

THE CITY OF
GREATER GEELONG

ISSUES & OPPORTUNITIES

WEST FYANS/ FYANS STREET PRECINCT
STRUCTURE PLAN REVIEW



INDEX

CONTENTS

01.	Introduction	03.	Issues
1.1	What is a Structure Plan?	04.	Opportunities
1.2	Why Review the West Fyans/ Fyans Street Precinct Structure Plan?	05.	Strategic Direction
1.3	What is the Issues and Opportunities Paper?	06.	Development Scenario
1.4	West Fyans/ Fyans Street Precinct Geographic Location	6.1	Scenario 1: Steady Renewal
1.5	Population	6.2	Scenario 2: Intensified Renewal
1.6	Structure Plan Review Criteria	6.3	Scenario 3: Inner Urban Bounce Back
02.	Policy and Planning Context	6.4	Preferred Scenario
2.1	City of Greater Geelong Housing Diversity Strategy		
2.2	City of Greater Geelong Settlement Strategy		
2.3	City of Greater Geelong Retail Strategy		
2.4	Planning Controls - Zones		
2.5	Planning Controls - Overlays		

01 INTRODUCTION

This Issues and Opportunities Paper has been prepared by the City of Greater Geelong to provide an overview of the study area and help inform the initial West Fyans/ Fyans Street Precinct Structure Plan consultation. It forms part of a suite of reports which will underpin the ultimate Structure Plan review document.

The City has commenced the review of West Fyans/ Fyans Street Precinct Structure Plan. The project is driven by the directions from the 2009 structure plan and the need to investigate the area for higher density development potential.

1.1 WHAT IS A STRUCTURE PLAN?

A structure plan is a long-term strategic document designed to shape the future development of a specific area. It's core purpose is:

- To establish a clear overall vision for future development
- To define guiding principles for development.
- To create a practical framework to direct all future development within the defined study area.

Infill structure plans are focus on making efficient use of existing resources. They leverage established social and physical infrastructure, such as parks, playgrounds, roads, and public transport networks, to create well-designed, functional, and vibrant places for people to live, work, and enjoy within existing urban areas.

1.2 WHY AN UPDATED STRUCTURE PLAN IS REQUIRED?

The West Fyans/ Fyans Street Precinct Structure Plan, adopted in 2009, is being reviewed considering the shifts in the population trends, housing needs employment trends, and broader strategic objectives that may have emerged since the plan's original adoption. Originally designed to guide the transformation of an industrial area into a mixed-use precinct, a review is now critical to ensure that the West Fyans/ Fyans Street Precinct Structure Plan remains a useful and effective tool for shaping the precinct's future.

To assist in planning for the precincts, the following time line is expected:



1.3 WHAT IS THE ISSUES AND OPPORTUNITIES PAPER?

Council Officers have prepared an issues and opportunities paper to assist discussion as part of this initial stakeholder consultation. The paper aims to summarize and simplify some of the key findings raised in the various technical background reports.

Throughout the issues and opportunities paper questions have been posed which will assist with preparing a submission in response to this Discussion Paper. Submissions will inform the preparation of a updated West Fyans/ Fyans Street Precinct Structure Plan.

1.4 WEST FYANS/ FYANS STREET PRECINCT GEOGRAPHIC LOCATION

Greater Geelong is one of the fastest growing regions in Victoria with stronger population growth than all other regional municipalities combined.

West Fyans/ Fyans Street Precinct comprises 118 hectares of primarily commercial and industrial land. Within the context of the City of Greater Geelong, West Fyans/ Fyans Street Precinct functions as an inner urban automotive, large format retail, service and light industrial area. The West Fyans/ Fyans Street Precinct Structure Plan area (West Fyans/ Fyans Street Precinct) follows the Barwon River from the Balyang Sanctuary in Newtown to Swanston Street in South Geelong. The area abuts the City's inner urban communities at Newtown and South Geelong and is within direct proximity to Wandana Heights, Belmont and Highton. The Structure Plan area is bisected by major north south roads including the Princes Highway/Latrobe Terrace and Moorabool Street.

1.5 POPULATION

The 2009 Structure Plan nominated an aspirational future population target of 2,200 people. However, at 2021, the Structure Plan recorded a population of approximately 215 people. To date, residential renewal is yet to proceed in West Fyans/ Fyans Street Precinct.

The City's inner areas are projected to grow but not at the same scale or rate as growth area and coastal locations. Inner Geelong is projected to expand by 11,000 residents by 2041. Current population and housing projections assume that affordable greenfield land will attract and deliver the City's majority of population growth.

West Fyans/ Fyans Street Precinct is not the subject of a dedicated population and housing projection. West Fyans/ Fyans Street Precinct forms part of the Central Geelong CBD and Newtown Forecast id population projection catchments.

The outlook for Newtown is more closely associated with the development outlook for West Fyans/ Fyans Street Precinct as this area takes in the West Fyans/ Fyans Street Precinct renewal area. The outlook for Newtown seems to align with the aspirations of the 2009 Structure Plan which anticipated growth of 2,200 residents. Newtown is anticipated to grow by 2,500 residents to 2041.

The source of the above population data and projections forms part of a recent study undertaken by the City of Greater Geelong on pupulation and employment for the Structure Plan area.

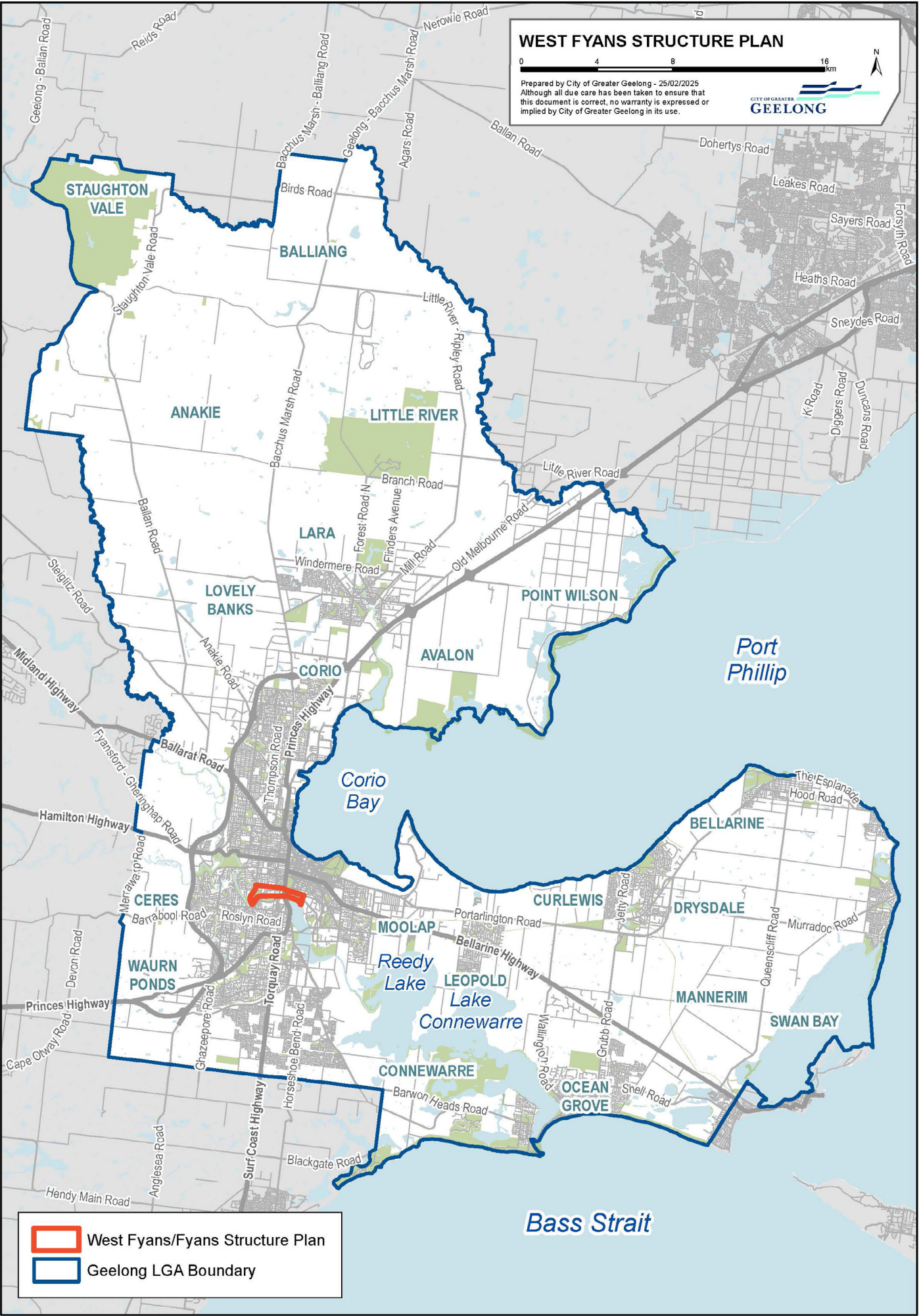


Figure 1 - Context Plan



1.6 STRUCTURE PLAN REVIEW CRITERIA

- The rate of change and activity in the study area.
- Monitoring existing industrial activity and any land use changes in the Industrial 1 Zone.
- Assessing the performance of the Mixed Use Zone and the Design and Development Overlay 26.
- Engaging with land holders within the Structure Plan area, particularly in Industrial 1 Zone (stage 2) to seek their views on the rate of change occurring, nature of industrial activity occurring and effectiveness of the planning controls within the area;
- Determining whether an amendment to the Geelong Planning Scheme is warranted to rezone land within Stage 2, whether other planning tools to implement the Structure Plan objectives are available and whether a further review period should apply.
- Assess the current and future infrastructure requirements.

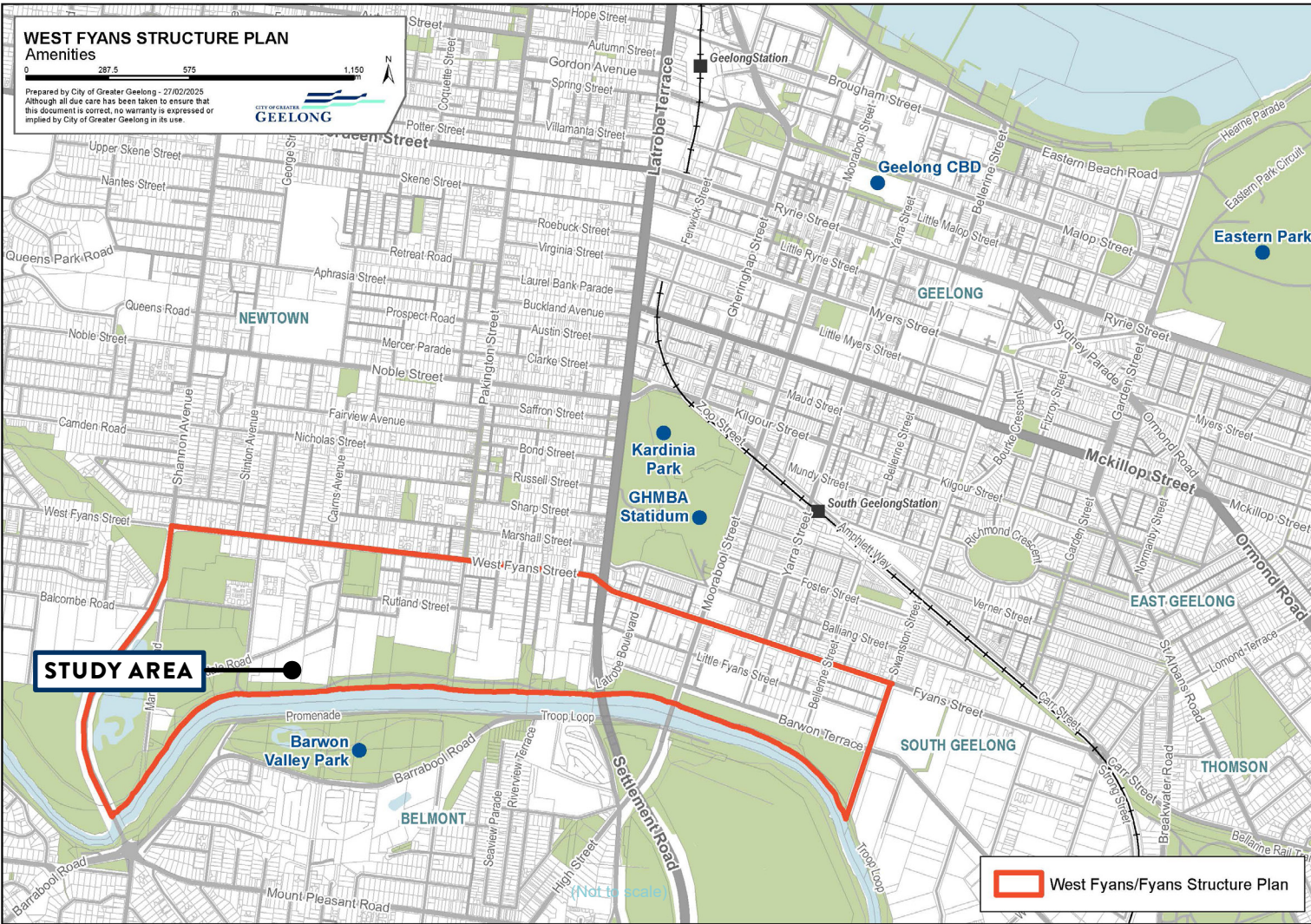


Figure 2 - Study area and surroundings

02 POLICY AND PLANNING CONTEXT

The following section outlines the key policies affecting the study area that have direct relevance to the development of the Structure Plan.

2.1 CITY OF GREATER GEELONG HOUSING DIVERSITY STRATEGY

With almost 85% of Geelong’s housing stock consisting of suburban detached ‘family homes’, increasing housing diversity will be a key factor in addressing housing need in the future.

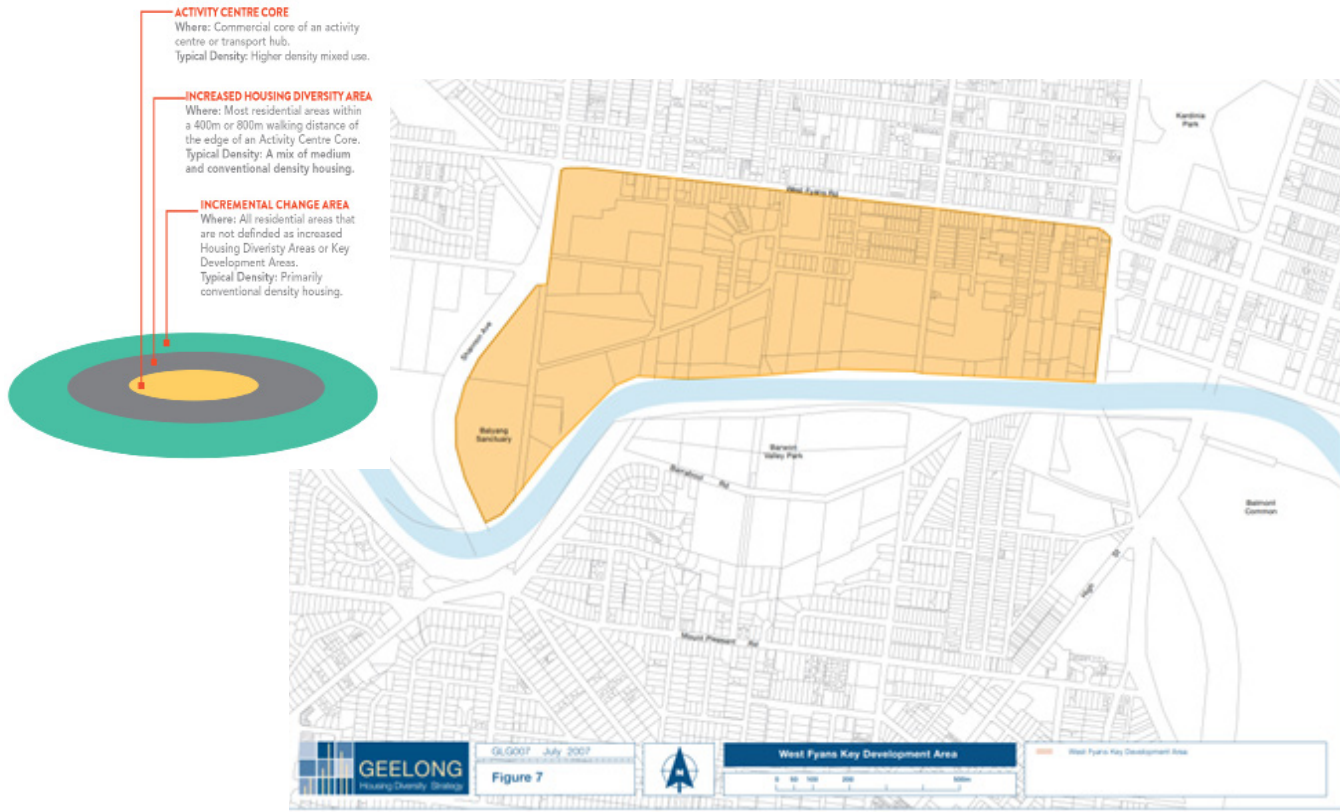
The Housing Diversity Strategy was adopted in 2007 to guide how urban consolidation should occur and provided the basis for the application of the new residential zones that were introduced into the Planning Scheme in 2014. West Fyans/ Fyans Street Precinct Structure Plan area was identified as Key Development Area through this Strategy.

Key Development Areas have the potential to accommodate significant amounts of new medium and higher-density housing (including housing, as part of mixed-use developments). The Housing Diversity Strategy estimates that the Key Development Areas might accommodate an additional 9,000 dwellings. No time frame was set for achieving this estimated increase in dwelling numbers.

IHDA areas can provide residents local shopping needs and/or are serviced by public transport, meaning that new development should encourage walking as a viable alternative to private vehicles. The IHDA policy includes design objectives for delivering housing that positively contributes to the neighbourhood, regardless of whether they involve redevelopment of existing housing stock, new medium or higher density developments.

This policy aims to avoid a ‘one size fits all’ approach in order to provide choice in housing types that reflect the local context and responds to heritage, significant vegetation, as well as topography and views while catering for the housing needs of a diverse range of future residents.

HOUSING DIVERSITY

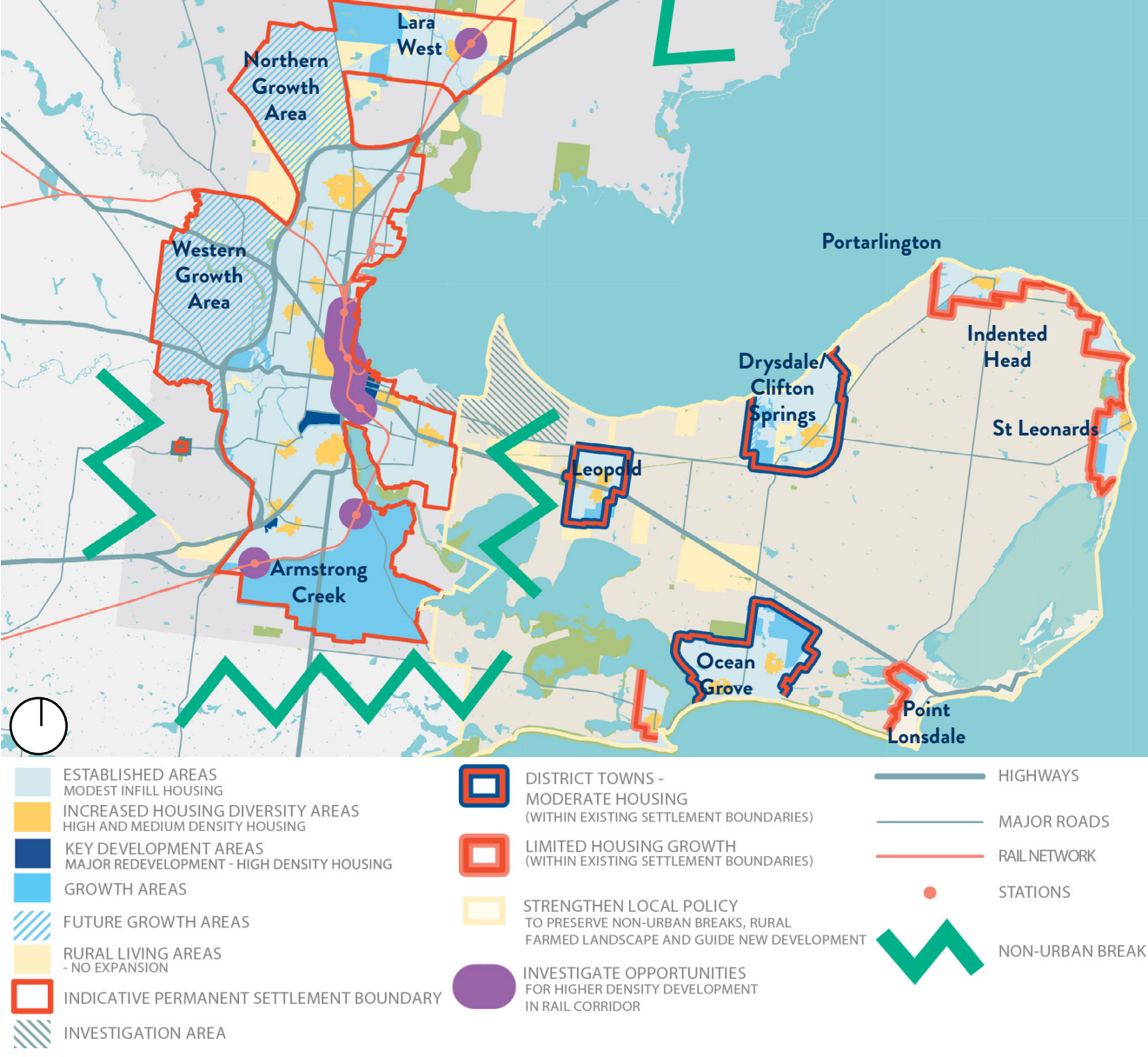


2.2 CITY OF GREATER GEELONG SETTLEMENT STRATEGY

The Settlement Strategy provides a framework and gives direction on where growth and development should occur, to ensure the City can meet the needs of the municipality by 2036 in a sustainable, planned, logical, integrated, efficient and cost effective way.

Greater Geelong’s estimated population of approximately 240,000 in 2016 is expected to grow to over 320,000 by 2036. This represents an increase of over 35% by 2036, and it is estimated that an additional 35,000 houses will be required to cater for this growth.

The Settlement Strategy identifies West Fyans/ Fyans Street Precinct Structure Plan area as preferred location for increased housing density



2.3 CITY OF GREATER GEELONG RETAIL STRATEGY

The continuing support for our existing and planned activity centres is important to developing healthy, well-connected neighbourhoods which contribute to the vibrancy and attractiveness of our suburbs.

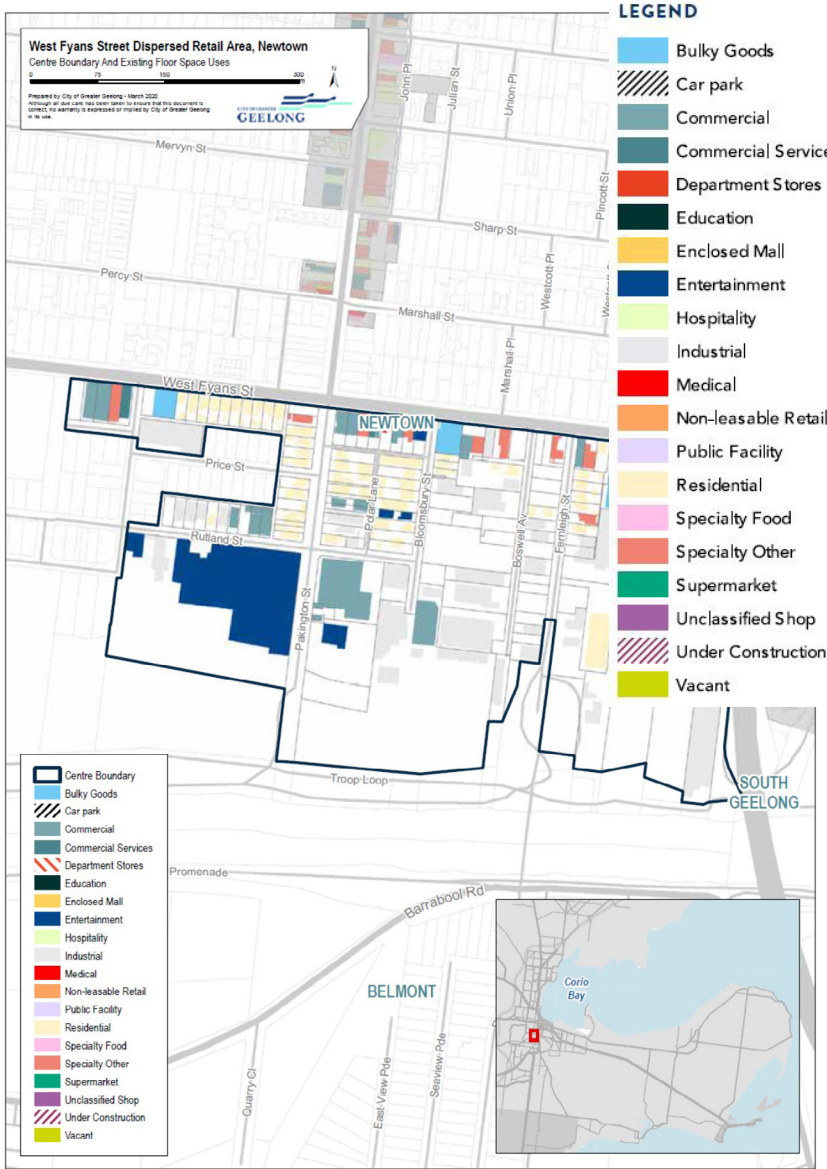
The City of Greater Geelong’s Retail Strategy (to 2036) categorizes parts of West Fyans/ Fyans Street Precinct as “dispersed restricted retail centres.” This means they aren’t meant to be major retail hubs, but areas with some limited retail. The Strategy identifies three key areas in West Fyans/ Fyans Street Precinct:

West Fyans/ Fyans Street Precinct Street, Newtown: Classified as “dispersed restricted retail” because of its low-density retail, especially car storage. The Strategy suggests keeping this classification and encouraging a shift from retail to more residential use in the future.

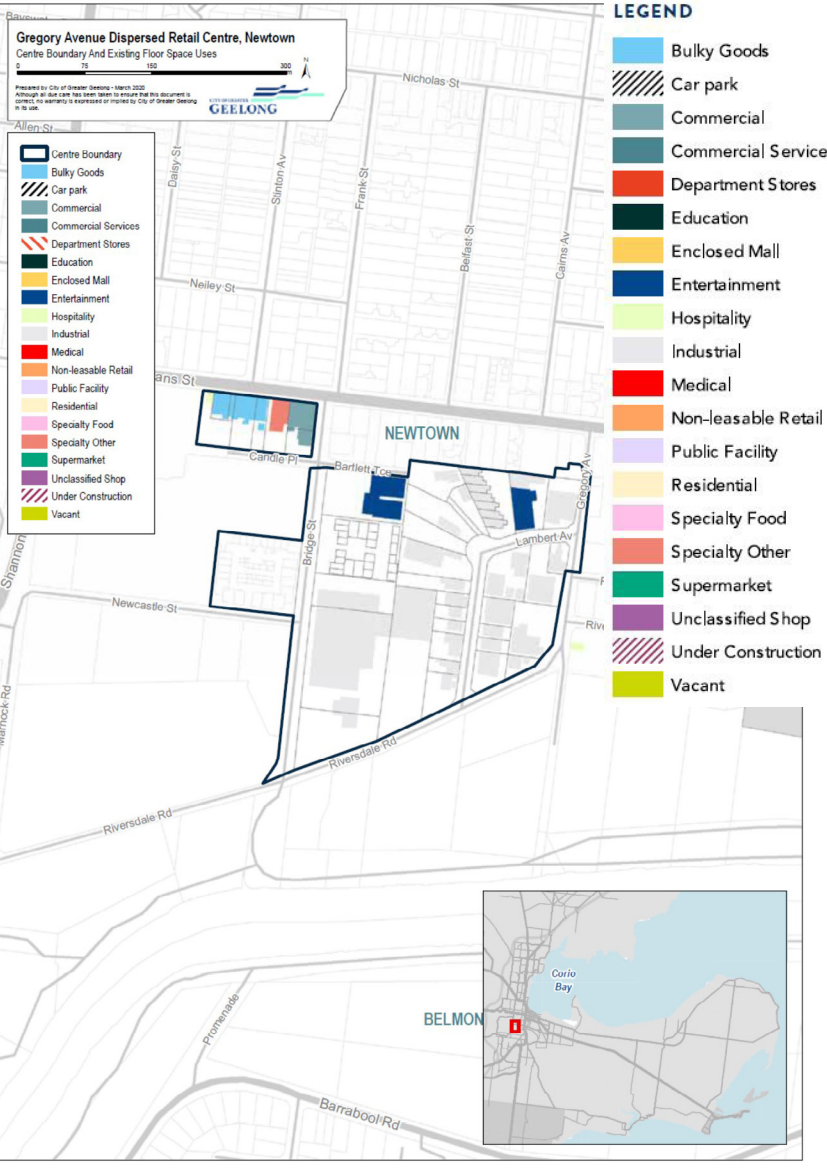
Moorabool/Fyans Precinct: Also “dispersed restricted retail.” This area has large, spread-out retail like car yards and Mitre 10, along with some industry. The Strategy reinforces the 2009 Structure Plan’s idea of moving away from making this a dedicated retail area.

Gregory Avenue, Newtown: Classified as “dispersed restricted retail.” This is an older industrial area (car mechanics, wool) now with some cafés and recreation. The Strategy wants it to be mostly low-scale business or light industry, eventually becoming mixed-use for business and jobs. It recommends keeping the “dispersed restricted retail” label to prevent more retail from developing there, and even suggests reviewing if the current zoning is still appropriate.

WEST FYANS/ FYANS STREET, NEWTOWN



GREGORY AVENUE AREA, NEWTOWN



2.4 PLANNING CONTROLS - ZONES

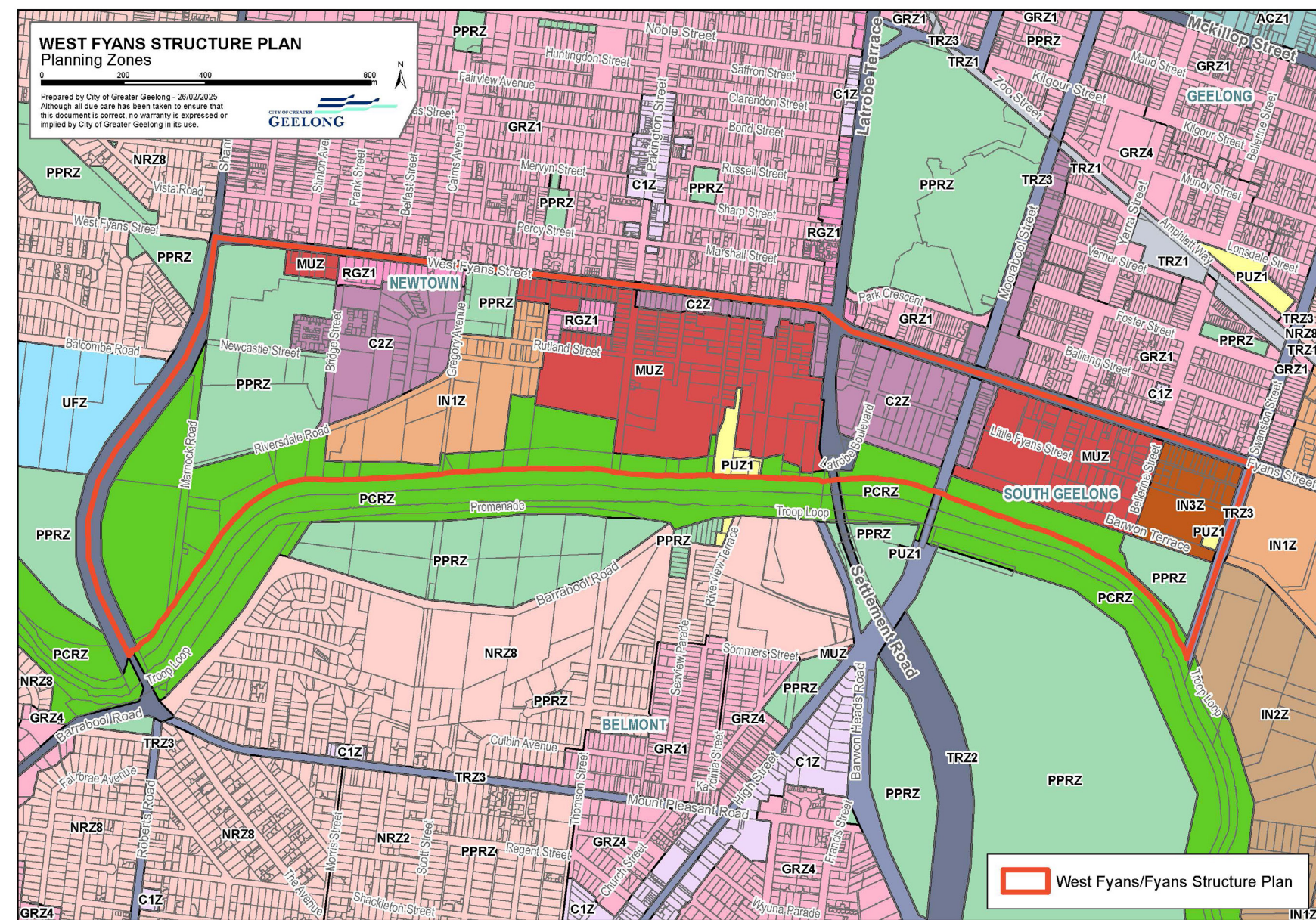


Figure 3 - Planning Zones

Commercial 2 Zone

- Purpose is to encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, and associated business and commercial services.
- Proposed uses must ensure they do not affect the safety and amenity of adjacent, more sensitive uses.

Mixed Use Zone

- To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.
- To provide for housing at higher densities.
- To encourage development that responds to the existing or preferred neighbourhood character of the area.
- To facilitate the use, development and redevelopment of land in accordance with the objectives specified in a schedule to this zone.

Industrial 1 Zone

- With stage 2 land remaining in this zone, it is a buffer between the mixed-use land and existing industries with large buffer requirements in the commercial 2 zone and Industrial 1 zone on the west side of the study area.
- The purpose of Industrial 1 Zone is to provide for manufacturing industries, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

Industrial 3 Zone

Land under Industrial 3 Zone provide buffer between the mixed-use land and existing industries in the Industrial 1 Zone located on the east end of study boundary. The purpose of this zone is to

- To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.
- To provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community.
- To allow limited retail opportunities including convenience shops, small scale supermarkets and associated shops in appropriate locations.
- To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.

2.5 PLANNING CONTROLS - OVERLAYS

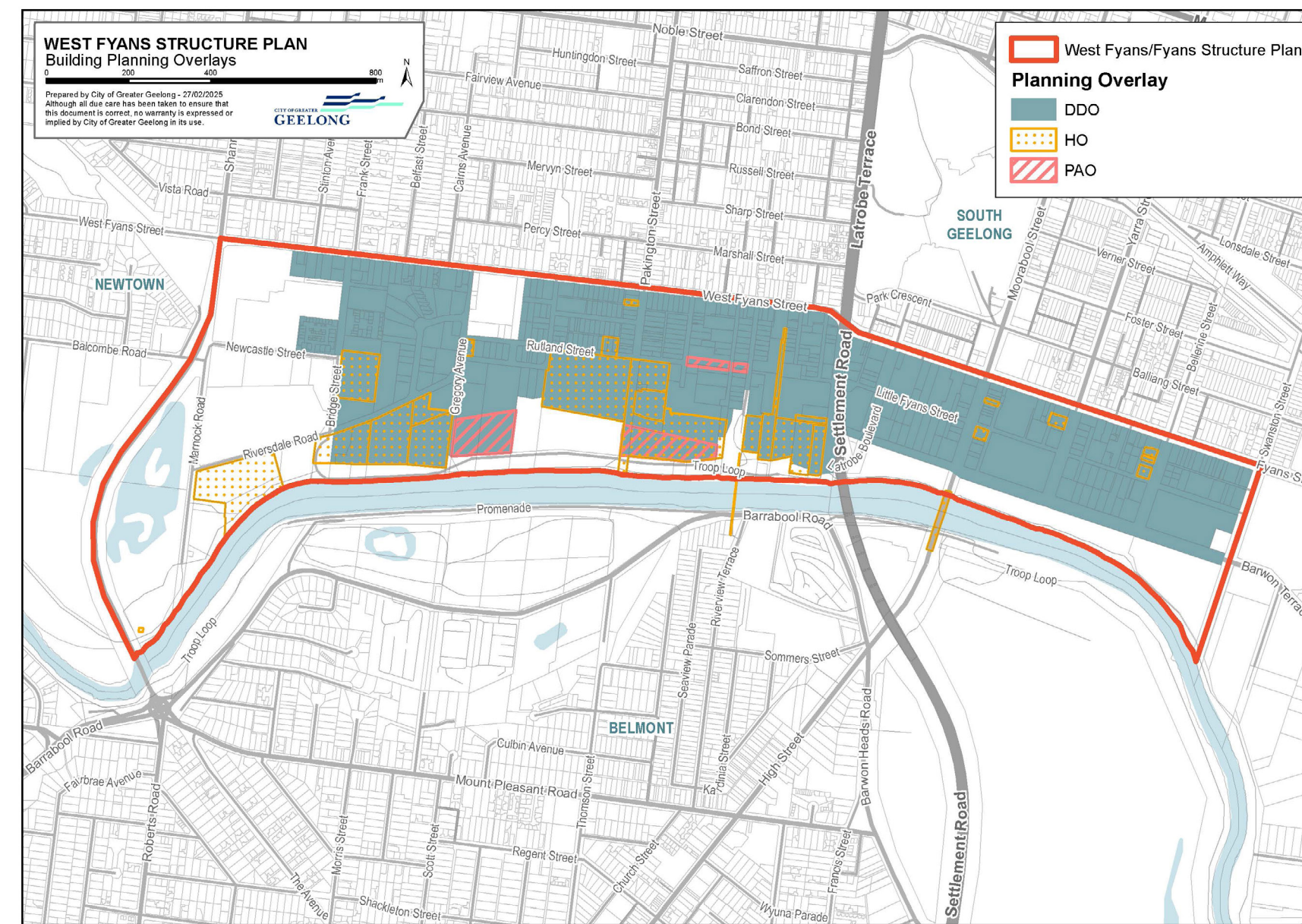


Figure 4 - Planning Overlays (Building)

Overlays are additional layers of planning control that determine the type of development that occurs and often reflect the need to address previous uses, specific site constraints, and/or strategic locations and relationships.

Below are key considerations for overlays that affect the study area:

Building Overlays

There are several heritage overlays within the study area. The map shows the location of the heritage overlays & indicates that there is a large number of heritage listed properties in the west of the study area. The purpose is:

- To conserve and enhance heritage places of natural or cultural significance.
- To conserve and enhance those elements which contribute to the significance of heritage places.
- To ensure that development does not adversely affect the significance of heritage places.
- To conserve specified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.

Design and Development Overlay 26 affect a significant amount of study area with Public Acquisition Overlay affect on few sites as shown on the map.

2.5 PLANNING CONTROLS - OVERLAYS

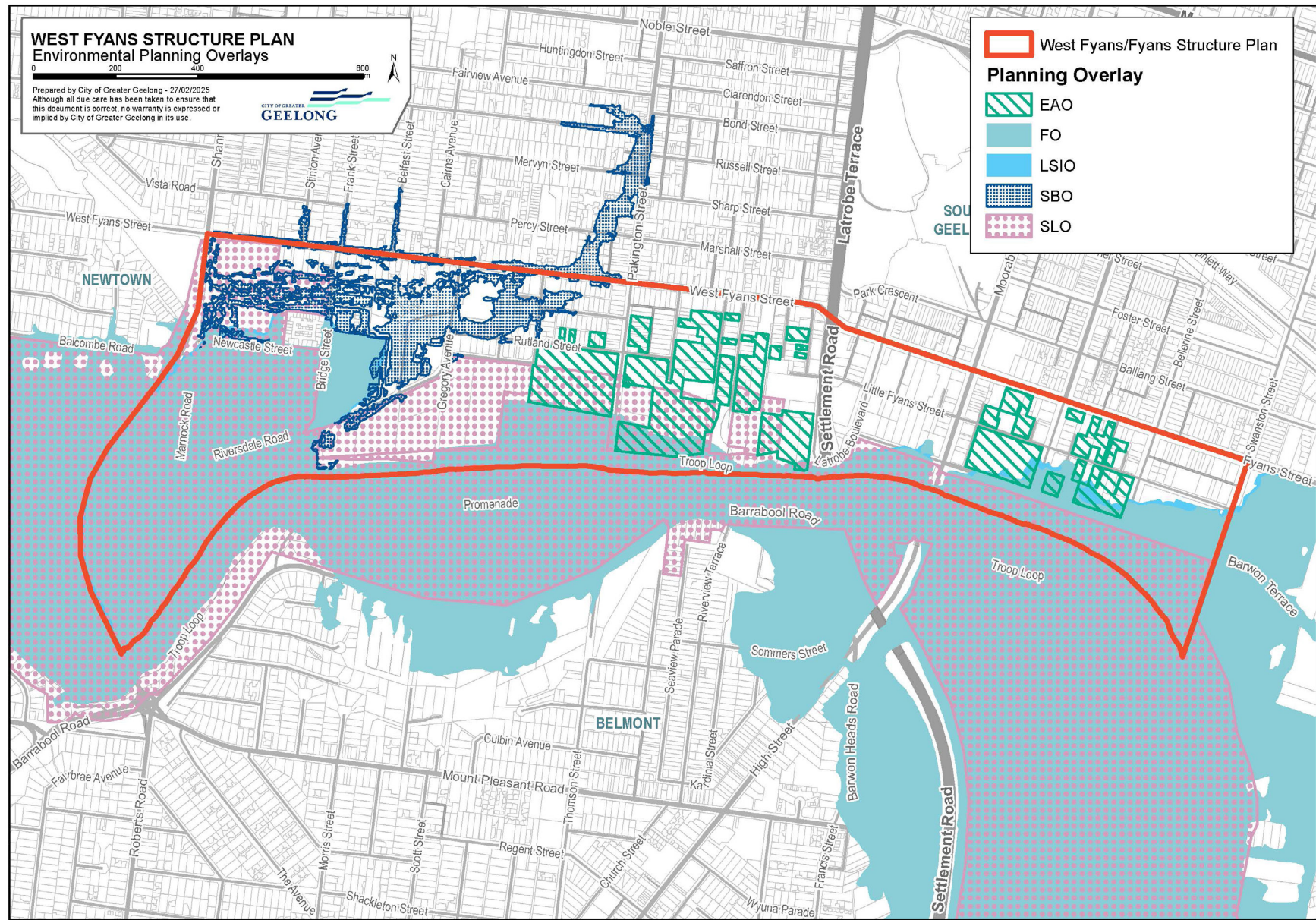


Figure 5 - Planning Overlays (Environmental)

Environmental Overlays

- Environmental Audit Overlay (EAO): Applied to potentially contaminated land due to past/present uses, requiring an environmental audit before development. Affects central and eastern West Fyans/ Fyans Street Precinct.
- Land Subject to Inundation Overlay (LSIO): Identifies flood-prone land based on history/studies, ensuring appropriate development to minimize flood risk. Follows the Barwon River corridor.
- Special Building Overlay (SBO): Requires specific building standards for land with high flood risks/hazards. Found in smaller areas along the Barwon River, often within or near LSIO areas.
- Significant Landscape Overlay (SLO): Protects significant landscape features, vegetation, and visual amenity, primarily along the Barwon River and in some green spaces.
- Flood Overlay (FO): Covers land subject to flooding, indicating a general flood risk. Affects a significant portion, especially along the Barwon River and some residential areas.

2.6 PLANNING SCHEME CHANGES

Since the 2009 plan was developed a number of Zone, Overlay and Policy changes have occurred, including;

- An update to the suite of residential zones, including changes to mandatory building heights, garden area and permissible uses. More recent changes which occurred in September 2023 include as of right development outcomes for apartment buildings within 800m of a train station, single dwellings (dependant on lot size) and social housing requirements. These changes will need to be consider particularly for development east of LaTrobe Terrace which is within 800m of the South Geelong Train Station.
- Reduction in the number of Commercial Zones from 5 to 2 and changes to the objectives and a relaxation of permissible uses within these zones.
- Introduction of Managing Buffers for Land Use Compatibility practice note. Which sets out a framework for consideration to understand impacts on existing industrial uses where they are located near sensitive uses.
- Updates to Clause 53.10 – Uses with Adverse Amenity Impacts and Clause 44.08 Buffer Area Overlay
- A strong shift in Council policy to direct 50% of housing growth to infill locations by 2047 - City of Greater Geelong Settlement Strategy 2020
- Updated to Practice notes “Using the Residential Zone” and “Planning for Housing”



Extensive Flooding of Landy fields and Barwon Terrace, October 2022 (Photo source: from City of Greater Geelong)

03 ISSUES

Low Population Growth

- The 2009 structure plan aimed to shift some growth from the city's outskirts to the inner city. At the time, the area had around 120 dwellings and a population of approximately 240. The plan envisioned adding 1,000 new dwellings, increasing the population to 2,200. However, recent data (from 2024) shows that West Fyans/ Fyans Street Precinct now has only 189 dwellings and a population of 215, indicating that growth in the area has been slower than anticipated.

Commercial 2 Zone area between Gregory Avenue and Bridge Street:

- In the 2009 structure plan this area was identified as a future business park and zoned Business 3. Since the amalgamation of the business zones into two commercial zones in VC100 July 2013, the intent of this area has become less clear as this zone now supports restricted retail uses/bulky goods retailing which given the topography, lot size and infrastructure constraints may not be the ideal outcome for this precinct.

Stage 2 area with Industrial 1 Zone

- A number of industries within the assessment area (2 km radius from the Stage 2 study area) were identified as requiring large separation distance based on the EPA separation distance guidelines with a total of ten industries still operating in the Stage 2 Area.

Central Mixed Use Area

- This area currently has a few development applications for residential and commercial use – especially in the commercial node as identified in the 2009 structure plan. The Commercial node's role and function lacks clarity and it is proving to be a challenge while making a decision on the new planning applications.
- The 2009 structure plan lacks direction on how development should interact with the river frontage, for sites which adjoin the river corridor.

Pedestrian/ Cycle Network

- Despite several on-street and off-street bicycle paths, connectivity issues remain throughout the study area.
- Latrobe Terrace significantly hinders cyclist and pedestrian movement between Newtown and South Geelong due to the lack of accessible and appealing connections along the river.
- While most roads in the area have footpaths, some locations still lack accessible pedestrian infrastructure. Additionally, the limited number of priority pedestrian crossings restricts movement to and from key sites.
- The industrial surroundings and poor streetscape leading to the river corridor make walking less inviting.
- Access to McIntyre from Fernleigh Street is unclear, and the industrial setting does not encourage pedestrian movement towards the bridge or river.
- The access at the southern end of Pakington Street is steep and overgrown by vegetation and obstructs views of the Barwon River.

Road Network

- Limited crossing points on Barwon river to makes the north-south movement less accessible.
- Road connectivity west of Latrobe Terrace is limited, with multiple dead-end streets, particularly between Pakington Street and the river corridor, restricting movement and contributing to congestion. In contrast, the eastern part of the study area has a more continuous and connected street network.
- The absence of a road link between Anne Street and Pakington Street currently limits permeability to the key commercial area.

Parking

- There is an increase in the number of applications requesting reduction in car parking spaces. With ongoing issues with traffic and on-street parking in the areas there is a need for developments to have the required parking spaces on site.

Built Form

- Developers have provided feedback in the past indicating that the current height limits, established in the 2009 Structure Plan, and the built form controls outlined in Design and Development Overlay (DDO) 26 are perceived as a constraint on the feasibility of development projects within West Fyans/ Fyans Street Precinct.

Drainage

- There is a definite need to provide new and upgraded drainage infrastructure along Riversdale Road, Lambert Ave and Bridge Street. Drainage in these areas consist of open spoon drains which will need to be placed underground given the use of the area will increase over time.
- There are no significant drainage issues on the Fyans Street side of the study area, with the exception of providing storm water treatment options which would involve land outside the study area in South Geelong.

Issues due to flooding in the eastern side if study area

Flooding of Barwon Terrace

- Extensive flooding limitations to development means that consideration needs to be given to how development potential for the precinct can be facilitated including a holistic approach to floodplain management and collaborative development strategies amongst landowners in the precinct.

Active Frontages

- There are challenges in achieving activated frontages to Barwon Terrace given that the Flood Overlay dictates that development must be significantly setback from the road.

Vehicle Access

- Significant depth of flooding prevents access to some properties fronting Barwon Terrace during a flood event. There is a need to consider how consolidated access from Little Fyans Street can be encouraged to create flood resilient development.

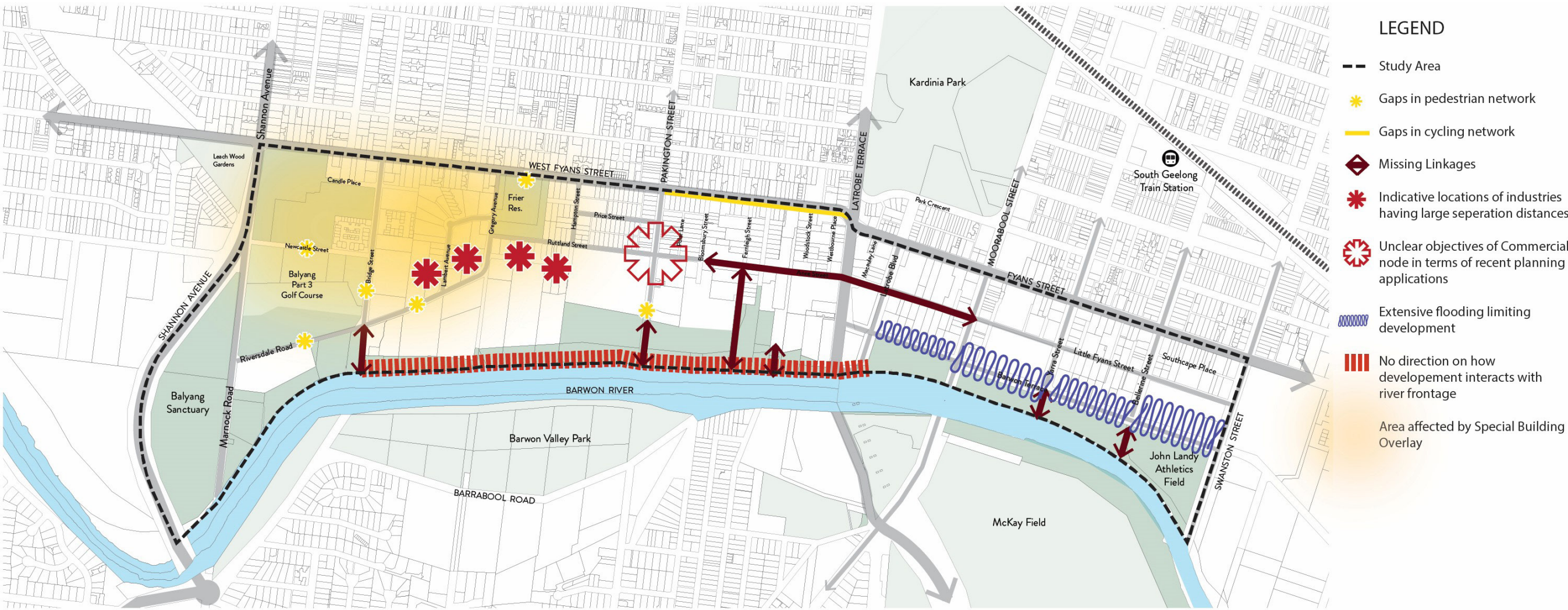


Figure 6 - Issues Map

QUESTION:

What do you see as the main challenges or barriers to implementing the existing plan?

04 OPPORTUNITIES

Commercial and Industrial Opportunities: Gregory Avenue to Bridge Street

- The Gregory Avenue area is designated for low-scale business and light industrial uses, with an immediate need for clear policy guidance on permit-required retail within the Commercial 2 Zone.
- In the Stage 2 area, within the Industrial 1 Zone, there is potential to accommodate complementary commercial and business uses while maintaining appropriate buffer distances from industrial developments and ensuring strategic placement along arterial roads.

Maximizing Development Potential through Collaborative Strategies and Higher-Density

- Potential to maximise developable land through collaborative development strategies amongst landowners in the study area to create larger sites and better facilitate development.
- Higher-density development in the Eastern Precinct, particularly between Moorabool Street and Bellarine Street, and along Pakington Street, given its proximity (within 800m) to South Geelong Train Station and commercial areas.

Strengthening Urban Connectivity and Character through North-South Corridor Enhancements

- Enhance the character of key North-South streets - Moorabool, Yarra, and Bellerine connecting Geelong's CBD to the bay and waterfront. Extend the envisioned streetscape from the South Geelong UDF through the West Fyans/ Fyans Street Precinct precinct, creating a cohesive urban identity. With its proximity to South Geelong Station, this area presents an opportunity for a pedestrian-friendly, mixed-use environment that fosters connectivity and vibrancy. Similarly, strengthen Pakington Street's character by aligning with the adopted UDF, ensuring a cohesive streetscape and built form. Encourage lot amalgamation within the Mixed Use Zone to support a dynamic precinct with ground-level commercial activity and residential spaces above, enhancing activation, liveability, and economic growth.

Improving Pedestrian and Bicycle Connectivity

- Review pedestrian and bicycle movement patterns to identify and address network gaps, ensuring continuous and well-integrated connections, particularly between the northern sections of the Barwon River from Latrobe Boulevard to Shannon Avenue. Strengthen missing links by widening lane ways, extending footpaths, and enhancing bike trail connectivity to key destinations.
- Strengthen connections between the Barwon River and its southern section to ensure seamless navigation and accessibility for pedestrians and cyclists.

Road Network

- Establish a road connection between Anne Street and Pakington Street to improve permeability to key commercial and employment areas.
- Enhance Latrobe Boulevard as a key entry point to Geelong by leveraging landscape, signage, and urban design interventions to create a distinctive and welcoming gateway. This transformation will reinforce the city's identity, improve site visibility, and establish a stronger sense of arrival.
- Leverage consolidated land ownership to improve connectivity by introducing new roads and accessways between Pakington Street and Latrobe Terrace.

Drainage

- Investigate the Special Building Overlay (SBO) around Friers Reserve to assess whether drainage improvements can unlock additional developable land, enhancing land use potential and site efficiency.

Open Space

- Utilize setback open space along Barwon Terrace for temporary, flood-resilient uses such as landscaped areas, outdoor dining, and shared paths to create a distinct interface with the Barwon River environs.
- Develop design controls and landscape guidelines to ensure seamless integration of future developments interacting with Barwon river, emphasizing visually permeable fencing for passive surveillance and a strong connection to river.

Remnant Landscape

- Retain Significant Landscape Overlays (SLO16, SLO2) to protect key environmental features and preserve remnant native vegetation along the northern bank of the Barwon River.
- Encourage native landscaping in new developments to strengthen biodiversity and local character while supporting the remediation and re-naturalisation of open spaces like Friers Reserve to enhance ecological health and recreational opportunities.

Built Form

- Capitalize on the growing demand for housing, evidenced by recent planning applications like the proposed 343 apartments at 403 Pakington Street.
- Strengthen the Design and Development Overlay (DDO26) to provide clearer built form controls for developments over four stories, enhancing design quality and guiding future growth.
- Update the Structure Plan with population modelling to establish more detailed controls, allowing for increased height limits in response to land lost for flood storage.
- Review DDO26 to align with land use precinct changes, considering factors like traffic impacts, amenity, visual impacts along the Barwon River, and the Significant Landscape Overlay (SLO) to protect key views.
- Encourage housing diversity, including townhouses, apartments, and mixed-use developments, while exploring opportunities for adaptive reuse of heritage buildings and warehouses, preserving historical character and meeting modern housing needs.
- Encourage lot amalgamation for larger-scale, well-planned developments that optimize land use and enhance urban design.

QUESTION:

What opportunities do you see in the West Fyans/ Fyans Street Precinct Structure Plan area?

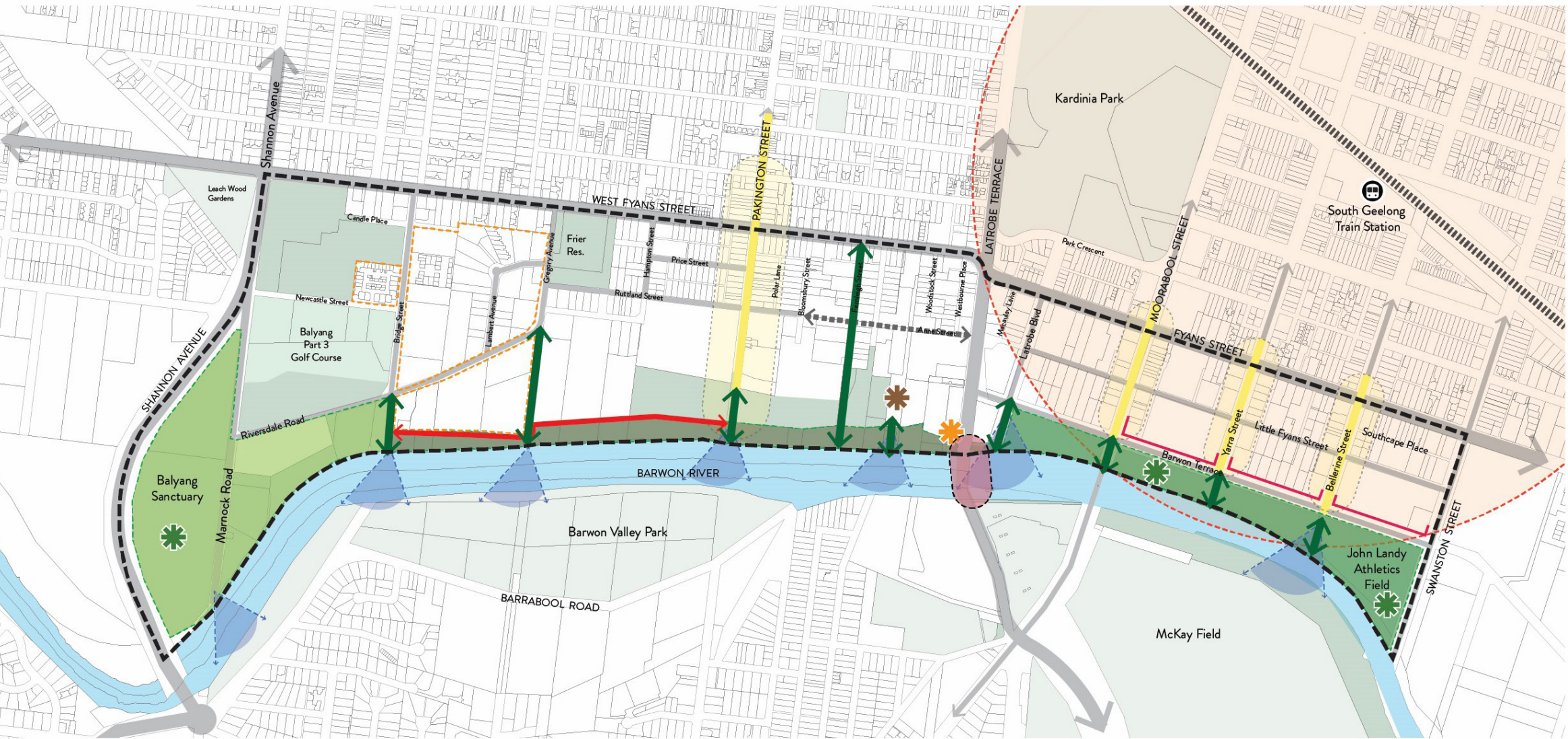


Figure 7 - Opportunities Map

LEGEND

- Study Area
- Destinations:
 - Balyang Sanctuary/John Landy Athletics Field/Rowing Clubs
 - Proposed café with outdoor Seating (fronting the Barwon River)
 - Barwon Grange
- Barwon River Interface Character:
 - Direct access to the river from Barwon Terrace
 - Improved North-South connection to the river with enhanced pedestrian access
 - Direct interface with Balyang Sanctuary
 - Opportunity for a cliff walk
- Improved view cones for the Barwon river
- Improved pedestrian connection
- Extend Anne Street to connect internal streets
- Transform the street into a vibrant, walkable precinct that leverages its CBD connectivity to foster a lively, mixed-use community.
- Redesign Latrobe Boulevard into a distinctive gateway to Geelong
- Opportunity to activate built edge overlooking river corridor.

05 STRATEGIC DIRECTIONS

1. Reimagine Commercial and Industrial areas:

This strategic direction aims to transform existing commercial and industrial areas into more dynamic, adaptable, and amenity-rich environments that contribute to a thriving local economy and community. This involves moving beyond traditional, often segregated land uses to explore opportunities for diversification, innovation, and the integration of compatible activities. This includes providing clear policy guidance for appropriate retail activities in low-scale business and light industrial zones and strategically integrating complementary commercial and business uses within industrial areas, ensuring appropriate buffers and placement along key transport routes to enhance vibrancy and accessibility. Ultimately, this reimagining seeks to create more resilient, diverse, and attractive employment precincts within West Fyans/ Fyans Street Precinct.

2. Revitalize Mixed-Use precincts by enhancing key urban corridors for a connected and vibrant community

Strengthen the identity and connectivity of key corridors by aligning with adopted Urban Design Frameworks (UDFs) for Pakington Street and South Geelong. Enhance the character of Pakington, Moorabool, Yarra, and Bellerine Streets through cohesive streetscape improvements, leveraging Mixed Use Zoning to support lot amalgamation and vibrant mixed-use development. Extend the envisioned streetscape from South Geelong to West Fyans/ Fyans Street Precinct, reinforcing links between the CBD, bay, and waterfront. Capitalize on proximity to South Geelong Station to create a walkable, pedestrian-friendly environment that fosters a dynamic and connected community .

3. Enhancing Connectivity

Improve pedestrian and bicycle connectivity by addressing network gaps between Latrobe Boulevard and Shannon Avenue, widening lane ways, and upgrading footpaths and bike trails. Upgrade access on narrow streets such as Woodstock, Fernleigh, Boswell, and Bloomsbury with better signage and streetscape enhancements. Strengthen way finding to Barwon Grange and improve connections across the Barwon River's northern and southern sections. Explore the possibility of a road link between Anne Street and Bloomsbury Street to improve access and permeability.

4. Connection to the River / Walk on the Country

Develop the Barwon River interface area into three distinct zones, each celebrating the Barwon River with unique experiences—from walking along the water's edge to exploring cliff side paths. These zones will be connected through a cohesive loop, offering a range of destinations that encourage exploration. The journey will begin in the east, with sports-focused activities at Landy Field and rowing clubs, leading to a private café in a heritage building along the river, and Barwon Grange. A cliff walk from Pakington Street to Bridge Street will provide stunning views, culminating at the Balyang Sanctuary. This river front walk will attract visitors to explore all zones while enjoying scenic views of the Barwon River.

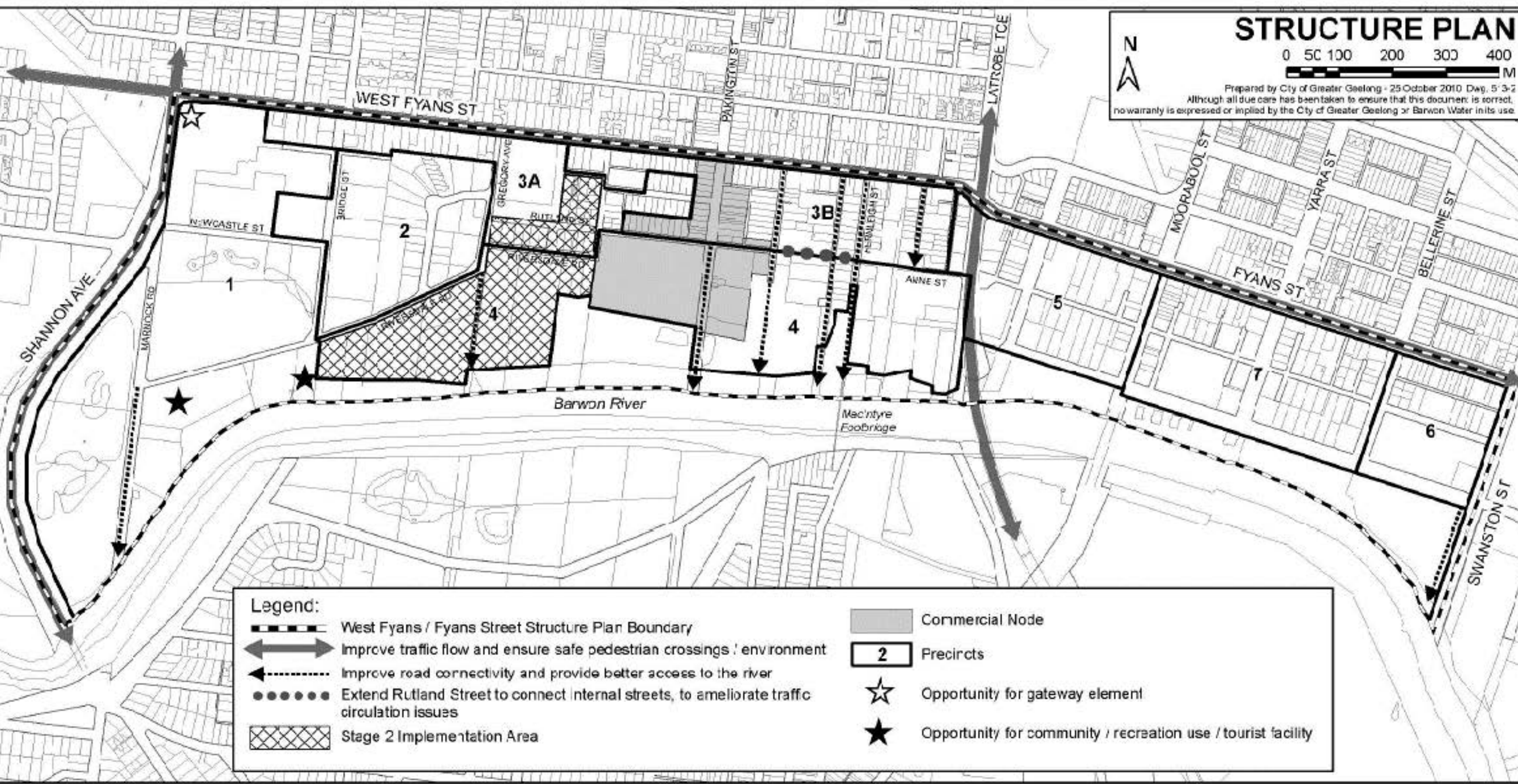
2009 Structure Plan Vision: “Accommodate a diverse range of quality living and working environments, in a way that reconnects the precinct with the Barwon River and celebrates its industrial heritage”.

QUESTION:

Can you describe your experience living, working, or visiting this precinct?

Do you think the vision for the current Structure Plan is still relevant?

In thinking about a future vision for the area what is important to you?



Precinct 1 – Open Space Precinct
Maintain and develop existing public open space areas and the river corridor. Promote community/recreational uses.

Precinct 2 – Business Park
Maintain existing low scale business or light industrial use, with a medium to long term transition to mixed use that maintains a business and employment focus. Preferred future uses within this precinct include office and business park activities, active recreation facilities, markets and light industrial uses.

Precinct 3 – Residential Interface
3A: Encourage low scale residential development with opportunities for medium density housing adjacent to Frer Reserve. Support appropriate scaled and designed mixed use activity on West Fyans west of Bridge Street and south of Rutland Street.

3B: Encourage 'showroom strip' fronting West Fyans Street to the east of Pakington Street. Encourage a mix of office and retail fronting West Fyans Street to the west of Pakington Street. The preferred use on the balance of the land in the precinct is medium to high density residential. Limited small scale retail and office uses will be supported.

Precinct 4 – Mixed Use - High Density
3A: Encourage low scale. Encourage high density residential of 2-5 storeys, particularly fronting the river. Opportunities for ground floor retail, cafes, restaurants and commercial uses will be supported in the southern section of the precinct, particularly fronting the river. Commercial Node (includes within precincts 3B and 4) - Designated commercial activity node to support an intensive mix of business, office, retail and residential uses in a vertical format where possible. North of Rutland Street development should be limited to a maximum of 2 storeys.

Precinct 5 – Business Precinct
Maintain a business focus in this precinct and encourage further business activities suited to Business 4 Zone and first floor.

Precinct 6 – Industrial Precinct
Land within this precinct is to act as a buffer between industrial land uses to the east and residential land to the west. Uses supported in the precinct include service industry, associated small offices and industrial related sales activities.

Precinct 7 – Mixed Use - High Density
Maintain large format retailing and B4 zone along the frontage to Moorabool Street. Encourage a mix of commercial and office uses north of Little Fyans Street. Encourage medium to high density residential (2-4 storeys) south of Little Fyans Street with higher density, focussed around Barwon Terrace. In this area, limited commercial uses, including cafes/restaurants and home offices will be supported at the ground and first floor.

Figure 8 - 2009 Structure Plan for Fyans- West Fyans/ Fyans Street Precinct area

06 DEVELOPMENT SCENARIOS

6.1 SCENARIO 1: STEADY RENEWAL

This scenario envisions a gradual transformation of West Fyans/ Fyans Street Precinct into a true mixed-use precinct, accommodating over 700 dwellings, 1,500 residents, and 5,100 jobs by 2041. Growth is projected to align with market cycles, starting at 30 dwellings per year and increasing to 35 per year later in the period, ensuring steady development with minimal risk.

The primary renewal area is expected to evolve into a mixed housing and employment hub, featuring a blend of town houses (2–3 storeys) and limited high-rise apartments (4–6 storeys) in select areas with river views.

Recent planning permit approvals project around 450 dwellings and 1,100 residents with growth concentrated between Pakington Street and Latrobe Boulevard. The largest development is at 403 Pakington Street, highlighting the area's evolving residential focus. The map below highlights the locations of approved development sites, showcasing key projects contributing to the area's transformation.



Figure 9 - Map showing indicative locations for the development of Scenario 1: Steady Renewal

6.2 SCENARIO 2: INTENSIFIED RENEWAL

This scenario anticipates an accelerated transformation of West Fyans/ Fyans Street Precinct, driven by increased demand from young inner-urban households and downsizers. By 2041, the precinct is projected to accommodate 1,875 residents, 850 dwellings, and 5,300 jobs.

With stronger market acceptance, the housing take-up rate is expected to increase to 40 dwellings per annum, rising to 45 in later years. Development will include a mix of medium-density (2–3 storey town houses) and limited high-rise (4–6 storey) apartments, particularly in locations with river views. The precinct will also sustain its economic strengths in large-format retail, automotive uses, and an expanding service sector, fostering growth in knowledge, personal service, fitness, and hospitality jobs.

The development of the Mill Site is expected to serve as a catalyst for growth, driving further development in the surrounding precincts. A strong focus on mixed-use development is anticipated, particularly along Pakington Street and on the eastern side of Latrobe Boulevard, especially around Moorabool and Yarra Streets. Given their close access to South Geelong Train Station and the Barwon river, these areas present an opportunity to enhance walkability and promote a vibrant, well-integrated precinct with the right balance of residential and commercial uses.

The map below highlights the tentative locations of potential sites that may undergo transformation.

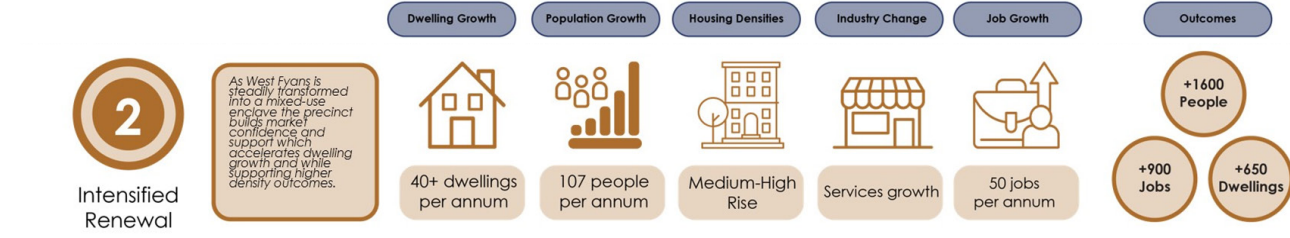


Figure 10 - Map showing indicative locations for the development of Scenario 2 : Intensified Renewal

6.3 SCENARIO 3: INNER URBAN BOUNCE BACK

This scenario envisions accelerating and expanding the transformation of West Fyans/ Fyans Street Precinct, anticipating a population of 2,250 residents, 1,000 dwellings, and 5,300 jobs by 2041. The area is expected to experience significant change due to ongoing automotive disruption, leading to surplus land emerging between Moorabool Street and Latrobe Terrace, an area currently dominated by automotive uses. As greenfield housing growth in Greater Geelong slows due to constraints and emerging amenity disbenefits, inner urban housing demand, particularly in West Fyans/ Fyans Street Precinct, is expected to rise.

The scenario projects a faster rate of transformation, with 50 dwellings per annum, increasing to 55 dwellings per annum in later years. Employment in the precinct will evolve as automotive retail and maintenance functions decline, while new service sector jobs are introduced. The focus of demand will be within the primary renewal area and the redundant land between La Trobe Terrace and Moorabool Street, which will require rezoning to allow for residential use.

The map below highlights the tentative locations of potential sites that may undergo transformation.



Figure 9 - Map showing indicative locations for the development of Scenario 3 : Inner Urban Bounce Back

6.4 PREFERRED SCENARIO

Our preferred development scenario for West Fyans/ Fyans Street Precinct structure plan is Scenario 2: Intensified Renewal.

A review of recent Population, Housing and Economic Update report and recent planning applications reveals a notable shift in market sentiment and developer interest in the area. The emergence of significant proposals for higher-density residential and mixed-use developments, particularly the large-scale application at 403 Pakington Street, suggests a growing confidence in the area's potential for more rapid intensification.

Scenario 2 - Intensified renewal offers a vision of a revitalized West Fyans/ Fyans Street Precinct that is economically vibrant, socially diverse, and environmentally sustainable. It leverages the area's strategic location and existing assets to create a desirable urban environment for residents and businesses alike. We have considered below advantages in choosing this scenario.

Diversified Economic Base: The plan supports existing strengths (retail, automotive) while fostering growth in emerging sectors (knowledge, services, hospitality), creating a resilient and dynamic economy.

Attracting Desirable Demographics: Targeting young inner-urban households and downsizers caters to a growing market segment, ensuring demand for housing.

Increased Housing Density: The projected 850 dwellings and 1,875 residents represent a significant increase, addressing housing needs and revitalizing the area with a focus on mix of townhouses and limited apartments. This approach also mitigates the risks associated with relying heavily on high-density apartment development in a market where demand is currently moderate.

Mixed-Use Development: Emphasizing mixed-use development along key streets like Pakington Street, LaTrobe Terrace and Moorabool Street creates vibrant, walkable neighbourhoods with a blend of residential, commercial, and recreational spaces.

Improved Walkability and Connectivity: Leveraging proximity to the South Geelong Train Station and the Barwon River enhances walkability and promotes sustainable transportation.

Strategic Development: Focusing higher-density development in areas with river views and adopted Urban Design Frameworks maximizes the area's existing assets and creates desirable living spaces.

Future Proofing: This plan prepares the area for future growth and increased population density that is expected in growing cities.

In conclusion, this scenario allows for for a balanced and manageable transformation for the West Fyans/ Fyans Street Precinct Structure Plan area, aligning with current market realities and providing a solid foundation for potential future intensification as market conditions evolve.

QUESTION:

Which of the three scenarios do you feel best aligns with your vision for the area and why?

What plans do you have for your site over the next five years?

HAVE YOUR SAY

HELP SHAPE THE FUTURE OF WEST FYANS/ FYANS STREET PRECINCT STRUCTURE PLAN AREA

Tell us what you think are the key issues facing the area and what are the key opportunities when planning for the future.

COMPLETE THE SURVEY

Online: visit <https://yoursay.geelongaustralia.com.au/WFSPR> or use the below QR code.



Or email: planningstrategy@geelongcity.vic.gov.au
ashka.munshi@geelongcity.vic.gov.au

SUBMISSIONS CLOSE: 18 MAY 2025, 5 PM

—

CITY OF GREATER GEELONG

PO Box 104
Geelong VIC 3220
P: 5272 5272
E: contact.us@geelongcity.vic.gov.au
www.geelongaustralia.com.au

CUSTOMER SERVICE CENTRE

100 Brougham Street
Geelong VIC 3220
8.00am – 5.00pm

© City of Greater Geelong 2017
ISBN: XXX-X-XXXXXXX-X-X

LATEST NEWS:

-  [@CityofGreaterGeelong](#)
-  [@GreaterGeelong](#)
-  [@CityofGreaterGeelong](#)
-  [CityofGreaterGeelong](#)

