THE CITY OF GREATER GEELONG

PAKINGTON ST & GORDON AVE

URBAN DESIGN FRAMEWORK

ADOPTED DECEMBER 2021
UPDATED MAY 2024

As of 14 December 2021, a Final Urban Design Framework has been adopted for two precincts outlined in this document: Gordon Avenue and Heritage Core Precinct.

Further engagement was undertaken for the northern end of Pakington Street. The consultation process was completed in April 2024 and a separate Urban Design Framework has been since adopted by Council.

CITY OF GREATER GEELONG

ACKNOWLEDGEMENT OF COUNTRY

The Greater Geelong municipality is located on the traditional lands of the Wadawurrung people. The land was created by the great ancestor spirit, Bunjil, the wedge tailed eagle.

Wadawurrung territory extends from the Great Dividing Range in the north, to the coast in the south, from the Werribee River in the east to Aireys Inlet in the west - including the major regional cities of Ballarat and Geelong.

The City acknowledges the Wadawurrung people as the Traditional Owners of this land who to this day practise their culture and uphold the dignity of their ancestors.

SUMMARY OF KEY CHANGES

From Interim Final UDF to Final UDF

The following is a list of key updates in the Final UDF:

- Revised the document structure to improve readability.
- Refined development guidelines and controls that respond to concerns regarding amenity impacts to surrounding residential areas including site coverage, solar access and interface treatments.
- Revised preferred building heights and street wall requirements particularly within Pakington North and Gordon Avenue Precinct.
- Refined interface response within Pakington North and Gordon Avenue Precinct.
- Clarified preferred building heights in the Heritage Core Precinct.
- Revised built form response to laneways that enables activation in Gordon Avenue Precinct.
- Clarified existing and proposed laneway connections.
- Completed Traffic Network Assessment with recommendations for road infrastructure requirements.
- Revised transport recommendations to better address traffic concerns.

As of 14 December 2021, a Final Urban Design Framework has been adopted for two precincts outlined in this document: Gordon Avenue and Heritage Core Precinct.

Further engagement was undertaken for the northern end of Pakington Street. The consultation process was completed in April 2024 and a separate Urban Design Framework has been since adopted by Council.

CONTENTS

00 Executive Summary **5**

01 Introduction **13**

Purpose 14
Process 15
Drivers for Change 16
Strategic Context 18
Policy Context 19
Study Area 20

02 Community and Stakeholder Engagement **21**

Stage 1 Vision and Focus Area 22
Stage 2 Draft UDF 24
Stage 3 Interim Final UDF 28

03 Wider Framework **29**

Relationship to Central Geelong 30
Strategic Approach 31
Key Streets 33
Vision 34
Guiding Principles 35
Three Distinct Precincts 36
Built Environment 37
Social and Affordable Housing 46

04 Heritage Core Precinct **47**

Context Appreciation 48
Vision 50
Built Form 52
Public Realm 55
Reccomendations 66

05 Gordon Avenue Precinct **67**

Context Appreciation 68
Vision 70
Land Use 72
Built Form 73
Public Realm 82
Potential Futures 85
Reccomendations 87

06 Implementation **88**

Heritage Core Precinct 89
Gordon Avenue Precinct 92

07 Glossary **94**

EXECUTIVE SUMMARY

What is an Urban Design Framework?

Urban Design Frameworks are an important planning tool that assist local planning authorities and their communities in setting an overall direction for the future of a place with local action plans and initiatives.

Urban Design Frameworks (UDF) are an integral part of the planning system and are important tools to translate local action plans and visions for the future of a place into actual projects and guidelines. They are a vehicle to help local authorities and communities set an overall direction for a particular place that fits within the local and wider state planning context.

As a long-term visioning document, an UDF can provide mechanisms to direct investment and renewal in an area while guiding future development outcomes. The results of an UDF process can inform changes to Zones and Overlays in the local planning scheme and initiate design guidelines and policies. Recommendations and projects are fed into capital budgets.

A UDF does:

- Provide a 'road map' to achieve a preferred future vision.
- Highlight key projects and further work to be undertaken as part of the implementation process.
- Provide principles and guidelines to asses project outcomes and future development proposals.
- Provide flexibility for the final design and delivery of specific projects.
- Provide high-level concepts and ideas for further discussion during detailed design and delivery.

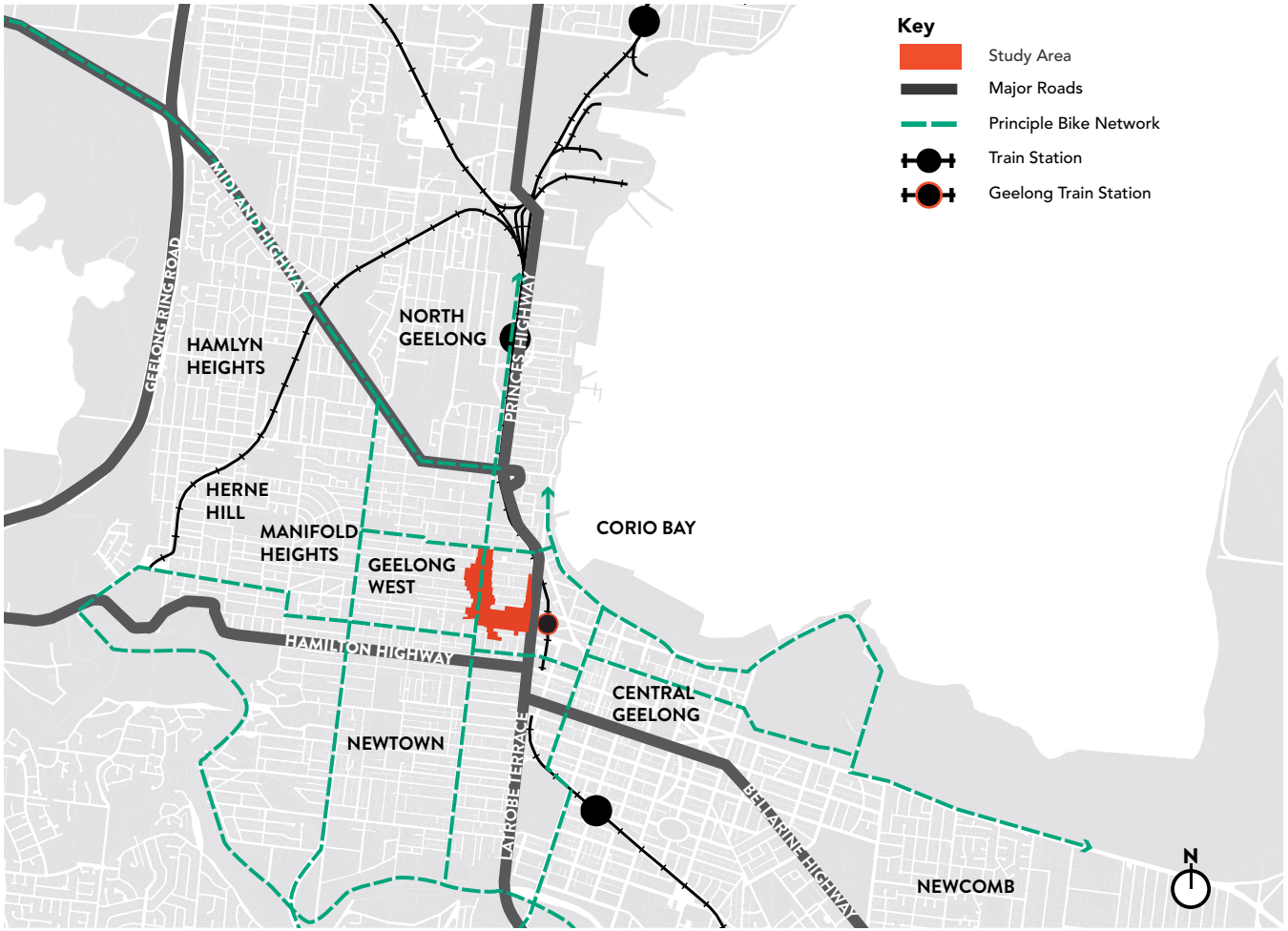
A UDF does not:

- Specifically address individual developments.
- Resolve delivery and timing of highlighted further strategic work.
- Produce detailed designs required for construction.
- Pertain to construction or project management of capital works projects.

EXECUTIVE SUMMARY

Study Area

Located in the established inner suburb of Geelong West, the UDF study area includes all C1Z and C2Z areas (few GRZ areas) along Pakington Street and Gordon Avenue. Pakington Street extends from Church Street to Barwon River to the south. Gordon Avenue connects Pakington Street to Latrobe Terrace. The area surrounding these two key streets have many established dwellings of heritage significance. The areas along Pakington Street and Gordon Avenue are established commercial areas; the central part of Pakington Street is a recognised specialised retail centre, while Gordon Avenue mainly include secondary services and bulky goods.



Site Context

EXECUTIVE SUMMARY

Vision

Over the next 25+ years, the Pakington Street (Geelong West) and Gordon Avenue area will be a vibrant, compact and thriving urban village that is:

A place of Inclusion

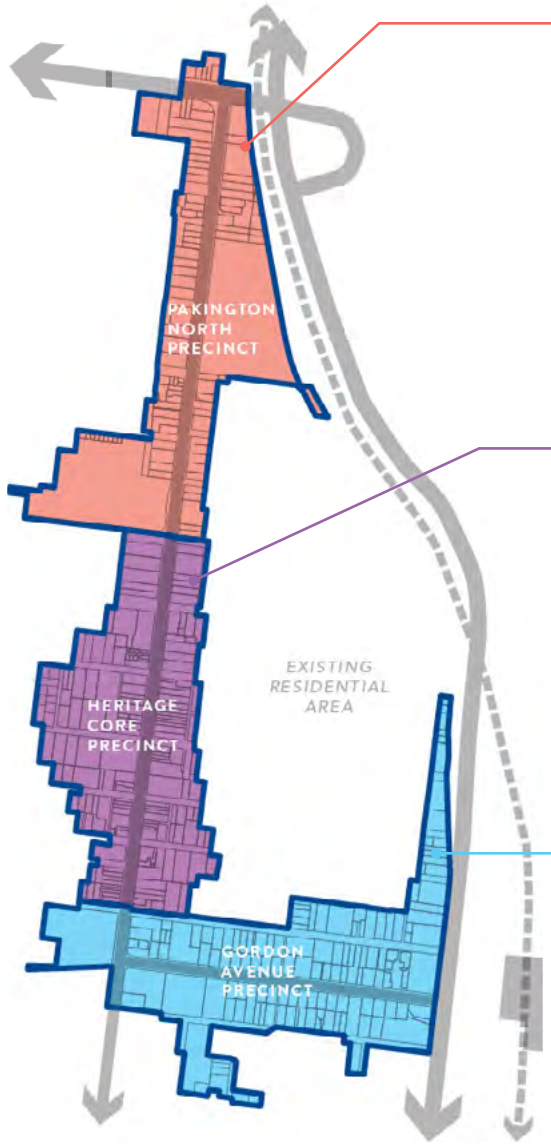
A village that showcases universal design to ensure everyone can access the varied local attractions, services and businesses offering plenty of opportunities for all to participate and contribute to the vibrant street and community life.

A place of Opportunities

A village that provides a variety of spaces and places to rest, reflect and socialise that are comfortable, attractive and relaxing. There's always something happening with plenty of community events showcasing local design, culture and business.

A place for People

A village that puts people first and respects the human scale at the street level. Designing streetscapes that allow for the integration of varied transport modes while providing enough room for activities. The green leafy trees provide shade and comfort helping to create a healthy, safe and attractive urban village.



Pakington North Precinct has is a separate document owing to additional community engagement, however certain aspects of this UDF applies to Pakington North. The overall technical, statutory, and regulatory requirements (where not specified in the Pakington North UDF) continue to apply, alongside the overall vision, strategic approach, and guiding principles.

"The Heritage Core Precinct will continue to play an important role as a premier shopping strip and community hub in a backdrop of heritage buildings. Based around a safe, leafy and 'people' friendly environment where locals and visitors of all ages and abilities can meet, shop, rest, eat and play. Enhancing and celebrating its unique built form and cultural heritage through a high quality public realm that connects people with nature and offers opportunities for 'life' to spill out onto the street. Providing attractive and comfortable urban public spaces that become iconic places for people to meet."

"The Gordon Avenue Precinct will develop into a vibrant sustainable mid-rise precinct that appropriately transitions from the low density character of the surrounding residential area to future high-density scale of Central Geelong whilst delivering a new form of varied residential and mixed-use development set within a green, leafy, high quality environment that supports a diverse and inclusive community.

Over time, Gordon Avenue will be a 'green' street that provides safe and attractive connection to and from 'Pako' to Geelong Train Station and Central Geelong, acting as a key access-way to the western suburbs of established Geelong."

EXECUTIVE SUMMARY

Guiding Principles

Shared Vision

Thriving Business and Activity

Places for People

Urban Greening and Sustainable Development

A great place for Everyone

Design Excellence

Identity and Place

EXECUTIVE SUMMARY

Key Moves

HERITAGE CORE PRECINCT

1. Introducing Additional Design Guidelines

2. Providing a Unified Wayfinding Approach

3. Upgrading Streetscape Quality

4. Identifying Urban Renewal Projects

GORDON AVENUE PRECINCT

1. Addressing Development Potential

2. Allowing a Greater Mix of Uses

3. Improving Streets and Accessibility

4. Improving Connectivity

EXECUTIVE SUMMARY

Summary of Development Controls

Building Heights

The proposed preferred building heights for the study area are between 2 and 10 storeys with taller built form positioned to Latrobe Terrace owing to minimal impacts to sensitive uses including established residential areas. Whilst the Heritage Core will remain at 1 and 2 storeys owing to its heritage significance, other areas vary between 4 and 6 storeys depending on the context, interface and transitional attributes of the urban block.

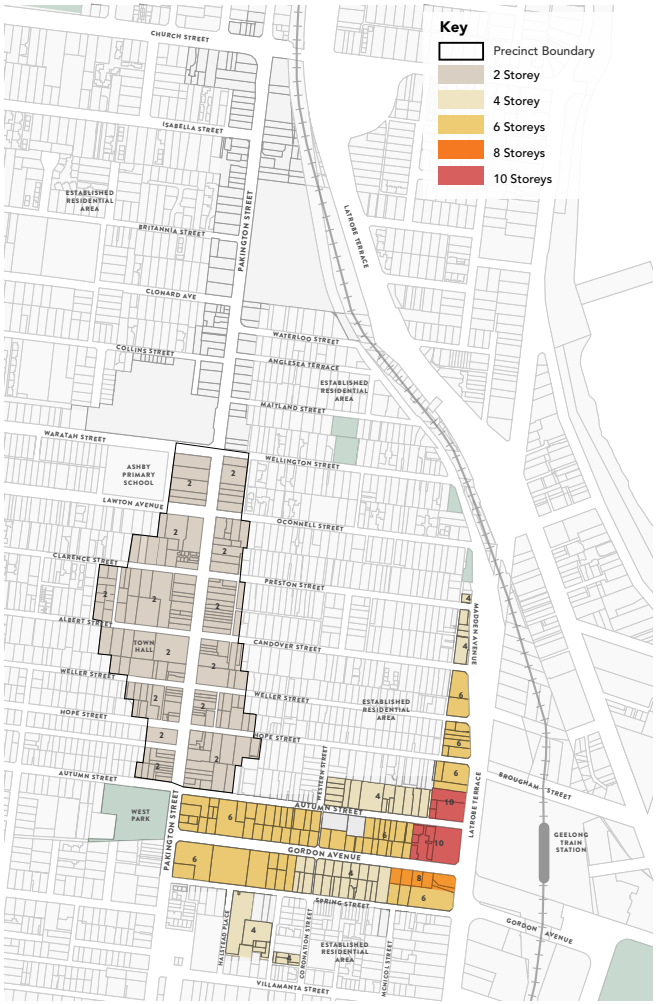
Site Coverage

The proposed site coverage controls vary between 60%-80% and are underpinned by the precinct vision and land use considerations. A higher site coverage of 80% has been proposed to areas abutting key movement corridors where landscaping is preferred to the rear of the site. Lower site coverage of 60% is proposed for strategic sites and sensitive locations where their is either opportunity to deliver open spaces or a need to respond to the heritage significance.

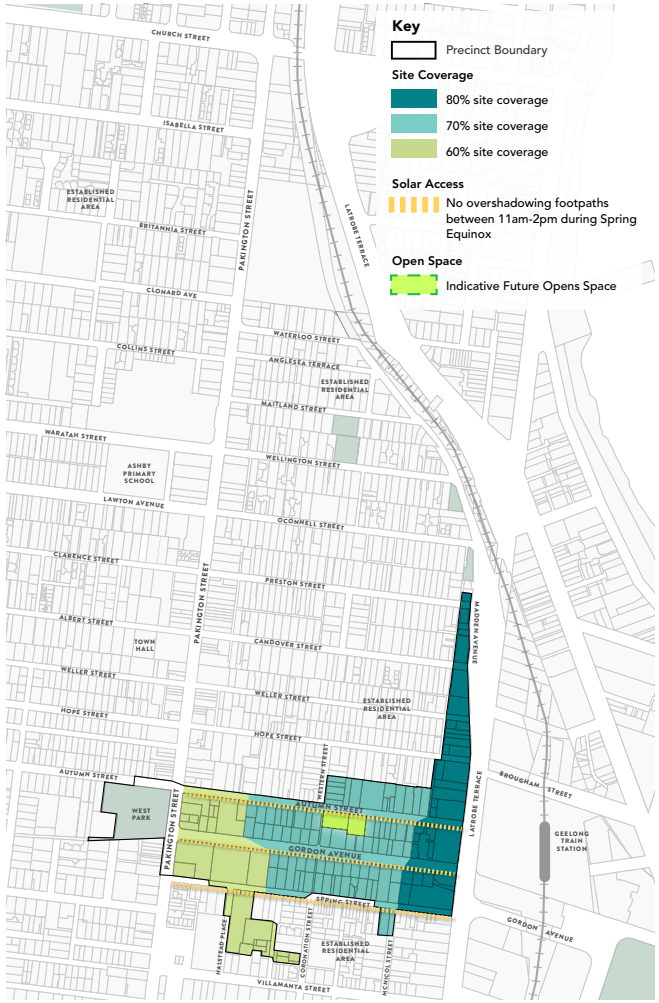
Solar Access

Solar access controls seek to maintain solar access to the streets in order to support the role of footpaths as a key public space. It is proposed that no overshadowing should occur between 11am and 2pm at Spring Equinox. This will ensure that important public and semi-public spaces remain high-amenity in the long-term.

Solar access controls are also proposed for potential future open spaces with no overshadowing above 50% of the site between 11am to 2pm at spring equinox, noting that this control will also apply to future open space.



Proposed Preferred Building Heights



Proposed Site Coverage and Solar Access Requirements

EXECUTIVE SUMMARY

Summary of Key Development Controls

Interfaces

The following are the proposed preferred interface response to various site conditions.

G1	Latrobe Terrace	5m	N/A	3m
G2	Madden Avenue	0m	N/A	N/A
G3	Gordon Avenue	3m	4 storeys	3m
G4	Pakington Street	0m	2 storeys	5m
G5	Future Park interface	0m	4 storeys	3m
G6	Ripley Street	2m	2 storeys	5m
G7	Residential street	3m	2 storeys	3m
G8	Direct residential	5m	2 storeys	5m
G9	Laneway interface (pedestrian)	0m	3 storeys	3m
G10	Laneway interface (service)	0m	4 storeys	3m
G11	Laneway interface (new street)	0m	6 storeys	3m

Proposed Interfaces

Density Controls

Floor Area Ratio (FARs) or plot ratio represents the density of a building or buildings within a land parcel. It is measured as the ratio of a new building's total floor area in relation to the size of the site it is being built on. FARs enable site specific responses and sets clear development yield whilst ensuring the delivery of a range of diverse building typologies rather than building out each site to its maximum envelope.

The use of the proposed FAR are limited to the following strategic areas and are mandatory,

- Gordon Avenue Precinct

Building Heights	Site Coverage 60%	70%	80%
4	2.4	2.8	3.2
6	3.6	4.2	4.8
8	4.8	5.6	6.4
10	6	7	8

Proposed Floor Area Ratio Controls

240
FULL COURSE RESTAURANT
BARBER
ALL CLOTHING 1/2 PRICE

01

Introduction

Purpose	14
Process	15
Drivers for Change	16
Strategic Context	18
Policy Context	19
Study Area	20

PURPOSE

This UDF has been prepared to help shape the continued development and renewal of Geelong West extents of Pakington Street and Gordon Avenue. The UDF supports implementation of the aspirations in the Greater Geelong: A Clever and Creative Future 2047 vision, the strategic priorities identified in the Council Plan 2018-2022 and Settlement Strategy 2020.

Recognising the importance of strengthening the role of our existing inner urban areas and balancing multiple priorities and actions, the UDF focuses on creating more compact liveable neighbourhoods that are well connected to Central Geelong through delivery of key public and community infrastructure, providing new lifestyle and business opportunities for our growing population.

This UDF outlines a future focus for three distinct precincts; the Heritage Core, Pakington North, and Gordon Avenue, providing recommendations, urban design strategies, and guidelines and controls for future developments.

Once adopted by Council, it will guide future investment and design decisions in the area. Parts of the adopted UDF will be delivered through a separate planning scheme amendment process, which will involve further community consultation.

The UDF is committed to three overarching outcomes:

Better Places and Streets

Creating great people-friendly places and streets that encourage diversity, build social cohesion, connect people with nature and heritage values, and attract investment and innovation. Contributing to the liveability and attractiveness of our neighbourhoods.

Living Locally

Continuing to offer unique lifestyle choices for a diverse and growing population in neighbourhoods that can meet daily needs within an easy and safe walking or cycling distance. Allowing existing and future residents to live, work and play locally.

Infill Development and Diversity

Facilitating development that respects the character of the area and helps accommodate our growing population. Fostering diversity, design excellence and sustainability. Building on existing character without the loss of amenity that makes Geelong West a great place to live.

The UDF consists of:

- An Introduction which presents the strategic background for the UDF and the wider framework for the study area.
- A summary of what we have heard from local community.
- The overarching Vision and Guiding Principles for the area, as well as specific key moves for each of the three identified precincts; the Heritage Core, Pakington North and Gordon Avenue.
- A discussion of the approach for the future of the public realm of each of the three precincts.
- Recommendations for land use changes for the Pakington North and Gordon Avenue precincts.
- A discussion of proposed built form guidelines and controls for future development Pakington North, Heritage Core and Gordon Avenue precincts.
- An implementation strategy for recommendations and identified further strategic work.
- A glossary with key terms used throughout this document.

PROCESS

We are here

If Council adopts Final UDF

01

Project inception and definition of scope

Dec 2017

02

Technical reports and referrals

Urban design report, internal referrals and tenders for other technical work.

Jan - Feb 2018

03

Stage 1 community engagement

Make my Pako workshops March 2018.
Outputs Reports completed for each activity.

Mar - Apr 2018

04

Draft UDF completed and Council release for engagement

Car parking and traffic study, universal access audit, place experience reports and Care Factor surveys.

May 2018 - Feb 2020

05

Stage 2 community engagement

Community Engagement Outcomes Report

Mar - Aug 2020

06

Interim final UDF

Changes made to the Draft UDF, responding to engagement findings and further technical work; built form framework and traffic review.

Sep 2020 - Jul 2021

07

Stage 3 community engagement

Consultation period for 6 weeks, receiving submissions from wider community. Community Engagement Summary report prepared and informed the Final UDF

Sep - Oct 2021

08

Final UDF completed and to be considered Council adoption

Dec 2021

Sep - Dec 2021

09

UDF Implementation

Including budget bids, detailed design options, further strategic work, planning scheme amendments. Each project and implementation process will provide opportunities for further engagement and feedback.

DRIVERS FOR CHANGE

Situated only 75km southwest of Melbourne, Geelong is Victoria's second largest city and the gateway to the famous Great Ocean Road. Its varied landscapes offer multiple lifestyle opportunities, ranging from wilderness, rural, coastal, suburban and city environments.

Population Growth

As Victoria continues to experience population growth and development pressure, Geelong plays an important role in accommodating future growth. The City's latest estimates project an annual growth rate of 2.5 per cent, resulting in an additional 152,600 people who will be calling Geelong home by 2036.

Growth presents a significant challenge, including the need to provide an additional 73,400 dwellings and ensure access to employment, services, education, recreation, and entertainment opportunities for a diverse community. There is a significantly lower environmental, social and economic cost of infill development; providing new housing in areas which are within a walking or cycling distance to existing services, public transport and activity centres.

Car Dependency

Currently, 86 per cent of all trips in Greater Geelong are in private vehicles, despite the fact that 35 per cent of all car trips are only covering short distances of one to two kilometres. Infill developemnt focused outcomes will need to contribute in a way that reduces car dependence.

Retail Growth

Pakington Street in Geelong West plays an important role as Greater Geelong's only Specialised Retail Centre. The Centre has grown over time from a traditional shopping strip serving the local community, to a hub for retail, civic and community uses capturing niche trade from the wider region. Slow and cultural retail, which are based on customers experience, have the greatest potential to develop the strongest links to the local economy, improve local employment outcomes and the experience of place.

Housing Demand

In terms of housing, considering almost 85 per cent of our housing stock consists of single storey detached homes, any future medium and high rise developments must positively contribute to the character of existing urban areas, while delivering a genuine mix of housing types that cater for a diverse range of lifestyles and demographics.

Increasing housing diversity and facilitating infill development contribute to sustainable development. Both are measures of success for the Clever and Creative Vision, which aims to increase infill development and housing supply by approximately 15% in order to increase its overall contribution to 50% by 2047.

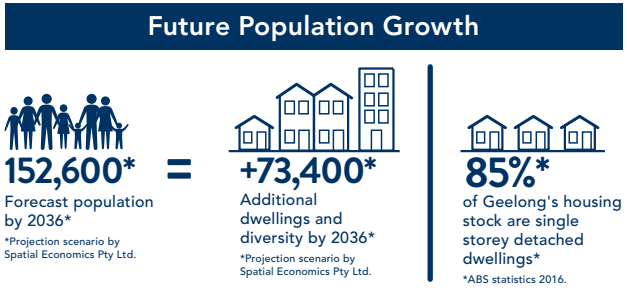


Figure 1. Population growth

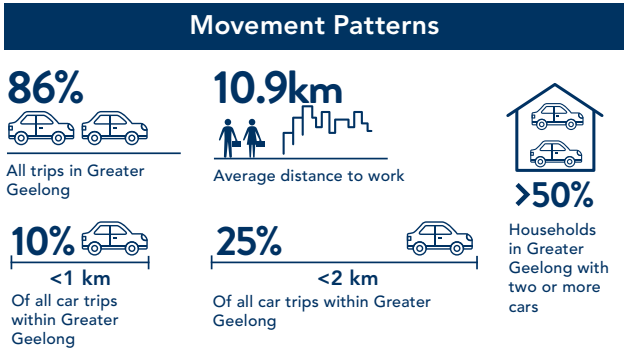


Figure 2. Movement Patterns

Sustainable Development

The significant social, environmental and economic benefits of infill development around public transport corridors and activity centres is now a known concept. Through the adoption of robust ESD principles, it is possible to reduce the negative impacts of development on both people and the environment. A key aspect of sustainability is the need to reduce car dependence and providing improvements to active and public transport.

Albeit an increased interest in living in Geelong over the past few years, the apartment market is lower in revenue when compared to Melbourne, noting that the construction costs remain the same. In order to ensure that this option remains attractive, it is important to locate apartments in areas with high amenity such as Pakington Street and Gordon Avenue. Currently, there exists several small and fragmented parcels, which will need to be consolidated to allow for a variety of dwelling typologies.

Climate Change

Recognising the effects of climate change and ensuring that neighbourhoods in Geelong remain resilient is a key driver for renewed focus on public and private realm contributions to landscape and biodiversity. This also means that the built form will need to work harder to ensure liveability and sustainability goals are achieved for future generations.

COVID 19 Pandemic

Although the impacts of COVID-19 pandemic on urban areas are still being studied, below are a few to consider regarding built environment:

- Importance of living within easy access to services, public parks, facilities and the natural environment.
- Impacts to rate of immigration and population growth.
- Importance of smaller businesses being surrounded by a strong local resident community.
- Improvements required to apartment design to increase liveability and amenity for residents including size of living areas and private open space.

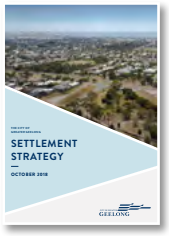
STRATEGIC CONTEXT

1 *Our Community Plan 2021-25*

The document represents the community's voice and guides resources to deliver infrastructure, services and programs to ensure the social, economic and environmental sustainability of the region

2 *A Clever and Creative Future*

Sets out a Vision for the Greater Geelong Region to be internationally recognised for being forward looking, enterprising and adaptive, and caring for its people and environment by 2047.

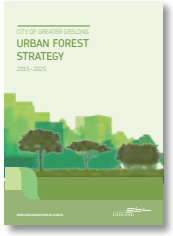


3 *Settlement Strategy Oct. 2020*

Directs 50% of future growth to infill areas which are directly inside or within a 20 minute walk; to our train stations and activity centres.

4 *Housing Diversity Strategy 2007*

Supports a range of housing typologies and increasing supply in areas that are well serviced by infrastructure and facilities.

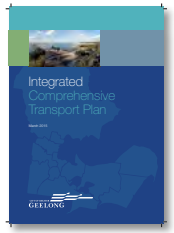


5 *Urban Forest Strategy 2015-25*

Sets out a strategy to enhance and protect the public and private tree population and vegetation across all of Greater Geelong to 25% canopy cover.

6 *Social Infrastructure Plan 2014 - 2031*

The provision of new social infrastructure in infill areas will rely on redevelopment and re-purposing of existing facilities, due to the limited land availability in established areas and the increasing price of land.

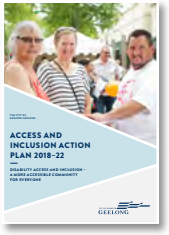


7 *Integrated Comprehensive Transport Plan 2015*

Promoting the change from car dependence to active and public transport. Prioritising streets for the safety and convenience of people instead of the car.

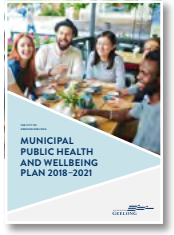
8 *Retail Strategy 2020 - 2036*

Recommends further investigation of Gordon Avenue area transition into residential, office and retail. Considers the Pakington Street Specialised Retail Centre extending from Autumn St to Church St.



9 *Access and Inclusion Action Plan 2018-22*

Sets out actions, strategies and initiatives that continue to build accessible and inclusive communities in the Greater Geelong Region.



10 *Municipal Public Health & Well-being Plan 2018-21*

Goals include, supporting social connection, increase participation in physical activity, improving access to local environments, services and food.

11 *Social Housing Plan 2020-41*

Outlines key initiatives, recommended strategies and actions to increase the supply of social housing in Greater Geelong as a response to an identified need to address housing stress, homelessness and housing poverty.

The strategies and recommendations in the UDF aim to contribute and support Geelong's UNESCO City of Design designation and our commitment to the UNESCO Creative City Network (UCCN) Sustainable Development Goal #11 - Sustainable Cities and Communities.

POLICY CONTEXT

The UDF area is predominantly influenced by two zones - Commercial 1 Zone (C1Z) and Commercial 2 Zone (C2Z). The established retail precinct on Pakington Street is in the C1Z reflecting the area's long-standing history as a retail and community centre. The City's Draft Retail Strategy 2017 highlights an oversupply of C2Z land, there exists opportunity to significantly change the future Pakington Street (Geelong West) and Gordon Avenue. It is important to also note that both C1Z and C2Z do not provide built form controls (see Figure 2). A range over Overlays affect the UDF area including:

- **Design and Development - Schedule 17**
  provides guidance including design objectives, preferred building height of 12m with no setback from property boundary.
- **Special Building Overlay**
  requires developments to respond to flood risk.
- **Heritage Overlay - HO1634 (Pakington Commercial Area)**
  provides guidance on building heights (one and two storey) and response to heritage character.
- **Heritage Overlay - HO1960 (Milton Heritage Area)**
  provides guidance on building height (one storey) and response to heritage character.
- **Heritage Overlay - HO1962 (Waterloo Heritage Area)**
  provides guidance on building height (one storey) and response to heritage character.

Currently, there exists several land parcels that lack built form guidance through Zone and Overlay provisions (see Figure 1). The UDF seeks to resolve these issues and provide certainty in the built form expectations across the area.

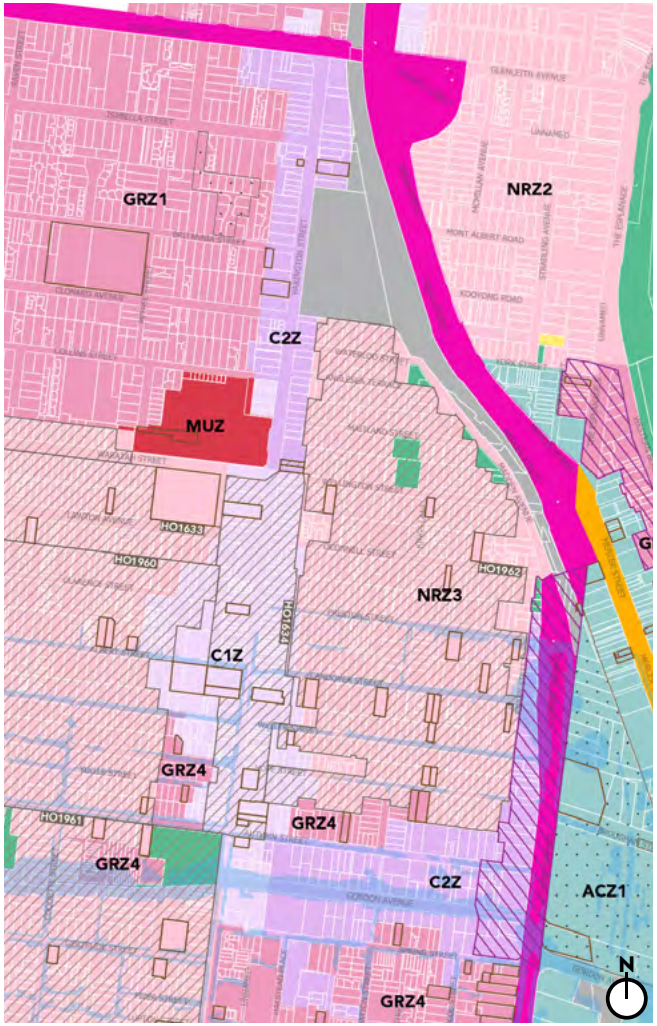


Figure 3. Existing Zones and Overlays

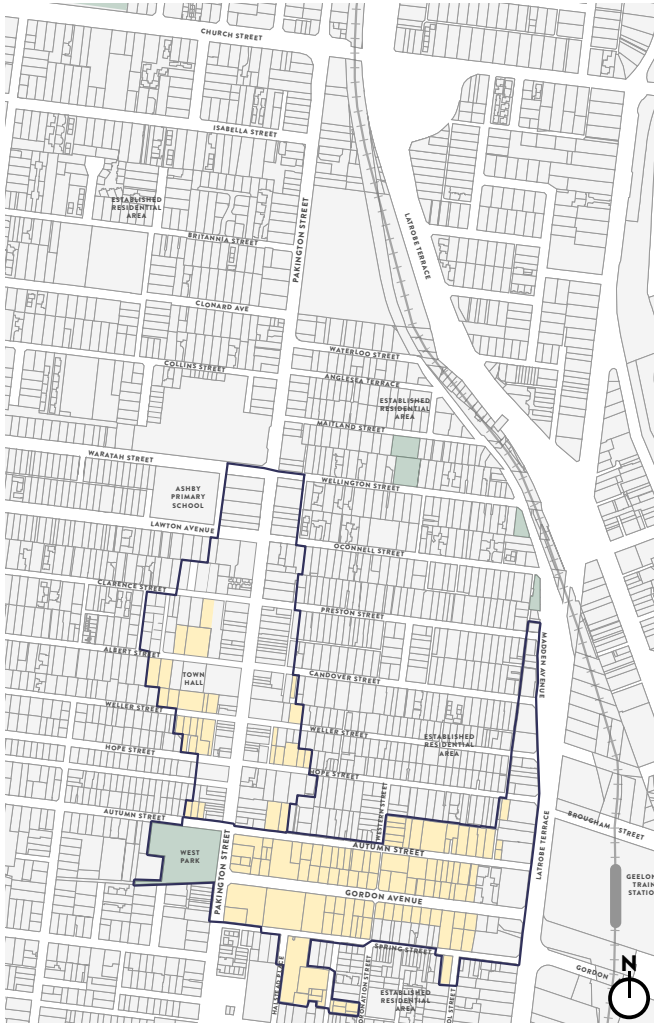


Figure 4. Parcels lacking built form controls

STUDY AREA

The study area is located in the established inner suburb of Geelong West and includes two key streets; Pakington Street and Gordon Avenue. Pakington Street is a key north-south connection bound by Church Street to the north and Barwon River to the south. Gordon Avenue is a key east-west connection between Pakington Street and Latrobe Terrace. They both play important roles in providing connections for the West to key destinations including; Geelong train station, Central Geelong, the waterfront, and the many shops and businesses in 'Pako' itself.

The area surrounding these two key streets have many established dwellings of heritage significance. The areas along Pakington Street and Gordon Avenue are established commercial areas; the central part of Pakington Street is a recognised specialised retail centre, while Gordon Avenue and the northern section of Pakington Street mainly include secondary services and bulky goods.

The location and access to existing services, public and active transport infrastructure, and established community are some of the factors that highlight its infill development potential, contributing to Geelong's sustainable growth.

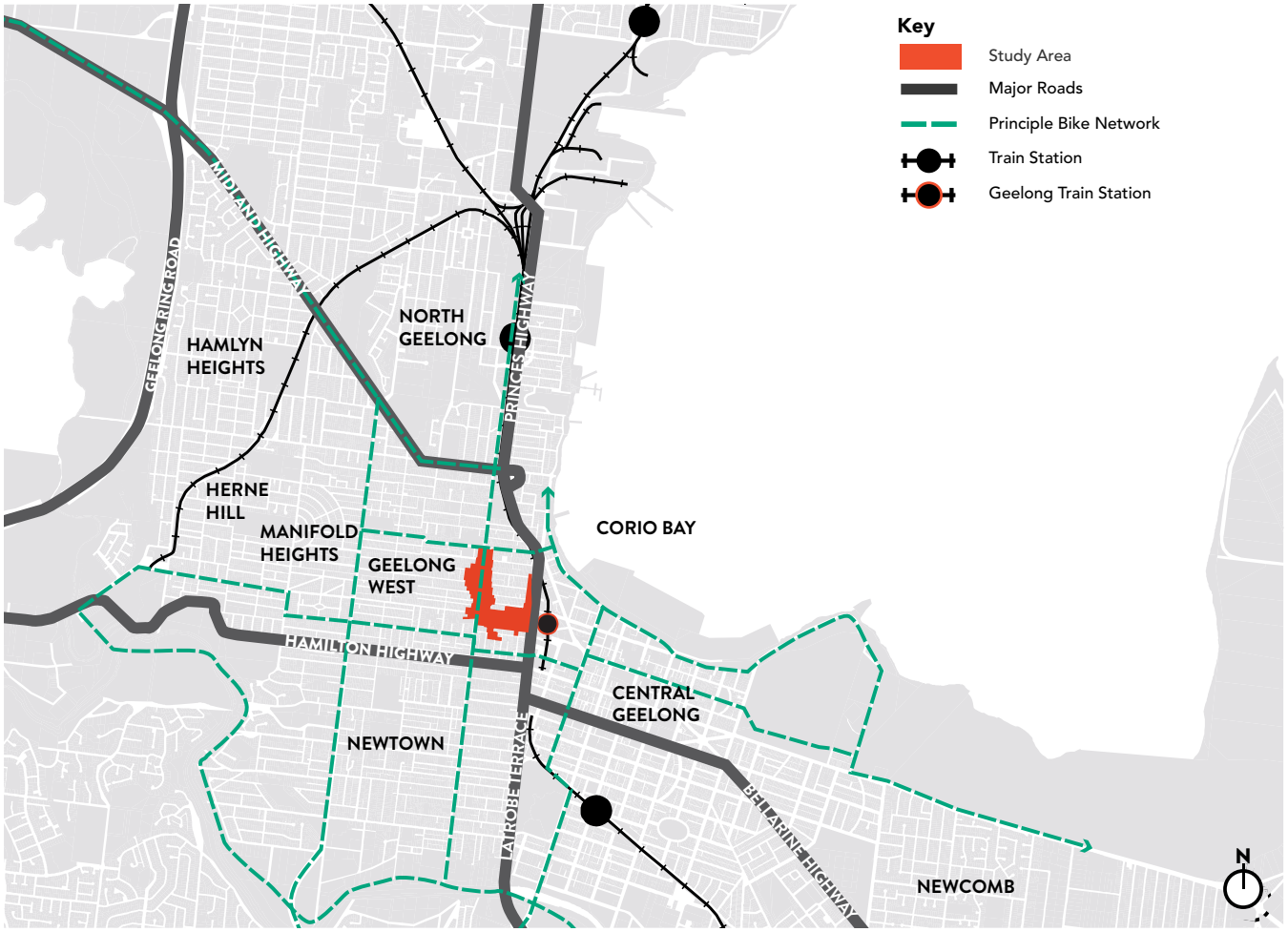


Figure 5. Site Context

02

COMMUNITY & STAKEHOLDER ENGAGEMENT

Stage 1 Vision and Focus Areas 22

Stage 2 Draft UDF 24

Stage 3 Interim Final UDF 28

STAGE 1 ENGAGEMENT

Vision and Focus Areas

A key part of the Stage 1 engagement process in March-April 2018, was to develop a vision for the future of the area and identify key focus areas; issues, opportunities and desired outcomes from a wide range of community members and key stakeholders

The engagement process for developing a Draft UDF involved a wide range of activities including Visioning workshops, an online survey, a trader workshop and Place Assessment and Care Factor surveys which are summarised in the Engagement Report prepared by The NOA Group.

320 Online survey responses

60 Community workshop participants

12 Trader workshop participants

210 Place Experience Assessment

300 Care Factor Responses

Strongly Supported

- Green streets with parks and public spaces
- More community and street events
- Improving the look and feel
- Extended trading hours and a local business focus
- People walking, riding and enjoying the outdoors
- Limit disruption to businesses during construction
- Easy for everyone to get around
- Greater mix of businesses and services
- Design excellence and sustainability
- Improve lighting and activity at night
- Improve connections to the Station

Mixed Views

- Improving active and public transport
- Public art and feature entry treatments
- Protecting heritage buildings
- Increasing building heights
- Providing a mix of housing
- Improved signage and wayfinding
- More public car parking
- Larger buildings with a mix of uses

Some Concerns

- Impacts on traffic flow and parking
- Poor design outcomes of new development
- Losing local business focus
- More people competing for amenity and services
- Negative impacts from increased building heights
- Too many changes resulting in a loss of character
- Increasing local resident population

Images from the Make My Pako community workshops and Trader workshop.

STAGE 2 ENGAGEMENT

Draft UDF

Despite the Covid19 restrictions during consultation, 77 submissions were received and 51 individuals participated in consultation activities.

Local traders were offered separate sessions at their own convenience but were largely unable to participate due to the impacts of Covid19. Their input is captured in the submission made by the Geelong West Business Association.

77 Submissions

Total submissions received through mail, email and online through 11th March - 31st August 2020.

24 Weeks

11th March to the 31st of August 2020.

51 Participants

Total participants for engagement activities offered in June; online community meetings, one-on-one phone or online interviews and online trader sessions.

51% Female

60% local residents

21% visitors

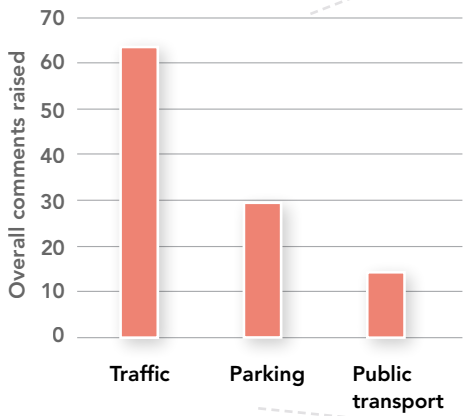
49% Male

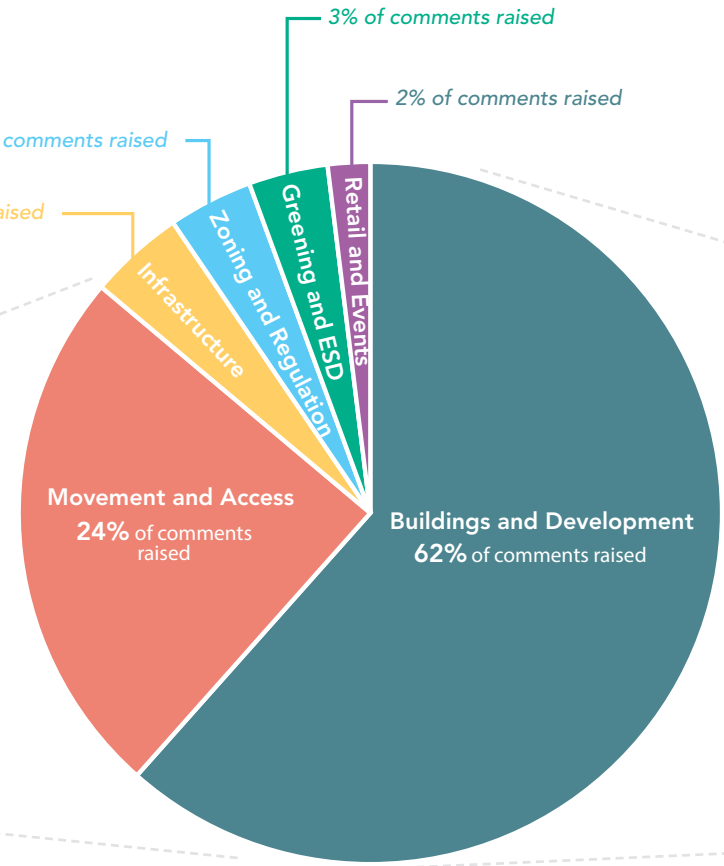
17% business / land owners

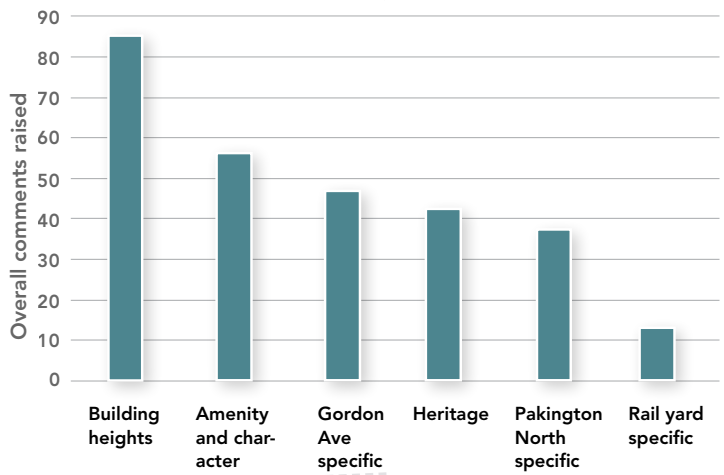
2% Gov. agency / industry group

STAGE 2 ENGAGEMENT
Draft UDF

The following graph shows the total number of comments raised across various themes. Community engagement feedback was throughly reviewed and key topics or themes were identified. The buildings and development and movement and access made up a large majority of overall comments.



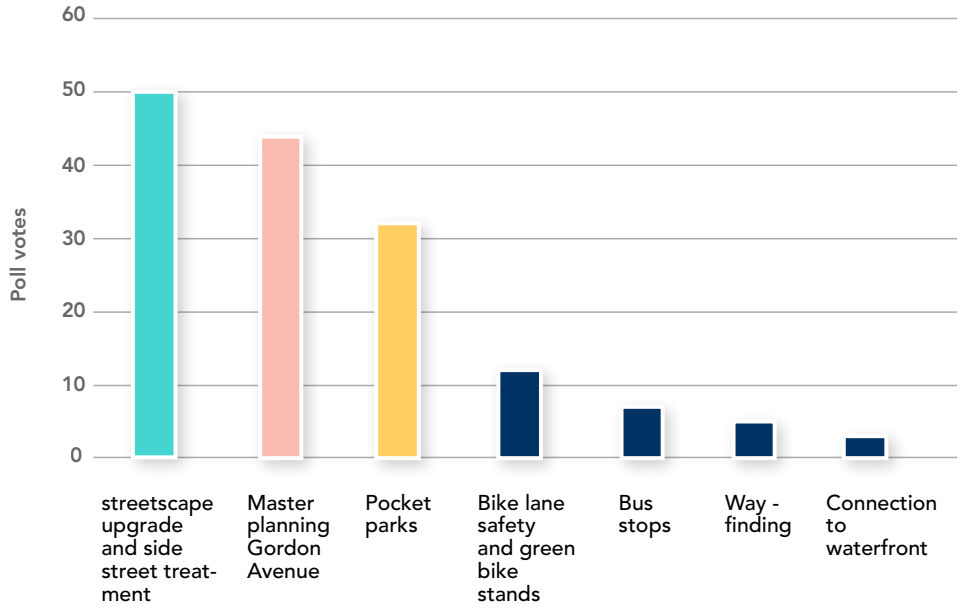




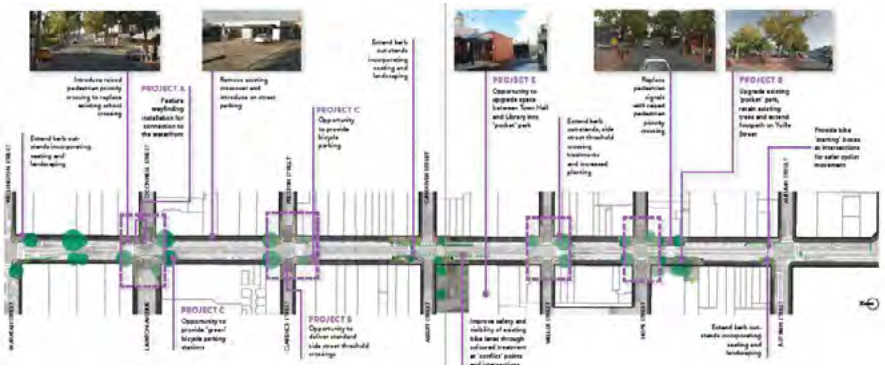
STAGE 2 ENGAGEMENT
Draft UDF

Priority project poll - online sessions

During the online sessions, participants were asked to poll their three priority projects, those that they thought would make the biggest positive difference to the area. The graph below shows that streetscape upgrade, masterplanning Gordon Avenue and pocket parks were the top three priority projects. Additionally, key concerns raised during these conversations have been summarised below.



Streetscape upgrades and side street treatments



Artists illustration showing a concept design for side streets.

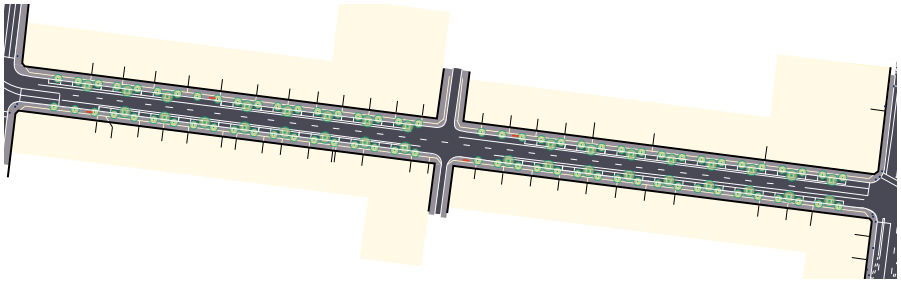
Brunswick Raised Threshold Treatment

Raised pedestrian crossing, Taradale, New Zealand

Comments

- Further information on street furniture design and footpath materials.
- Understand cleaning and maintenance required for street.
- Consider plant and tree selection to improve biodiversity in the area.
- Ensure trees selected have capacity for large canopies.
- Address any potential impacts on car parking and lower speeds to 30km/h.
- Address lighting concerns - especially in laneways.
- Clarify interruption of works to locals and businesses.

Master planning Gordon Avenue



Artists illustration showing a concept design for side streets.

Comments

- Consider plant and tree selection, involvement of Wadawurrung.
- Address Spring Street and Autumn Street as well.
- Address flooding and drainage issues.
- Managing existing space to fit in all movement and large trees.
- Improve pedestrian and cyclist connection across Latrobe and into the Geelong Train Station.
- Consider interruption to locals and businesses during construction.

Pocket parks (library and post office)

Comments

- Further information on landscaping and paving, improvements to lighting and consideration to plant and tree selection to maximise use of space.
- Clarify any impacts to car parking.
- Improve usability of town square in front of Town Hall.
- Ensure community is involved in final design of these spaces.
- Address opportunities for public art as part of these projects.
- Consider interruption of works to locals and businesses.

STAGE 3 ENGAGEMENT

Interim Final UDF

Comments from submissions were sorted into theme areas. The Building and Development theme which included building heights, village heritage and character attracted the most comments. Movement and Access which included traffic and parking was second.

During the consultation period, a group of residents raised concerns with a focus on their perception of building heights and over-shadowing, privacy, noise, loss of village feel, Geelong West heritage, and charm. The volume and similarity of submissions around these issues made it clear that the group had successfully raised awareness of their concerns and encouraged others to submit similar comments.

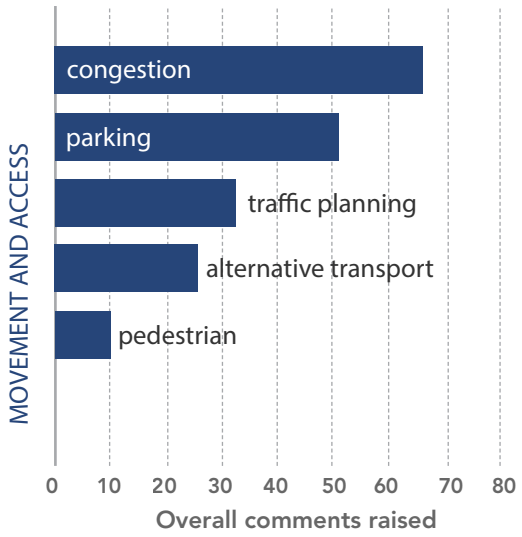
However, the communications from the group of residents, did not reflect what was being proposed by the UDF. Instead, development was understood as high-rise when the UDF proposes low to medium rise infill development in response to previous community consultation undertaken in 2020.

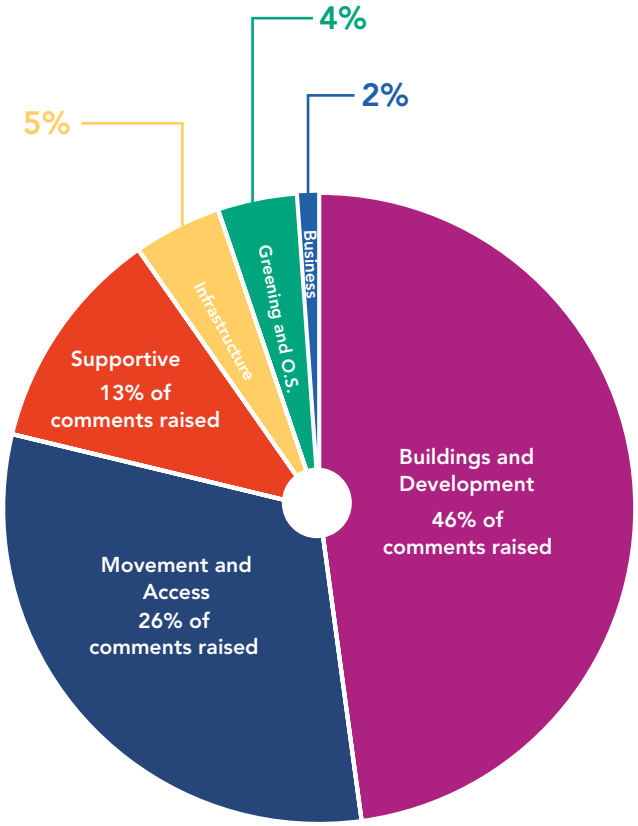
81 positive responses

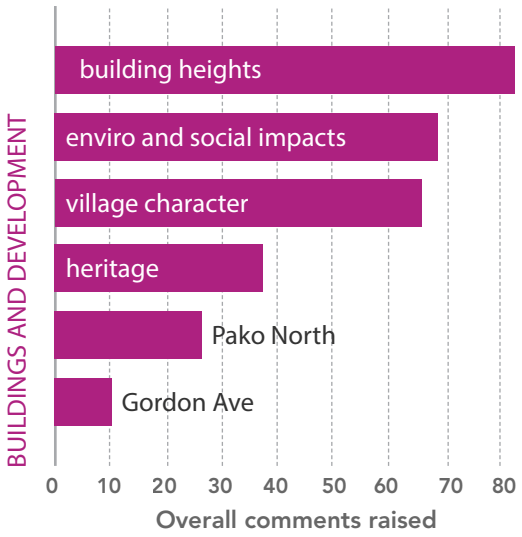
53 generally positive responses

379 Online survey responses

245 strongly against UDF







03

Wider Framework

Relationship to Central Geelong	30
Strategic Approach	31
Key Streets	33
Vision	34
Guiding Principles	35
Three Distinct Precincts	36
Built Environment	37
Social and Affordable Housing	46

RELATIONSHIP TO CENTRAL GEELONG

Geelong has undergone major development over the last decade, a trend that is forecast to continue and underpinned by significant funding at all levels of Government. In order to deliver highly livable, safe, inclusive and attractive neighbourhoods and activity centres, greater investment is needed in the public realm.

The public realm relates to places that belong to everyone, comprising streets, squares, parks, green spaces and other outdoor spaces that are accessed without charge for all, offering opportunities for people to move while facilitating a variety of uses and activities.

Unlocking their potential to become people-oriented green streets is key to building a more sustainable and liveable future for our existing and future communities.

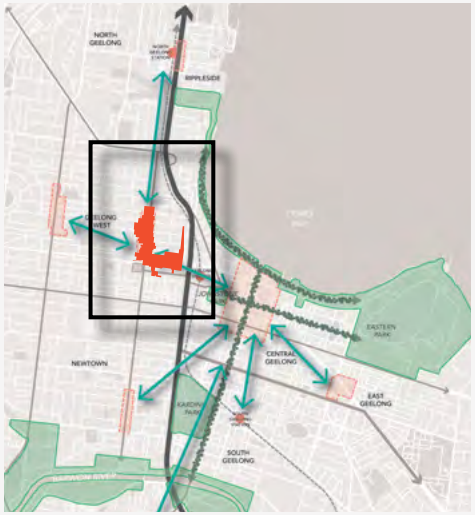
A City of Many Activity Centres

The structure of urban Geelong consists of a central city surrounded by established residential neighbourhoods with local activity centres ranging from small shopping strips, iconic specialised retail centres like Pako and large format premises like the Waurn Ponds shopping centre.

A City in a Park

A key vision for revitalising Central Geelong is to create a City in a Park. Creating green people - friendly and environment - friendly activated streets connecting public open spaces. The green spine project through Malop Street connects Johnstone Park and Eastern Park.

A City of Well Connected Places



Looking outside the city boundaries, there exists opportunity to create a network of well-connected places where people live, work and play. Acknowledging that together, they create a more resilient, diverse and adaptive urban and city environment.

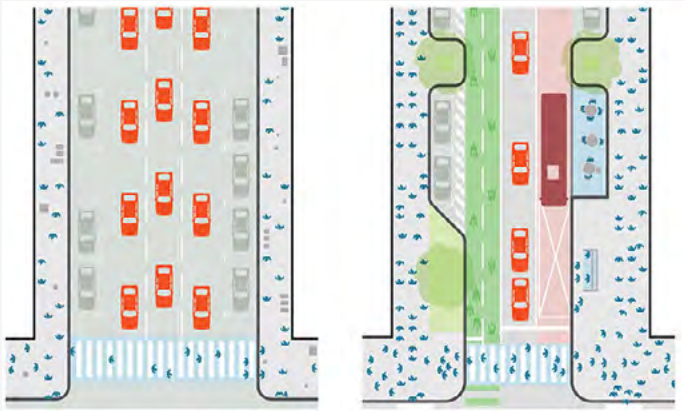
A City of Diverse Housing

This UDF seeks to improve the vibrancy, liveability and amenity of Pakington Street and Gordon Avenue to provide better connections to key destinations. Building on their different roles and unlocking their capacity to accommodate new infill development that contributes to housing diversity.

STRATEGIC APPROACH

Street as "Place"

- Adopting a more flexible approach to how we design and experience Pakington Street and Gordon Avenue.
- Taking a people-oriented approach that promotes walking, cycling and public transport over car use.
- Creating nodes of activity with seating and vegetation that add interest to the street and generate more foot traffic.

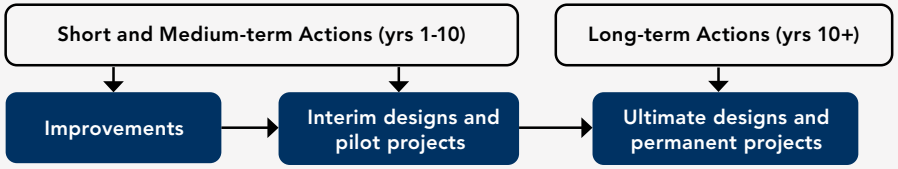


Car-oriented street **Multi-modal street**

Global Street Design, Global Designing Cities Initiative, Island Press 2016

Incremental change in the public realm

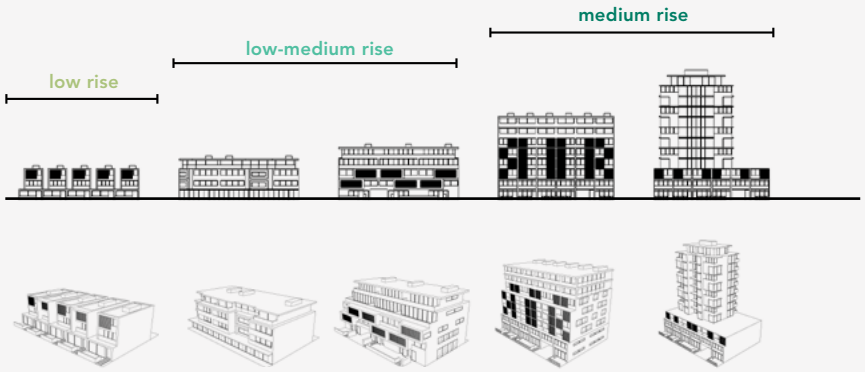
- Recognising that large-scale projects can be costly, disruptive and difficult to implement.
- Maximising the opportunity to partner with the community and stakeholders.
- Allowing flexibility in decision making through pilot and trial projects.



STRATEGIC APPROACH

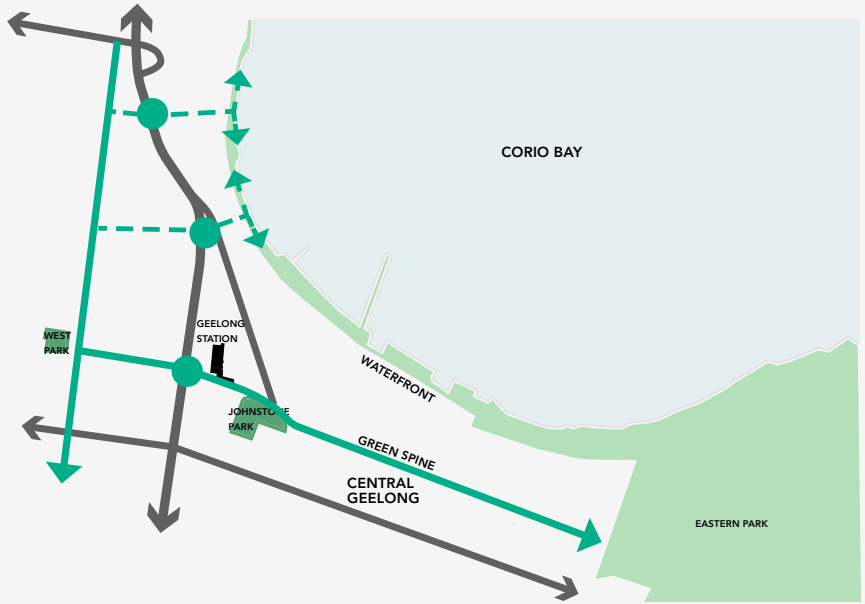
Infill development and housing choice

- Recognising the development potential in areas along Pakington Street and Gordon Avenue.
- Ensuring future development responds to context and adds to existing or desired character.
- Increasing housing mix to cater for a wider variety of lifestyles and demographics.



Connecting key destinations

- Advocating for better connections from the West to the Geelong Station, Central Geelong and the open space reserve along Corio Bay.
- Recognising the need to redesign the Geelong Station to allow better access across Latrobe Terrace, including upgrades to the Gordon Avenue intersection.
- Highlighting the opportunity for a new connection over the top of Latrobe Terrace.

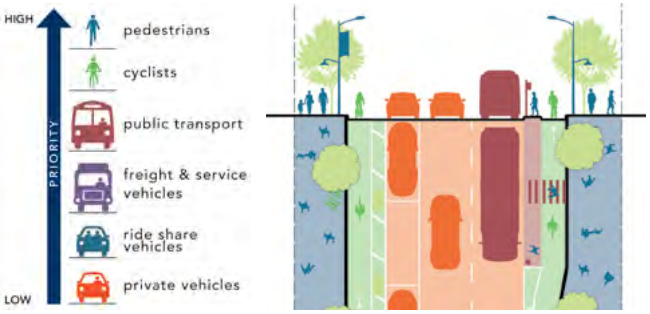


KEY STREETS

Pakington Street and Gordon Avenue

Aspiration

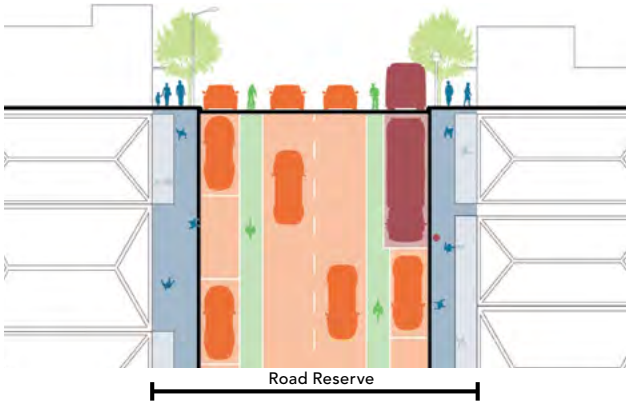
Our aspiration is to transition Pakington Street to a shared space. Works to deliver this aspirational design in Pakington Street and Gordon Avenue do not form part of the UDF. These works would be subject to future design and planning processes following implementation of the short term and interim actions.



- **Pedestrians:** wide footpaths (3.5m - 3.8m), allowing clearance zone (1.8m - 2m) for wheelchair, pram, mobility scooter access. Greater opportunity for seating, outdoor dining and/or street trading.
- **Cyclists:** buffered bike lanes located adjacent to footpath provide safest design. Note that buffer is at-grade and delineated with line-marking to avoid tripping hazards.
- **Public transport:** bus stop design and treatment optimises level of service.
- **Vehicles:** on-street parking provision and loading zones, recognising on-street parking works towards visitor convenience and calming traffic speeds.

Existing

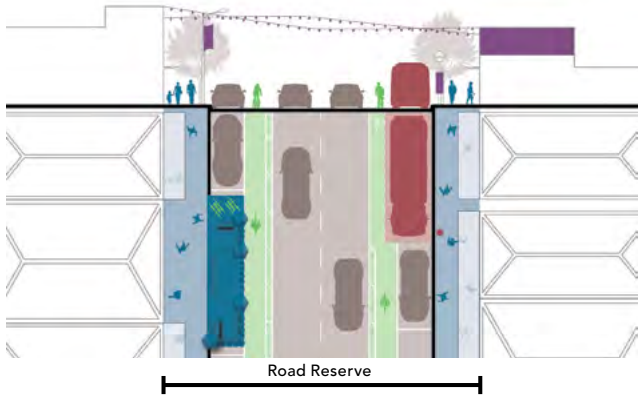
Typical street layout, noting Gordon Avenue does not currently provide for cyclists.



- **Pedestrians:** average 2.8m wide footpaths (or narrower) allow limited opportunity for street trading and outdoor dining whilst maintaining the 1.8m clearance zone for wheelchair, pram, mobility scooter access.
- **Cyclists:** average 1.4m on-road bike lane located between parked vehicles and traffic with no clearance for opening doors on Pakington Street. There is currently no provision for cyclists on Gordon Avenue.
- **Public transport:** bus stop design requires buses to leave and enter traffic lanes.
- **Vehicles:** average 3.2m two-way carriageway with on-street parking provision on both sides of the street.

Short to Mid-term

Formalising successful elements of short-term projects, including side-street design.



- **Pedestrians:** side-street upgrades. Parklet program formalised with both temporary and long-term options. Investigate widening footpaths on Gordon Avenue.
- **Cyclists:** existing bike lanes on Pakington Street remain. Investigate introducing bike lanes on Gordon Avenue. At grade buffer next to traffic lane and improved signage for cycling lanes. Increase visibility through paint treatment.
- **Public transport:** improve seating provision and bus priority.
- **Vehicles:** existing on-street parking remains on both sides of Pakington Street. On-street parking provision on Gordon Avenue to be reviewed. Potential to introduce parklets in temporary or long-term options along Pakington Street.

VISION

Over the next 25+ years, the Pakington Street (Geelong West) and Gordon Avenue area will be a vibrant, compact and thriving urban village that is:

A place of Inclusion

A village that showcases universal design to ensure everyone can access the varied local attractions, services and businesses offering plenty of opportunities for all to participate and contribute to the vibrant street and community life.

A place of Opportunities

A village that provides a variety of spaces and places to rest, reflect and socialise that are comfortable, attractive and relaxing. There's always something happening with plenty of community events showcasing local design, culture and business.

A place for People

A village that puts people first and respects the human scale at the street level. Designing streetscapes that allow for the integration of varied transport modes while giving enough room for activities. The green leafy trees provide shade and comfort helping to create a healthy, safe and attractive urban village.

Artists illustration of a concept design at intersection of Hope and Pakington Street opposite the Geelong West post office.

GUIDING PRINCIPLES

Shared Vision

The long term success of the Precincts requires collaboration between the local community and the public and private sectors, who all have an interest in the area and benefit from ensuring it continues to thrive.

Thriving Business and Activity

There is a unique range of niche specialised retail, offices and cafés in the three Precincts that benefit from the exposure and address to Pakington Street. Improvements to the public realm, access for everyone and a growing residential population will continue to support growing local businesses.

Places for People

Streets should be designed for people to enjoy public life. Attractive, friendly and safe streets are key to providing amenity for residents and visitors of all ages and abilities; having the potential to attract and retain business and economic activity. There exists opportunities for public and private investment.

Urban Greening and Sustainable Development

Apart from the aesthetic benefits of incorporating more trees and landscaping, quality green urban areas positively impact biodiversity, human health and well-being and liveability of Geelong West. In order to build a better future for the area, we must advocate and support sustainable development.

A great place for Everyone

As the Precincts continue to develop into people-friendly environments, serving a diversity of local residents and visitors, their built environment and streetscapes must showcase universal design, ensuring services and public infrastructure that is safe, convenient and accessible to everyone.

Design Excellence

Well designed and maintained buildings are a key part of what creates local identity and influences the attractiveness of the area as a place to visit or invest in. Built form should respect the human scale, showcase heritage buildings and invite activity to spill out onto the street.

Identity and Place

There are many opportunities to enhance the sense of identity and place in the area. Celebrating its history and adding public and community art that can promote local creative talent and supports more events.

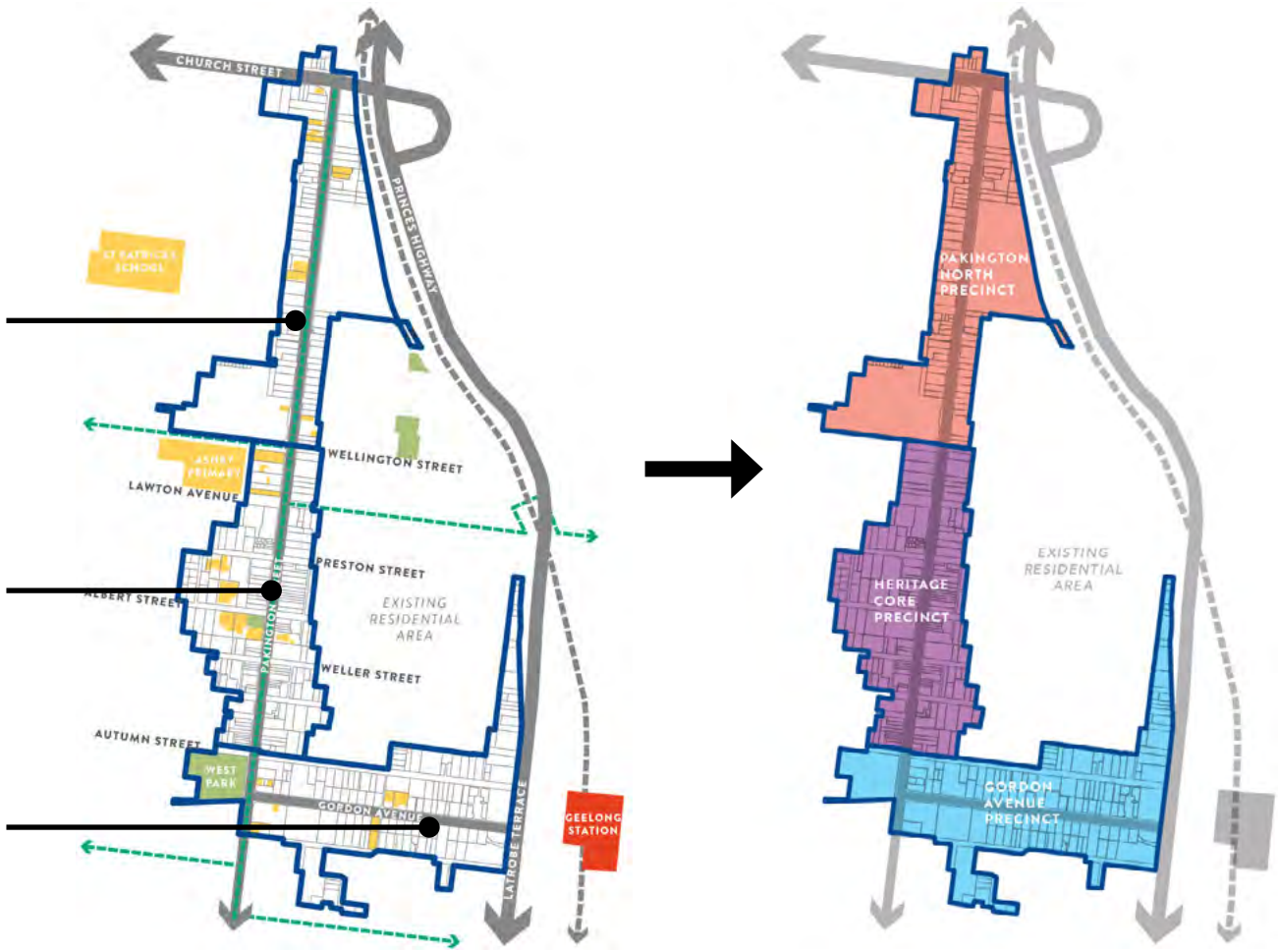
THREE DISTINCT PRECINCTS

The UDF recognises the existing distinct character of three areas which are referred to as 'precincts'. The boundaries generally reflect transitions in character, land use and built form, informing potential to enhance their character. The approach is to enhance these distinct areas, to maximise what they each have to offer and improve their connections to each other and key attractors such as Central Geelong.

The Pakington North Precinct *Pakington North Precinct has is a separate document owing to additional community engagement, however certain aspects of this UDF applies to Pakington North. The overall technical, statutory, and regulatory requirements (where not specified in the Pakington North UDF) continue to apply, alongside the overall vision, strategic approach, and guiding principles.*

The Heritage Core Precinct is the area that comes to mind when you hear the term 'Pako' - stretching along Pakington Street from Waratah/Wellington Street to Autumn Street; with a mix of locally owned specialty retail, cafés and restaurants, the Town Hall, library and post office, among others. This precinct is currently in a Commercial 1 Zone.

The Gordon Avenue Precinct stretches along Gordon Avenue from Pakington Street to Latrobe Terrace; with a mix of large format retail, warehouse and office space. This precinct is currently in a Commercial 2 Zone, though parcels opposite West Park are currently in a Commercial 1 Zone.

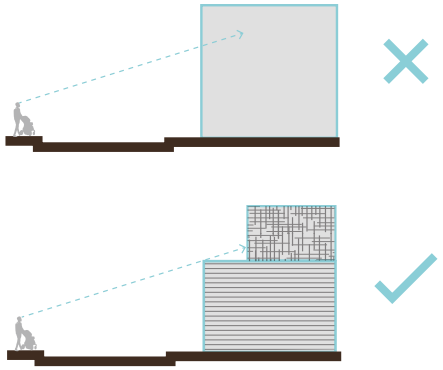


BUILT ENVIRONMENT

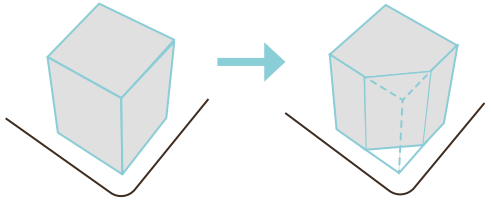
Objectives

A. Design buildings that are sensitive to the context

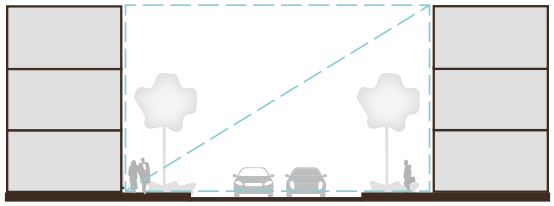
- To reduce visual bulk by using vertical recesses in buildings, changes in facade design and a mixed palette of materials to present larger-scale buildings as a series of smaller, complementary buildings.
- To minimise the scale of taller building elements and carefully locate them to reduce visual bulk as seen from the street and overshadowing in the public realm.
- To provide a distinction between the lower building levels and the upper building levels through changes in form, details and materials that create visually recessive upper levels.



- To maintain solar access to identified streets and open spaces between 11am and 2pm at the spring equinox.
- To encourage developments that fit within the low-scale residential heritage context of predominantly 1-2 storey detached dwellings with front and back gardens.
- To encourage developments that respond to the corner location by providing an expanded public realm at intersections through the provision of chamfered corners.



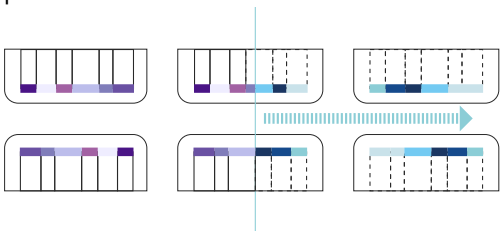
- To provide street walls that relate to the overall width of the street and create a positive sense of enclosure.



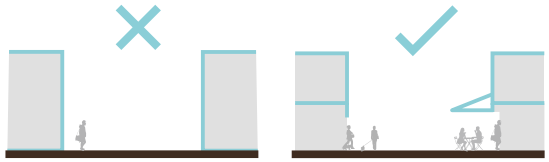
- To predominantly provide a more consistent street wall in the Pakington North precinct that relates to the existing character of Pakington Street in the Heritage Core precinct.
- To moderately increase street wall heights at intersections (1-2 storeys) if the building facade is well-resolved and designed to minimise visual bulk.

B. Create engaging streets and laneways

- To provide high-quality retail frontages (nominally 5-10m wide) along Pakington Street and western portion of Gordon Avenue to extend the fine-grain character of the historic Pakington Street retail precinct.



- To encourage a mix of small and medium scale tenancies along Pakington Street and Gordon Avenue that support a mix of different uses.
- To encourage high quality active frontage and passive surveillance of the public realm.
- To encourage provision of laneways which are open to the sky, publicly accessible, attractive, provide a direct route and where opportunities for activation and passive surveillance are maximized.



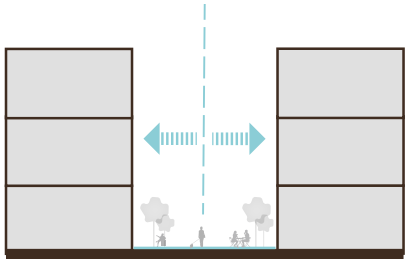
- To minimise the extent of servicing located on primary street and pedestrian link / laneway frontages and integrate the design of servicing into the overall design of the ground floor.
- To integrate signage into the design of the ground floor facade.
- To discourage signage that dominates buildings or obstructs glazed areas.
- To minimise wind effects of taller built form and improve amenity within existing and proposed new connections.
- To ensure façades turn the corner at the intersection of streets and laneways to create continuity in the public realm.

9 Smith St, Neometro

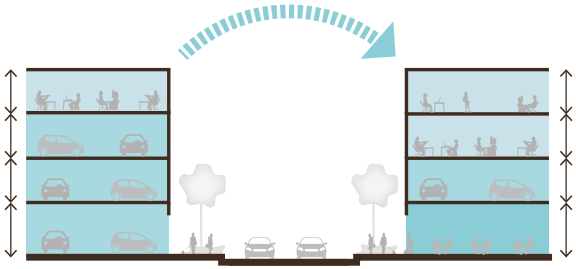
Nightingale 2.0, 6 Degrees

C. Deliver high-amenity housing and commercial tenancies

- To deliver high quality buildings that range in height and integrate landscape as a key driver of building design.
- To deliver internal amenity and development equity between sites by providing adequate building separation.



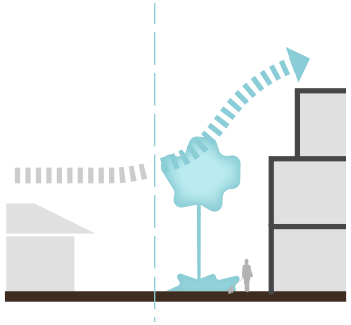
- To ensure that internal privacy is well-managed in buildings through building separation, landscape interventions and the careful location of windows.
- To avoid reliance on screening to manage privacy issues at the ground floor and at upper levels.
- To provide adequate floor to floor heights that support good internal amenity outcomes and the adaptability of floorspaces over time.



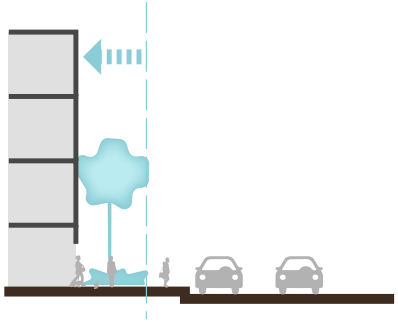
- To provide an integrated design response to manage flood risk that integrates landscape and eliminates the need for steps at the street interface in the Gordon Avenue precinct.

D. Integrate landscape as a key driver of building design

- To integrate landscape as a key driver of building design through the provision of functional open spaces (e.g. central courtyards) and landscaped areas to the front and rear of buildings.
- To provide ground floor landscape setbacks at the interface to low-scale residential streets that reflect the consistent character of ground floor setbacks along the street.
- To provide rear landscape setbacks at interfaces to sensitive residential areas to manage the transition to low-scale residential areas.



- To provide landscape setbacks along traffic streets to improve ground floor amenity in the precinct.



Roseneath St, Fieldwork

Arkadia, Breathe Architecture

BUILT ENVIRONMENT

Controls

Balancing Design Flexibility and Certainty

The proposed built form outcomes have been developed through analysis of existing conditions and the application of the design objectives within each precinct and character area. Attention has been paid to holistic design outcomes and to specific relationships between new development and the existing context, for example, to the street, or to adjacent low-scale residential areas.

Specific site conditions of an individual site may support variations to the proposed built form outcomes. Providing opportunities for flexible design responses to these localised conditions can lead to enhanced design outcomes.

The following Table (Table 1) assesses the potential impacts of variations to the preferred design outcome. This assessment demonstrates that variations to the ground level building setbacks and the solar access controls would result in an unacceptable outcome. A mandatory built form control is therefore proposed to apply to ground floor setback requirements and solar access requirements.

However, minor variations to buildings heights, upper level setbacks to streets and laneways, setbacks to adjacent residential uses and site coverage could be acceptable if it could be demonstrated that the design objectives could still be met. This would need to be demonstrated through a site specific design response.

Table 1: Potential Impacts of Variations to Preferred Design Outcomes

Proposed control	Are minor variations on individual sites acceptable?	Explanation	Proposed method of regulating the outcome
Ground level setbacks to streets, laneways and parks	No	A reduction in the setback would have a number of negative consequences: • Varied building setbacks will create an incoherent, visually cluttered streetscape resulting in a precinct of poor character. • This could also introduce safety issues due to the introduction of concealed spaces. • Loss of dedicated landscape areas which would undermine the delivery of the vision and design objectives, • Poor amenity internally for ground level apartments	Mandatory
Upper level setbacks to streets and laneways	Yes	A minor variation to these setbacks could be acceptable on some sites in response to existing adjacent conditions or as a result of detailed building design that reduces the visual bulk of upper levels.	Preferred (discretionary)
Buildings setbacks to adjacent residential uses	Yes	A minor variation to these setbacks could be acceptable on some sites in response to existing adjacent conditions.	Preferred (discretionary)
Site coverage	Yes	A minor variation could be acceptable, however, a high degree of landscape planting would need to be delivered, including large scale canopy trees (on sites with 60 or 70% coverage) and sufficient communal and public space.	Preferred (discretionary)
Overall building height	Yes	A minor variation in building height is likely to be acceptable on some sites without compromising the overall character of each precinct. This would need to consider impacts on heritage and amenity outcomes.	Preferred (discretionary)
Street wall	No	A variation in street walls will have detrimental impacts on the scale and enclosure of the street and potentially impact sunlight access to public space.	Mandatory
Solar access controls to streets and parks	No	No variation is acceptable as the incremental loss of sunlight to public space would permanently reduce the quality of the environment for pedestrians and park users.	Mandatory

Building Density

Owing to the proximity to amenities such as the Geelong Train Station, Central Geelong and the popular 'Pako' retail strip, the UDF area is increasingly seeing development interest in the recent past. The proposed rezoning will only further escalate development pressure in and around the area. Presently, most parcels lacks built form controls that can adequately achieve high quality outcomes and it is pertinent to put in place controls that not only provide flexibility but also a level of certainty in terms of density which facilitates efficient planning of future infrastructure. Floor Area Ratios (FARs) have increasingly become a common tool to manage density of development and maintain the character of the area whilst managing competing interests.

"Floor Area Ratio (FAR) or plot ratio represents the density of a building or buildings within a land parcel. It is measured as the ratio of a new buildings total floor area in relation to the size of site it is being built on".

FARs enable site specific responses and sets clear development yield whilst ensuring that a range of varied building typologies can be delivered rather than building out each site to its maximum envelope.

The flexibility enabled in this approach allows for new laneways, heritage retention and additional open spaces which do not affect the total development yield of the site. A developer would need to determine which FAR applies based on the building height and site coverage control that applies to their site. The proposed FAR is to be a mandatory in nature so as to be effective in responding to aspirations for the precincts.

There are 3 key areas of the UDF where FARs will apply owing to presence of larger parcels and increased opportunities for landscape and new open spaces.

Building Heights	Site Coverage 60%	70%	80%
4	2.4	2.8	3.2
6	3.6	4.2	4.8
8	4.8	5.6	6.4
10	6	7	8

Proposed Floor Area Ratio Controls

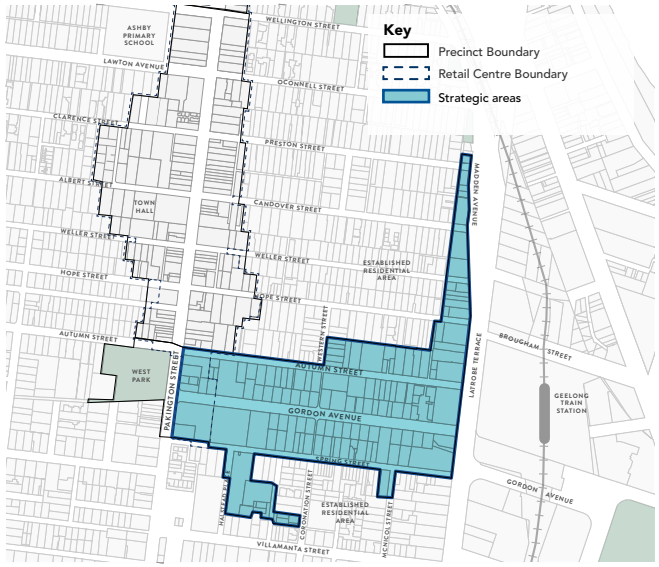


Figure 7. Strategic areas.

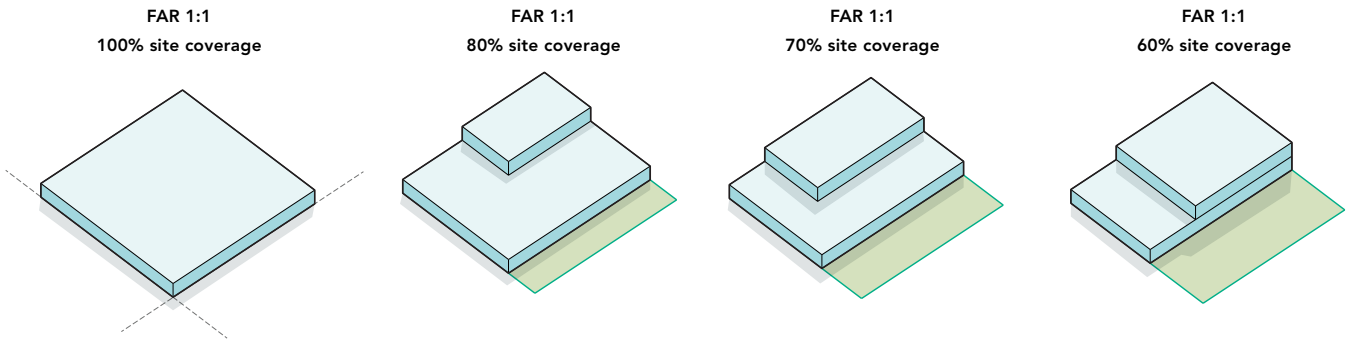


Figure 6. Example illustration of 1:1 FAR across 60%, 70% and 80% site coverage

Floor heights

In order to ensure that new development allows for the future adaptation of lower levels for a different use over time and high internal amenity for residential uses above the street wall, buildings should provide a minimum floor-to-floor height of:

- At least 4m at ground floor.
- 3.5m for upper levels for non-residential uses (including car parking structures).
- 3.2 metres for upper levels for residential uses.

Building Separation

Adequate building separation distances are required to ensure that good levels of daylight and sunlight enter into buildings and into private or communal open spaces. Building separation also ensures that an outlook is provided from within buildings to connect occupants to the outside world. Both of these improve internal amenity for future residents.

Building separation is also important to provide development equity, ensuring that the way one site is developed does not diminish the potential to deliver a well-designed building on the adjacent site. Building separation is achieved by setting buildings back from side and rear boundaries and by separating buildings within sites. The following are the side setbacks requirements if building is built to boundary:

- 4 storeys or less - No minimum side setbacks within preferred maximum street wall height.
- 5 - 8 storeys - 6m minimum side setbacks above 4 storeys.
- 8 or more storeys - 10m minimum side setbacks above 4 storeys.

Car Parking

Though basement car parking is preferred, where car parking is provided above ground it must be sleeved with active uses along street frontages and laneways are designed and located to minimise impacts on footpaths of vehicle entries and ramp access.

Standalone multi-storey car parks should not be visible from the street and be located behind buildings.

Developments should design off-street car parking facilities to have the ability to convert standard parking spaces into additional electric vehicle charging spaces in the future, should the demand increase.

Provision of electric vehicle charging stations equipped with at least 50kw charging facilities is encouraged.

Developments are encouraged to provide less than the preferred maximum number of car spaces where there is a genuine commitment to providing alternative transport options. A suitable sustainable transport strategy should be produced to the satisfaction of the Responsible Authority as part of the permit application.

Developments are encouraged to explore the possibility of providing shared car parking between different land uses, pairing land uses that are expected to experience different peak car parking demand times.

Access

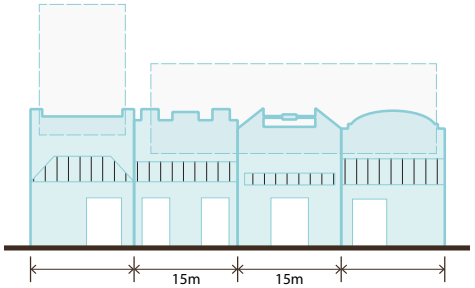
- Vehicle access to private car parking is to be located away from the primary pedestrian network where possible, to support increased amenity and safety for pedestrians.
- Ramp grades into new basement car parks should be designed to ensure the safety of pedestrians along footpaths.
- Impacts of private vehicle access points related to new developments on pedestrian, public transport and bicycle priority routes is to be reduced.
- Developments are to consolidate vehicle access points (including loading, car parking, etc.) to minimise the number of crossovers.
- Larger developments are encouraged to provide facilities to have waste collection and loading undertaken on-site or from side streets.
- Developments are required to maintain a balance between providing car parking and shared resources / promoting sustainable transport options.
- High levels of and easy access to bicycle parking facilities in new developments should be provided, including end of trip change rooms, showers and lockers.

Designed for People

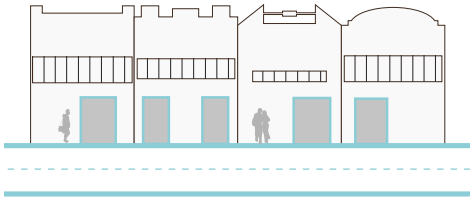
- Developments should adopt and demonstrate the use of the latest Crime Prevention Through Environmental Design (CPTED) principles.
- Developments that directly face or are adjacent to public open space should provide views (passive surveillance), movement and activation to these spaces.
- Proposals should incorporate and promote a diversity of building types.
- Developments should minimise the potential for off-site impacts, including from noise, fumes, odour or vibrations.
- Developments should ensure that waste and recycling facilities are accessible, adequate and integrate with the building design.
- Developments should provide opportunities for the ground floor to spread out onto and interact with the street.
- Residential components of developments should consider meeting a Silver Level performance in Liveable Home Design.
- Wind reports should be provided for all developments of 5 storeys or more.
- Wind mitigation strategies should be provided on site.

Architectural Expression

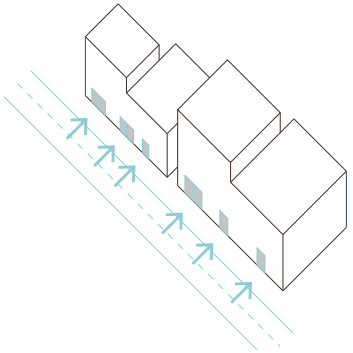
- Ensure new developments enhance streetscape character and respect adjoining residential and heritage areas and landmark buildings.
- Modulate façade frontages to provide visual interest, allowing continuous façades for no more than 15m. Avoid using surface effects to provide modulation.



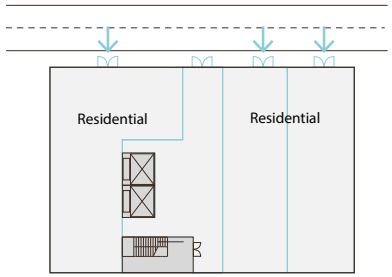
- Design buildings to address the street, with legible and direct entries to support street activation.Maximise the number of doors which face the street.



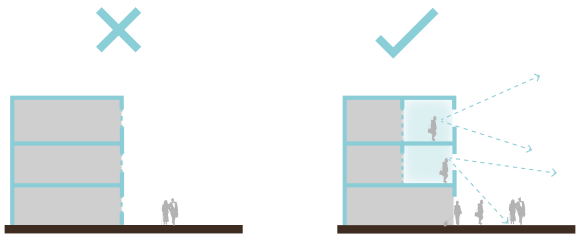
- If ground level residences are proposed, encourage provision of direct access.



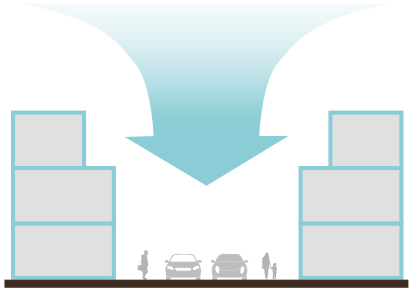
- Encourage active frontages which employ depth and tactility with high quality materials, as opposed to shallow floor to ceiling glazed façades. Encourage providing operable windows.
- Encourage use of natural, tactile and visually interesting materials and façade treatments at ground and upper levels.



- Avoid large signage or graphic displays which interrupt views in/out from tenancies and dominate built form.
- All walls visible from the public realm should be designed as an integrated three-dimensional component of the building. Avoid blank walls or walls with only colour or minimal textural variation. Where side elevations adjoining other properties are built on a boundary, or reasonably anticipated to be obscured by future development, they should continue to be designed to be viewed.
- Building design is to comply with the City's Environmentally Sustainable Design policy.
- Provide balconies and habitable windows towards laneways to increase passive surveillance opportunities. Encourage providing doors and operable windows at ground level to support activation.



- Ensure laneways are open to the sky and publicly accessible.



- Integrate plant equipment and services into the built form design. Avoid placing services on main streets and grouping them together to create long inactive edges.
- Avoid using solid roller shutter doors or security grills.
- Roof plant and services should be designed to be located out of sight from the public realm. If screening is visible from the street, it should be integrated with the façade of the building.
- Use low-height or semi-transparent front fences to assist informal surveillance of the street.
- Allow a maximum 75% glazing on any façade and provide 50% visually permeable balcony balustrades.

Exceeding preferred built form controls

Noting that the primary purpose of performance based schemes is to *"accommodate variation, innovation, unforeseen uses and development or circumstances peculiar to a particular application to produce results beneficial to the community"* (PPN59). In instances where the preferred built form controls are varied by development applications, one or more of the following criteria should be met:

- Architecture and urban design excellence (determined by Design Review) as a mandatory requirement for consideration for variation,
- Exceeding the minimum GreenStar rating for ESD,
- Community benefit (e.g. social and affordable housing, public realm enhancements, and additional open space)

SOCIAL AND AFFORDABLE HOUSING

Social and affordable housing contributes to our urban infrastructure just like transport, water management, open space, health, education and other community infrastructure. They are all essential infrastructure necessary to support sustainability, health and economic productivity of the Pakington Street and Gordon Avenue precincts as well as the broader Greater Geelong community.

Social and affordable housing are also required within the Pakington Street and Gordon Avenue Urban Design Framework (UDF) to fulfil Council's vision for a "vibrant, compact and thriving urban village" and to achieve objectives set out in the City's Social Housing Plan.

The Pakington Street and Gordon Avenue UDF has both state and local policy support as well as strategic justification for introducing a social and affordable housing requirement that are applicable to all development applications in order to address the severe shortage and need. This requirement would see proponents entering into enforceable agreements as a condition of development approval.

In 2050, the Geelong community will require approximately 11,000 social housing dwellings which is 14% of total dwellings to be delivered in Geelong. One third of these, or 3,700 units (4.6%), could reasonably be expected to be delivered through planning and development approval process.

In calculating an appropriate contribution rate, a reasonable assumption has been made that the Commonwealth Government, the state government, and developers and the planning system each share responsibility for meeting measured existing and future need. As such, each is required to deliver one third of the total social housing infrastructure required for healthy, sustainable communities.

In order to address the need, a requirement for social housing floor space via a cash or dwelling contribution shall be attributed to each successive unit of development. By attributing the 1/3 (or 4.6%) of social housing need to the total residential and commercial floor space to be delivered, the indicative equivalent contribution can be then negotiated through a Section 173 agreement to either:

- Include social housing units in the project at the rate of 0.022 sq m (GFA) for each square metre of commercially saleable or leasable floorspace (GFA) in the building(s) in question, with these social housing units being delivered at zero consideration to registered community housing provider, or
- Provide a cash-in-lieu payment into the Geelong Affordable Housing Trust at the rate of $161.87 (indexed annually to movements in unit dwelling prices in Geelong) for each square metre of saleable or leasable floorspace, or
- A combination of these two to reflect the value of partial dwellings to be indicated.

The City has appointed a qualified expert to determine the appropriate level of social and affordable housing contributions noted above. Further work will be undertaken as part of the planning scheme amendment process to apply the local policy framework and site-specific planning requirements to give guidance to the implementation of the contributions.

04

Heritage Core Precinct

Context Appreciation	48
Vision	50
Built Form	52
Public Realm	55
Recommendations	66

CONTEXT APPRECIATION

The activity core of Pakington Street (Geelong West), stretching from Wellington / Waratah Street to Autumn Street is the area that comes to mind when you hear "Pako". It's home to one of Geelong's biggest celebrations of cultural diversity and offers some of the best shopping and dining experiences in a backdrop of heritage buildings and community spirit.

Pakington Street itself is the glue that brings everything together, the space between the buildings that belongs to everyone and from where shops and services are accessed and where interactions and activity take place.

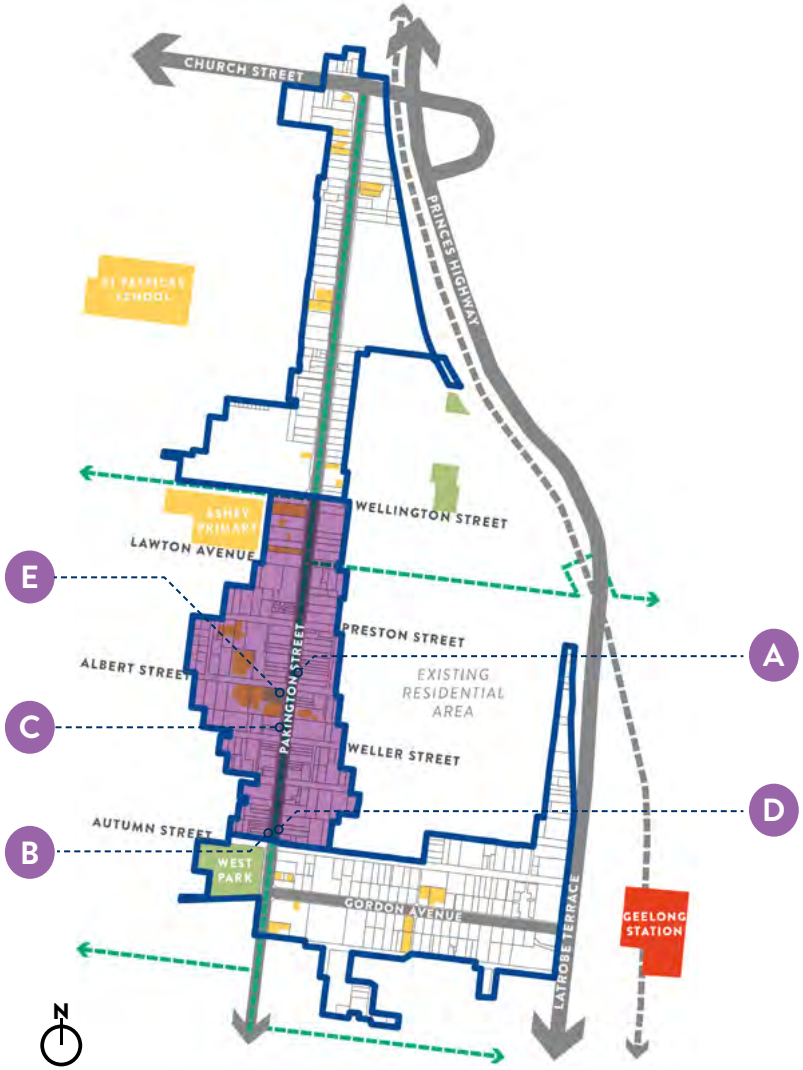
The retail and community hub function of this section of Pakington Street requires it to be a safe, inclusive and attractive part of the public realm. Embracing its role and catering for the different ways people move, with nodes offering seating, shelter and interest.

Recognising that this is a successful and well-known part of Geelong with a distinct character and strong community, design interventions should focus on improving, rather than changing the area in order to ensure the precinct continues to thrive.

Opportunities

Key opportunities that were identified through analysis of existing conditions, the community engagement process and review of existing policy:

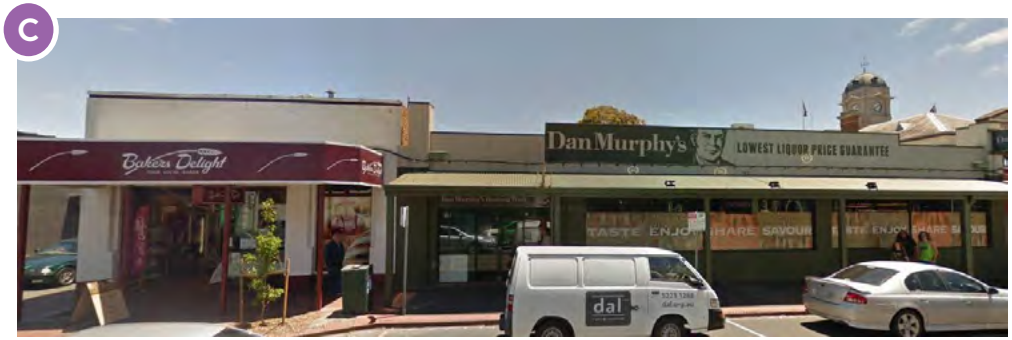
- Cleaning up the street and improving footpaths.
- Public art, festive lighting and places to sit.
- Wayfinding and clear signage.
- Making it easier for everyone to walk around and cross the street.
- Activating existing laneways.
- Extending activity on the street after hours.
- Free wi-fi in public spaces.
- Better use of existing pocket parks and kerb outstands.



Along this section of Pakington Street, there are a variety of shops and local businesses in older heritage buildings with fine grain and narrow frontages.

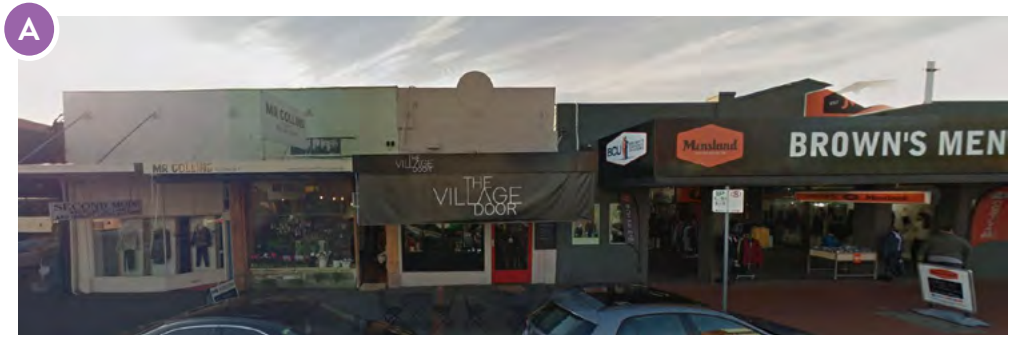
Refer to map on previous page for image locations.

C



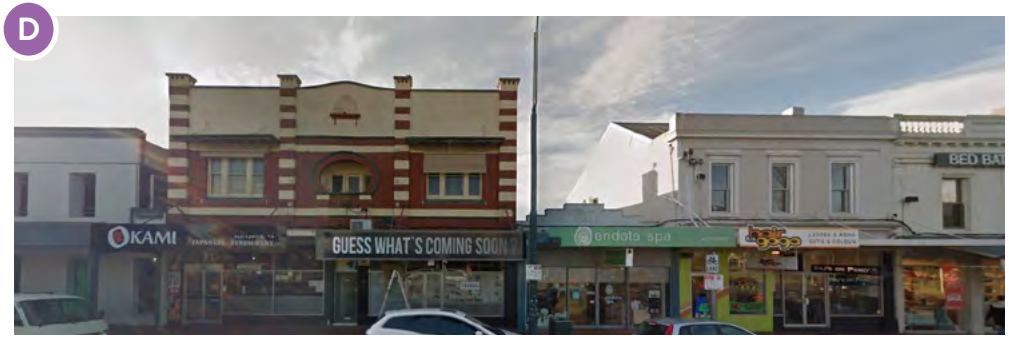
Shop frontages along Pakington Street between Weller and Albert Streets.

A



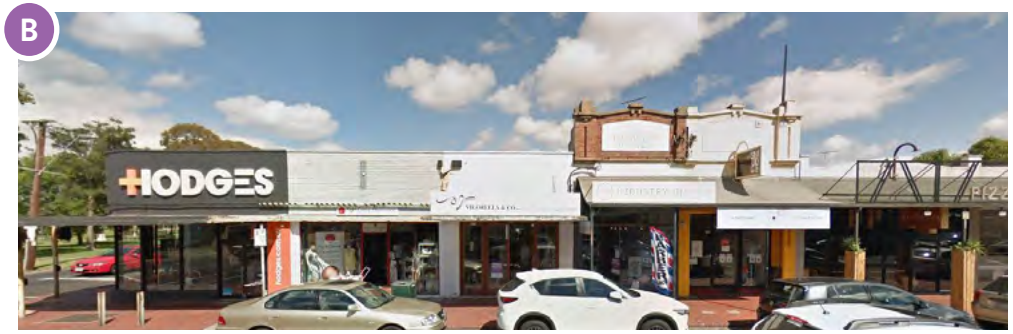
Shop frontages along Pakington Street between Preston and Candover Streets.

D



Shop frontages along Pakington Street between Autumn and Hope Streets.

B



Shop frontages along Pakington Street between Autumn and Yuille Streets.

E

Geelong West library and Town Hall along Pakington Street near corner of Albert Street.

VISION

The Heritage Core Precinct will continue to play an important role as a premier shopping strip and community hub in a backdrop of heritage buildings. Based around a safe, leafy and people friendly environment where locals and visitors of all ages and abilities can meet, shop, rest, eat and play. Enhancing and celebrating its unique built form and cultural heritage through a high quality public realm that connects people with nature and offers opportunities for life to spill out onto the street. Providing attractive and comfortable urban public spaces that become iconic places for people to meet.

Key Moves

The following key moves for the Heritage Core Precinct builds on the Vision and Guiding Principles to ensure that Pakington Street continues to evolve into a great people-friendly street that encourages diversity, builds social cohesion, connects people with nature and heritage values and attracts investment and innovation. It is acknowledged that there is a need to protect the low rise scale of existing heritage buildings that significantly contribute to the character of the area.

1. Introducing Additional Design Guidelines

Existing heritage buildings on Pakington Street. Images by David Rowe

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

2. Providing a Unified Wayfinding Approach

Concept designs for way finding elements for Pakington Street.

- Establishing a suite of signage for Pakington Street and integrated wayfinding.
- Capitalising on existing services and public infrastructure by ensuring directional signage is visible, easily understood and does not clutter the streetscape. The designs presented are concepts presented for discussion.

3. Upgrading Streetscape Quality

Rough & Ready Cubes and Shrubtubs by Streetlife®, Catalogue 2021-2022

Commercial space lighting, Nashville by Outdoor lighting company

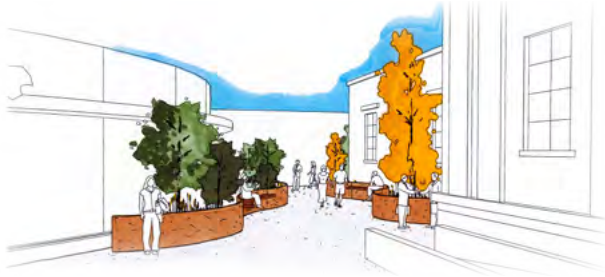
James St parklet, Geelong. Image by James Street bakery.

Bell Street Park, Seattle, NACTO

- Addressing existing slip/trip hazards and issues raised by the universal access audit along the footpaths.
- Replacing existing materials with contemporary, practical and long-lasting materials for an attractive strip-shop environment.
- Introducing existing kerb out-stands with increased planting and investigating introducing feature lighting.

4. Identifying Urban Renewal Projects

Artist's illustration of a concept design for side street treatments along Pakington Street.



Artist's illustration of a concept design for space between Geelong West Library and Town Hall.

- Key projects that aim to transform currently underused or inactive spaces into urban pocket parks.
- Addressing the issue of connectivity across side streets, including greening and activating kerb out-stands. The designs presented in the UDF are concepts only and presented for discussion.

BUILT FORM

Building Heights

The Heritage Core Precinct comprises of largely one and two storey shopfronts to both sides of Pakington Street with a strong heritage character that is reflected by the incorporation of HO1634. The precinct is intended to deliver built form that remains consistent with the requirements in the Heritage Overlay, i.e., one and two storey forms that ensures the prominence of the heritage façades and containment of the streetscape.

A Design and Development Overlay will be introduced to ensure that the design objectives and controls are consistent across the precinct.

Key

Precinct Boundary

Building Height

2 storey

Figure 16. Building Heights Map

BUILT FORM

Heritage Design Guidelines

A. Encourage paint removal on masonry walls and parapets by approved chemical methods for the following significant buildings:

- 109-113 Pakington Street.
- 126 Pakington Street.
- 1-3/138-140 Pakington Street.
- 142-144 Pakington Street.
- 163 Pakington Street.
- 165 Pakington Street.
- 167A-171 Pakington Street.
- 172-176 Pakington Street.
- 175-177 Pakington Street.
- 204-206 Pakington Street.
- 208A Pakington Street.

B. Encourage the removal of introduced parapet cladding and repairs to currently obscured parapets for the following significant buildings:

- 152-154 Pakington Street.
- 168-170 Pakington Street.

C. Encourage the retention of original signage lettering on significant building parapets.

D. Encourage the removal of introduced panel sign on parapet at 167A-171 Pakington Street that disguises the original signage lettering.

E. Encourage originally painted surfaces to significant buildings to be painted in colours compatible to their era and design.

F. Encourage the retention of existing original shop-fronts to the following significant buildings:

- 106-116 Pakington Street (except one shop-front bay of this six bayed building).
- 1-3/138-140 Pakington Street.
- 142-144 Pakington Street (except the window frames).
- 148 Pakington Street (the glazed tile surrounds to the sides of the shop-front have been removed).
- 149 Pakington Street.
- 151A Pakington Street (except the introduced tile surrounds and doors).
- 199 Pakington Street.
- 206 Pakington Street.

G. Encourage the reconstruction of the standard cast iron post-supported convex verandahs for the following buildings:

- 137A Pakington Street.
- 159 Pakington Street.
- 163 Pakington Street.
- 165 Pakington Street.
- 167A-171 Pakington Street.
- 167 Pakington Street.
- 168-170 & 172-174 Pakington Street.
- 173 Pakington Street.
- 175-177 Pakington Street.
- 208A Pakington Street.

H. Encourage the reconstruction of verandahs with timber signage valances and posts (applicable to the scale, design and era of the buildings) for the following buildings:

- 138-140 Pakington Street.
- 142-144 Pakington Street.
- 143-147 Pakington Street.
- 197-199 Pakington Street.
- 151 Pakington Street.

I. Where it is unsafe or detrimental to accessibility to re-install historical verandah posts as per the above (G and H), adapting the historical number or spacing of the posts to rectify the problem whilst preserving the historical character, or accommodating the historical roof/awning form within a cantilevered design may be encouraged as an alternative.

J. Encourage the retention of cantilevered verandahs for the following buildings:

- 106-116 Pakington Street.
- 148 Pakington Street.

K. Encourage no verandahs for the buildings located at:

- 126 Pakington Street.
- 149 Pakington Street.
- 200-202 Pakington Street.

L. Encourage new development that presents one or two Victorian/Edwardian storey heights to the street, to complement the significant buildings in the precinct; mezzanines or a third storey may be permitted to the rear of heritage and non-heritage sites where they can be accommodated in an overall building height comparable to two Victorian/ Edwardian storeys and do not detract from the character of any heritage buildings within or alongside the property.

M. Additional signage is allowed as long as it complies with the following:

- Does not obscure any architectural detailing on the façade.
- Are in proportion to the building and are framed by architectural elements (such as building parapets and verandah fascias).
- Are not in excessively bright colours.
- Are not internally illuminated panels and boxes (apart from below verandahs or within shop windows). Consideration may be given to back-lit individually illuminated letters (but not illuminated flashing) so long as the installation has no physical impact on significant building fabric.
- Floodlight and spot lights may be appropriate alternatives to internally illuminated signs.
- Use clear, simple lettering styles and include not more than two type faces.
- Are placed no higher than the fascia line of a verandah unless affixed to the façade and conform to the above.
- Sky signs along parapets or rooftops should be avoided.
- Projecting signs perpendicular to a wall should be modest in scale and suspended from a bracket attached in a manner that has negligible and easily reversible physical impact on significant building fabric.
- Shop window signage should retain some transparency into the premises and not block out majority of window shop-fronts.
- Photographic and digital imagery may be incorporated within shop windows but should be avoided on building exteriors.

These additional guidelines will need to be incorporated into the existing Heritage Overlay (HO) 1634 Pakington Street Commercial Heritage Area in Clause 22.37 of the Greater Geelong Planning Scheme once a Final UDF is adopted by Council.

PUBLIC REALM

Streetscape Upgrades

Owing to no existing streetscape infrastructure of heritage value, there is an opportunity to replace kerb and channel, footpath paving and street furniture. From a heritage perspective, it is recommended that replica 19th or early 20th century designs are avoided. It is an overarching intent of streetscape design not to negatively impact existing on-street parking supply.

Materials

Kerb and channel following the City's Engineering Services Unit standard design

Following design of Town Hall Civic Square

Side street threshold crossing

Existing Swanston Street treatment

1 **Main footpath**
- asphalt
- feature bluestone
- bluestone kerb
- coloured concrete channel

2 **Side footpath**
- asphalt

3 **Kerb outstand**
- exposed aggregate

4 **Side street threshold crossing**
- bluestone flat top
- rough bluestone pitchers

5 **Coloured bike lane**
- coloured pavement

6 **Existing trees**

Side street improvements and threshold crossings

PUBLIC REALM

Streetscape Upgrades

1 **Main footpath**
- asphalt
- feature bluestone
- bluestone kerb
- coloured concrete channel

2 **Side footpath**
- asphalt

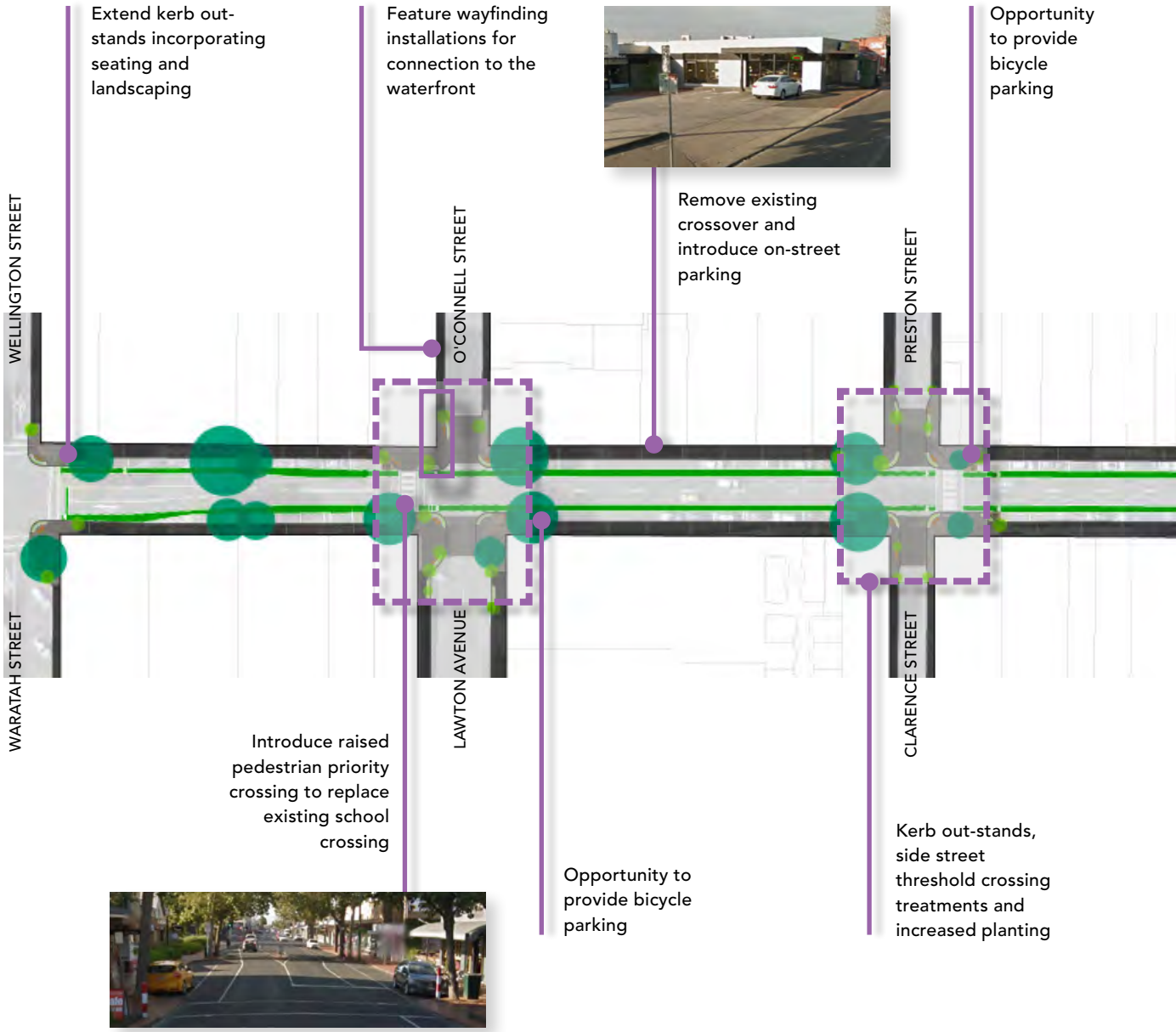
3 **Kerb outstand**
- exposed aggregate

4 **Side street threshold crossing**
- bluestone flat top
- rough bluestone pitchers

5 **Coloured bike lane**
- coloured pavement

6 **Existing trees**

Side street improvements and threshold crossings

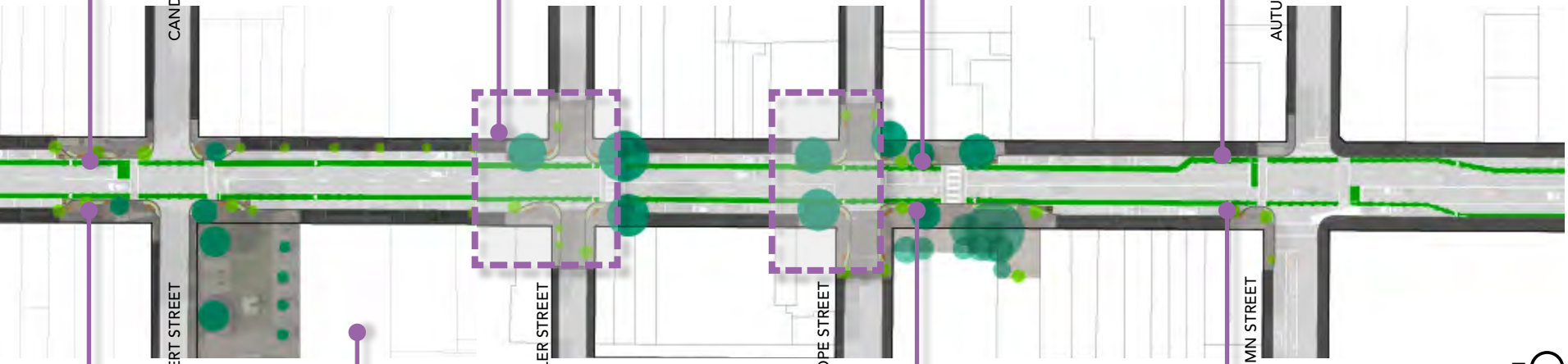


Improve safety and visibility of existing bike lanes through coloured treatment at conflict points and intersections

Extend kerb out-stands, side street threshold crossing treatments and increased planting

Replace pedestrian signals with raised pedestrian priority crossing

Provide infrastructure at intersections for safer cyclist movement



Upgrade space between Town Hall and Library into pocket park

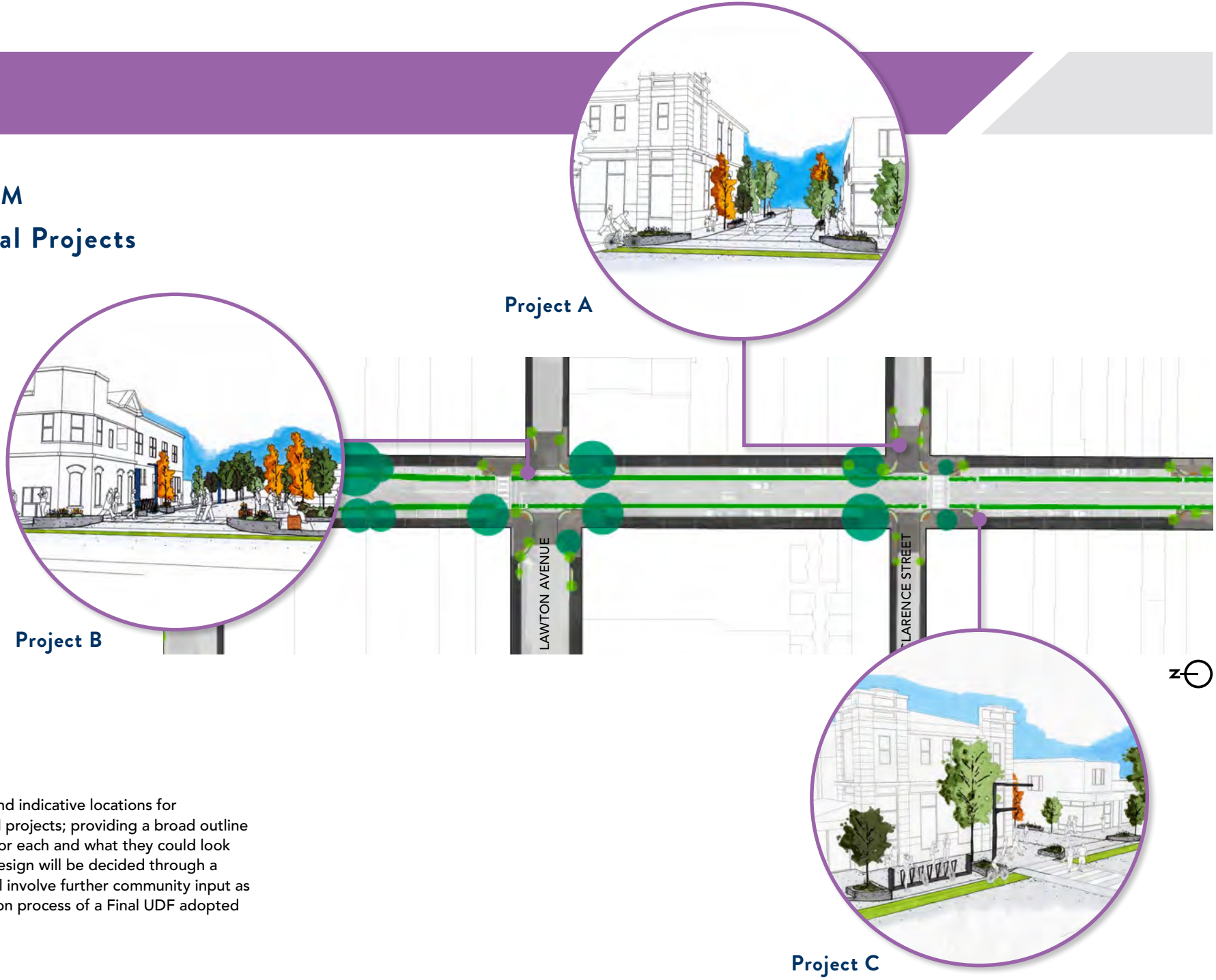
Extend kerb out-stands incorporating seating and landscaping

Upgrade pocket park, retain existing trees and extend footpath on Yuille Street

Extend kerb out-stands incorporating seating and landscaping

PUBLIC REALM

Urban Renewal Projects



This presents concepts and indicative locations for suggested urban renewal projects; providing a broad outline of the desired outcome for each and what they could look like. Noting that a final design will be decided through a separate process that will involve further community input as part of the implementation process of a Final UDF adopted by Council.

PUBLIC REALM

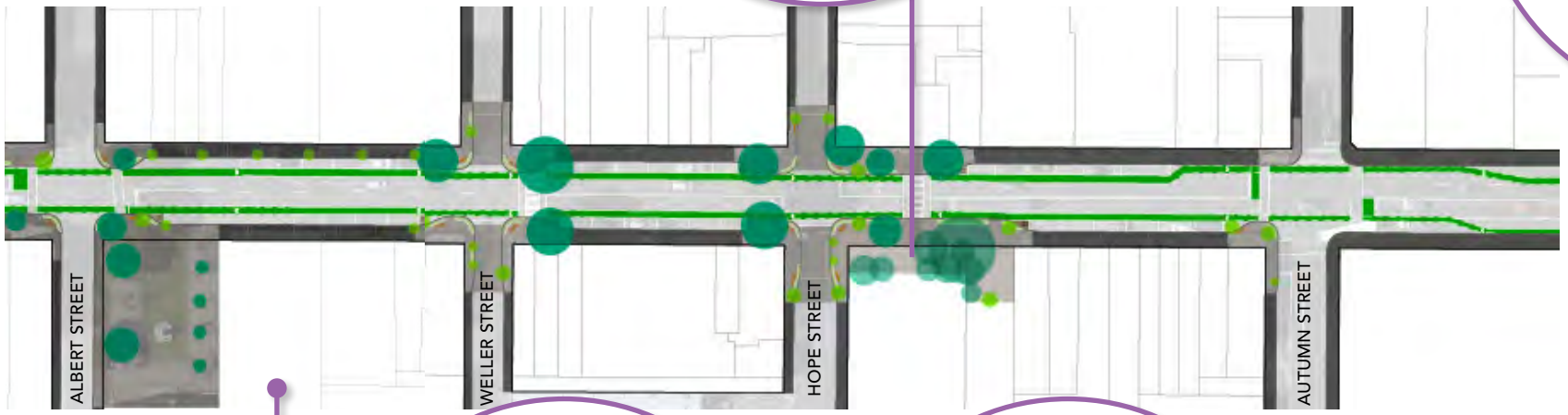
Urban Renewal Projects

Project D

Project F

LANEWAY IMPROVEMENTS AND ACTIVATION

The project would involve preparing a Laneway Activation Strategy to identify opportunities to improve the 'look' and 'feel' of existing laneways; including lighting, greening and improvements to parking.



Project E

PUBLIC REALM

Projects A and B - Standard Side Street Treatment and Wayfinding to the Waterfront

Tree lined street, WGI.

WestConnex project Sydney, Image by McGregor Coxall

Raised pedestrian crossing, Taradale, New Zealand image by Simon Devitt.

Northcote Raised Threshold Treatment, City of Darebin

Brunswick Raised Threshold Treatment

Side street crossings can present a challenge for people to move around the Precinct, having to change levels twice and move across a wide length of carriageway. There is an opportunity for side streets to reflect the leafy pedestrian-friendly character of the Precinct.

Design intent: A raised threshold crossing prioritises pedestrians and allows for a seamless connection between side streets and the main footpath. Kerbside planting and additional street trees announcing arrival to the wider Precinct.

Project A

Existing

Artist's illustration showing a concept design for side street treatments with raised pavement and additional planting.

Project B

Existing

Artist's illustration showing a concept design for side street treatment and wayfinding to the waterfront.

PUBLIC REALM

Project C - Kerb Extensions

Existing

Artist's illustration showing a concept design for a green bike station along Pakington Street. Note that these interventions could introduce seating areas.

Solid Seat Strips by Streetlife®, Catalogue 2021 - 2022.

Solid Bike Parking by Streetlife®, Catalogue 2021 - 2022.

Derbyshire St Pocket Park, London by Greysmith Associates.

Levinson Plaza, Boston by Mikyoung Kim, image by Landezine.

Existing no-standing areas, including those near raised pedestrian crossings present opportunities to extend the kerb, using this space to introduce more planting, trees bicycle parking and seating. The projects to be proposed in locations without impacting parking.

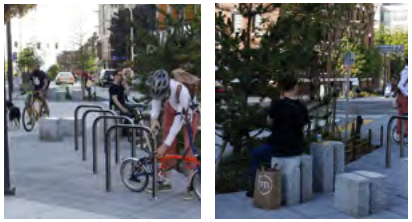
Design intent: Introducing convenient bike parking stations or seating areas featuring planters for additional vegetation and street trees provide an interesting, contemporary and green element to enjoy.

PUBLIC REALM

Project D - Yuille Street Pocket Park

Existing

Artist's illustration showing a concept design for the space in front of the Geelong West post office at the corner of Hope Street.



Bell Street Park, Seattle, image by NACTO

Downtown Seattle, image by Downtown Seattle Association.

New York High Line, image by DeZeen.

Capitol Bike Rack and Bay City Bike Rackby Forms + Surfaces.

There is an existing space in front of the Geelong West Post Office at the corner of Hope Street that is currently underutilised, with limited seating or interesting features. Existing footpath along Yuille Street is narrow, limiting activity to spill out. This project aims to use the existing space without impacting existing parking provision.

Design intent: Using the existing space, raised concrete beds, a shelter structure and paved areas create a green urban pocket park that seamlessly ties in urban living and the natural environment, creating a small oasis with plenty of seating and shade in a busy and active street.

PUBLIC REALM

Project E - Town Hall and Library Pocket Park

Red Kangaroo Paw, image by Gardening with Angus.

Tree Grilles CorTen by Streetlife®.

Weathering steel edging, image by Henderson Garden Supply.

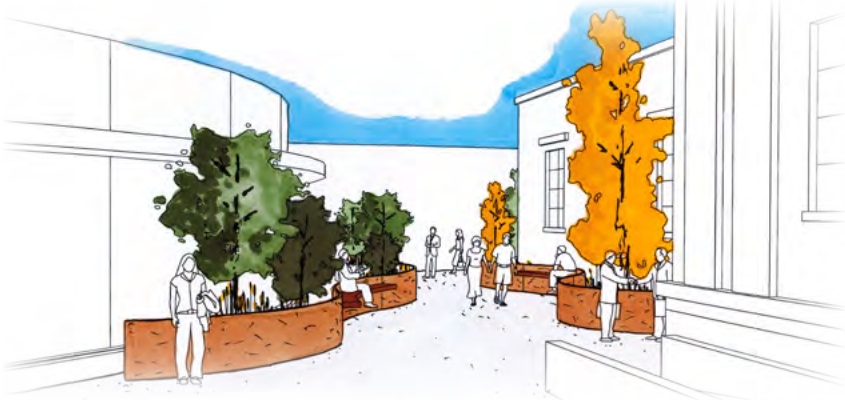
Yellow Kangaroo Paw, image by Hello Hello Plants and Garden supplies.

Weathering steel edging, image by Henderson Garden Supply.

CorTen signage, image by Baldwin Signs.

Artist's illustration showing a concept design for the space along the back of the Town Hall.

Existing



Artist's illustration showing a concept design for the space between the library and Town Hall

The space is currently underutilised with little vegetation or interesting features despite it providing entry to the Town Hall and access to the public toilets. Directional signage is lacking.

Design intent: Raised garden beds weave through the space, connecting the Geelong West Library and Town Hall, creating pockets where people can sit and rest surrounded by elements of native flora and fauna. Integrated signage directs locals and visitors to key destinations including, Town Hall and library entrances.

PUBLIC REALM

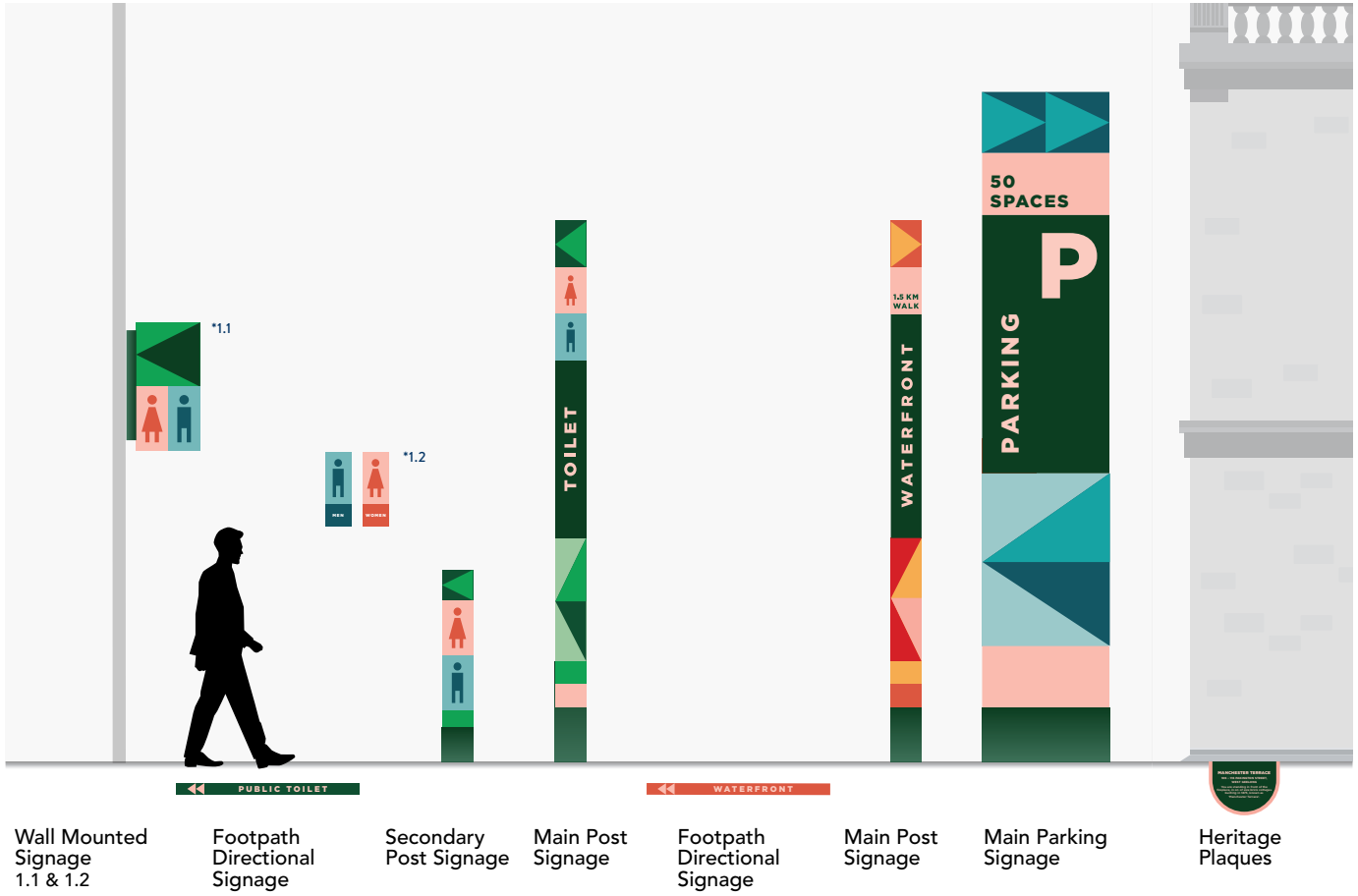
Unified Wayfinding

These concepts illustrate how a unique wayfinding and signage could be implemented to Pakington Street in order to unify the Street, promote sense of place and build on existing character. These concepts illustrate how wayfinding elements and signage could be seamlessly and effectively integrated into the streetscape.

These concepts are indicative and have been provided as a guide to how unified wayfinding could be implemented.

Concepts for wayfinding elements; providing a broad outline of the desired outcome and what they could look like. Noting that final designs will be decided through a separate process that will involve further community input as part of the implementation process of a Final UDF adopted by Council.

Potential Wayfinding Signage - Concept Design



PUBLIC REALM

Unified Wayfinding

Potential Signage Locations

1 Gateway / Entrance Signage

2 Main Parking Signage

3A Main Waterfront Post Signage

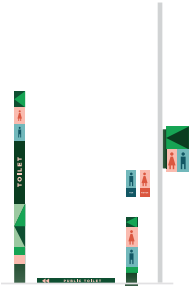
3B Footpath Directional Signage

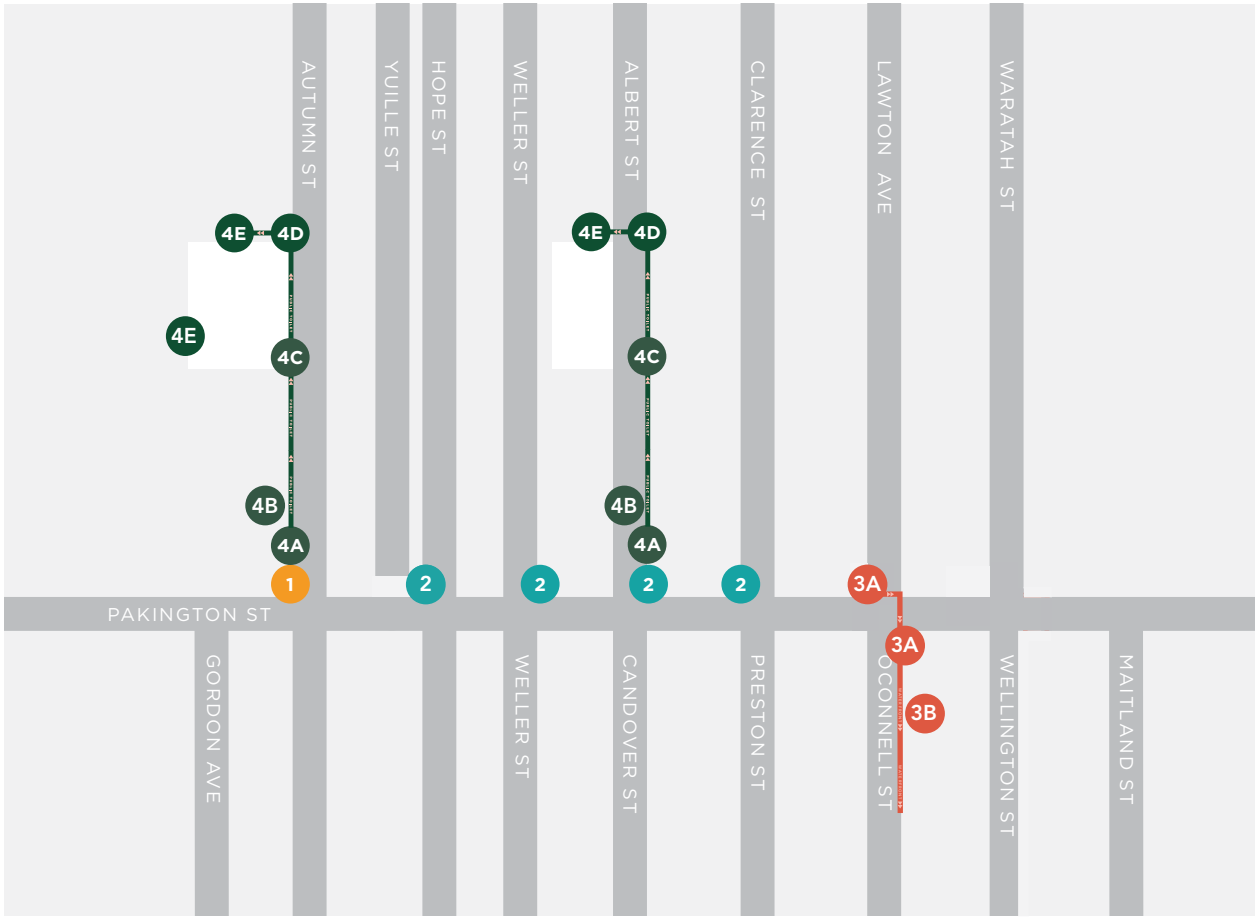
4A Main Toilet Post Signage

4B Footpath Directional Signage

4C Secondary Post Signage

4D & 4E Wall Mounted Signage





RECOMMENDATIONS

1. Zone and Overlay Provisions

- A Design and Development Overlay will be introduced to ensure consistency across all future developments.

2. Public realm upgrades

- Investigate opportunities to raise awareness and appreciation of local Aboriginal Cultural heritage through consultation and collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation.
- Encourage the use of native plants and natural materials.
- Ensure streetscape projects retain existing car parking provisions where safe to do so.
- Increase the width of existing bicycle lanes as far as practical without impacting on-street parking.
- Encourage removal of any redundant crossovers to provide additional on-street parking. Additional vehicle crossovers onto Pakington Street in the Heritage Core precinct will not be supported.
- Reduce the speed limit to 30km/hr along Pakington Street in the Heritage Core Precinct.
- Locate public bicycle parking spaces near pram ramps or raised pedestrian crossings to improve access convenience from existing on-road lanes.
- Kerb outstand bus stops should be considered at strategic locations to improve bus priority along the route.
- Consider a painted treatment for existing bicycle lanes to further increase the visibility of cyclists and give greater awareness to all road users.
- Include Smart poles, which can offer intelligent LED lighting, wi-fi access, charging stations and parking sensors, as part of streetscape upgrades.

Further Work

- Commission a parking plan for the Heritage Core to improve the long term management of car parking as the areas change and develop.
- Investigate improvements to existing laneways in the precinct to improve public realm outcomes and parking arrangements.
- Review existing outdoor dining and street trading guidelines that apply to the street.
- Investigate improvements to landscaping and lighting in existing public off-street parking areas.
- Collaborate with key stakeholders to organise and design a Heritage Walk that showcases heritage buildings in the Heritage Core precinct.
- Investigate installing a community board in a visible public building.
- Produce a night-time economy strategy for the Heritage Core precinct.
- Ensure wayfinding elements are designed to be universally legible, reflect the local context and are integrated into the built form or landscape.
- Investigate funding and grant opportunities for restoration of significant buildings in the Precinct.

05

Gordon Avenue Precinct

Context Appreciation	68
Vision	70
Land Use	72
Built Form	73
Public Realm	82
Potential Futures	85
Reccommendations	87

CONTEXT APPRECIATION

The Gordon Avenue Precinct stretches along Gordon Avenue from Pakington Street to Latrobe Terrace; large format retail is predominant in the area with some office and educational uses. The precinct developed over time as a peripheral area to the Heritage Core Precinct and Central Geelong.

The streetscape reflects its more car-oriented uses, characterised by large warehouse built form, front setbacks accommodating private car parking, frequent cross overs and a lack of street trees and street furniture. Activity in the precinct is limited and centred primarily on visitation.

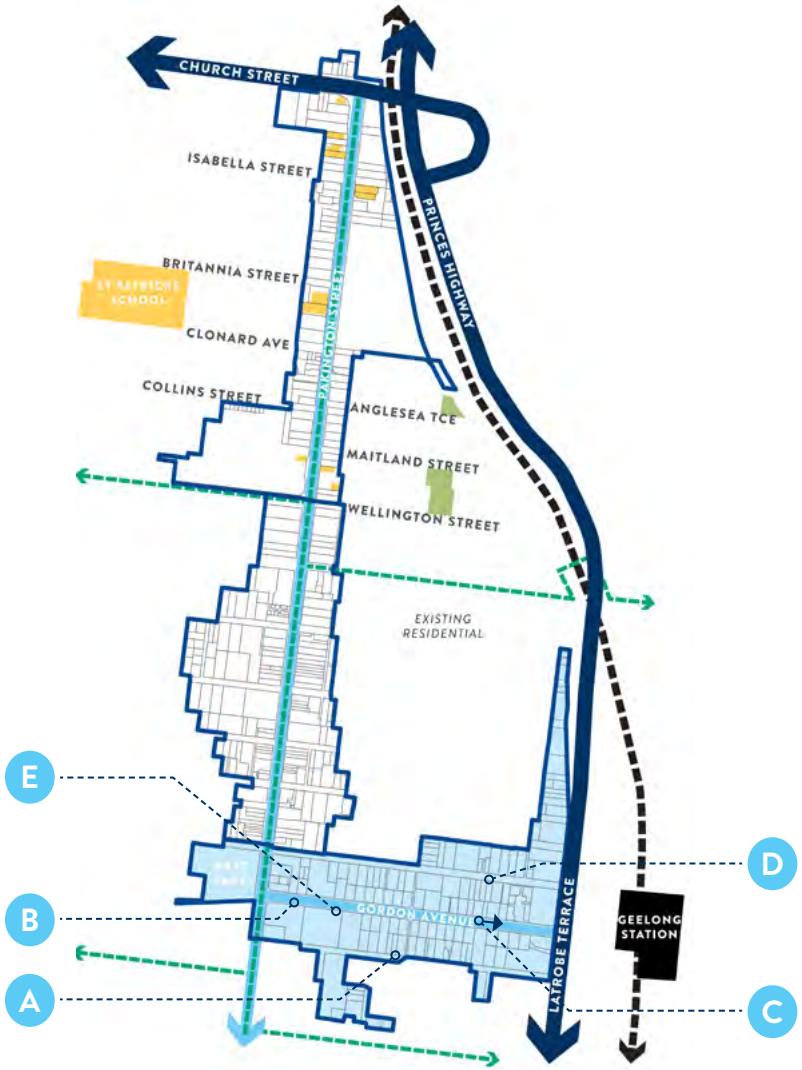
Existing large property sizes and its proximity to 'Pako', Central Geelong and the Geelong Train Station means the precinct has potential to support a wider mix of uses including residential. Gordon Avenue is a key link between Geelong West and Central Geelong.

The City recognises the need to advocate for sustainable growth by encouraging development in areas that are within walking distance to existing services and public transport and can support a range of building types catering for a diverse community by providing greater housing diversity and choice.

Opportunities

Key opportunities that were identified through the analysis of existing conditions, the community engagement process and review of policy:

- Development potential of larger sites.
- Introducing street trees and vegetation.
- Improving connections to Central Geelong and Geelong Train Station.
- Providing more open space.
- Public art and street furniture.
- Improving bus stops.
- Making it easier for everyone to walk around and cross the street.
- Clear signage and wayfinding.
- Renewal and investment through new development.



These images show the different streetscapes in the Gordon Avenue Precinct; along Autumn Street, Spring Street and Gordon Avenue. Autumn Street has a mix of existing low density houses and established businesses in warehouse style buildings. Spring Street is a narrow mostly residential street and Gordon Avenue has a mix of businesses in large buildings with very wide frontages.

Refer to map on previous page for image locations.

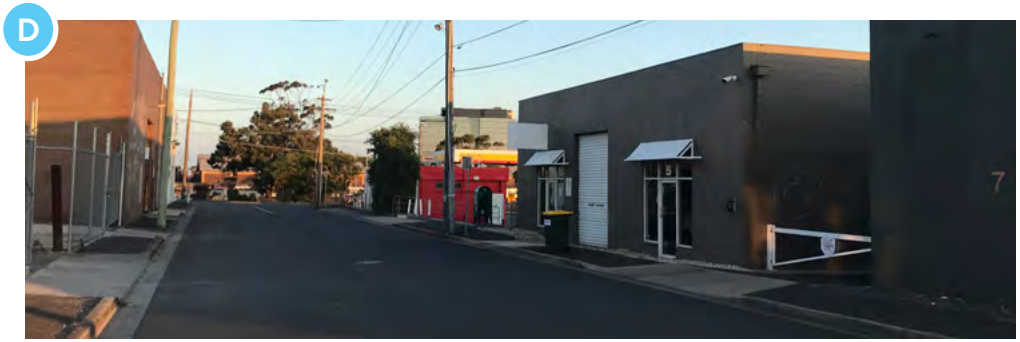
C

Existing car dealerships in large buildings with wide frontages along Gordon Avenue.

A

Residential buildings along Spring Street near corner of Coronation Street.

D



Industrial style buildings along Autumn Street along the Latrobe Terrace end.

B

Large building with wide frontage along Gordon Avenue near the corner with Pakington Street.

E

Large building with wide frontage along Gordon Avenue.

VISION

The Gordon Avenue Precinct will develop into a vibrant sustainable mid-rise precinct that provides an appropriate transition from the low density character of the surrounding residential area to the future high-density scale of Central Geelong. Delivering a new form of varied residential and mixed-use development set within a green, leafy, high quality environment that supports a diverse and inclusive community.

Over time, Gordon Avenue will be transformed into a green street that provides a safe and attractive connection to and from the Geelong Train Station and Central Geelong, acting as a key access-way to the western suburbs of established Geelong.

Key Moves

The following key moves for the Gordon Avenue Precinct aims to ensure that the overarching Vision and Guiding Principles for the area are acted on, while providing a way forward for the precinct to become an attractive place to live and work with easy access to the Geelong Train Station, Central Geelong and 'Pako'.

With the ultimate goal to redevelop the area with new development which will provide a greater mix of uses and activities while improving the public realm.

1. Addressing Development Potential

Existing lot size plan.

- Larger lot sizes have the potential to deliver a range of mid-rise developments and building typologies in a prime location, while managing potential impacts to existing low-rise residential areas.
- Ensuring development outcomes have wider community benefits and contribute to sustainable growth.

2. Allowing a Greater Mix of Uses

Proposed zones.

- Generating a greater mix of uses in the precinct, with a focus on increasing residential and complementary uses in a prime location within walking distance to the Geelong Train Station and Central Geelong.

3. Improving Streets and Accessibility

Terry Avenue, Seattle, image by Seattle In Progress.

Lonsdale Street, Dandenong designed by BKK Architects. Image by John Gollings.

- Providing a Vision for streetscapes to capitalise on private investment and development.
- Prioritising greening that provides an inviting and comfortable urban environment.
- Encourage new developments to setback for increased planting along streets and to protect internal amenity at lower levels as streets transition into safer and more walkable environments.
- Providing a new central park to create a central meeting point for the community.

4. Improving Connectivity

Latrobe Terrace and Gordon Avenue intersection.

Pakington St and Gordon Avenue intersection.

Latrobe Terrace and Gordon Avenue intersection.

- Highlighting the need to address key projects that will significantly improve connectivity between the area and surrounding services, employment opportunities and public open spaces in Central Geelong and 'Pako'.

LAND USE

Allowing A Greater Mix of Uses

The Gordon Avenue Precinct developed as a peripheral area, with a focus on manufacturing and bulky goods retailing. This role is reinforced through the existing application of the Commercial 2 Zone.

This zone encourages bulky goods and office uses and prohibits residential uses other than a caretaker's house or a residential hotel. The area continues to have a significant proportion of industrial and bulky goods uses, with some office and educational uses.

The lack of residential uses, along with discontinuous building frontages and blank walls limit the activity of the precinct to standard working hours, with little activity and people present in the area after hours.

The area has significant potential to accommodate a wider mix of uses; with a particular focus on residential uses that increase the local resident population, taking advantage of its proximity to the Geelong Train Station, Central Geelong and 'Pako' itself.

Other complementary retail and commercial uses that support a growing local community would extend the Precinct's activity after hours and provide passive surveillance onto Gordon Avenue.

Social housing contributions will be sought as part of the rezoning of the precinct, this is further detailed in section 07 - Implementation of this report.

Figure 17. Existing Planning Provisions

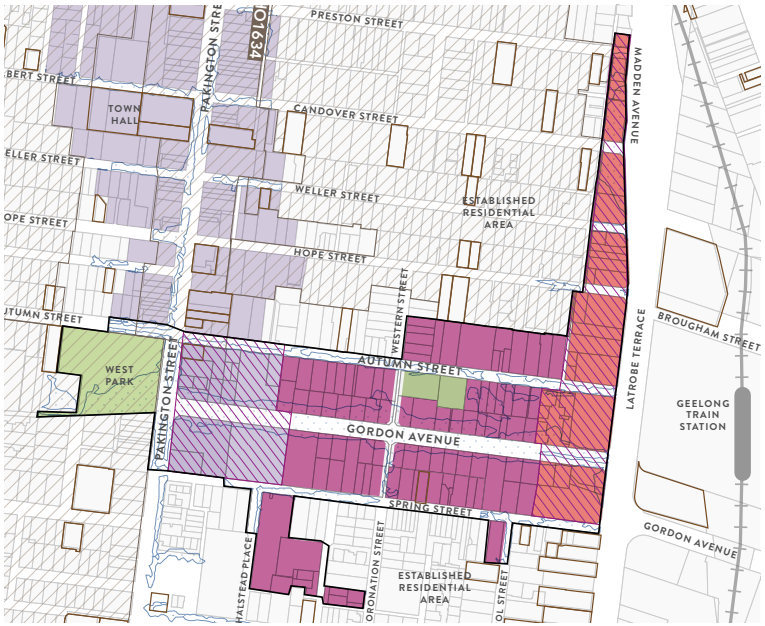


Figure 18. Proposed Planning Provisions

Key

- Precinct Boundary
- Commercial 1 Zone (C1Z)
- Commercial 2 Zone (C2Z)
- Mixed Use Zone (MUZ)
- General Residential Zone 4 (GRZ4)
- Residential Growth Zone (RGZ)
- Public Park and Recreation Zone (PPRZ)
- Special Building Overlay (SBO)
- Design and Development Overlay (DDO)
- Heritage Overlay

BUILT FORM

Addressing Development Potential

Additional height is considered in order to introduce new housing and building typologies in Geelong West, which currently predominantly consists of single storey detached dwellings and a limited amount of terrace and unit developments.

Proposed heights range from 4 - 10 storeys and respond to a series of existing conditions including consideration of interfaces and street widths.

At the edges of the precinct, buildings reduce in scale and landscape setbacks are introduced to create a buffer between the low-scale residential areas to the north and south. There is opportunity for developments to have a range of uses at ground level with residential units or commercial tenancies above the street.

The design objectives and controls listed in this section will inform planning controls, such as a Design and Development Overlay (DDO), to ensure the built form outcomes sought will be delivered in future development proposals.

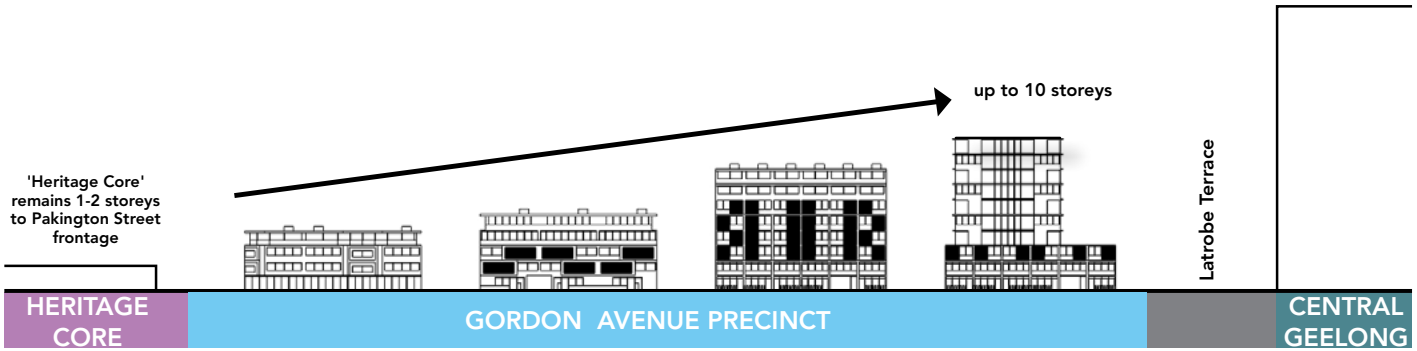


Diagram showing proposed increase in height

Proposed heights in a Geelong context

BUILT FORM

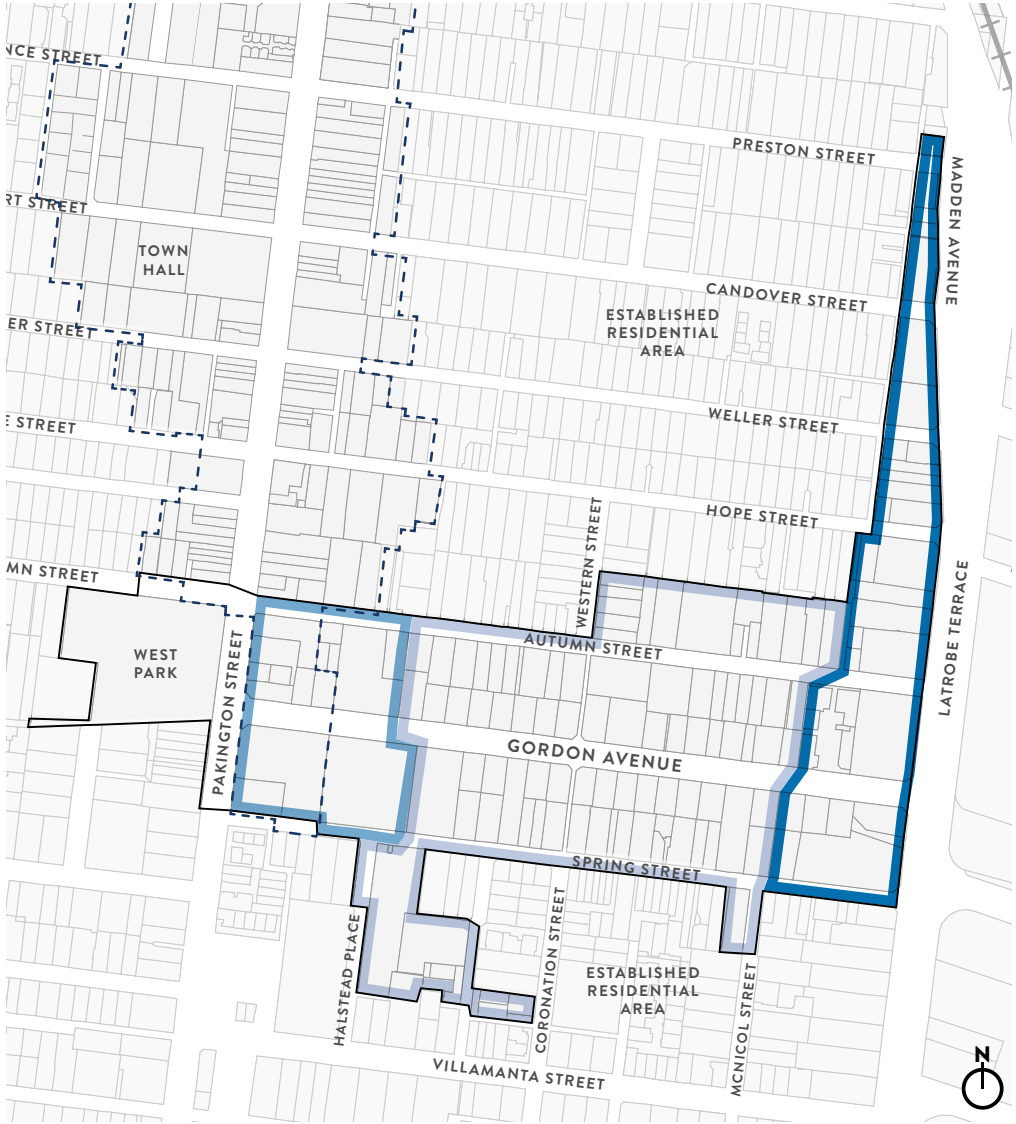
Character Areas

The analysis of existing conditions led to the identification of three different character areas in the Gordon Avenue precinct - Gordon West, Gordon Central and Latrobe Terrace.

Gordon West includes sites fronting Pakington Street, several large-scale industrial sites along Gordon Avenue and a series of sites that sit south of Spring Street within the residential area. The existing buildings are predominantly industrial buildings with some retail uses at the Pakington Street interface. The street quality is low with limited trees and narrow footpaths.

Gordon Central includes the majority of sites along Gordon Avenue, Spring Street and Autumn Street. These lots are of moderate scale and interface with sensitive residential areas to the north and south. The existing buildings are predominantly industrial, interspersed between at-grade car parks. This includes a large at-grade carpark owned by the City on Autumn Street.

Latrobe Terrace predominantly includes the sites directly fronting La Trobe Terrace. These sites interface with sensitive residential areas to the west. Latrobe Terrace is a very low-amenity street with four lanes of traffic and limited street trees. The buildings include a mix of industrial and commercial buildings as well as a petrol station at the entrance into Gordon Avenue.



Key

- Precinct Boundary
- Gordon West
- Gordon Central
- Latrobe Terrace

Figure 19. Character Areas Map

Gordon West

The Gordon West area will become a mixed use precinct of 4-6 storey buildings interspersed between new laneways and open spaces. Fine-grain retail tenancies will be provided at the ground floor along Pakington Street and Gordon Avenue to extend the valued character of Pakington Street into the precinct. A ground floor landscape setback will be provided at the southern and northern interfaces to create a sensitive transition to lower-scale residential areas.

Hawke & King, 6 Degrees

Gordon Central

Gordon Central will be a vibrant, green and predominantly residential precinct with 4-6 storey buildings that are well spaced and set within a thriving landscape. A broad range of housing will support a diverse population to live in close proximity to the Geelong Train Station. At the centre of the precinct will be a sunny new open space that is surrounded by community and retail uses. Buildings interfacing Gordon Avenue will be setback to allow for mature trees to establish and provide shade. Solar access will be protected to the south side of Gordon Avenue to ensure that the street remains sunny in the long-term.

Belfe Park, KTA

Latrobe Terrace

Latrobe Terrace is a predominantly commercial precinct that benefits from its close proximity to Geelong Railway Station and Central Geelong. A landscaped setback protects internal amenity at the ground floor and contributes to the improvement of the public realm along major traffic routes. Buildings reduce in height and apply rear setbacks to respond to the sensitive residential interfaces.

Lumina Apartments, DKO

BUILT FORM

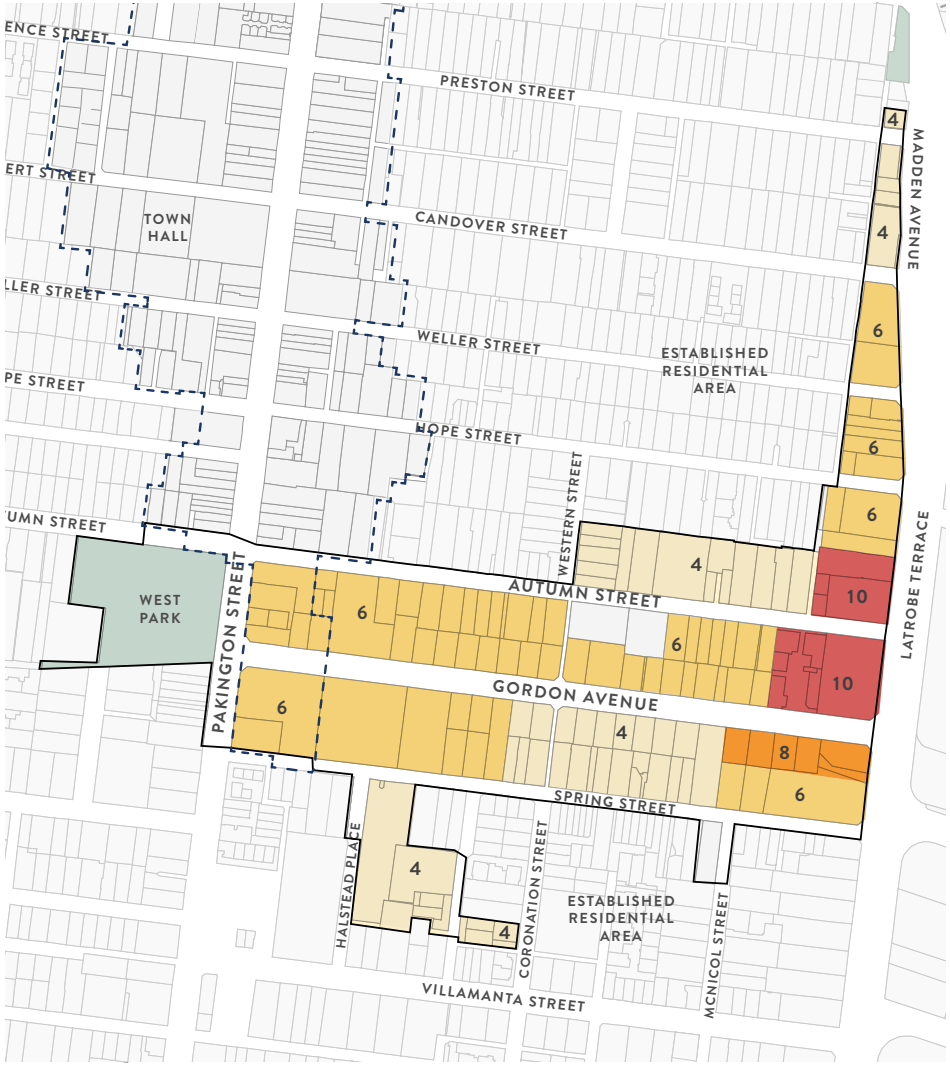
Building Heights

The proposed heights are predominantly mid-scale and intend to deliver built form between 4 - 10 storeys which responds to the context and is sensitive to adjoining low-scale residential areas while increasing development potential.

In the Gordon Avenue precinct, the tallest buildings are proposed along Latrobe Terrace and Gordon Avenue intersection reflecting the scale of development proposed on the east side of the street as per Central Geelong Framework (Railway Precinct). These sites are large with minimal sensitive interfaces and amenity impacts. Further north, heights then transition down to 4 storeys responding to more sensitive low-scale residential surrounds and allotment sizes.

The remainder of the precinct sits at 4 and 6 storeys responding to various considerations such as overshadowing to footpaths, sensitive residential interfaces and human scale.

To Pakington Street, the heritage street scale and composition will be maintained by providing a 2 storey streetwall with an overall building height of 6 storeys that responds to the park interface to the west of the street.



Key

Precinct Boundary

Building Height

- 4 Storey
- 6 Storeys
- 8 Storeys
- 10 Storeys

Figure 20. Building Heights Map

BUILT FORM

Site Coverage

The proposed site coverage controls are underpinned by the key attributes and context of Gordon Avenue Precinct.

The higher site coverage of 80% has been proposed along Latrobe Terrace where landscape will predominantly be delivered to the front and rear of sites to improve streetscape amenity.

Moderate site coverage of 70% is proposed in Gordon Central as it seeks to support landscape at interfaces and internal courtyards. The lowest site coverage control of 60% in Gordon West owing to large allotment sizes and potential to deliver significant open space with sufficient internal amenity.

Solar Access

Solar access controls seek to maintain solar access to the southern footpaths of Autumn Street, Gordon Avenue and Spring Street. In order to support the role of footpaths as a key public space, it is proposed that no overshadowing should occur between 11am and 2pm at Spring Equinox. This will ensure that important public and semi-public spaces remain high-amenity in the long-term.

Solar access controls are also proposed for potential future open spaces with no overshadowing above 50% of the site between 11am to 2pm at spring equinox, noting that this control will apply to future open space regardless of final location.

Key

Precinct Boundary

Site Coverage

80% site coverage

70% site coverage

60% site coverage

Solar Access

No overshadowing of the southern footpath between 11am and 2pm at the spring equinox

Open Space

Indicative Future Open Space

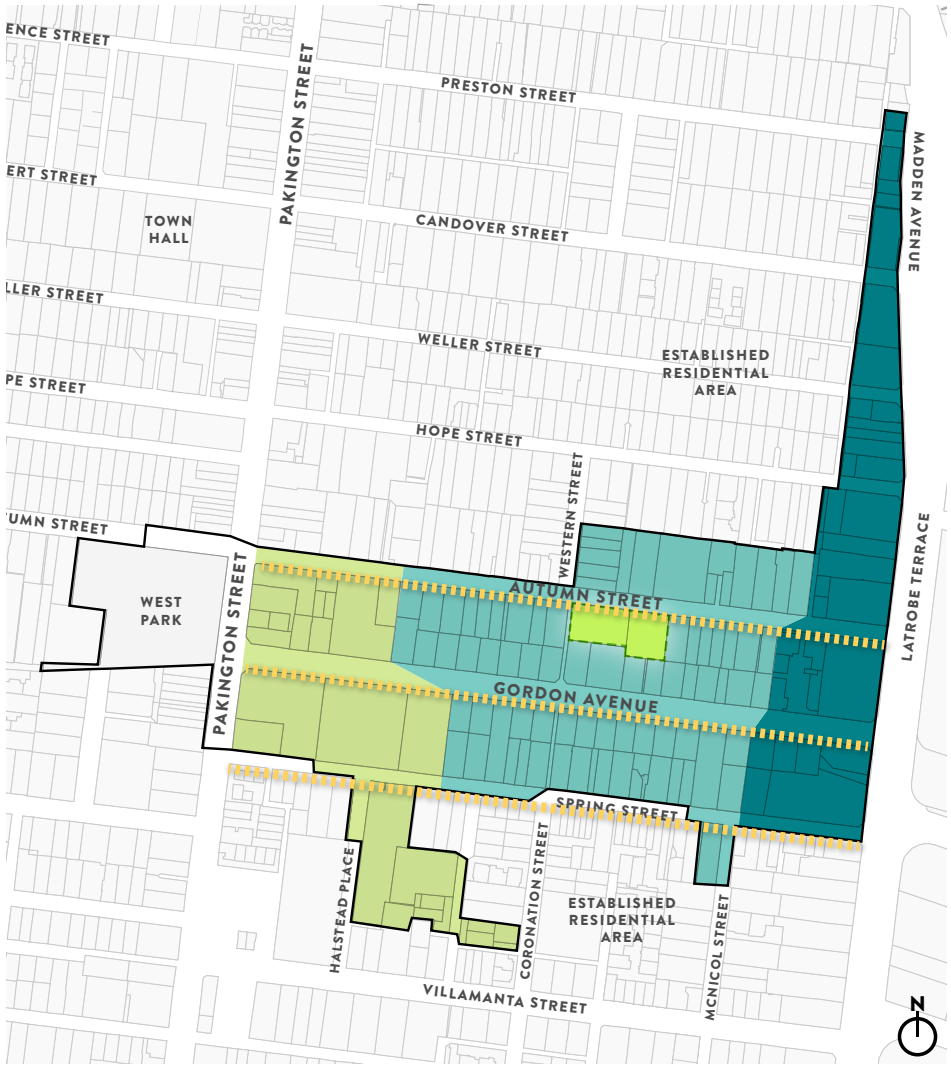


Figure 21. Site Coverage and Solar Access

BUILT FORM

Interface Response

Designing a high-quality street interface is an important aspect of the building design as this element of the building has the most significant influence on the public realm.

Buildings will need transition when they directly interface with more sensitive areas of single storey housing. Preferred design outcomes have been established for all of the street interfaces and direct residential interfaces in the Gordon Avenue precinct. These have been established in response to:

- The width and function of streets.
- The desire to create a new landscape character Latrobe Terrace which reflects proposed Central Geelong ambitions.
- The desire to create additional public space at busy intersections.
- The need to respond to the existing residential character of Spring Street and Autumn Street.
- The need to respond to the proposed new park.
- The need to respond to the existing retail character of Pakington Street.
- The need to transition between higher-scale buildings and low-scale residential areas along Ripley Street.
- The need to provide a buffer between proposed higher buildings and low-scale residential areas.

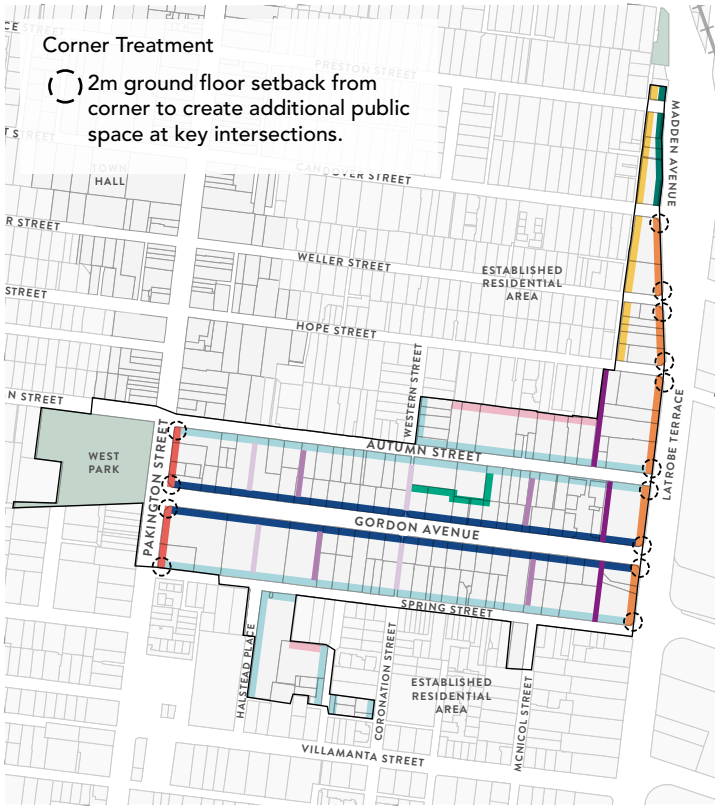


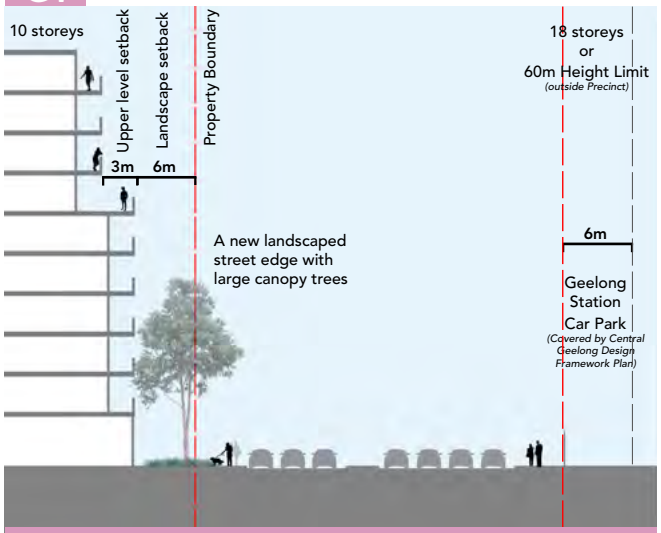
Figure 22. Interface Map

Key	Interface	Building Setback	Street Wall/ Podium Height	Upper Level Setback
G1	Latrobe Terrace	5m	N/A	3m
G2	Madden Avenue	0m	N/A	N/A
G3	Gordon Avenue	3m	4 storeys	3m
G4	Pakington Street	0m	2 storeys	5m
G5	Future Park interface	0m	4 storeys	3m
G6	Ripley Street	2m	2 storeys	5m
G7	Residential street	3m	2 storeys	3m
G8	Direct residential	5m	2 storeys	5m
G9	Laneway interface (pedestrian)	0m	3 storeys	3m
G10	Laneway interface (service)	0m	4 storeys	3m
G11	Laneway interface (new street)	0m	6 storeys	3m

BUILT FORM

Interface Response

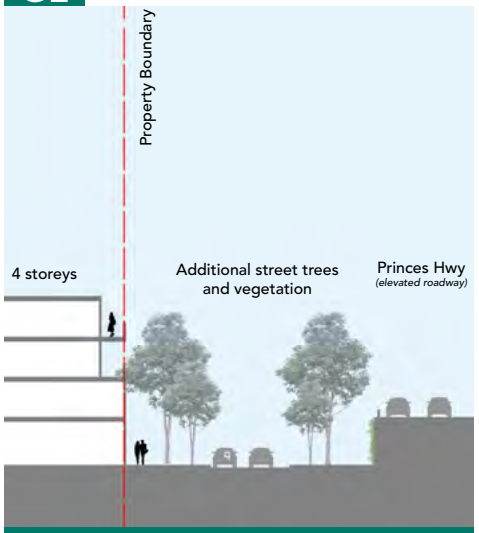
G1



Latrobe Terrace

Indicative section demonstrating landscaped setback to Latrobe Terrace which is aligned to the proposed interface to the east of the street. The ground plane will be setback to allow for the provision of recessed entries and forcourts.

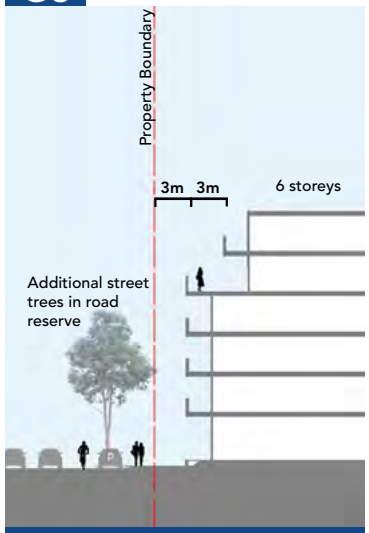
G2



Madden Avenue

Indicative section demonstrating no building setbacks to Madden Avenue.

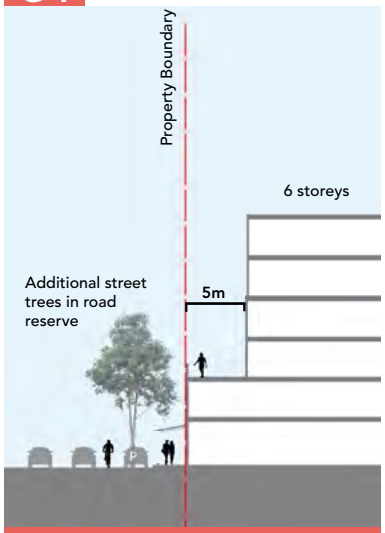
G3



Gordon Avenue

Indicative section demonstrating no streetwall of 4 storeys with upper level setbacks. Ground level will provide opportunities for a landscaped transition from the public to private realm.

G4



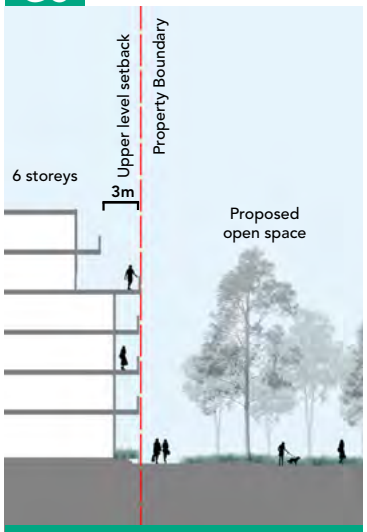
Pakington Street

Indicative section demonstrating no ground floor setback and provision of continous awning at ground level.

BUILT FORM

Interface Response

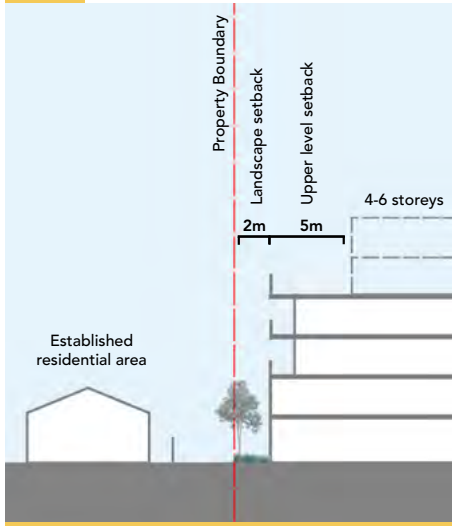
G5



Future Park Interface

Indicative section demonstrating landscaped edge to ground level to ensure transition to proposed open space. Individual entrances to ground level residences and other forms of edge activation should be considered.

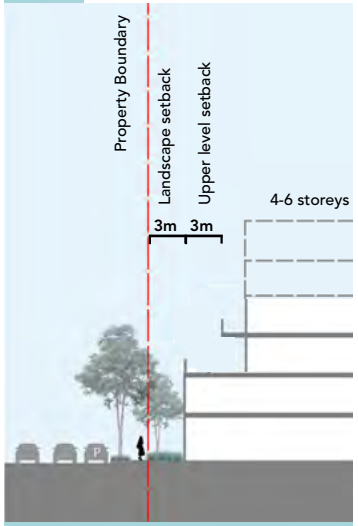
G6



Ripley Street

Indicative section demonstrating 5m landscaped setback to rear lane access to create a buffer to low-scale residential areas.

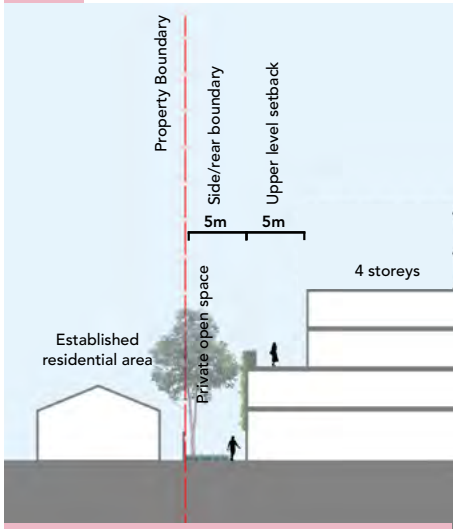
G7



Residential Streets

Indicative section demonstrating 3m landscape setback that aligns with predominant street character.

G8



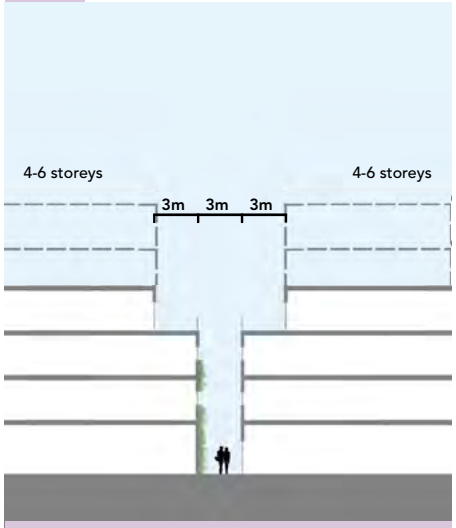
Direct Residential

Indicative section demonstrating the provision of a 5m setback to site boundary incorporating private garden at the ground level to provide a buffer to low-scale residential areas.

BUILT FORM

Interface Response

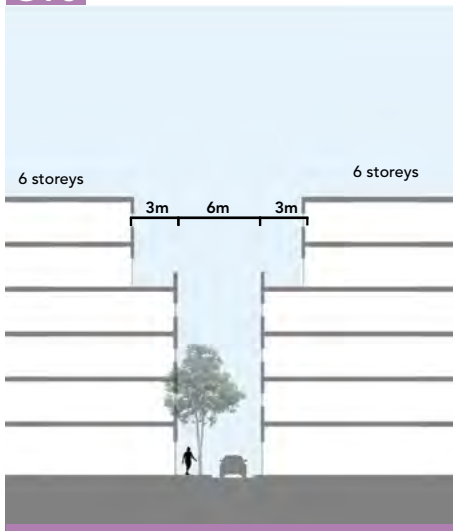
G9



Laneway interface (pedestrian)

Indicative section demonstrating laneway interface to pedestrian priority links.

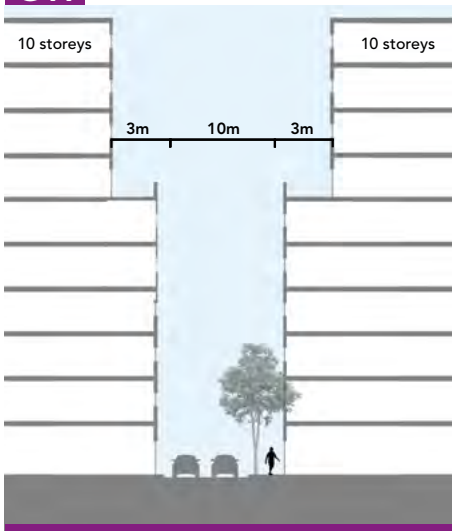
G10



Laneway interface (service)

Indicative section demonstrating laneway interface to 6m service with segregated pedestrian and vehicular movement paths.

G11



Laneway interface (new street)

Indicative section demonstrating laneway interface to new 10m street with upper level setbacks above 6 storeys.

PUBLIC REALM

This aims to respond to Geelong's overarching aspiration to deliver on its reputation as a City of Design by leading the way in exemplary public realm and building design. Responding to the vision for Gordon Avenue to be transformed into a green street that provides a safe and attractive connection to and from the Geelong Train Station and Central Geelong, acting as a key accessway to the western suburbs of Geelong.

Objectives

- To increase street greening by providing new landscaped areas within the public realm.
- To improve connections by creating new laneways and improving safety at intersections.
- To provide landscaped setbacks along low-amenity traffic routes (Latrobe Terrace and Gordon Avenue) to provide a buffer and improve the area while delivering internal amenity at the lower levels of new buildings.
- To provide ground floor landscape setbacks at the interface to low-scale residential streets that reflect the consistent character of ground floor setbacks along the street.
- To reduce the impact of servicing on the public realm by minimising the number of vehicle crossovers required and removing vehicle crossovers where appropriate.

Key

1. Potential new central open space.
2. Potential to widen footpath along Gordon Ave for tree planting.
3. Proposed laneways.
4. Improve safety and access at intersections.
5. Built form setbacks provide greening.
6. Additional greening at end of Spring Street.
7. Additional greening to Madden Avenue.

Figure 23. Proposed Public Realm Upgrades

PUBLIC REALM

Key Connections

Gordon Avenue Precinct will require new laneways to manage the increased service requirements of large-scale buildings and provide improved connectivity for walking and cycling.

The current configuration of the intersection between Latrobe Terrace and Gordon Avenue prevents efficient movement for all users as it comprises of three sets of lights, including for cyclist allowing entry and exit from the at-grade Geelong Train Station car park. The future redevelopment of the Geelong Train Station should address the issue of connectivity to improve access for pedestrians, cyclists, buses and private vehicles.

A number of new laneways are proposed in strategic locations to improve connectivity and maximise service access to multiple large-scale sites. It is important to note that the alignment of laneways will remain flexible and is dependant on site planning and typology of future developments. However, in principle it will remain a necessary contribution to the public realm as the precinct develops.

Larger sites of single ownership have been earmarked for the location of new laneways in most instances. This would require a shared uptake of the proposed laneway widths by both land owners. The existing central laneway is proposed to be upgraded into a pedestrian walkway with a new pedestrian crossing providing direct access across Gordon Avenue.

Key

- Precinct Boundary
- Existing lot boundaries
- Existing 3m laneway
- Proposed 10m laneway
- Proposed 6m laneway
- Proposed 3m pedestrian link
- Proposed raised pedestrian crossing
- Proposed pinch point
- Consolidated lots

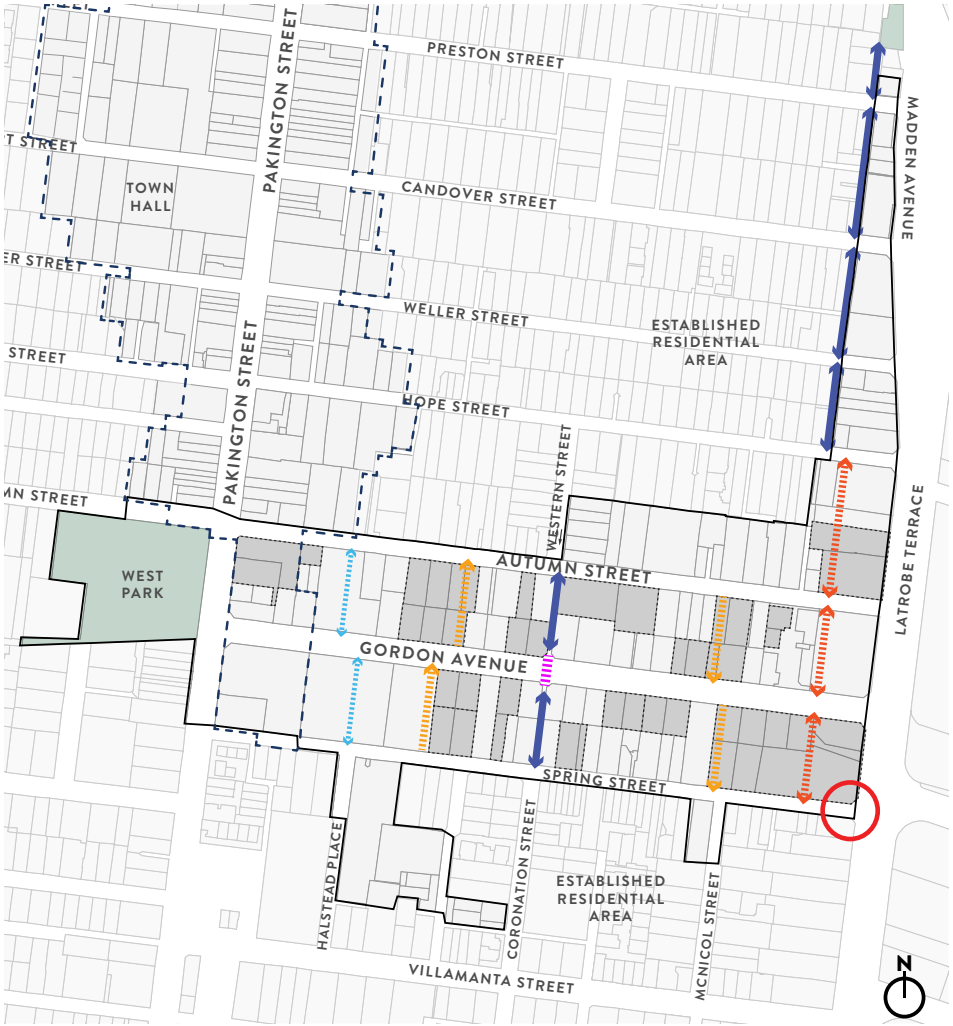
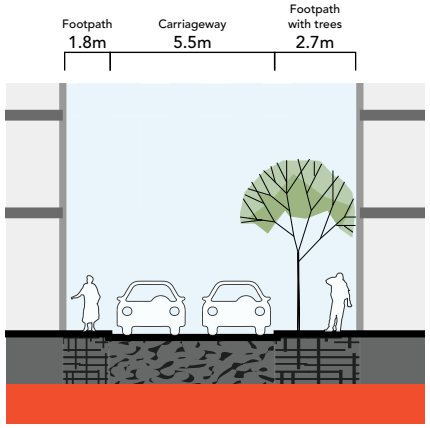


Figure 24. Proposed Key Connections

PUBLIC REALM

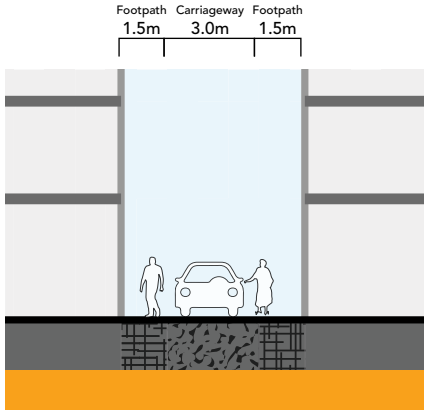
Proposed Laneways

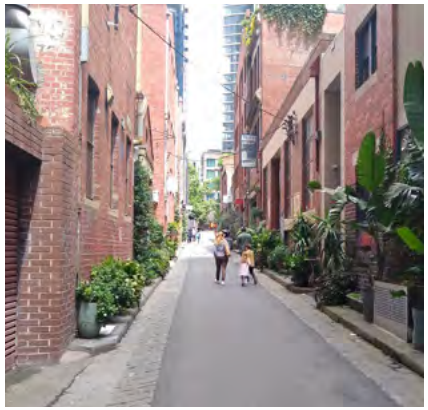
10m Laneway Reserve



Little Bourke Street in Melbourne demonstrates a laneway of similar width that includes two-way traffic and greening interventions.

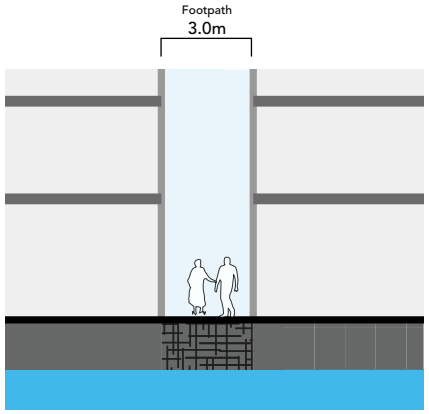
6m Shared Laneway Link (one way)





Guildford Lane in Melbourne demonstrates a laneway of a similar width that includes one-way traffic and greening interventions.

3m Pedestrian Link



Scott Alley in Melbourne demonstrates that this scale of built form can be supported along a narrow laneway due to the short length of the laneway.

POTENTIAL FUTURES

Autumn Street

BEFORE - Autumn Street looking south-east towards public car park behind Oxygen College.

AFTER - Visualisation representing upgrades to the public realm, indicative built form and a future open space along Autumn Street.

POTENTIAL FUTURES

Gordon Avenue

BEFORE - Looking east along Gordon Avenue towards Latrobe Terrace.

AFTER - Visualisation representing a potential future design of the public realm and indicative built form along Gordon Avenue.

RECOMMENDATIONS

1. Zone and Overlay Provisions

- The area will be rezoned to Residential Growth Zone, Commercial 1 Zone and Mixed Use Zone to facilitate the land use vision. The precinct will be nominated as a Key Development Area in the Greater Geelong Planning Scheme (clause 21.06-3).
- It is recommended that the full extent of Gordon Avenue is established as a Key Development Area.
- If the land is rezoned and the permitted uses change, existing businesses will be able to continue to operate if they meet the existing use right provisions under Clause 63 of the Planning Scheme. This includes the use being lawfully established under the previous zone or the site being in continuous use for at least 15 years. Existing use rights apply to the land not the business owner so a site can be sold with existing use rights.

2. Opportunities for new open spaces

- Considering the precinct has the capacity to accommodate additional floor space and residents, opportunities to provide further local open space have been highlighted, as existing access and provision is limited.
- The nominated potential site for future open space is a City owned at-grade car park. The demand for this site as a public car park serving local businesses in the precinct will be further investigated once the concentration of commercial and retail uses shifts to more residential uses.
- Other potential sites will need to be investigated.

3. Public realm upgrades

- A future Masterplan for Gordon Avenue is recommended to redesign the street cross section to align with the future vision of the precinct, including enhanced pedestrian, bicycle and public transport facilities similar to Pakington Street.
- Kerb outstands and a raised pedestrian crossing should be provided at the Gordon Avenue crossing to strengthen the pedestrian connection.
- Future developments should remove any redundant crossovers to provide additional on-street parking.
- Further investigate providing treatments at the cross intersections between new north-south laneways and the existing east-west streets, between Gordon Avenue and Autumn Street, to downplay the through movement for the new laneways. This may include entry or exit bans as well as turn restrictions from particular streets.

4. West Park Improvements

- Investigate potential upgrades to West Park to improve accessibility and usability for community events.

Further Work

In order for the land use in the precincts to transition, the City will undertake planning scheme amendments to implement the UDF into the planning scheme.

An amendment process includes requesting the Minister of Planning to authorise the preparation of the amendment. Rezoning will require the completion of relevant further work, such as infrastructure capacity investigations. It also includes a public notice period including the opportunity to make submissions.

Below is a list of further work that may be required:

- Undertake an assessment of the condition and capacity of existing infrastructure, including (but not limited to); utilities and services, drainage, community services and open space provision to support future growth.
- Investigate where an environmental assessment may be required prior to rezoning to a more sensitive use.
- Further investigate open space potential and possible areas for re-zoning (to be considered in conjunction with a potential future strategic site at the area currently zoned (PUZ4).
- Investigate contributions for social and affordable housing via an inclusionary zoning process or a voluntary agreement with potential development sites, which is further outlined in the Implementation section of this UDF.

06

Implementation

Heritage Core Precinct 89

Gordon Avenue Precinct 92

HERITAGE CORE PRECINCT

Summary Of Actions

- Council adoption of a Final UDF.
- Prepare a planning scheme amendment to implement the UDF and a Design and Development Overlay for the Heritage Core precinct.
- Consult with the Wadawurrung Traditional Owners Aboriginal Corporation to identify opportunities for cultural heritage interpretation for streetscape upgrades, renewal projects, wayfinding signage and public art.
- Prepare detailed designs for:
    - Pakington Street upgrades; from Autumn Street to Waratah / Wellington Street (see pg. 50).
    - Renewal Project A (see pg. 54).
    - Renewal Project B (see pg. 54).
    - Renewal Project C (see pg. 55).
    - Renewal Project D (see pg. 56).
    - Renewal Project E (see pg. 57).
    - Renewal Project F.
- Investigate reduction of speed limit on Pakington Street to 30km/hr from Autumn to Waratah / Wellington Street.
- Develop wayfinding signage design and public art opportunities.
- Produce and publish an 'access map' for the area.
- Review existing outdoor dining and street trading guidelines.
- Investigate improvements to landscaping and lighting in existing public off-street car parks.
- Investigate funding and grant opportunities for restoration of significant buildings.
- Work with key stakeholders to organise and design a digital 'Heritage Walk' to showcase significant heritage buildings.
- Investigate installation of a community board in a visible public building.
- Investigate improvements to the existing Geelong West Library.
- Prepare a night-time economy strategy.
- Prepare a Parking Plan for Pakington Street.
- Prepare a planning scheme amendment to implement the Parking Plan into a Parking Overlay.
- Prepare a planning scheme amendment to incorporate additional heritage guidelines into the existing Heritage Overlay HO1634.

Streetscape works - Pakington Street from Autumn Street to Waratah / Wellington Street.

- Streetscape works - Renewal Project A.
- Streetscape works - Renewal Project B.
- Streetscape works - Renewal Project C.
- Streetscape works - Renewal Project D.
- Streetscape works - Renewal Project E.
- Streetscape works - Renewal Project F.
- Streetscape works - off-street public car parking improvements.
- Installation of wayfinding signage.
- Installation of 'smart' poles and parking sensors.

* It is important to note that the City's various departments as well as State Government agencies and the wider community will influence each of the initiatives as they progress from concepts and recommendations into policies for implementation and detailed designs for construction. However, the principles, controls and design guidelines outlined in the UDF will be used as the overarching guide for decision-making.

*Proposed timing of actions are subject to the resourcing and budget approval processes of the City's relevant unit(s).

Implementation Timeline

* Short Term : 1-5 years
Medium Term : 5-10 years
Long Term :10+ years

Actions	Timing*	Comment
Council adopts Final UDF	Short Term	Final UDF was adopted by Council on December 2021.
Prepare a planning scheme amendment to implement the UDF and a Design and Development Overlay for the Heritage Core precinct.	Short Term	Subject to capacity in the City's Planning Implementation unit.
Consultation with the Wadawurrung Traditional Owners Aboriginal Corporation.	Short Term	To inform preparation of detailed design plans for streetscape / public realm projects.
Prepare detailed design plans for: - Pakington Street (Autumn to Waratah / Wellington Streets) - Renewal Project A - Renewal Project B - Renewal Project C - Renewal Project D - Renewal Project E - Renewal Project F - Improvements to public off-street car parks.	Short Term	Council budget bids. These would involve further community consultation.
Investigate speed reduction to 30km/hr on Pakington Street from Autumn Street to Waratah / Wellington Street.	Short Term	Included in scope of the Traffic Network Assessment currently being undertaken.
Develop wayfinding and public art opportunities and publish an 'access map' for the area.	Short Term	Council budget bid and grant applications. This would involve further community consultation.
Review existing outdoor dining and street trading guidelines.	Short Term	Subject to capacity in the City's Urban Design and Heritage unit.
Organise and design a digital 'Heritage Walk'	Short Term	Subject to capacity in the City's Urban Design and Heritage unit in collaboration with the Smart City's unit.
Investigate installation of a community board in a visible public building.	Short Term	N/A.
Investigate improvements to the existing Geelong West Library.	Medium Term	Subject to capacity in the City's Social Planning and Investment unit in collaboration with the Urban Design and Heritage unit.
Prepare of a 'Night-time Economy Strategy' for the Heritage Core precinct.	Short Term	Council budget bid. This work would involve engagement with Geelong West Business Association.
Prepare a Parking Plan to improve long term management of public car parking.	Short Term	Work has been commissioned. This work will involve engagement with Geelong West Business Association.

Implementation Timeline

* Short Term : 1-5 years
Medium Term : 5-10 years
Long Term :10+ years

Actions	Timing*	Comment
Prepare a planning scheme amendment to implement the Parking Plan into a Parking Overlay	Medium Term	To commence after adoption of Parking Plan. Internal work, subject to capacity in the City's Strategic Implementation unit.
Prepare a planning scheme amendment to incorporate additional heritage guidelines into the existing Heritage Overlay 1634	Short Term	Subject to capacity in the City's Planning Implementation unit.
Stage 1 Streetscape Works - upgrades to Pakington Street (from Autumn to Waratah / Wellington Street) and Renewal Projects A - C	Short Term	Subject to capital funding bids.
Stage 2 Streetscape Works - Renewal Projects D - F and improvements to public off-street car parks	Medium Term	Subject to capital funding bids and grant applications for Renewal Projects D and E.
Installation of wayfinding signage.	Short Term	Subject to capital funding bids.
Installation of 'smart' poles and parking sensors.	Medium Term	Subject to capital funding bids
Installation of community board in visible public building.	Short Term	Subject to findings from investigation and capital funding bids.
Construction works - Geelong West Library improvements.	Medium Term	Subject to findings from investigation and capital funding bid.

GORDON AVENUE PRECINCT

Summary of Actions

- Council adoption of Final UDF.
- Prepare a planning scheme amendment to incorporate the UDF into the planning scheme.
- Undertake an infrastructure Capacity Assessment.
- Investigate development requirements for the existing Special Building Overlay (SBO) and/or drainage upgrades.
- Investigate mechanism for contributions for infrastructure upgrades and delivery of key connections.
- Undertake a phase 1 site assessment to inform the application of the Environmental Audit Overlay for potentially contaminated land.
- Collaborate with the Department of Transport to improve the Gordon Avenue and Latrobe Terrace intersection based on Traffic Network Assessment findings and recommendations.
- Collaborate with the Department of Transport to investigate improvements to the bus network to improve connections with the Geelong Train Station and Central Geelong.
- Collaborate with the State Government on the design of the Geelong Station Precinct to improve access and connections to services from Geelong West.
- Investigate provision of additional open space.
- Investigate upgrade opportunities for West Park.
- Prepare a planning scheme amendment to rezone the land, including a Design and Development Overlay or Schedule to a Zone to implement guidelines and controls.
- Undertake a master planning process for Gordon Avenue, including collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation.
- Construction works - West Park upgrades.

* It is important to note that the City's various departments as well as State Government agencies and the wider community will influence each of the initiatives as they progress from concepts and recommendations into policies for implementation and detailed designs for construction. However, the principles, controls and design guidelines outlined in the UDF will be used as the overarching guide for decision-making.

*Proposed timing of actions are subject to the resourcing and budget approval processes of the City's relevant unit(s).

Implementation Timeline

* Short Term : 1-5 years
Medium Term : 5-10 years
Long Term :10+ years

Actions	Timing*	Comment
Council adopts Final UDF	Short Term	Final UDF currently scheduled for December Council meeting.
Prepare a planning scheme amendment to incorporate the UDF into the planning scheme.	Short Term	Subject to capacity in the City's Planning Implementation unit.
Undertake an Infrastructure Capacity Assessment, including development requirements for the existing Special Building Overlay (SBO).	Short Term	Council budget bid. Subject to capacity in the City's Strategic Planning and Planning Delivery units. To be completed concurrently with work for the Pakington North precinct.
Investigate mechanism for contributions for infrastructure upgrades.	Short Term	Subject to capacity in the City's Strategic Planning unit in collaboration with the Planning Delivery unit. To be completed concurrently with work for the Pakington North precinct.
Undertake phase 1 site assessment to inform application of the Environmental Audit Overlay.	Short Term	Council budget bid. Subject to capacity in the City's Strategic Planning unit.
Work with the Department of Transport to improve the Gordon Avenue and Latrobe Terrace intersection.	Short Term	Based on findings and recommendations from the Traffic Network Assessment.
Work with the Department of Transport to investigate improvements to the bus network.	Short Term	Investigation will cover Gordon Avenue.
Advocate to collaborate with the State Government on the design of the Geelong Station Precinct, to improve access and connections to services from Geelong West.	Short Term	Subject to State Government timing and decision.
Investigate provision of additional open space.	Medium Term	Subject to capacity in the City's Social Planning and Investment unit in collaboration with the Urban Design and Heritage unit.
Investigate improvements to West Park.	Short Term	Subject to capacity in the City's Social Planning and Investment unit in collaboration with the Urban Design and Heritage unit.
Prepare a planning scheme amendment to rezone land in the Pakington North precinct, including a Design and Development Overlay or Schedule to a Zone to implement guidelines and controls.	Medium Term	Subject to completion of Infrastructure Capacity and Environmental Assessments and mechanism, contributions for infrastructure upgrades and Gordon Avenue masterplan.
Prepare a master plan for Gordon Avenue, including collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation.	Short Term	Council budget bid. Subject to capacity in the City's Urban Design and Heritage Unit. This work would involve further community consultation.
Construction works - West Park improvements.	Medium Term	Subject to findings from investigation and capital funding bid.

07

Glossary

A

Accessibility
The ease with which a building, place or facility can be reached by people and or goods and services. Accessibility can be shown on a plan or described in terms of pedestrian and vehicle movements, walking distance from public transport, travel time or population distribution.

Active edge
Provided by a building or other feature whose use is directly accessible from the street or space which it faces; the opposite effect to a blank wall.

Adaptable
A building, place, or space that is able to adjust to new conditions, or to be modified for a new purpose.

Amenity
Something that contributes to an area's environmental, social, economic or cultural needs. The term's meaning is a matter for the exercise of planners' discretion, rather than being defined in law.

Apartment
A dwelling located above the ceiling level or below the floor level of another
dwelling and is part of a building containing two or more dwellings.

Attractive
A building, place, or space that us aesthetically-pleasing, or appealing

Amenity
The 'liveability' of a place. A building's amenity is affected by its design, access to sunlight and views, access to facilities and services, and design. Expectations of amenity and comfort change over time.

Artist's illustration
A representation of an object or a scene created by an artist when no other accurate representation is available. It could be an image, a sound, a video or a model.

B

Building element
A feature (such as a door, window or cornice) that contributes to the overall design of a building.

Building envelope
The possible site and massing of a building.

Building height
The vertical distance from natural ground level to the roof or parapet at any
point.

Built environment
The entire ensemble of buildings, neighborhoods and cities with their infrastructure.

Built form
Buildings and structures.

Bulk
The combined effect of the arrangement, volume and shape of a building or group of buildings. Also called massing

C

Character
The combination of the particular characteristics or qualities of a place

Clear to the sky
An unroofed area or area roofed with material that transmits 90 per cent of light.

Community
A group of people living in the same area or place, or a group of people having certain characteristics, attitudes, and interests in common.

Comfortable
A building, place, or space that provides physical and emotional ease and wellbeing for its people.

Concept Design
A drawing of building forms and spaces which is intended to guide whomever will later prepare the actual design.

Connected
A building, place, or space that establishes links with its surrounds, allowing visitors and residents to move about freely and sustainably.

Connectivity
Creating an interconnected network of open space.

Consultation
A meeting, or series of meetings, set up as part of the design process, to seek advice from stakeholders and the community and to discuss a project's aims, objectives, challenges, and visions. Consultation usually involves people considering projected outcomes or visions.

Context
The setting of a site or area.

D

Density

The mass or floorspace of a building or buildings in relation to an area of land. Density can be expressed in terms of plot ratio (for commercial development); homes or habitable rooms per hectare (for residential development); site coverage plus the number of floors or a maximum building height

Design principle

An expression of one of the basic design ideas at the heart of an urban design framework, design guide, development brief or design code. Each such planning tool should have its own set of design principles.

E

Enclosure

The use of buildings to create a sense of defined space.

Engagement

A consultation process, for example, community engagement whereby a particular group is engaged to gather their input in relation to a particular proposal, challenge, or outcome.

Enhance

Enhance means to improve the presentation and appearance of a place through restoration, reconstruction or removal of unsympathetic or intrusive elements; and through appropriate development.

F

Façade

The principal face of a building.

Fenestration

The arrangement, proportioning and design of windows and doors in a building.

Fine grain

The quality of an area's layout of building blocks and plots having small and frequent subdivisions.

Floor area ratio (FAR)

A measurement of density expressed as gross floor area divided by the net site area.

Form

The layout (structure and urban grain), density, scale (height and massing), appearance (materials and details) and landscape of development.

Frontage

The road alignment at the front of a lot. If a lot abuts two or more roads, the one to which the building, or proposed building, faces.

Functional

A building, place, or space that is designed to be practical and purposeful.

G

Green space

An area of grass, trees, and other vegetation set apart for recreational or aesthetic purposes in an urban environment.

Ground level

The natural level of a site at any point.

H

Human Scale

The size of a building, parts of a building or its details in relation to the size of a person.

I

Infill development

A new building in an established historic context. It may be adjacent to a heritage building, within a conservation area, or in a heritage site or precinct. Good infill projects are sympathetic to the surrounding buildings and historic context, and enhance and complement the existing urban, suburban, or rural character.

Inviting

A building, place, or space that is welcoming to visitors, community, and individuals.

L

Landmark

A building or structure that stands out from the background buildings.

Laneway

A laneway is a narrow road or right of way generally abutting the rear or side boundary of a property. It may be paved or unpaved and in public or private ownership and will typically provide vehicle access to adjoining properties.

Layout

The way buildings, routes and open spaces are placed in relation to each other.

Legibility

The degree to which a place can be easily understood by its users and the clarity of the image it presents to the wider world.

Liveable

A built environment which supports and responds to people's patterns of living, and is suitable and appropriate for habitation, promoting enjoyment, wellbeing, safety and prosperity.

Local

A building, place, or space that relates to an area or neighborhood.

Lot

A part (consisting of one or more pieces) of any land (except a road, a reserve, or common property) shown on a plan, which can be disposed of separately and includes a unit or accessory unit on a registered plan of strata subdivision and a lot or accessory lot on a registered cluster plan.

M

Massing

Massing means the arrangement of a building's bulk and its articulation into parts. This is also called bulk.

Master plan

A framework document showing how development will occur in a given place and including building parameters like height, density, shadowing, and environmental concerns. It is a visual document that details a clear strategy or plan for the physical transformation of a place, supported by financial, economic, and social policy documents which outline delivery mechanisms and implementation strategies.

Mobility

The ability of people to move round an area, including carers of young children, older people, people with mobility or sensory impairments, or those encumbered with luggage or shopping.

Movement

People and vehicles going to and passing through buildings, places and
spaces.

O

Open space

Land that has no buildings or other built structures, which is accessible to the public, including green space.

P

Passive surveillance

The discouragement to wrongdoing by the presence of passersby or the ability of people to see out of windows. Also known as eyes on the street.

Permeability

The degree to which a place has a variety of pleasant, convenient and safe routes through it.

Perspective

A drawing showing the view from a particular point as it would be seen by the human eye.

Place

A social and a physical concept-a physical setting, point, or area in space conceived and designated by people and communities. In this sense, place can describe different scales of the built environment-for example, a town is a place and a building can be a place.

Planning

A strategic, technical, and political process. It outlines potential physical,
social, and strategic solutions related to land use, the built or natural
environment, and public welfare.

Precinct

A designated area within real or perceived boundaries of a specific building or place. A precinct can be of different scales and usually related to a study area of a particular place.

Private open space

An outdoor area of a dwelling or residential building or land for the exclusive use of the occupants.

Public realm

The parts of a city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Also called public domain.

R

Retail

The sale of goods or materials, in any quantity or manner, other than wholesale.

S

Scale

The size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to the size of a person.

Section

A drawing showing a slice through a building or site.

Setback

The minimum distance from any allotment boundary to a building.

Site coverage

The proportion of a site covered by buildings.

Storey

That part of a building between floor levels. If there is no floor above, it is the part between the floor level and ceiling. It may include an attic, basement, built over car parking area, and mezzanine.

Streetscape

A streetscape is a collection of buildings along a street frontage. When
referred to in relation to a heritage precinct, a streetscape typically contains a majority of buildings which are categorised significant or contributory.

Sustainable

Relates to the endurance of systems, buildings, spaces, and processes- their ability to be maintained at a certain rate or level, which contributes positively to environmental, economic, and social outcomes.

U

Universal design

Designs where all users are acknowledged and designed for- not just those with different abilities. Includes providing access to websites and audio cues for those with a vision impairment, and audio loops for those who are hard of hearing.

Urban canopy

The layer of trees and tree populations that exist in urban settings

Urban design

The art of making places. Urban design involves the design of buildings, groups of buildings, spaces and landscapes, in villages, towns and cities, and the establishment of frameworks and processes that facilitate successful development.

Urban forest

The layer of trees and tree populations that exist in urban settings.

Use

Use means the functions of a place, including the activities and traditional and customary practices which may occur at the place or are dependent on the place.

V

Vision/ design intent

An advisory document, usually produced by a community, showing how development can be carried out in harmony with the community and its
setting.

Visualisation

An artist's representation or idea of an object, situation or set of information as an image.

W

Wayfinding

The process of determining or following a path or route between an origin and destination.

Wayfinding Signage

Signage that serves the purpose of helping direct people to a destination.

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