Little Malop Street, optimise water within public realm to demonstrate water flows through the western section of Little Malop Street.

Consolidate precinct waste collection through redevelopment of north east site, with updated access and increased spatial allowance to allow for non-core streams to be collected. Further opportunity to consolidate through a future upgrade to Banks Pl.

Public realm upgrades for Little Malop Street to specify recycled pavers and upgrades to infrastructure using recycled content in drainage pipes etc.

Reconfiguration to western end of Malop Street to support lockers and secure bicycle storage.

Assess built form applications based on ability to reduce both embodied and operational carbon (recommend 20% reduction in embodied carbon and 100% all electric and renewable for operation).

Achieve 40% reduction in embodied carbon and 25% tree canopy cover by 2045.



**Figure 1.78** Vegetated street scape in Acton Precinct, Canberra. Source: Nick Chester.



**Figure 1.79** Meandering path through landscaping in nearby Malop Street. Source: Nick Chester.



**Figure 1.80** Rain garden in Dawson Street, Brunswick, Melbourne. Source: Merri-bek City Council.



**Figure 1.81** Apartment building green facade in Fitzroy, Melbourne. Source: Nick Chester.



**Figure 1.82** Planted cycle path on Southbank Boulevard, Melbourne. Source: Nick Chester.



**Figure 1.83** Green roof bicycle shelters in North Greenwich, London. Source: Stuart Connop.

# Options

In order to develop a compelling vision for how Market Square Quarter could be re-imagined, the project team established three options, each proposing a different programmatic mix and spatial layout. These options were measured against a set of criteria and a recommendation was established.

5

Artist's impression, looking through Union Street to Little Malop Street.



# 5.1 Options Overview

In order to develop a compelling vision for how Market Square Quarter could be re-imagined, the project team established three options, each proposing a different programmatic mix and spatial layout. All options respond to the constraints and opportunities laid out in the Central Geelong Framework Plan.

## OPTION 1 Malop Heart

At the heart of Option 1 is a north-south pedestrian 'Eat Street' creating an important extension of Union Street through the site. This option creates a new plaza on Malop Street that benefits from northern light. The building massing is varied to create a village of buildings that opens up views to the sky.

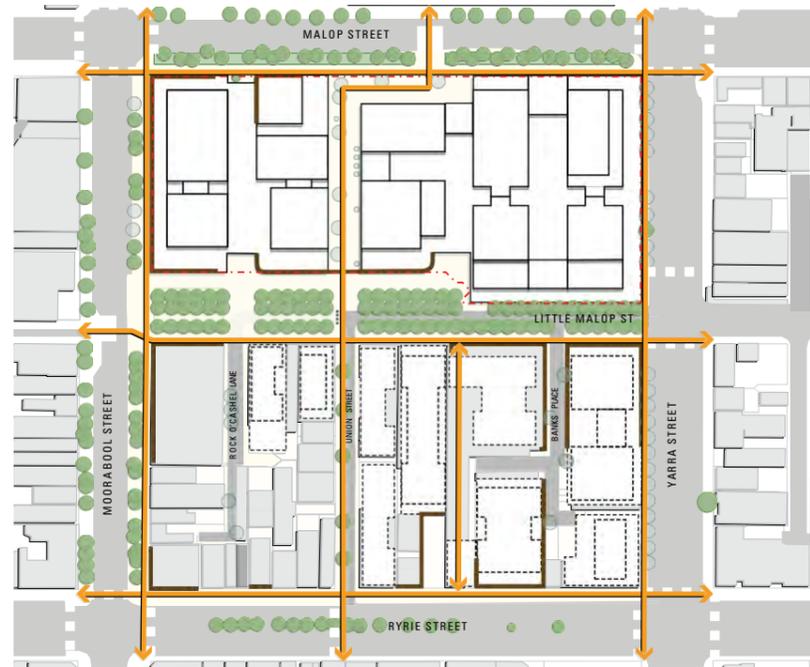


Figure 1.84 Malop Heart, Option 1 Plan.  
Source: MGS Architects.

## OPTION 2 Malop West Market

Option 2 reinstates former road connections through the site, helping frame The Block facade to the south. Having more connections provides more opportunities for buildings to have their own street address, but makes it harder to achieve the anticipated yield as per the Central Geelong Framework Plan.

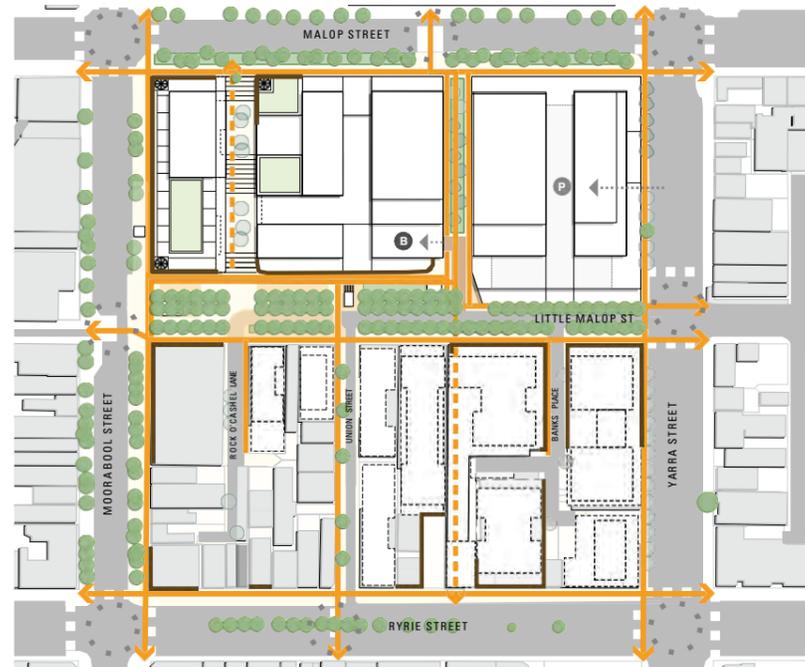


Figure 1.85 Malop West Market, Option 2 Plan.  
Source: MGS Architects.

## OPTION 3 Market Village

Option 3 also creates a single new north-south connection as an extension of Union Street. The southern part of the block is given back to the street to create a wider, continuous Little Malop Street, although this increased open space provides little benefit relative to the yield lost.

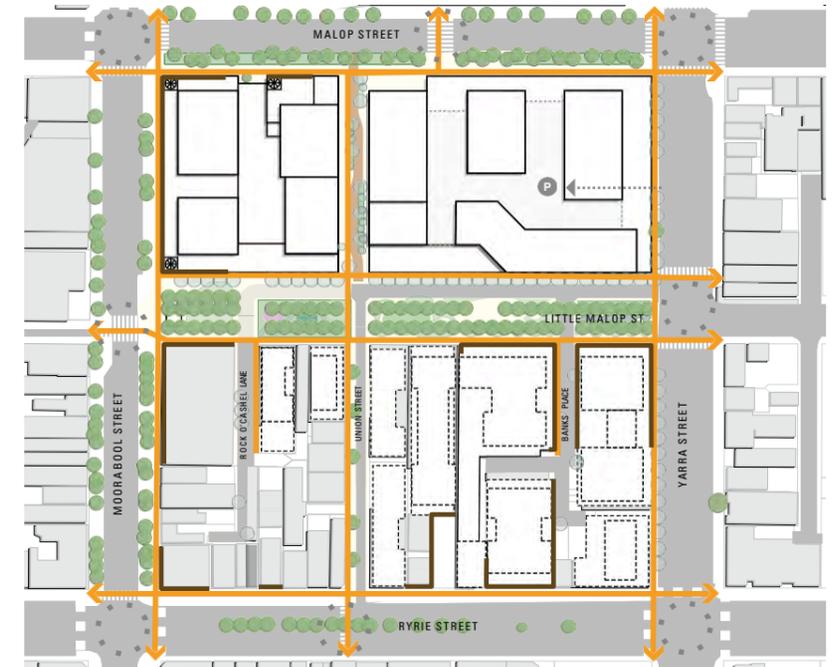


Figure 1.86 Market Village, Option 3 Plan.  
Source: MGS Architects.

# 5.2 Option 1 Malop Heart

**Entertainment and leisure activates the heart of the precinct with a new north-south eat-street connecting Union Street to Malop Street and the western end of Little Malop Street Central upgraded to a major public open space.**

### KEY ATTRIBUTES

- 1 North-facing plaza to Malop Street Green Spine.
- 2 An activated north-south pedestrian 'Eat-Street' with outdoor dining.
- 3 Retention of The Block facade with central opening.
- 4 An adaptable central open space to support outdoor events and markets.
- 5 Welcome to Country plaza to be designed in collaboration with Traditional Owners.
- 6 5-12 storey development in western block retaining heritage façades and clock tower.
- 7 5-12 storey development above sleeved podium parking with potential to include a fresh food (super) market.
- 8 Closure of traffic to Moorabool Street and conversion of Little Malop west of Union Street to slow-speed shared zone for access to Rock O'Cashel Lane.
- 9 Street planting improvements along Moorabool and Yarra Streets as per future streetscape masterplans.
- 10 Upgrade bus stop to centre of the road and improve place values around the bus stop in Moorabool Street.
- 11 Conversion of Union Street to slow speed kerbless street and public realm greening improvements.
- 12 Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street and fine grain development to Ryrie Street.
- 13 Public realm improvements to Bank Place and potential future link to Yarra Street.

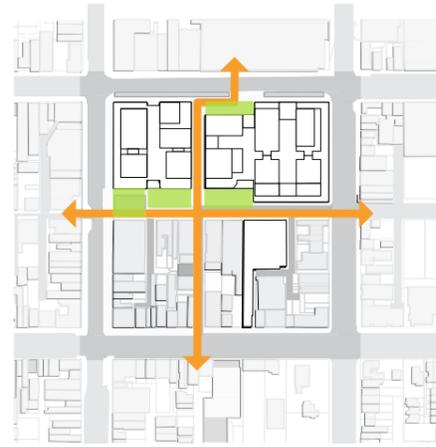


Figure 1.88 Access and open space.



Figure 1.89 Heritage.



Figure 1.90 Active interfaces.

- High activation
- Medium activation
- Eat Street

### Legend

- Study Area
- Proposed Buildings
- Indicative Future Development
- Market Square Site
- Plaza hardscape
- Grass landscaping/lush understorey
- Existing trees
- New trees
- Heritage facade
- Building entrance
- Pedestrian connections
- Signalised intersection
- Pedestrian crossing
- Bus stop

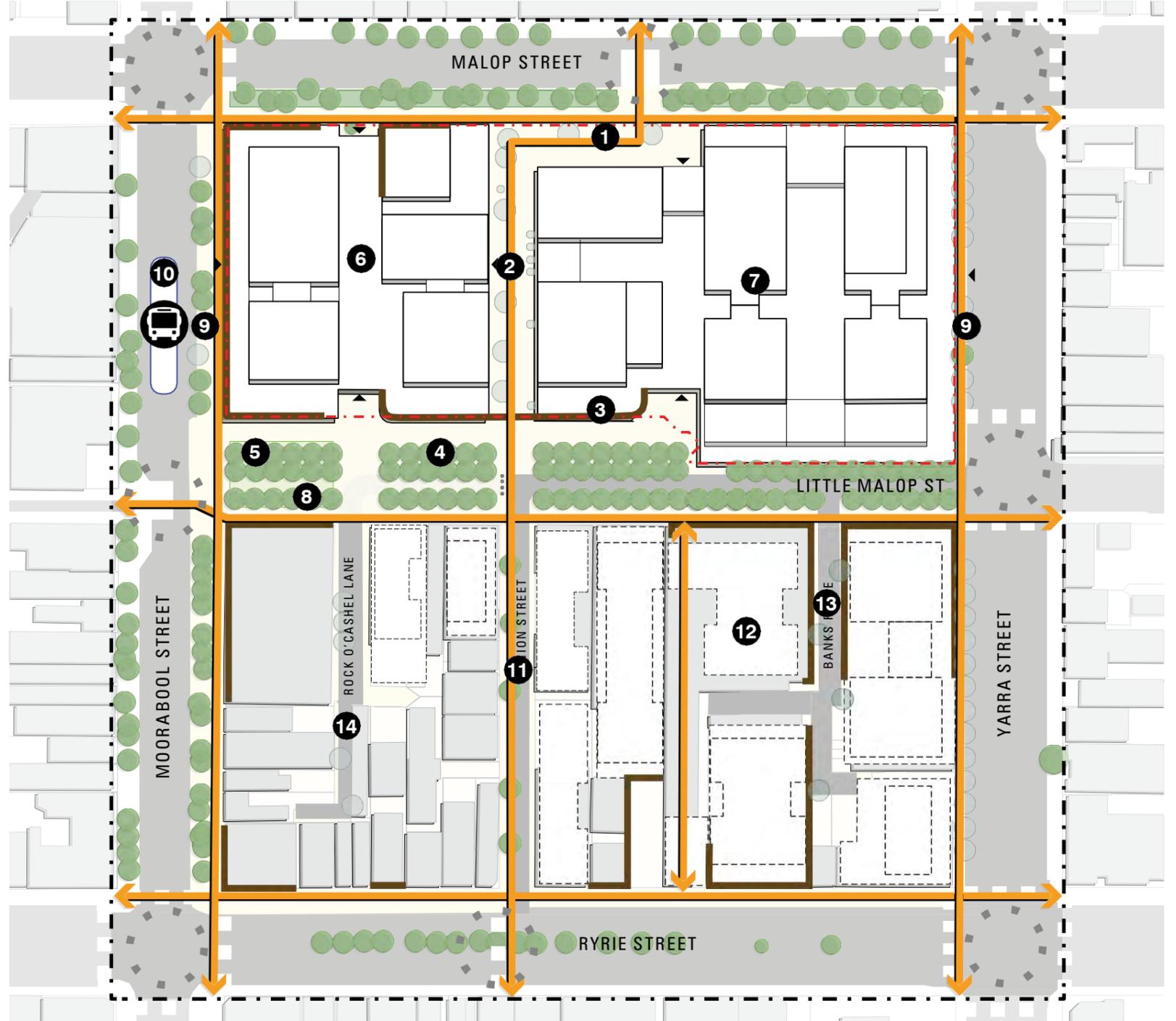


Figure 1.87 Malop Heart, Option 1 Plan.  
Source: MGS Architects.



# 5.3 Option 2 Malop Market

Engaging with heritage elements, the historic street network is reinstated with a vibrant market and food precinct to the west transitioning to higher density mixed use work-living in the east.

### KEY ATTRIBUTES

- 1 Solomon's Building facade retained and building retrofitted as fresh food market anchoring western end.
- 2 New gated 'market-street' adopts historic line of Jacobs Street.
- 3 CML building retained as part of heritage hotel with tower behind.
- 4 5-12 storey development in western block above single storey retail podium.
- 5 5-12 storey development in eastern block above 4 storey parking podium sleeved with active uses at ground level and residential above.
- 6 Closure of traffic to Moorabool Street and conversion of Little Malop west of Union Street to slow-speed shared zone for access to Rock O'Cashel Lane.
- 7 Upgrades to Little Malop Central to cater for major events.
- 8 Public north-south link along the historic line of McCann Street.
- 9 Public realm improvements to Rock O'Cashel Lane to support night-life, lane way festival, etc while retaining service access.
- 10 Conversion of Union Street to slow speed kerbless street and public realm greening improvements.
- 11 Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street.
- 12 Public realm improvements to Bank Place and potential future link to Yarra Street.

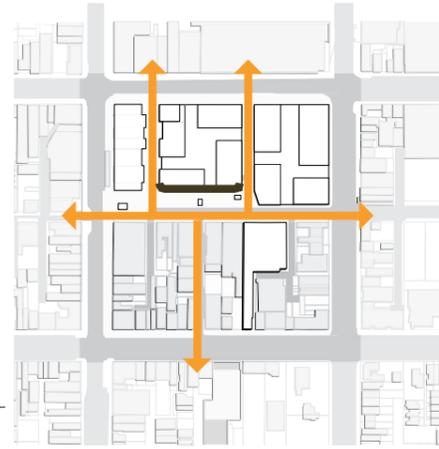


Figure 1.92 Access and connections.



Figure 1.93 Open space.

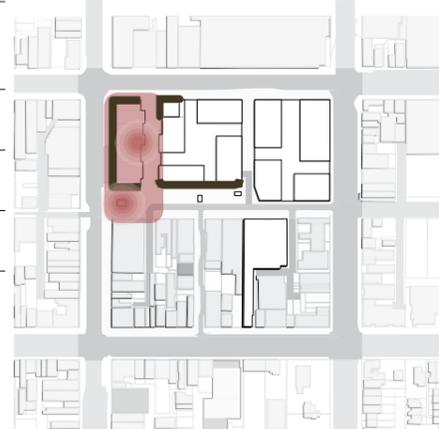
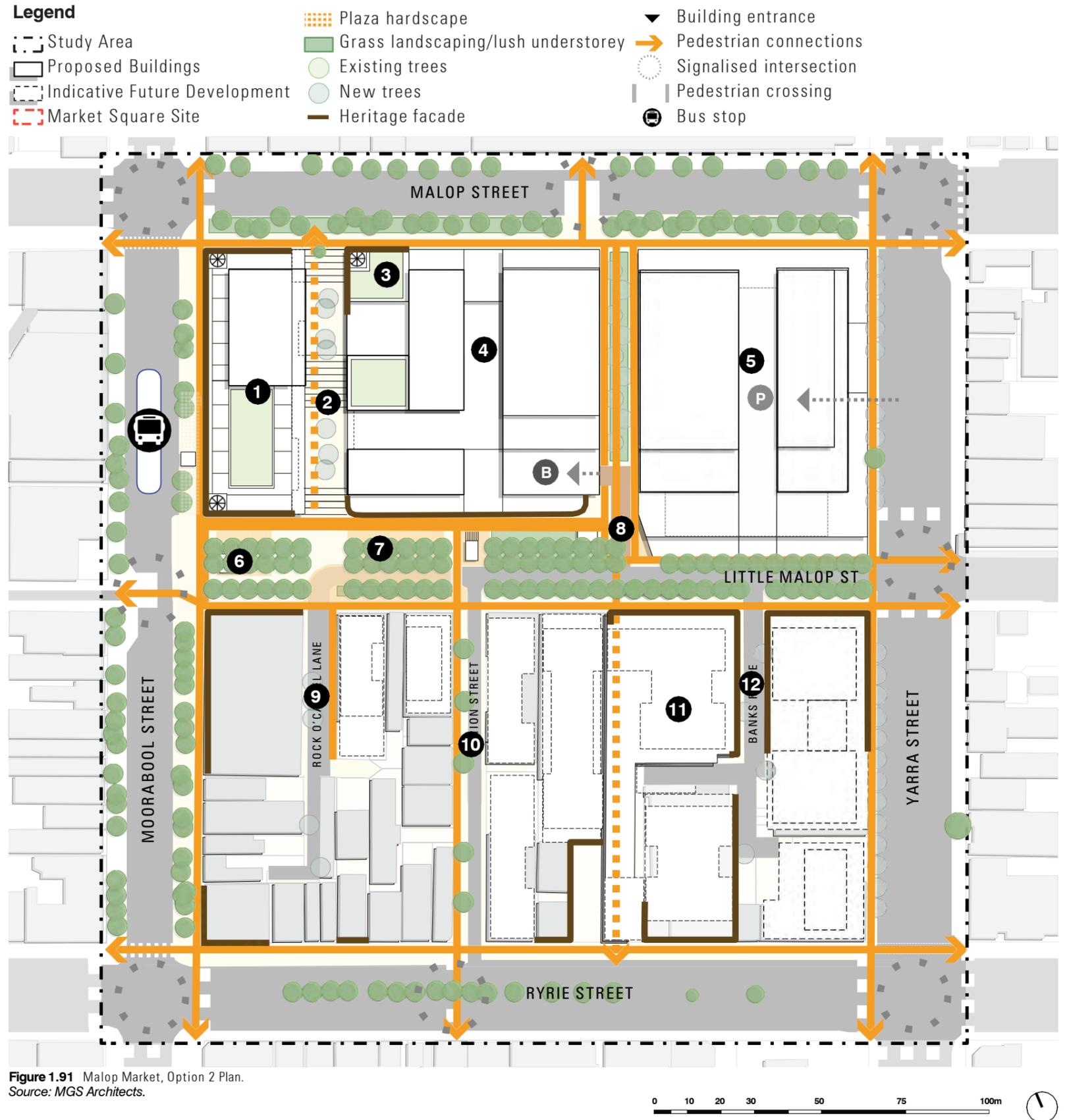


Figure 1.94 Heritage.



# 5.4 Option 3 Market Village

Reinforcing a direct north-south connection and pushing the road north along Little Malop Street creates a sun-filled public open space for a mixed use living precinct.

### KEY ATTRIBUTES

- 1 North-facing forecourt to Malop Green Spine.
- 2 North-south slow-speed street to Malop Street.
- 3 Little Malop Street widened and road relocated to consolidate public open space to the south.
- 4 Linear park along Little Malop with outdoor dining, active and passive recreation, Water and Sky Country opportunities.
- 5 Closure of traffic to Moorabool Street and upgrades to bus interchange and arrival area.
- 6 5-12 storey development in western block retaining heritage façades and clock tower.
- 7 5-12 storey development above sleeved podium.
- 8 Outdoor dining opportunities along southern edge of Little Malop Street Central.
- 9 Public realm improvements to Rock O'Cashel Lane to support night-life, lane way festival, etc while retaining service access. Prioritise eastern side of lane for pedestrians.
- 10 Conversion of Union Street to slow speed kerbless street and public realm greening improvements.
- 11 Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street.
- 12 Public realm improvements to Bank Place and potential future link to Yarra Street.

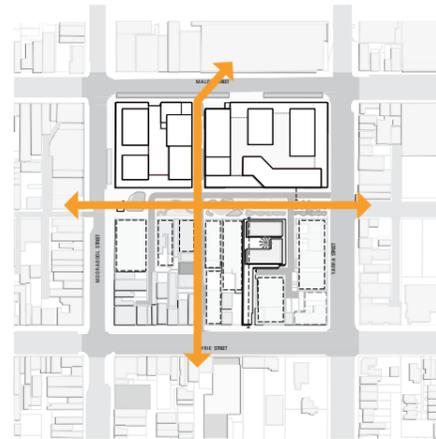


Figure 1.96 Access and connections.



Figure 1.97 Open space.



Figure 1.98 Heritage.

### Legend

- [Dashed line] Study Area
- [Green square] Plaza hardscape
- [Black triangle] Building entrance
- [White square] Proposed Buildings
- [Green square] Grass landscaping/lush understorey
- [Orange arrow] Pedestrian connections
- [Dashed line] Indicative Future Development
- [Green circle] Existing trees
- [White circle with dot] Signalised intersection
- [Red dashed square] Market Square Site
- [Light blue circle] New trees
- [Grey line] Pedestrian crossing
- [Brown line] Heritage facade
- [Bus icon] Bus stop

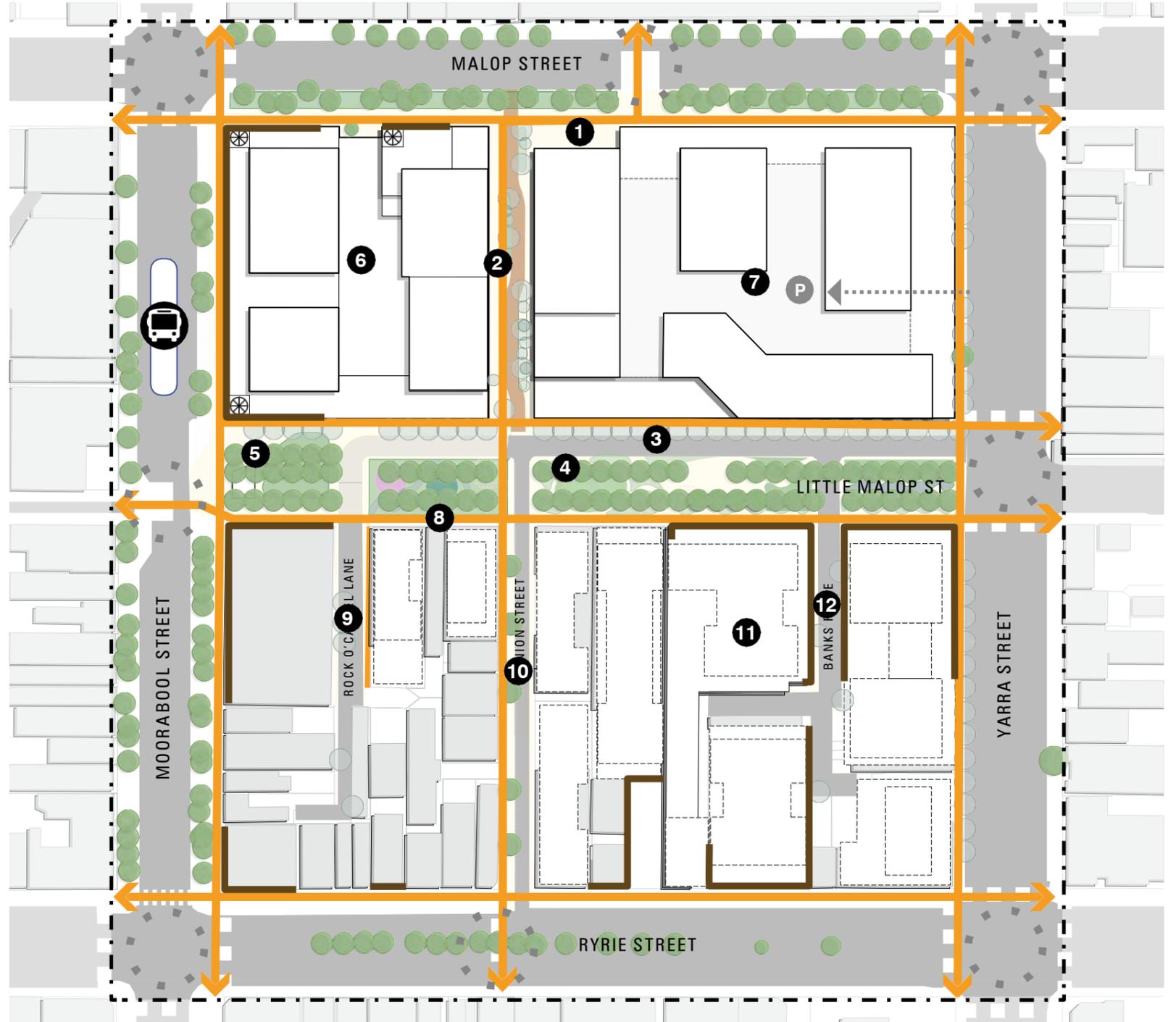


Figure 1.95 Malop Village, Option 3 Plan. Source: MGS Architects.

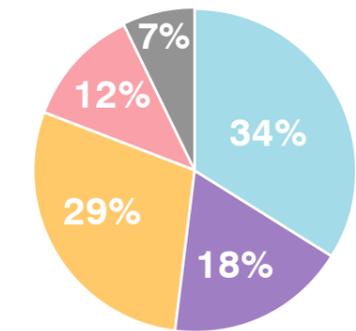


# 5.5 Options Summary

The vision for this quarter is to create a mixed use precinct that brings life into the heart of Central Geelong. In order to bring economic vitality and activation, a mix of uses is required. Each of the options proposes a mix of uses, but each with its own emphasis.

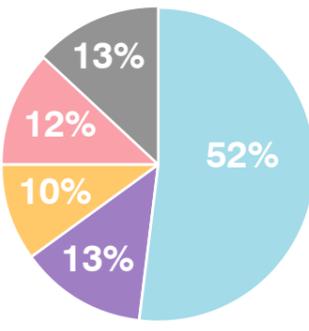
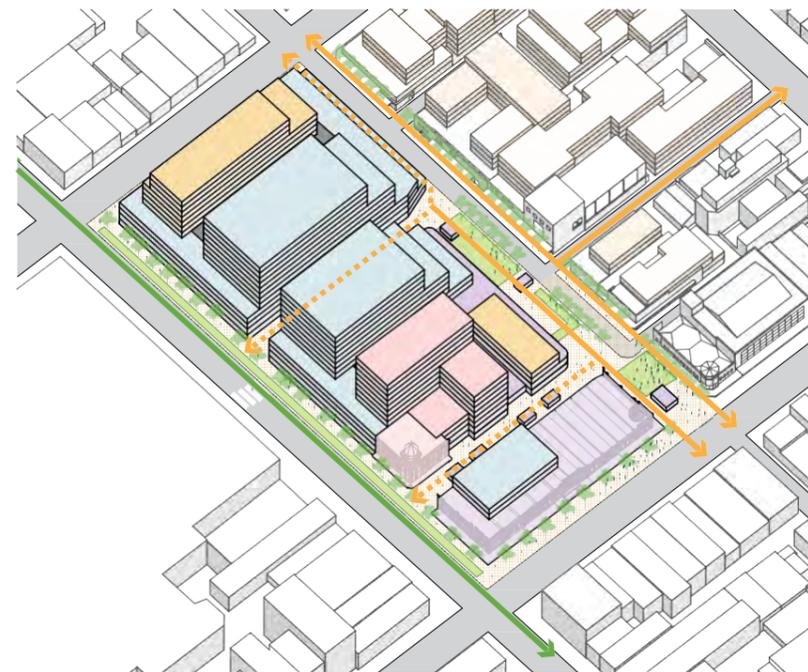
## OPTION 1 Malop Heart

Option 1 provides the greatest mix of uses, with a similar amount of residential and office supported by hotel and retail. This variety of uses creates more activation night and day, and creates a more economically resilient proposal.



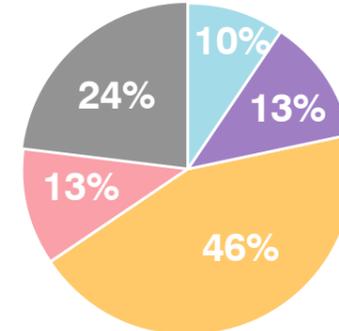
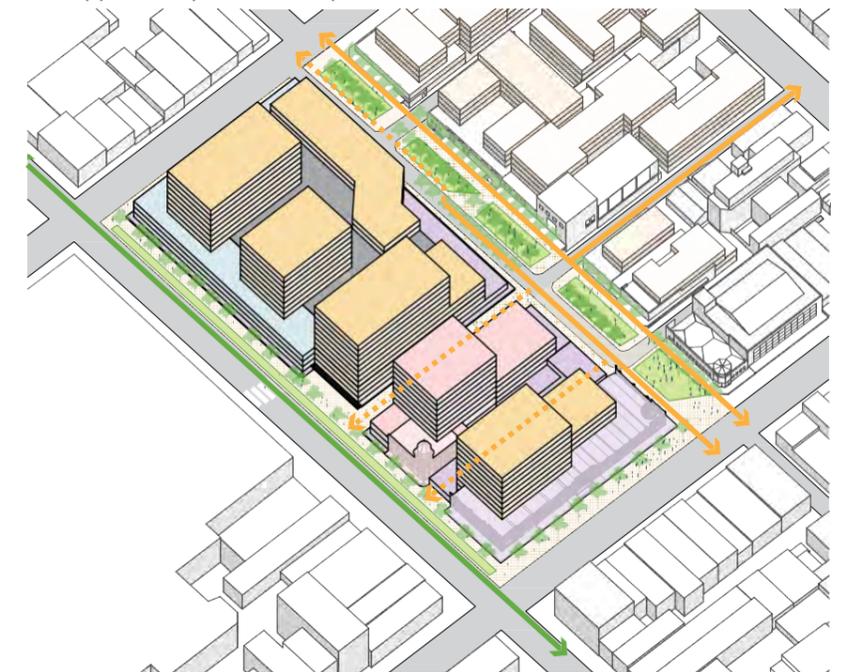
## OPTION 2 Malop West Market

Option 2 focuses on employment, with office space as over 50% of the floor area. While providing considerable office space in Central Geelong, there is a risk of unbalance provision of housing and office space which may not match current demand.



## OPTION 3 Market Village

Option 3 proposes a residential focused neighbourhood. With over 200 apartments possible, this could be an option for build to rent providers, providing much needed housing in the core of the city centre. However it may be difficult to achieve this much demand in one place and limits the opportunity for office space.



# 5.6 Options Measures of success

In order to evaluate the strengths and weaknesses of each option, a set of assessment criteria have been established which looks at cultural, community, public realm and feasibility benefits. This analysis allows for the selection of an option that is the most viable and delivers the best outcomes for Central Geelong.

**Legend**  
■ Excellent  
■ Good  
■ Poor



## Criteria

### Indigenous and Cultural Heritage

#### WATER COUNTRY

Strengthening the presence of water | Reconnecting the site to the landscape.



Option 2 has two pedestrian connections, creating more opportunities to introduce water into the public realm.

#### SKY COUNTRY

Opening up key views to places of significance | Connection from sky to ground.



Option 1 has smaller building footprints and building setbacks to open up more opportunities for views to the sky.

#### A PLACE OF GATHERING

A place to gather, collect resources, connect and socialise.



Option 1 and 2 have more space for public realm which allows for gathering.

#### A PLACE OF PLENTY

Celebrate Wadawurrung knowledge and resources | A mix of uses with a hospitality and retail focus.



Option 1 has the greatest mix of uses and highest proportion of retail and hospitality supporting its role as a place of plenty.



### Built Form and Character

#### PRESERVING HERITAGE

Preserving, enhancing and reinstating heritage buildings and structures.



Option 2 reinstates the former street network, while all 3 options retain some heritage assets of significance.

#### PLACEMAKING

Quarter character and vibrancy | Celebrating Geelong's unique character | Creating new destinations and places that attract people.



Option 1 has a playful response to heritage and the site creating new framed open spaces for gathering and a new identity for Central Geelong.

# 5.6 Options Measures of success

**Legend**  
● Excellent  
● Good  
● Poor



**Criteria**

	Option 1	Option 2	Option 3	
<b>Public Realm</b>				
<b>INCLUSION AND ACCESSIBILITY</b> Increased north south permeability through the site.	●	●	●	All three options increase north-south permeability through the site.
<b>CONNECTIONS</b> Connectivity to existing movement network   Encouraging active transport.	●	●	●	All three options connect into the existing movement network and encourage the use of active transport through providing end of trip facilities.
<b>SAFETY AND ACTIVATION</b> Opportunity for active frontages to key public spaces   Passive surveillance   A variety of high and low activation areas.	●	●	●	Options 1 and 3 have only one north-south connection through the site (rather than two) which concentrates activity and activation.
<b>ESD</b>				
<b>SUSTAINABILITY AND ECOLOGY</b> Greener and more biodiverse   Natural streetscape elements   Climate resilience   Efficient resource recovery   Circular economy principles   Improved active transport   High operational performance.	●	●	●	All three options have the potential to be energy efficient, incorporate urban greening and support circular economy principles.
<b>Feasibility</b>				
<b>ECONOMIC VIABILITY</b> Economic development   Stageability   Project risk   Constructibility.	●	●	●	As per the CKC report, Option 1 is the most economically viable option given its mix of uses.
<b>IMPLEMENTATION</b> Planning Risk   Alignment with the objectives of the Central Geelong Framework Plan   Ability for stageable implementation   Complexity .	●	●	●	All three options respond to the objectives of the Central Geelong Framework Plan and would benefit from being delivered in one stage.



# 5.7 Options Recommendation

**The design team recommends Option 1 Malop Heart as the preferred direction for the masterplan. This option strongly aligns with the Central Geelong Framework, being the most commercially attractive and delivers best practice urban design and built form outcomes.**

Charter Keck Cramer were engaged to produce an Urban Renewal Options Evaluation on the three masterplan options. The analysis profiles the emerging property market dynamics of Central Geelong and assesses the commercial attractiveness of Market Square Quarter renewal. The analysis concluded that Option 1 Malop Heart would be the most commercially attractive.

Option 1 Malop Heart provides a mix of uses that incorporates a range of activation and destination interventions that are likely to stimulate tenant demand and visitor interest. The option is deemed to be the most commercially attractive due to its:

- relatively lower construction costs (which is influenced by its car parking outcome)
- potential speed to market.

Apart from the office component, the option does not require disproportionate market support to succeed.

As one of the City's most prominent commercial sites, it is conceivable that Market Square could successfully secure a commercial tenant to occupy the identified commercial floor space which might also attract health and education uses. The option most strongly aligns with the vision for Central Geelong as a dense mixed use location that supports the convergence of uses and activity. The option most closely aligns with the structure of approved and constructed development benchmarks and trends in the redevelopment of self contained shopping centres into dense mixed use facilities.

### FLOOR AREA RATIO

Although the site has a preferred Floor Area Ratio of 5.5:1 there were a series of factors which meant the option was only able to achieve Floor Area Ratio of 5.2:1 while meeting the other requirements of the Central Geelong Framework Plan and basic principles of good design. These included:

- Preferred maximum height of 42m for the Market Square site
- Overshadowing controls to Little Malop, Malop and Yarra Streets.
- Maximum floor plate limits (1000m<sup>2</sup> for each tower)
- North-south pedestrian walk (a wider path than required by the Framework Plan was included to enable the 'Eat Street')
- Protection and enhancement of heritage facades and towers.

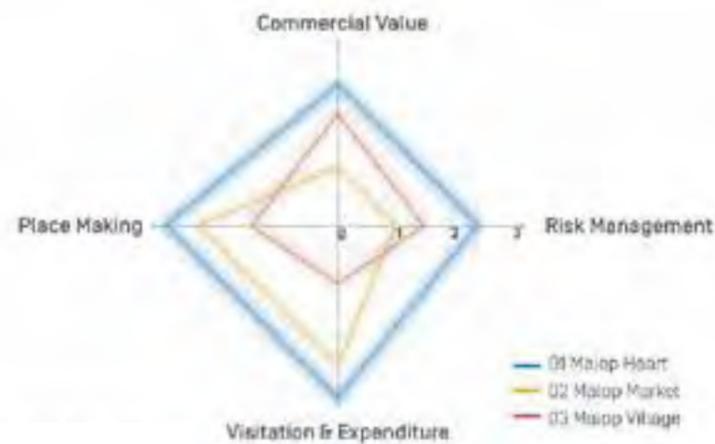
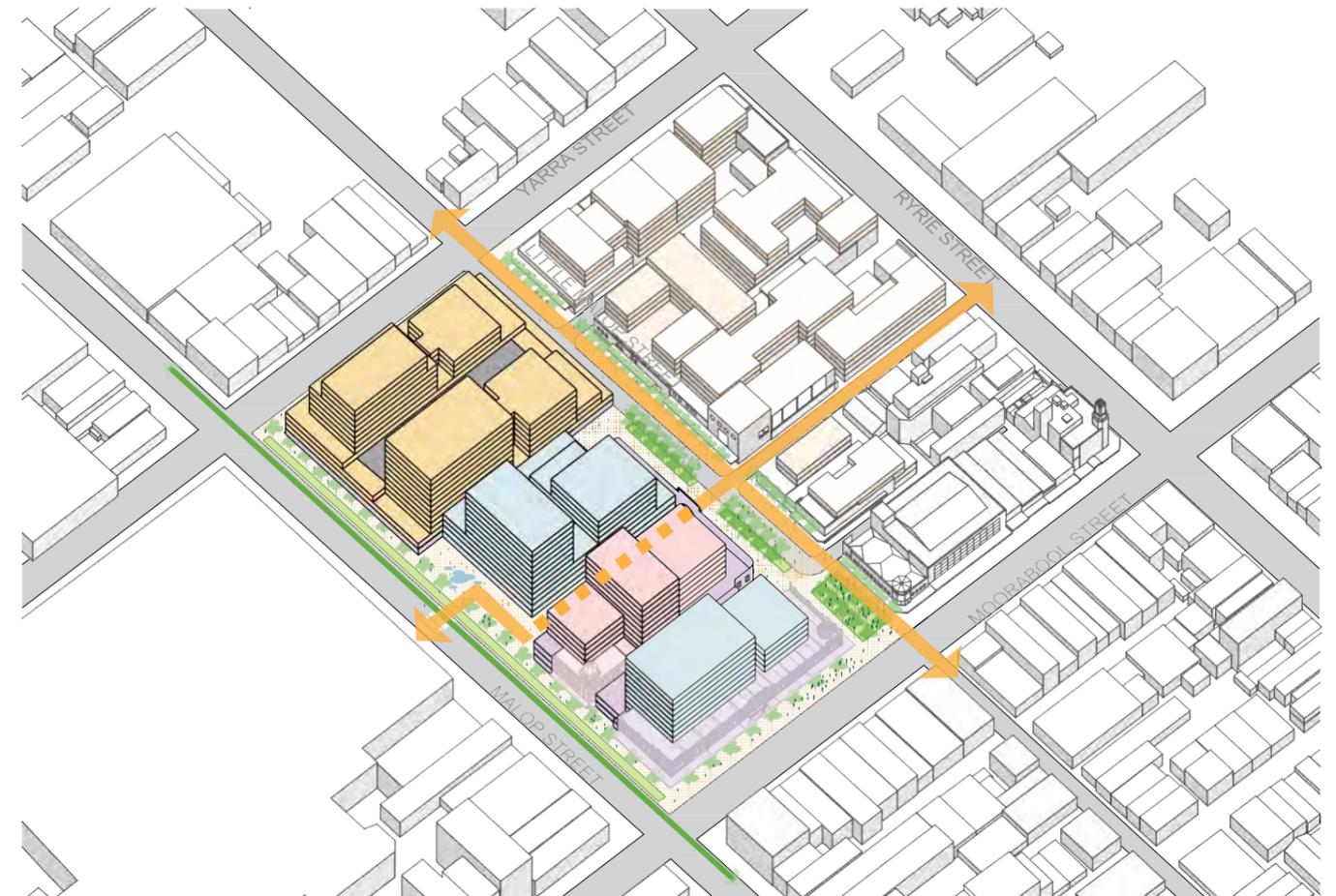


Figure 1.99 Summary Radar Diagram. Source: Charter Keck Cramer

## OPTION 1 Malop Heart



**Gross Floor Area achieved: 94,500m<sup>2</sup>**  
**Floor Area Ratio: 5.2:1**

Figure 1.100 Malop Heart, Option 1 Axonometric. Source: MGS Architects.

### Legend

- Plaza hardscape
- Soft landscaping
- Future development
- Car parking
- Employment
- Retail and entertainment
- Living
- Hotel

# Masterplan

With a preferred option selected, this chapter outlines in more detail the main design components of this option, providing greater detail regarding how the public realm could be upgraded.

6

Artist's impression, looking at corner of Little Malop Street and Yarra Street.



# 6.1 Masterplan Proposal

- Legend**
- Plaza hardscape
  - Soft landscaping
  - Future development
  - Car parking
  - Employment
  - Retail and entertainment
  - Living
  - Hotel

Apartments above and sleaving podium car parking

Potential for future development

Slow speed street treatment

Connections through heritage facade

Little Malop St public realm upgrades including closure of Little Malop Central to traffic

Existing public realm upgrades

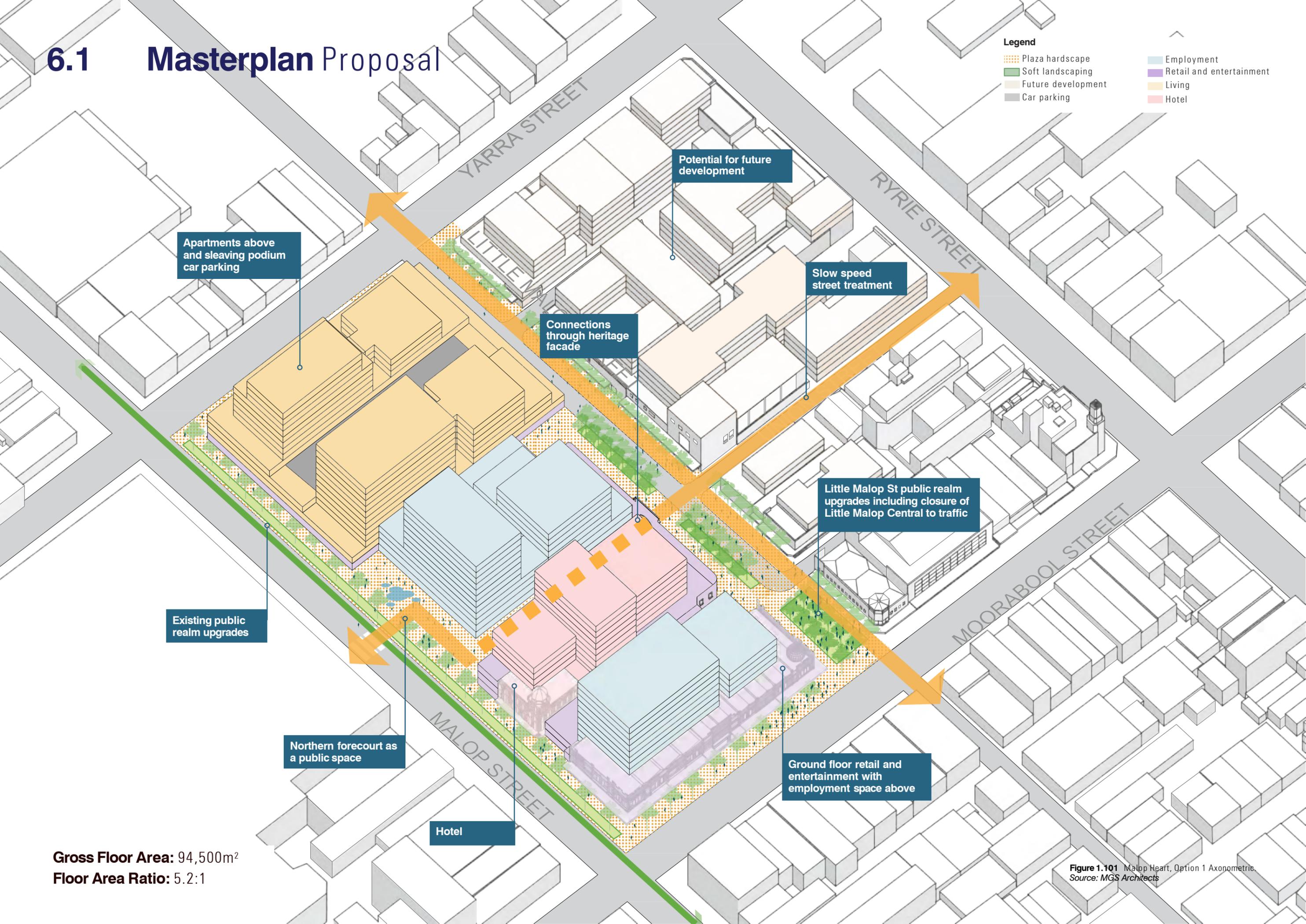
Northern forecourt as a public space

Hotel

Ground floor retail and entertainment with employment space above

**Gross Floor Area:** 94,500m<sup>2</sup>  
**Floor Area Ratio:** 5.2:1

Figure 1.101 Malop Heart, Option 1 Axonometric  
 Source: MGS Architects



# 6.2 Masterplan Built form

**Market Square Quarter will become a vibrant village, with a mix of uses and high amenity ground plane creating a safe and enjoyable precinct.**

### KEY ATTRIBUTES

- 1** 5-12 storey development in western block retaining heritage façades and clock tower.
- 2** 5-12 storey development above sleeved podium parking with potential to include a fresh food (super) market.
- 3** Entrance to basement carparking, loading and service under development.
- 4** Maintain heritage elements of 'The Block facade, with cut out creating permeability through the site.
- 5** Development above heritage overlay buildings to be respectful of the existing built form.
- 6** Centrepoint Arcade redevelopment with 5-6 storeys to Little Malop Street and fine grain development to Ryrie Street.

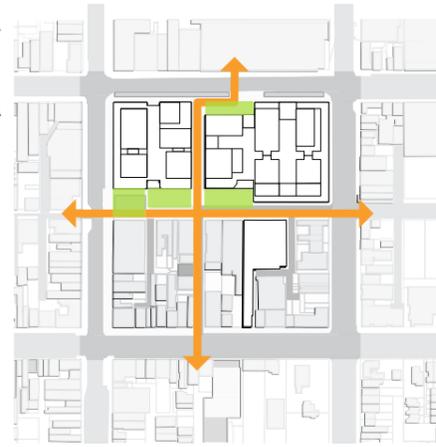


Figure 1.103 Access and open space.



Figure 1.104 Heritage.



Figure 1.105 Active interfaces.

- High activation
- Medium activation
- Eat Street

### Legend

- Study Area
- Proposed Buildings
- Indicative Future Development
- Market Square Site
- Plaza hardscape
- Grass landscaping/lush understorey
- Existing trees
- New trees
- Heritage facade
- Building entrance
- Pedestrian connections
- Signalised intersection
- Pedestrian crossing
- Bus stop

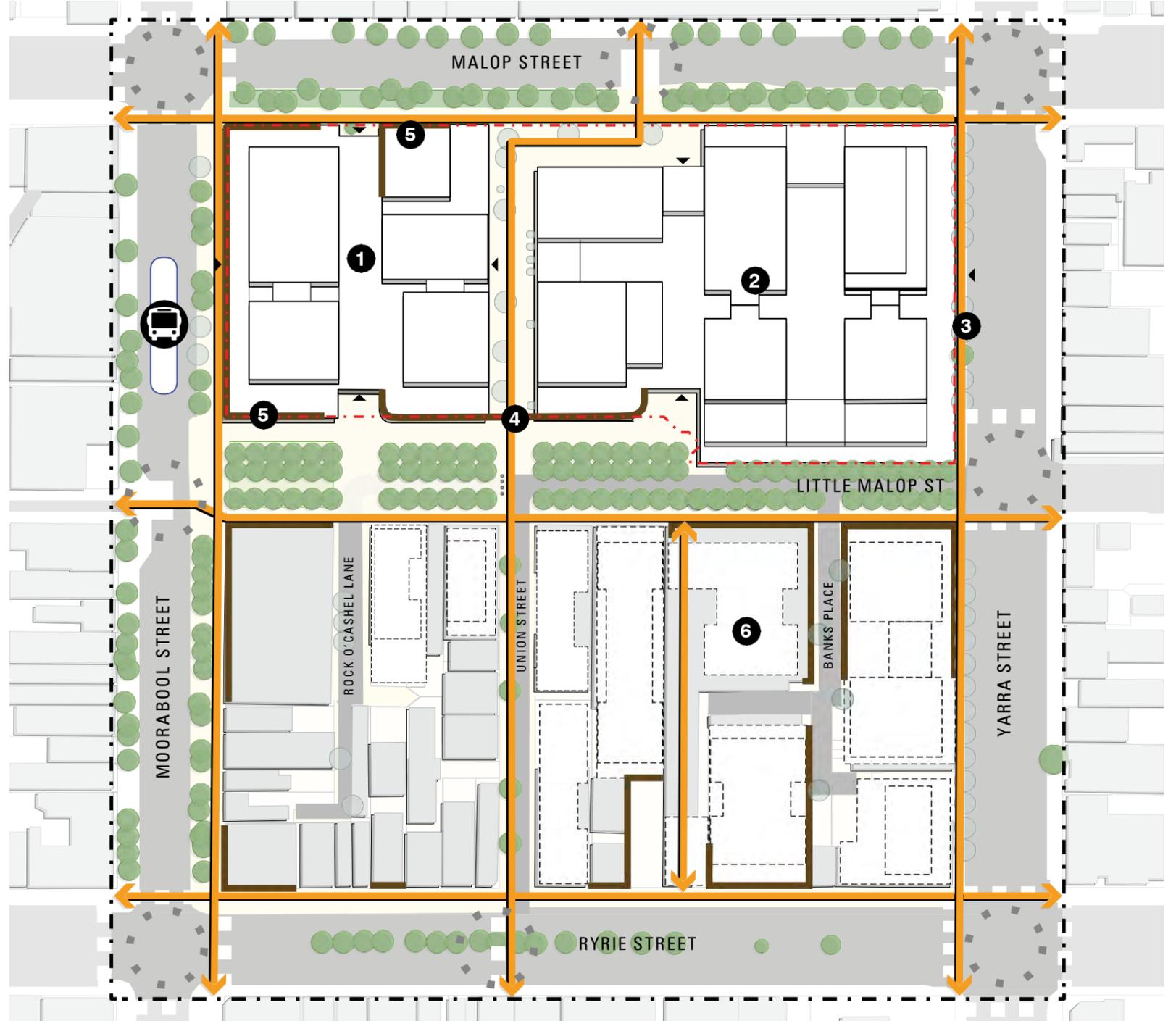


Figure 1.102 Malop Heart, Option 1 Plan. Source: MGS Architects.



# 6.3 Masterplan Public realm

**Little Malop Street Central will become a safe, activated pedestrian environment, with flexibility to support markets, events, and informal gathering, while celebrating Country. A new connection will be made linking Union Street with Malop Street to the north.**

### KEY ATTRIBUTES

- 1 Welcome to Country space designed in collaboration with Traditional Owners, such as public art acting as a gateway. Space to include raised grassy plinths with associated seating for gathering. Planting to include Indigenous species such as Banksia marginata, Acacia implexa, Eucalyptus Leucoxydon Bellarinensis, Allocasuarina Verticillata.
- 2 Space for permanent or temporary nature play space/climbing elements for children to be designed in collaboration with Traditional Owners.
- 3 An adaptable central open space for community gatherings and events including outdoor markets.
- 4 An activated 'Eat Street' paved with an articulated ground plane and space for outdoor dining. Planting of largely deciduous trees with a lush understorey.
- 5 A public open space with waterplay elements to capture the exposure to the northern sunlight, reflecting this site's connection to water, which could be developed in collaboration with an artist.
- 6 Greening of the Yarra Street Streetscape including WSUD raingardens to soften the future façade.
- 7 New street lighting to provide improved safety and passive surveillance throughout the precinct.
- 8 Upgrade street furniture throughout the precinct to provide additional places of rest.
- 9 Additional tree planting to replace space of existing bus stop
- 10 Banks Place to consist of green walls and deciduous canopy trees such as Melia 'Seedless'
- 11 Union Street planted with pockets of lush planting and deciduous trees with conversion to slow speed kerbless street and public realm greening improvements.
- 12 Maintain services access to Rock O'Cashel Lane to have kerbless controlled paved roadway access, green walls and understorey painting.



Figure 1.107 Plaza in Pitt Street, Sydney.



Figure 1.108 Reconciliation Garden, University of Queensland



Figure 1.109 Nature play elements, Rocks on Wheels. Source: Mike Hewson.



Figure 1.106 Illustrative Landscape Plan  
Source: TNLA and Associates & MGS Architects.

# 6.4 Masterplan Gateway section

Little Malop Street Central welcomes visitors with an inviting gateway that showcases an Indigenous gateway artwork with trees gracefully embracing the entry creating a captivating atmosphere.

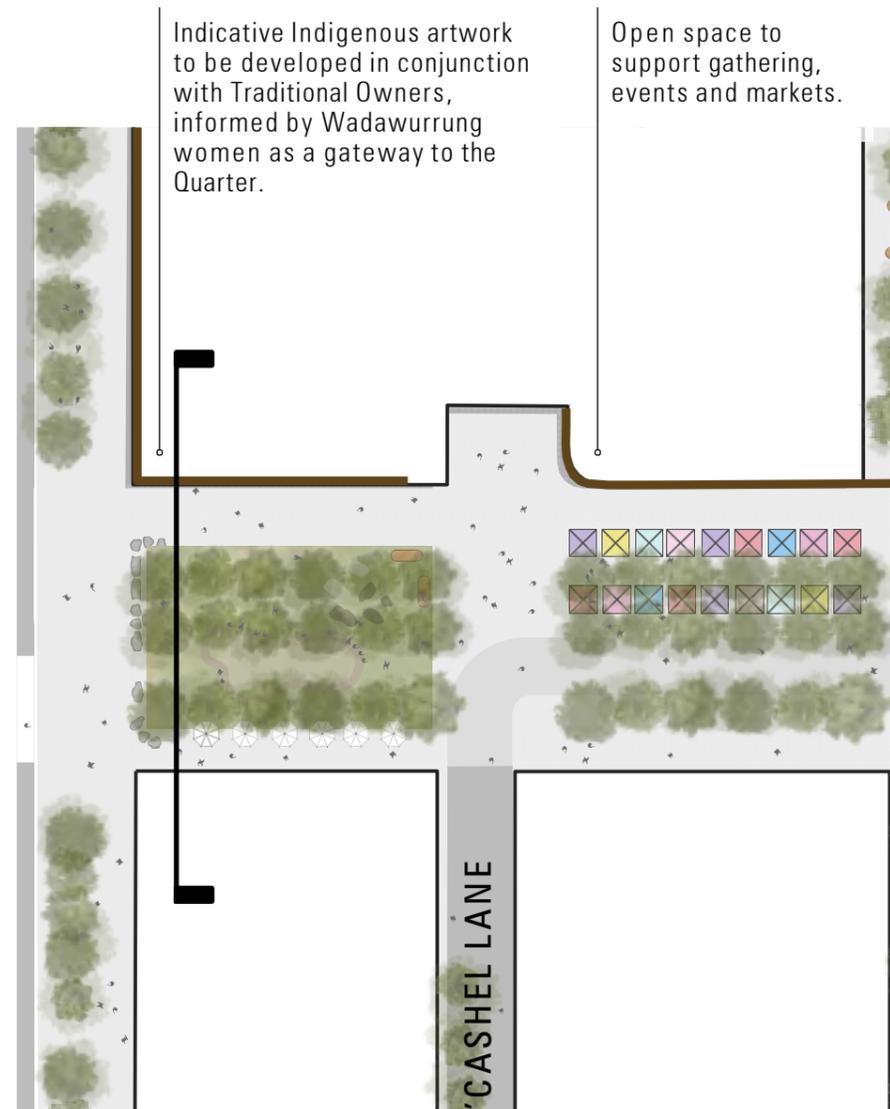


Figure 1.110 Malop Heart Gateway Plan. Source: MGS Architects & TNLA and Associates.



Figure 1.112 Darling Quarter Playground, Sydney.



Figure 1.113 Water rill and street furniture through Sovereign Square, UK



Figure 1.114 Nature play elements/street furniture elements.

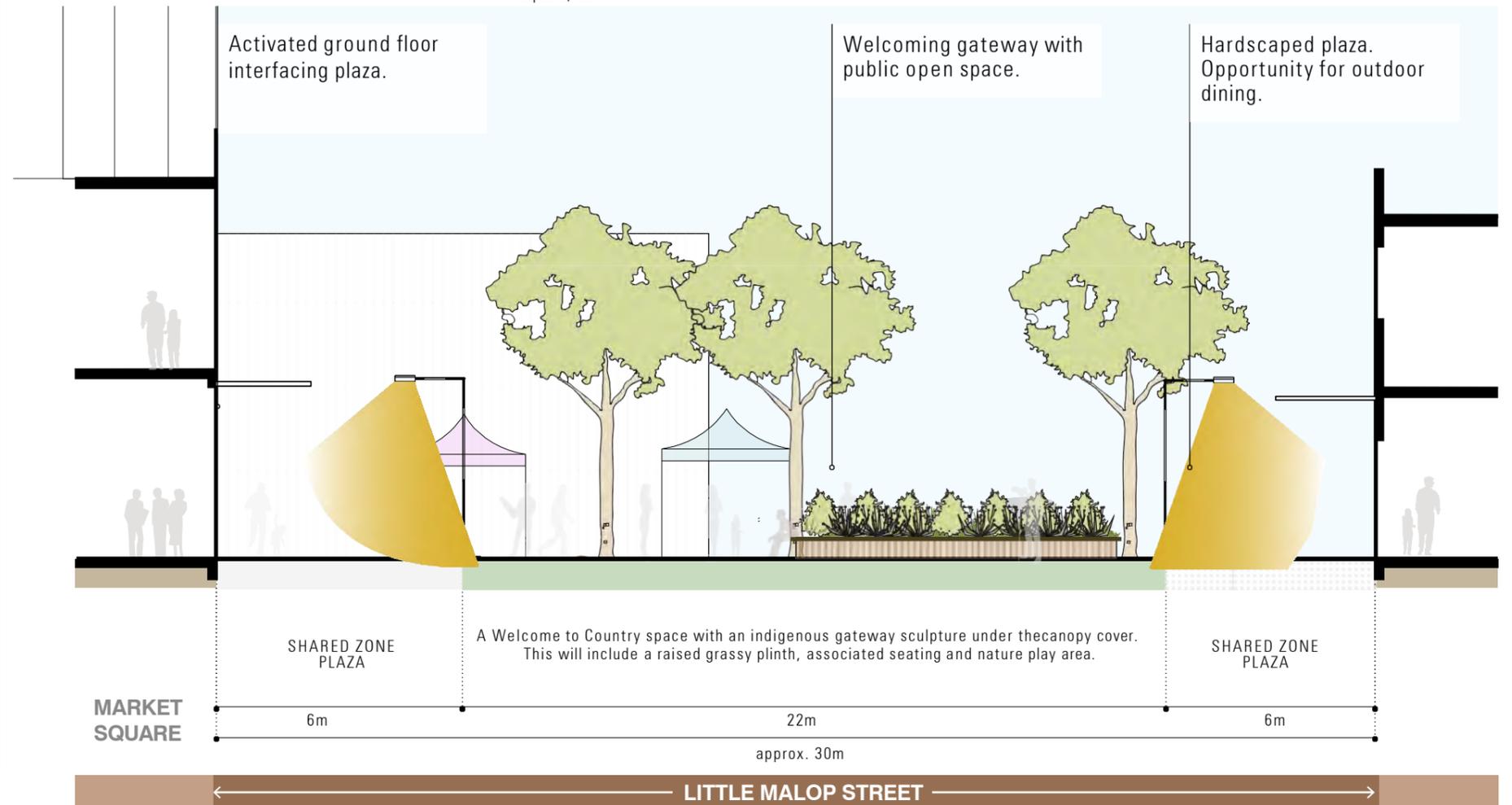


Figure 1.111 Illustrative Landscape Section. Source: MGS Architects & TNLA and Associates.

# 6.5 Masterplan Central open space section

A flexible central open space to support markets and events. Pedestrians will be prioritised through slow speed treatment along Little Malop Street.



Figure 1.117 Open air market among existing plaza, Manly, NSW.



Figure 1.118 Timber seating among planting.



Figure 1.119 Street lights along pedestrian way with alfresco dining.

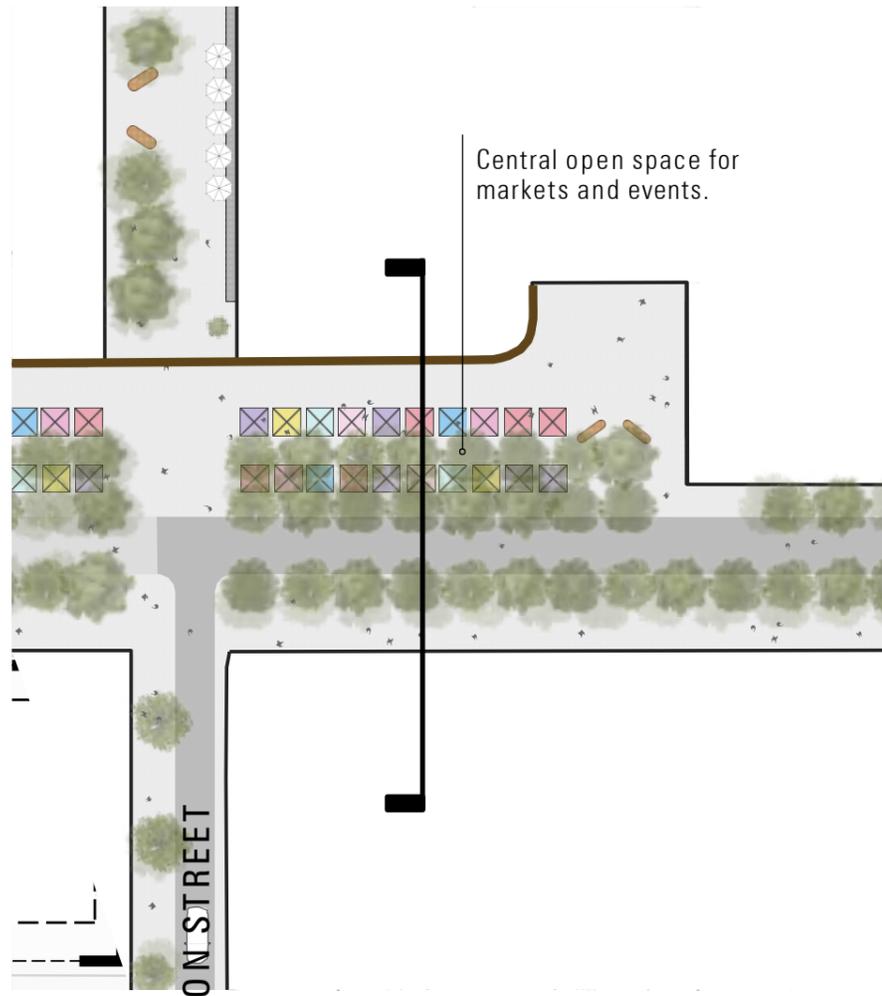


Figure 1.115 Malop Heart Open Space Plan. Source: MGS Architects & TNLA and Associates.

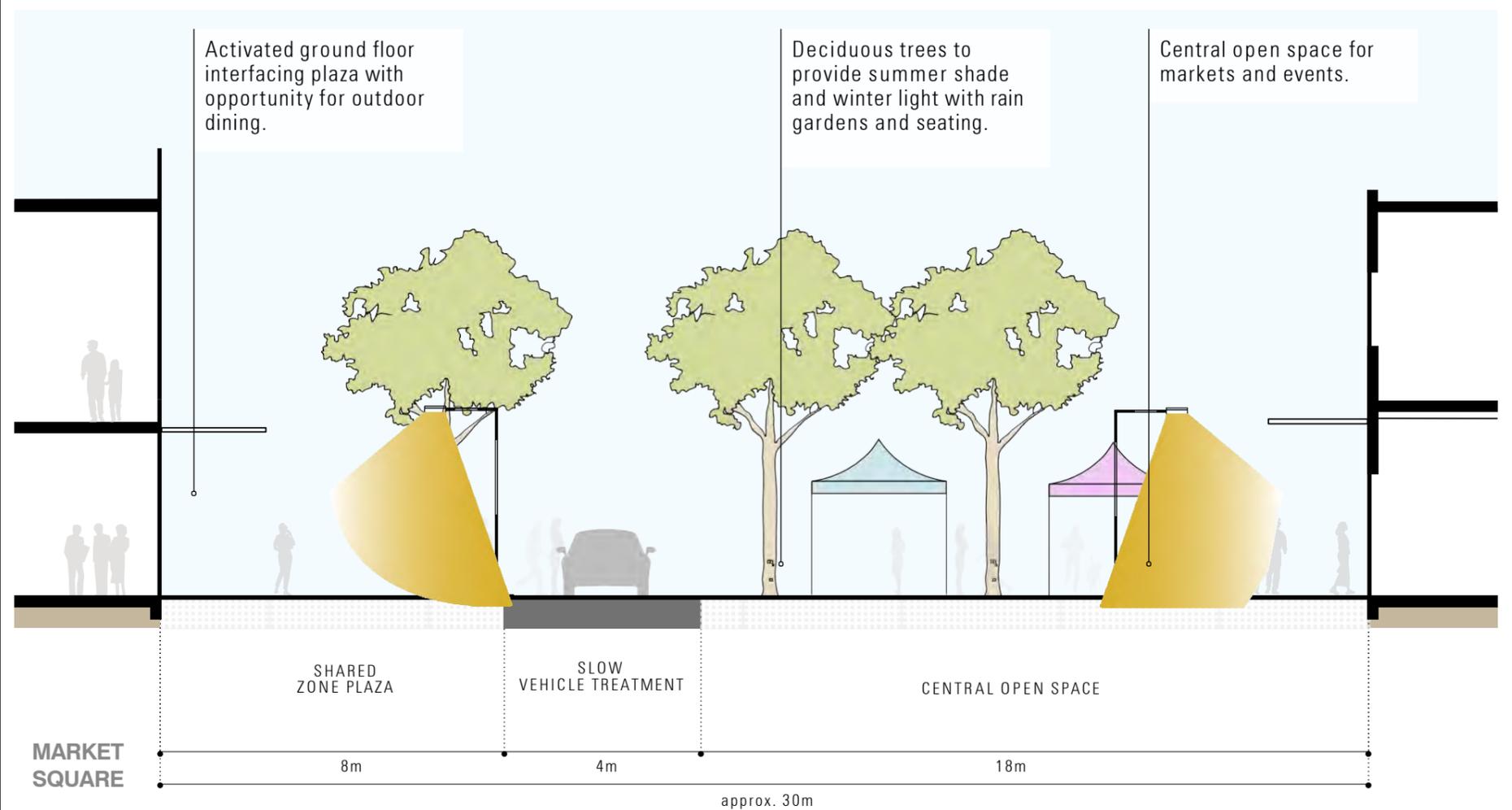


Figure 1.116 Illustrative Landscape Section. Source: MGS Architects & TNLA and Associates.

# 6.6 Masterplan Union Street section

Union Street should be planted with pockets of lush planting and deciduous trees over to consist of Melia 'Seedless' and Jacaranda to provide season colours and change. Kerbless roadway ground plane to provide linkage to 'Eat street' to the north and clearly reinforcing the connection between Malop Street and Ryrie Street.

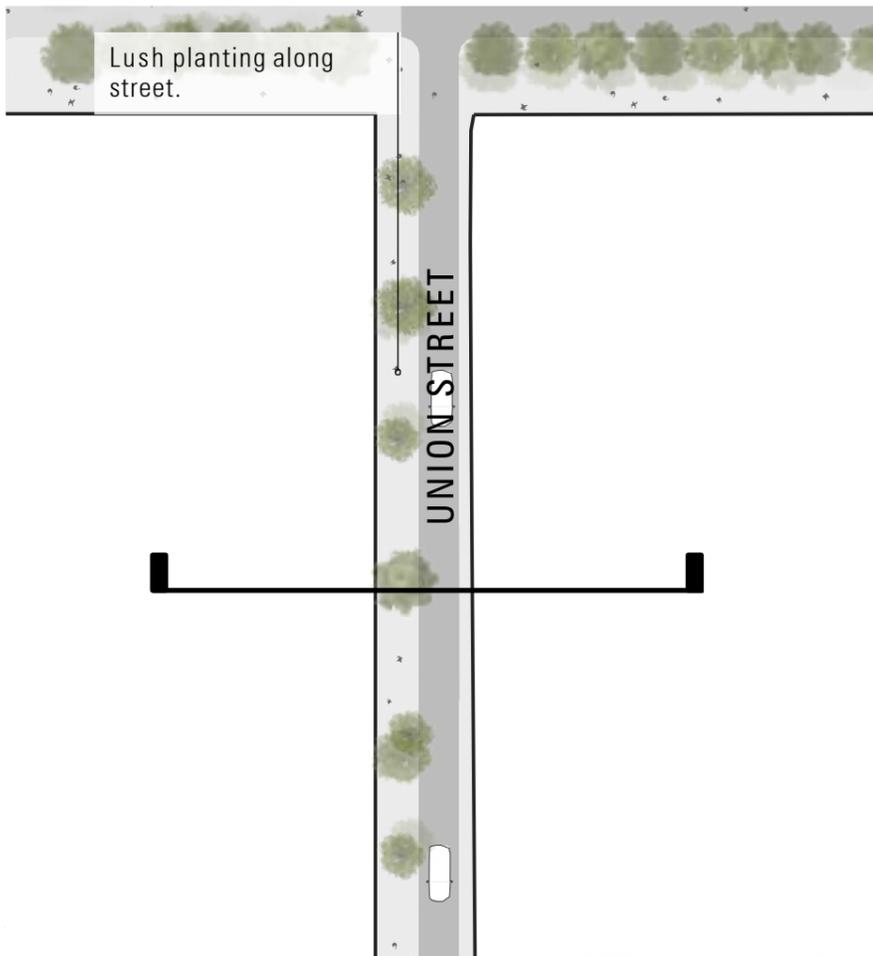


Figure 1.120 Union Street Plan.  
Source: MGS Architects & TNLA and Associates.



Figure 1.124 Vegetated shared streetscape.  
Acton Precinct, Canberra.



Figure 1.122 Native planting surrounding pedestrian footpath sides.



Figure 1.123 Little Malop Street, West.

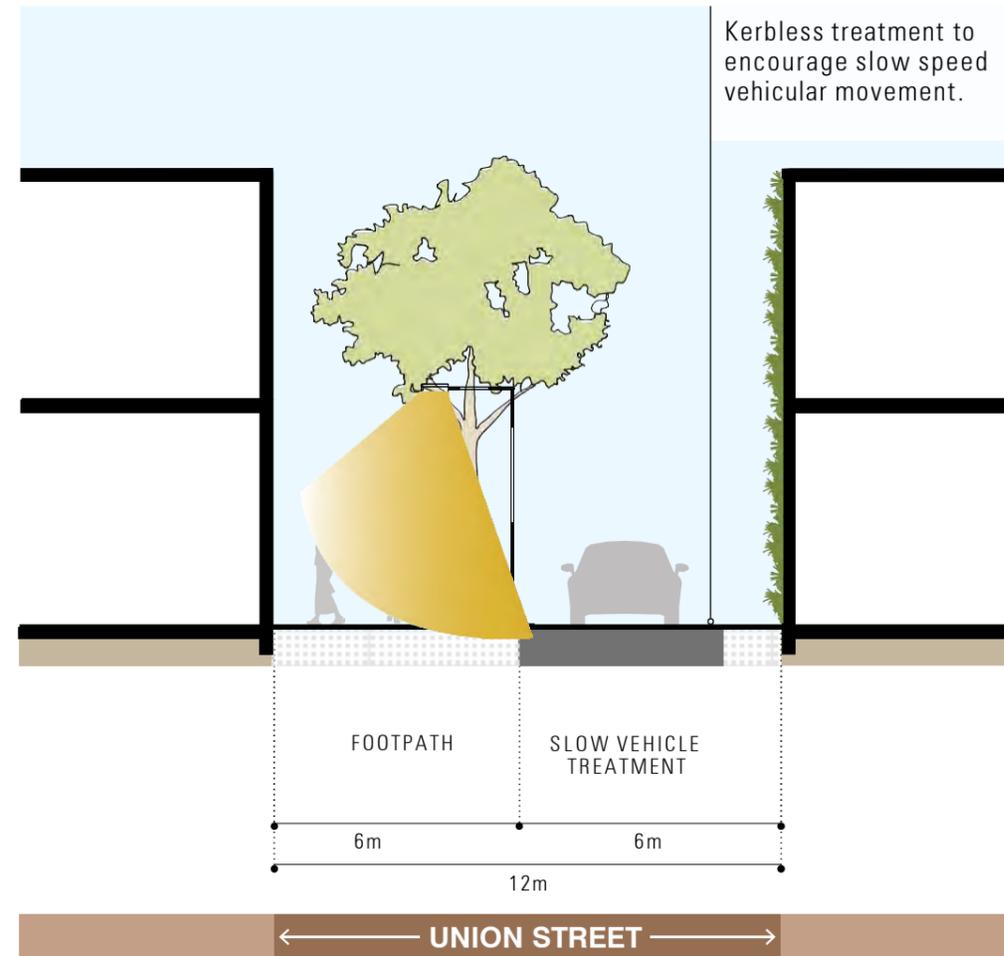
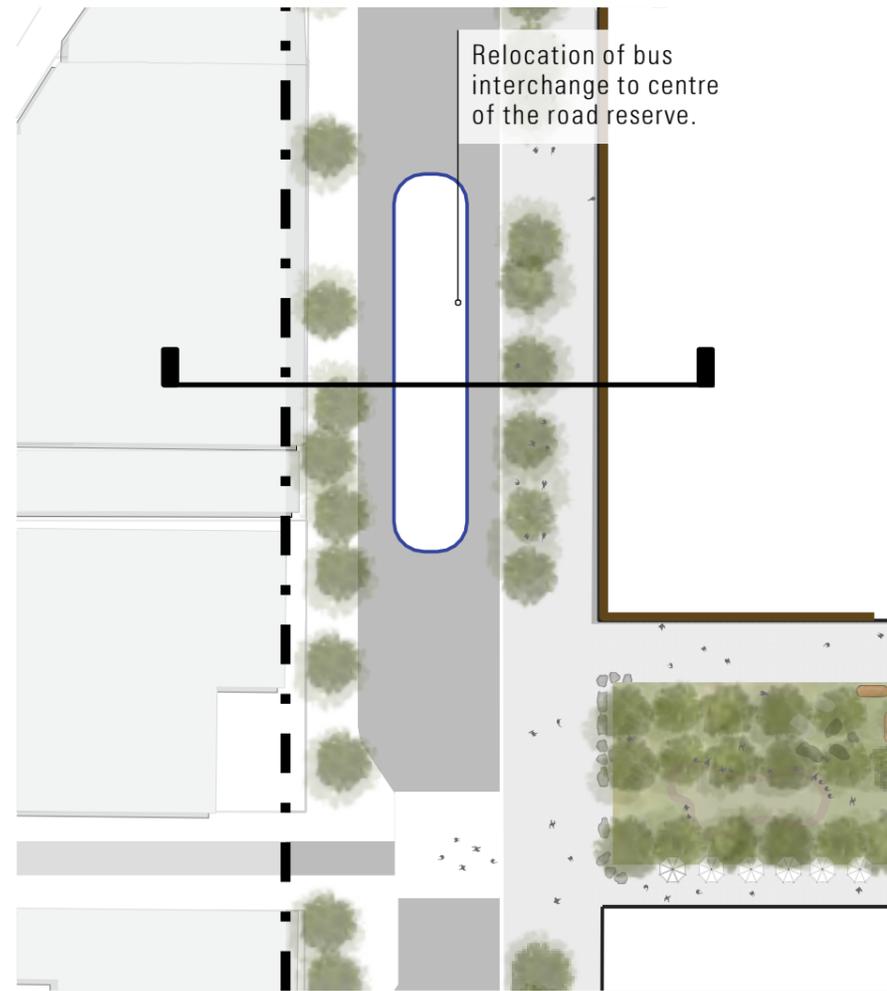


Figure 1.121 Illustrative Landscape Section.  
Source: MGS Architects & TNLA and Associates.

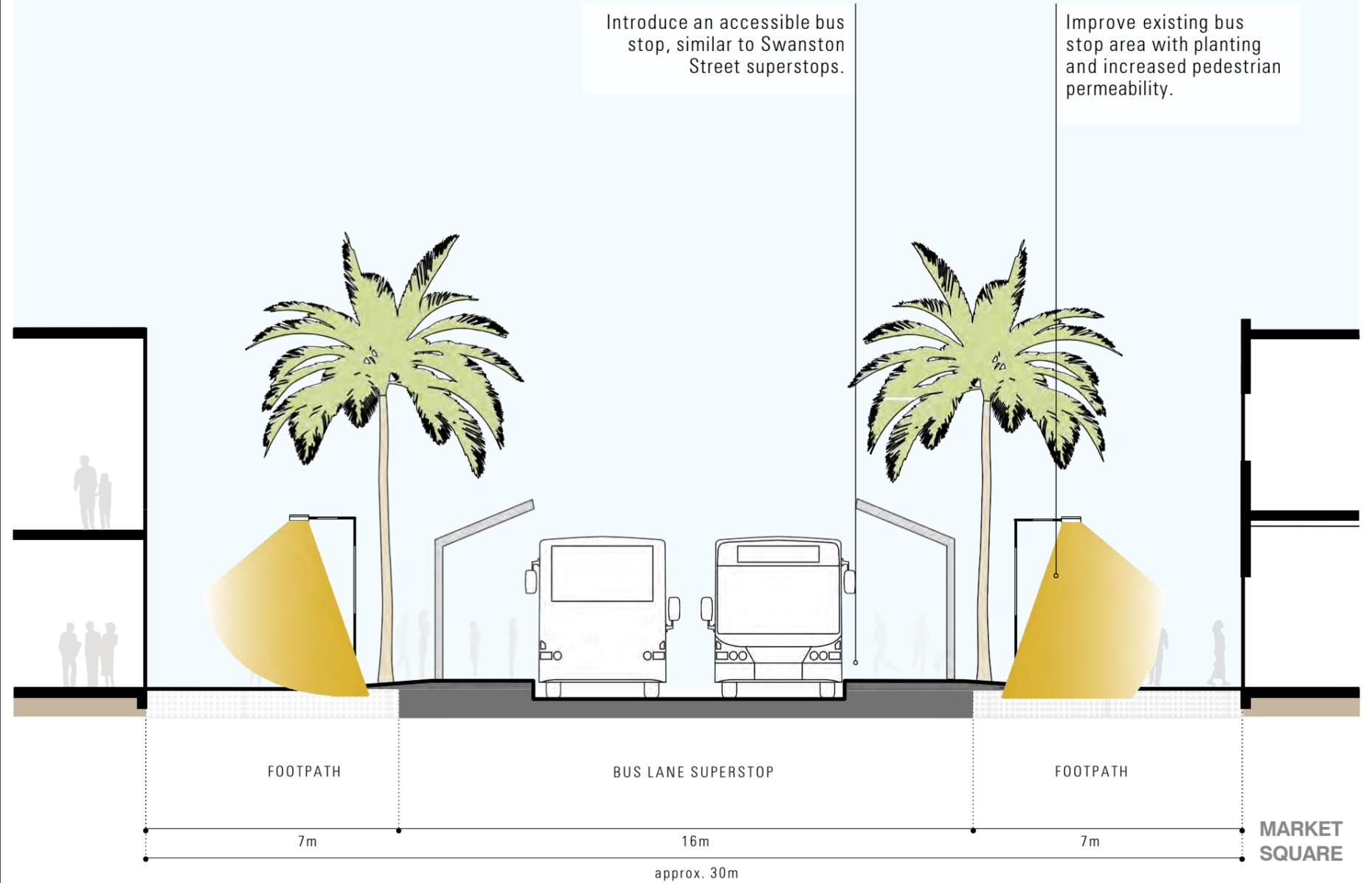
# 6.7 Masterplan Moorabool Street section

**Collaborate with State Government to improve Moorabool Street bus interchange by relocating the bus interchange to the centre of the road reserve and removing access to private vehicles.**



**Figure 1.125** Moorabool Street Bus Interchange.  
Source: MGS Architects & TNLA and Associates.

Note: Concept to be confirmed with DTP.



**Figure 1.126** Illustrative Landscape Section.  
Source: MGS Architects & TNLA and Associates.

# Implementation

**This chapter looks at the stages for implementation of the masterplan over time and the next steps involved to achieving transformation in Central Geelong.**



# 7.1 Implementation Staging

Market Square Quarter will be implemented over time, with different authorities and private landholders responsible for its delivery. Project Delivery can be achieved through existing planning scheme controls. This plan will function as the masterplan under the DPO, if approved by Minister for Planning.

### Legend

-  Proposed staging boundary
-  Projects with an approved permit
-  Sites with greater potential to transform over time

## STAGE 1 Little Malop Street and Union Street

There is potential for Little Malop Street to be re-imagined ahead of the Market Square site, given the time it takes for such a major renewal. These projects can be delivered separate to any development and are subject to funding.



Outcome	Responsible Party
<b>A</b> Closure of Little Malop Street west and upgrade pedestrian intersection with Moorabool Street. Service and loading access retained to Rock O’Cashel Lane.	City of Greater Geelong
<b>B</b> Upgrade gateway with a Welcome to Country space. Potential for new seating and nature play space.	City of Greater Geelong
<b>C</b> Upgrade open space to support markets and events.	City of Greater Geelong
<b>D</b> Public realm upgrades to Union Street, Rock O’Cashel Lane and Banks Place.	City of Greater Geelong

## STAGE 2 Bus stop and surroundings

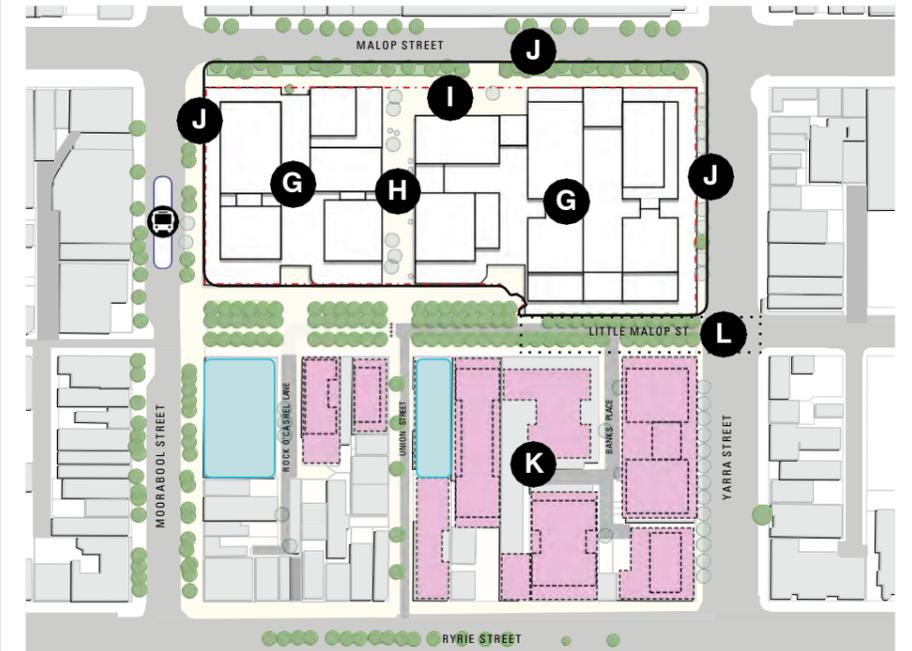
Upgrades to the bus stop and surrounds is a priority give antisocial behaviour, and can happen independently from the other upgrades, depending on input from the Department of Transport and Planning.



Outcome	Responsible Party
<b>E</b> Closure of Moorabool Street to cars and Bus stop to be upgraded to median strip to be informed by the future Moorabool Street masterplan.	Department of Transport and Planning

## STAGE 3 Market Square site

The Market Square site is likely to be developed entirely at one time, given that construction access and vehicular access will be from Yarra Street. Upgrades to the public realm of Yarra Street, and ensuring the repair of any damage to Little Malop and Malop Street public realm will happen at this time.



Outcome	Responsible Party
<b>G</b> Demolish existing built form with respect to heritage and incorporate basement parking and new built form above.	Developer
<b>H</b> Provide public realm connections through to north as ‘Eat Street’ plaza with appropriate landscape.	Developer
<b>I</b> New forecourt plaza with appropriate landscape including a water play space.	Developer
<b>J</b> Reinstatement and upgrade works to public realm as a result of development.	Developer
<b>K</b> Slow transition over time due to diverse landownership.	Developer
<b>L</b> Upgrade of intersection Little Malop Street and Yarra Street and Little Malop Street Central area up to Union Street once current access to parking is removed. This will be informed by the future Yarra Street Masterplan.	Developer / City of Greater Geelong

## 7.2 Next steps

**The Market Square Quarter Masterplan outlines a bold vision for the transformation of the ‘heart’ of Central Geelong. This vision helps realise the strategic and economic potential of this location, aligned with the requirements of the Central Geelong Framework Plan and the aspirations of community members, the Wadawurrung Traditional Owners, City of Greater Geelong and other key stakeholders.**

To realise this vision requires partnerships between landowners, developers, local and state government, Traditional Owners and the broader Geelong community. The City of Greater Geelong is committed to helping achieve this vision and will continue to advocate for and support its realisation.

### **NEXT STEPS**

- Continue to meet with landowners to discuss the opportunities for key sites, and how they support this vision.
- Advocate for any future Development Plan to be prepared in alignment with the ambitions of this masterplan.
- Assess any potential developments in line with the ambitions of this masterplan.
- Partner with state government to deliver an upgrade to the bus interchange and surrounding area.
- Progress the upgrade of the public realm, especially of Little Malop Street to support the broader vision.



