

THE CITY OF
GREATER GEELONG

SOUTH GEELONG URBAN DESIGN FRAMEWORK

FINAL
SEPTEMBER 2022



ACKNOWLEDGEMENT OF COUNTRY

The City of Greater Geelong Municipality is located on the traditional lands of the Wadawurrung people.

The traditional boundaries of the Wadawurrung people span the coastline from the Werribee River to Lorne Peninsula and traverse inland in a north westerly direction towards Ballarat. The Wadawurrung people have lived within these regions for more than 25,000 years.

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

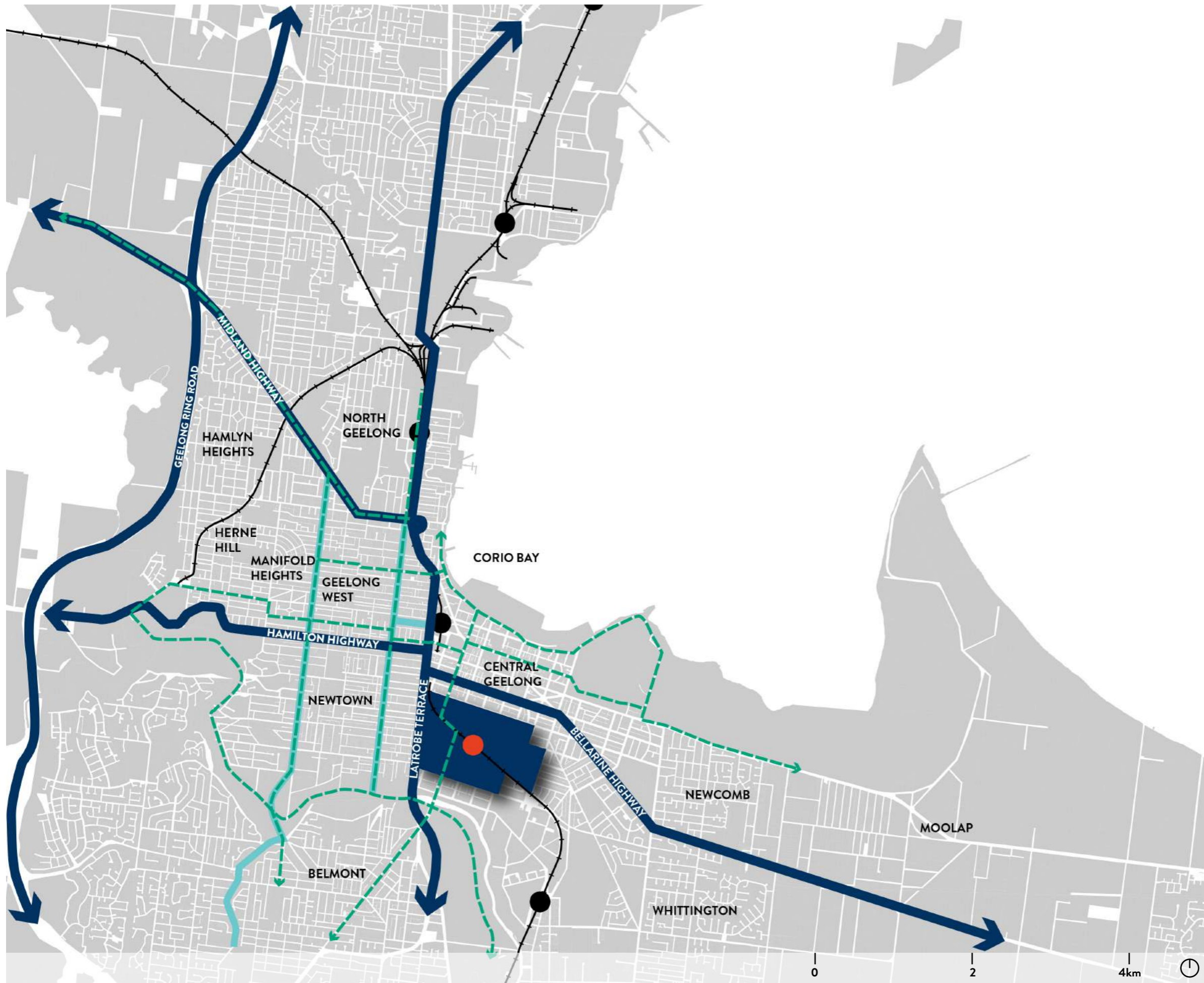
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INTRODUCTION

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1.0



KEY

- Study Area
- Primary Roads
- Local Roads
- Primary Cycle Paths
- Railway Line
- South Geelong Station

Figure 1. Context Map

1.0 INTRODUCTION

WHAT IS A UDF

An Urban Design Framework (UDF) provides guidance for the future development of a specific area.

The South Geelong UDF has been developed in consultation with the aspirations of the community and seeks to create a strategic vision for the identified study area. This UDF has undertaken;

- A review of existing plans, policies, zones, overlays, strategies and infrastructure programs
- An analysis of the study area's use and movement patterns, and existing urban form
- Analysis of local strengths, weaknesses opportunities and threats
- Analysis of key development areas
- The design of buildings
- Public spaces
- Pedestrian and vehicle access
- Landscape themes
- Engagement with key stakeholders

A UDF is not a rigid master plan, and once endorsed will filter through to a Planning Scheme Amendment and be included in the broader strategic framework resulting in changes to existing policies, zones and overlays.

PURPOSE OF THE SOUTH GEELONG UDF

- To assist in implementing the City's settlement Strategy by investigating the area for high density development potential.
- To leverage opportunities for the Rail Duplication and Station upgrade project being undertaken by the Department of Transport.
- To prepare objectives, strategies, policies to support the vision for South Geelong which will filter through to a Planning Scheme Amendment and be included in the existing Strategic Framework.
- To provide background information to support detailed design guidelines and planning provisions for future development.
- To identify priority projects and an implementation plan to identify community needs, development potential.

KEY STAKEHOLDER ENGAGEMENT

A range of stakeholders are involved, and concepts will be developed to support a future vision for South Geelong. The South Geelong UDF key stakeholders include;

- Department of Transport – Regional Rail Victoria
- Barwon Water
- Local Businesses
- Community Consultation with residents

The UDF presents an opportunity to link several public and private sector strategic projects together. The projects leverage off the South Geelong Train station, GMHBA stadium and the proximity of the location to services and infrastructure. Without the UDF these projects would occur in isolation of one another.

For the South Geelong residents and visitors, it is crucial that this UDF brings together their ideas and vision for their local neighbourhood. The UDF will seek to ensure the local area can continue to thrive, meeting community expectations and that the development and liveability potential of the area is unlocked.

1.1 SITE CONTEXT

STUDY AREA

The study area is located south 1.2km south of central Geelong and is bisected by the South Geelong Train Station. The area has excellent transport connections to Metropolitan Melbourne. The area has good pedestrian links to Central Geelong and the Belmont Sub-Regional shopping centre, and existing transport links via major arterial roads including Moorabool, Fyans and Swanston Street. The Barwon River environs is within walking distance of the residential area and provides an excellent space for residents to enjoy.

The boundaries of the study area include:

- Moorabool Street existing commercial area at the western boundary and a small pocket of residential zoned land at the southern boundary of the GMHBA stadium
- Fyans Street residential area at the southern boundary
- Swanston Street and the residential area abutting the Industrial 1 Zone, and Richmond Crescent at the eastern boundary
- A section of the existing Garden Street residential area
- McKillop Street at the northern boundary.

The predominant land use within the study area is residential, with some existing heritage values recognised formally in the Planning Scheme. The area within Moorabool Street is zoned as Commercial 2 Zone and is opposite the GMHBA stadium. Larger commercial buildings with generous floor areas can be viewed along Moorabool street and include an eclectic combination of commercial uses.

The GMHBA stadium is located within the study area but directly adjoins the Moorabool Street study boundary. The stadium provides an important place for large sporting events and functions, and is surrounded by expansive areas of open space, providing areas for local sport and amenity to residents. There are two large swimming pools which also offers excellent recreation opportunities.



Figure 2. Aerial image showing some of the study area

Figure 3. Existing Moorabool Street Commercial area

Figure 4. South Geelong Station



- KEY**
- Station
 - ⊕⊕ Railway line
 - ▬▬ South Geelong Station UDF Study Area

Figure 5. Aerial of Study Area

1.2 COMMUNITY CONSULTATION - CHANGES FROM DRAFT TO FINAL UDF

Community consultation has been a key part of the development of the South Geelong Urban Design Framework. A series of separate reports have been prepared which summaries the issues and insights from each stage of engagement.

STAGE 1 - ESTABLISHING VISION AND VALUES

Community consultation began with workshops in July-August 2019 and helped to establish the broader visions, key issues and challenges within the study area in discussion with residents. The consultation resulted in several key findings including;

- A need to improve access and connection generally via improved walking and cycling links
- Provision of adequate areas of open space and social infrastructure to support a growing population
- Protection of the neighbourhood character and heritage values of the area is a high priority of residents.
- Providing for a diversity of housing types whilst respecting the existing neighbourhood character values is envisaged.
- Concern with existing traffic concerns in relation to existing street networks and a lack of car parks generally
- A preference to beautify the area with increased landscaping, and by creating public spaces
- Support for vibrant shopping and café areas whilst protecting existing amenity of residents

The above themes were used to frame the key issues and visions which influenced the framework for the first draft of the UDF.

STAGE 2 - DRAFT UDF

The second stage of consultation was held following the exhibition of the Draft UDF, during August-September 2020. The consultation provided insight on resident's views with regards to key development sites including; the Barwon Water site, Station hub re-development, Moorabool Street and Heritage areas.

Following consultation on the Draft UDF in 2020, the following changes were made:

- Clarifies the scale and type of housing changes that will occur across the study area
- Identifies, through a heritage study, 193 additional properties to be included within a Heritage Overlay
- Identifies a preferred maximum height for the Barwon Water site (6 storeys – previously 10)
- Includes design and built form objectives for future development on Moorabool Street, the Station Precinct and the Barwon Water site.
- Identifies land to be included within an Increased Housing Diversity Area (IHDA). The IHDA area is extended to 800m around the train station for substantial change and key development areas only.
- Updates public realm upgrades and projects being undertaken by the City and the State Government. Including more street trees and changes to parking layouts.
- Reinforces the need to support the inclusion of social housing within new development.
- Recommends zone changes based on a Capacity and Change Areas Review which looked at character values within the area, including building form and architectural styles. This reported helped to inform the recommendations to rezone land identified within the Increase Housing Diversity Area to the Residential Growth Zone (currently General Residential Zone) and land within the Key Development Area to a Mixed Use Zone.

1.2

STAGE 3 - INTERIM FINAL UDF

The third stage of consultation was held during February-April 2022. The consultation provided insight into the community views on the changes that were made following the draft UDF.

FINAL CHANGES TO UDF

Following the Stage 3 engagement, the following changes have been made to the final UDF:

- Reduced building heights to 2 storeys and increased setbacks to the rear of properties on Moorabool Street where they abut a residential property (excluding laneway). The overall building heights have remained at 6-7 storeys.
- Supports the removal of the Heritage Overlay from 2A and 2B Lonsdale Street, South Geelong.
- Recommends Individual Heritage Overlays for 332, 343 and 344 Moorabool Street.
- Recommend further work be undertaken to look at social infrastructure needs in South Geelong, and consider combining this work with any future social infrastructure studies being undertaken in Central Geelong.
- Update the Station Precinct design to identify preferred overall building heights.
- Identify the need to investigate the application of the Environmental Audit Overlay on properties along Moorabool Street.
- Recommends further work be undertaken to determine Developer Contributions toward infrastructure upgrades in the area.
- Recommends rezoning land around Richmond Oval to the General Residential Zone from the Neighbourhood Residential Zone.



Figure 6. Consultation workshops

STRATEGIC POLICIES & RELEVANT PROJECTS

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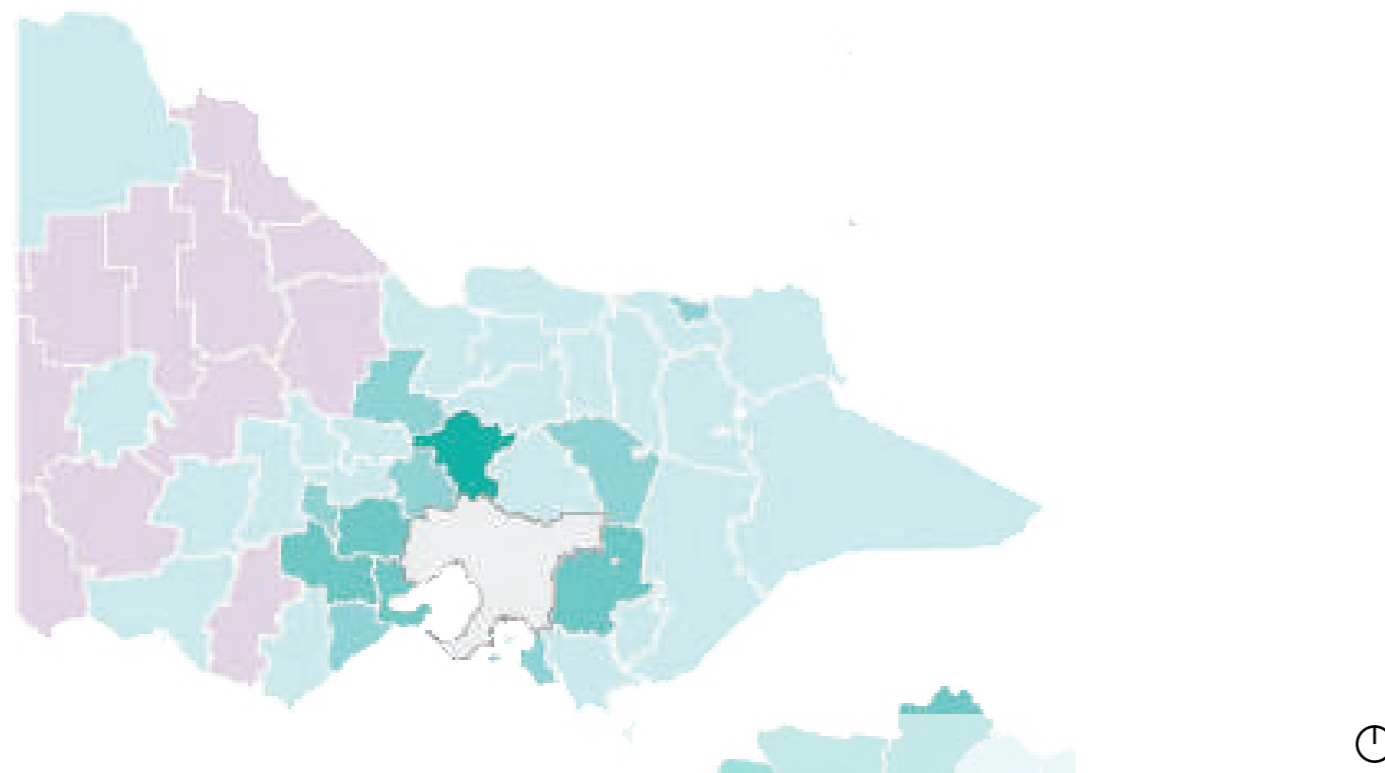
2.0

2.1 POPULATION

REGIONAL CONTEXT

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

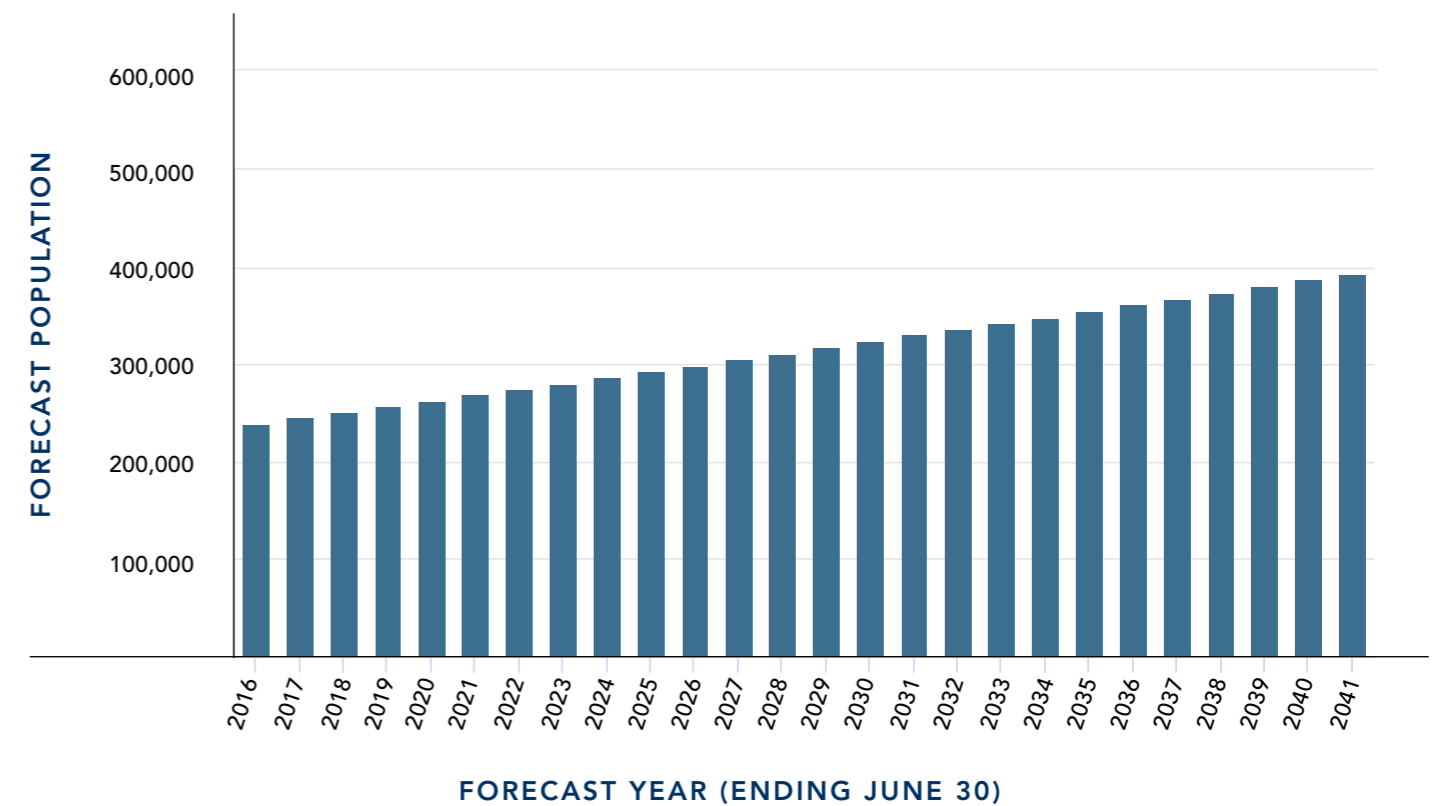
In 2016, the total population of the City of Greater Geelong was estimated to be 239,531 people. It is expected to increase by over 120,469 people to 360,000 by 2036. This is based on an increase of over 52,000 households during the period.



ANNUAL AVERAGE RATE OF POPULATION CHANGE



Figure 7. Annual average rate of population change, regional local government areas (lga), 2018 to 2036
Source: Victoria in Future 2019



FORECAST POPULATION

Figure 8. Forecast population
Source: Population and household forecasts, 2016 to 2041, prepared by .id, July 2019

2.2 STRATEGIES

CLEVER AND CREATIVE

Representing the voices of more than 16,000 members of our community, Greater Geelong: A Clever and Creative Future is a 30-year vision that guides all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to the city-region. The clever and creative concept is about developing a consistent approach to how things are done, which is why all proposals to Council will need to demonstrate how they positively contribute to the 30-year vision. The clever and creative concept is also about collaborating to address challenges and opportunities, embracing innovation, and new ways of doing things that applies to everyone. At the heart of the 30-year vision are a series of community aspirations that are focused on the region's economy and employment, the environment, arts and culture, transport connections, tourism, efficient and equitable digital access, and good governance.

The vision recognises that in order for a city-region to be successful, it must be connected, prosperous, creative, sustainable and resilient, and designed for people. The South Geelong UDF can play a leading role in delivering a clever and creative future. The UDF's overall principles will respond to the community aspirations and positively contribute to achieving the measures of success.

-  **A prosperous economy that supports jobs and education opportunities**

-  **A leader in developing and adopting technology**

-  **Creativity drives culture**

-  **A fast, reliable and connected transport network**

-  **People feel safe wherever they are**

-  **An inclusive, diverse, healthy and socially connected community**

-  **Sustainable development that supports population growth and protects the natural environment**

-  **Development and implementation of sustainable solutions**

-  **A destination that attracts local and international visitors**



Figure 9. Community aspirations from Clever and Creative strategy



2.2

PLAN MELBOURNE 2017–2050

Plan Melbourne is a metropolitan planning strategy that defines the future shape of the city and state over the next 35 years. It seeks to integrate long-term land use, infrastructure and transport planning, and support jobs and growth, while building on Melbourne’s legacy of distinctiveness, liveability and sustainability. It advocates for urban consolidation and decentralisation, calling on Victoria’s regional centres to assist Melbourne in housing, employing and educating the growing population.

SETTLEMENT STRATEGY

The City of Greater Geelong Settlement Strategy provides a framework and gives clear direction on where growth and development should occur, to ensure the City can meet the needs of the municipality by 2036 in a sustainable, planned, logical, integrated, efficient and cost-effective way. The Settlement Strategy seeks to increase the role of urban consolidation as part of Geelong’s overall housing supply. The strategy seeks to facilitate infill development to increase its housing supply contribution to 50%, by 2047. The rail corridor from North Geelong through to Breakwater provides an opportunity to facilitate increased housing densities. To achieve this, investment in amenity and local facility improvements in and around these areas should occur.

Figure 10. Geelong Waterfront

2.2

A WIDER STRATEGIC FRAMEWORK

REVITALISING CENTRE GEELONG ACTION PLAN

As government-led plans to revitalise Central Geelong continue to bring significant opportunities for investment and growth, the City must also plan for the of its inner city urban areas, to create a network of walkable compact neighbourhoods.

The City acknowledges the need to continue to invest in its streets, transforming them into a safe, inclusive, and attractive part of the public realm. 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.



KEY





-  South Geelong UDF study area boundary
-  The structure of 'urban' Geelong consists of a central city surrounded by established residential neighbourhoods with local activity centres ranging in size from small shopping strips to iconic specialised retail centres.
-  Latrobe Terrace, McKillop Street and the railway corridor are significant barriers for people-friendly movement.
-  A key vision for revitalising Central Geelong is to create a 'City in a Park'. Creating a green people-friendly environment with activated streets which connect public spaces.

Figure 11. Wider Strategic Framework Plan

2.2

HOUSING DIVERSITY STRATEGY

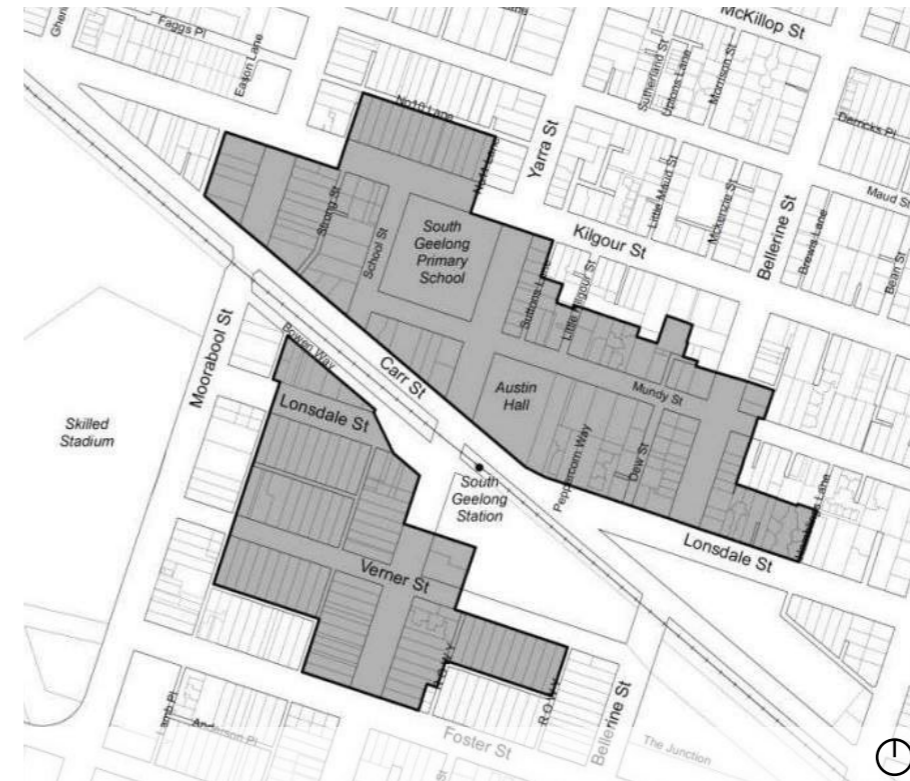
With almost 85% of Geelong’s housing stock consisting of suburban detached ‘family homes’, increasing housing diversity will be a key factor in addressing housing need in the future. The Housing Diversity Strategy was adopted in 2007 to guide how urban consolidation should occur and provided the basis for the application of the new residential zones that were introduced into the Planning Scheme in 2014. Clause 22.63 of the Greater Geelong Planning Scheme provides the policy that applies to all residential land located in Increased Housing Diversity Areas (IHDA).

The policy divides the established urban area into three categories:

- Key Development Areas – Higher density and mixed-use housing.
- Increased Housing Diversity Areas – a mix of conventional housing with some medium density housing around activity centres and train stations.
- Incremental Change Areas – primarily conventional residential housing.

The housing categories are described as:

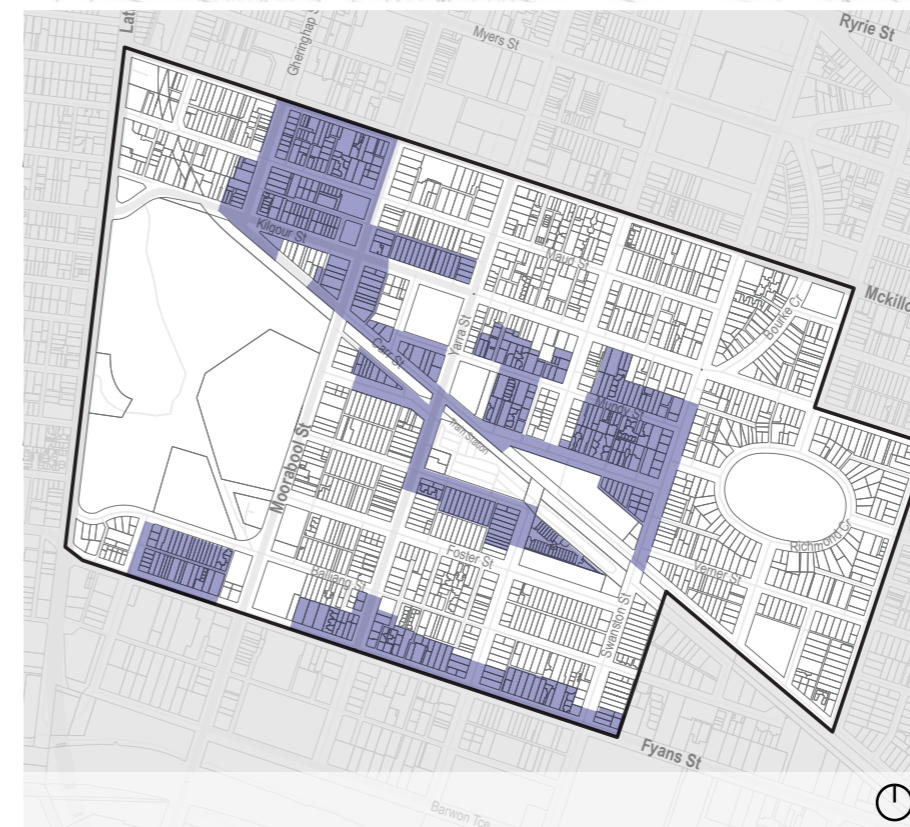
HOUSING DEFINITION	DESCRIPTION	DENSITY
Conventional Housing	Single detached dwellings on lots generally ranging between 500 and 1,000 square metres (sqm). The development of an area for conventional housing.	Generally, results in a gross residential density of 10 – 15 dwellings per hectare.
Medium Density Housing	The provision of two or more detached or attached dwellings, townhouses or apartments on a site below four stories.	The development of an area for medium density housing generally results in a gross residential density of 20 – 40 dwellings per hectare.
Higher Density Housing	Attached townhouses or apartments, usually more than 3 storeys in height.	The development of an area for high density housing generally results in a gross residential density of more than 40 dwellings per hectare.



KEY

Existing increased housing diversity area

Figure 12. Existing Increased Housing Diversity Area



KEY

Proposed increased housing diversity area

Figure 13. Housing Diversity Areas

2.3 STRATEGIC POLICIES & RELEVANT PROJECTS

RETAIL STRATEGY 2020–2036

The City has prepared a Retail Strategy that provides a review of current retailing trends, land use, population growth and makes recommendations for changes to planning policy. The strategy will guide retail development in Greater Geelong until 2036 in order to ensure residents continue to have access to essential retail services.

The Retail Strategy identifies Moorabool/Fyans Precinct, South Geelong as a dispersed restricted retail centre. The retail strategy does not support the growth of this centre beyond current commercial zone land. The land along Moorabool Street is identified as having small land parcels and a lack of car parking making the area unattractive as a modern restricted retail precinct. The area south of Moorabool Street which is not a part of the study area, forms part of a separate urban renewal precinct and is guided by the Fyans-West Fyans Precinct Structure Plan. It is envisaged that over time this broader area will transition to a mixed use, primarily residential precinct.



Figure 14. Retail Strategy

SOCIAL HOUSING PLAN 2020–2041

This strategy seeks to:

- Increase the supply of social housing across the City area to 13,500 by 2041.
- Advocate for increased state and federal investment in new social housing.
- Increase supply of social housing by contributing City-owned land to new developments.
- Amend the City’s Planning Scheme to require the inclusion of social and affordable housing in new developments based on need.
- Continue to revitalise our neighbourhoods of high social housing to increase liveability and wellbeing.

It is council policy to seek a social and affordable housing assessment as part of the rezoning of major sites such as the Barwon Water site or Moorabool Street.

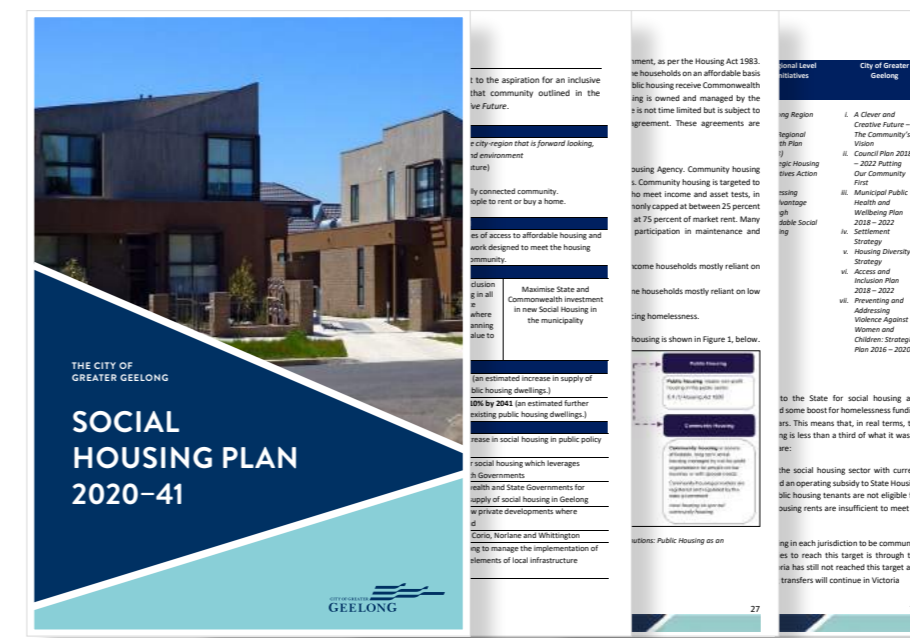


Figure 15. Social Housing Plan

2.3

URBAN FOREST STRATEGY

The City seeks to reach an ambitious target of improving Geelong’s tree canopy cover from 14% to 25% over a thirty-year period. The City has enormous potential to develop a healthier and more dynamic urban forest and improve canopy cover in our streetscapes, urban growth areas, open spaces and reserves.



Figure 16. Urban Forest Strategy

ENVIRONMENT STRATEGY 2020-2030

The Strategy was adopted by Council on 8 September 2020 and guides planning, decision-making and actions to strive to improve the health of our local environment, reduce our environmental footprint and protect the lifestyle our community enjoys.

The Strategy defines five key goals to guide our planning and decision making;

- Become a zero-emission, climate-ready city and region
- Create greener community spaces
- Contribute to a circular economy by reducing waste
- Protect, enhance and restore our region’s biodiversity
- Achieve better integrate water management through planning and design.



Figure 17. Environment Strategy

2.3

SOCIAL INFRASTRUCTURE PLAN - GENERATION ONE 2020 – 2023

The Social Infrastructure Plan outlines the needs of our community, investment priorities relating to social infrastructure, and the way forward to ensure that people know what is planned in the place that they live.

The suburb of South Geelong is located in area 9 and also includes East Geelong, Geelong, Drumcondra and the CBD. There is no social infrastructure changes identified specifically for the South Geelong UDF study area.

The plan acknowledges the significant growth the Municipality is experiencing and identifies that the demand and delivery of social infrastructure from now and over the next 15 years will continue to change.

Council is due to review the Social Infrastructure Plan. Future Social Infrastructure Plans may need to consider the demand for additional social infrastructure in the area over the coming years. More work will need to be done to understand these requirements as housing growth occurs in South Geelong.



Figure 18. Our Community Places, Spaces and Services

OTHER RELEVANT PROJECTS

GMHBA STADIUM STAGE 5 DEVELOPMENT

A plan to develop the GMHBA stadium and the directly adjoining park land has been prepared by Kardinia Park Stadium Trust. The plan was approved by the Minister for Planning via amendment C423 to the Greater Geelong Planning Scheme in June 2021. The project will see the construction of the final stage of the GMHBA stadium completed and the development of a new public plaza, cricket hub, and stadium forecourt adjacent to Moorabool Street.

Figure 19. GMHBA Stadium



2.3

BETTER BIKES

A fast, reliable and connected transport network is part of our 30-year community-led vision for a clever and creative city. To reach our goal of half of all journeys to work made by public transport, walking or cycling, we need better bike connections around greater Geelong. It means safer riding, less congestion, cleaner air and healthier residents.

The Council received a \$4.7 million grant from the TAC's Safer Pedestrian and Cyclist Fund to create two cycling connections::

- The southern link will connect Central Geelong with Waurin Ponds via Belmont.
- The western link will connect Central Geelong with Herne Hill via Geelong West.

The southern route connects central Geelong to Waurin Ponds via Moorabool Street. The City has undertaken an extensive consultation process to determine the most appropriate route and functionality for the bicycle lanes. The design of Moorabool Street has adopted the recommendation from the Better Bikes project.

SAFER TRAVEL IN LOCAL STREETS (STILS)

The City of Greater Geelong have undertaken a review of street safety. The review identified that streets in South Geelong had a history of high injury crashes and would benefit from measures to make local streets safer. Feedback received during the community workshops as part of the South Geelong UDF highlighted that residents and visitors to the area want safer local roads for all user groups including pedestrians, cyclists and motorists. The works to upgrade the street in South Geelong area now complete.



Figure 20. Better Bike Project seeks to improve cycling routes

Figure 21. Existing street safety messaging

2.3

UNIVERSAL ACCESS AUDIT

In July 2019 Council engaged Galbraith Scott to undertake a universal access audit of the streets within the study area, between Mckillop and Fyans Streets and between Moorabool and Bellerine Streets.

In undertaking the audit, the principles of universal design were considered. Universal design means design that is suitable for most users to the greatest extent possible, without the need for specialised adaptation. A series of common design elements are referred to as appropriate in the audit findings and these include:

- Ground surfaces
- Pedestrian paths/ walkways
- Tactile ground surface indicators (TGSIs)
- Pedestrian road crossings
- Vehicle crossovers/ loading bays
- Parking

Several recommendations resulted from the audit. In summary the key recommendations are:

- Many streets within the study area do not meet minimum cross falls, or kerb cuts for people within limited mobility or vision impairment.
- There is a lack of TGSIs, or where they have been provided should be reviewed or upgraded.
- The wide streets make crossing difficult and require people to walk significant distances to the nearest safe crossing point. Additional safe crossing points such as pedestrian refuges should be provided in wide key pedestrian streets.
- There is a significant need to upgrade and maintain footpaths to meet Australian Standards.
- Street lighting should be upgraded or improved.
- Access across the railway track needs to be upgraded to be wheelchair accessible.

- The number of disabled parking spaces in the area should be increased and meet Australian standard for access.
- The area would benefit from additional and consistent way finding signage.

This UDF recommends changes to several streets within the study area. As these streets are upgraded or changed, the findings from the audit should be incorporated into the final design of the streets. A copy of this report has also been provided to Council's Engineering Department for consideration during any streetscape renewal projects.

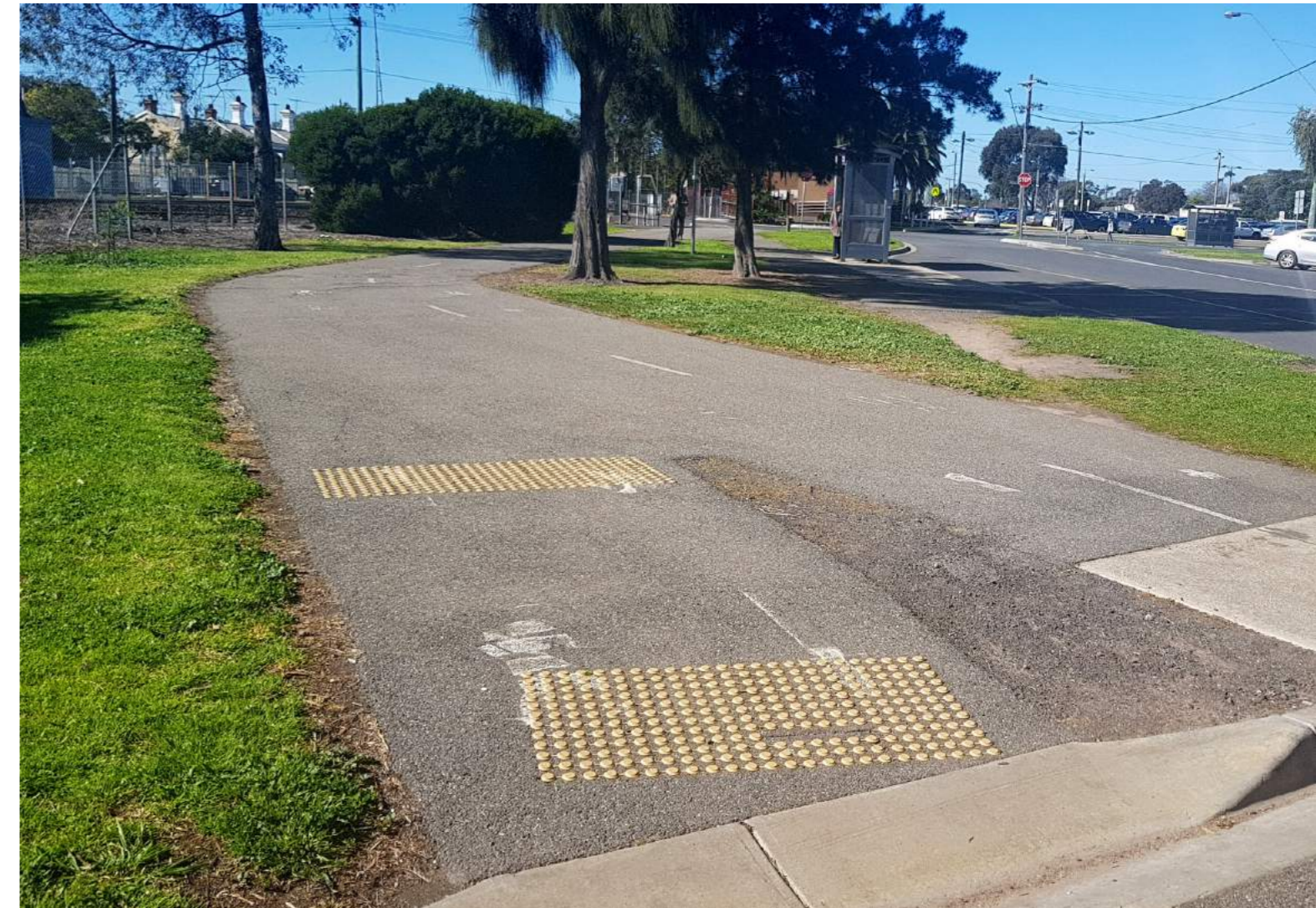


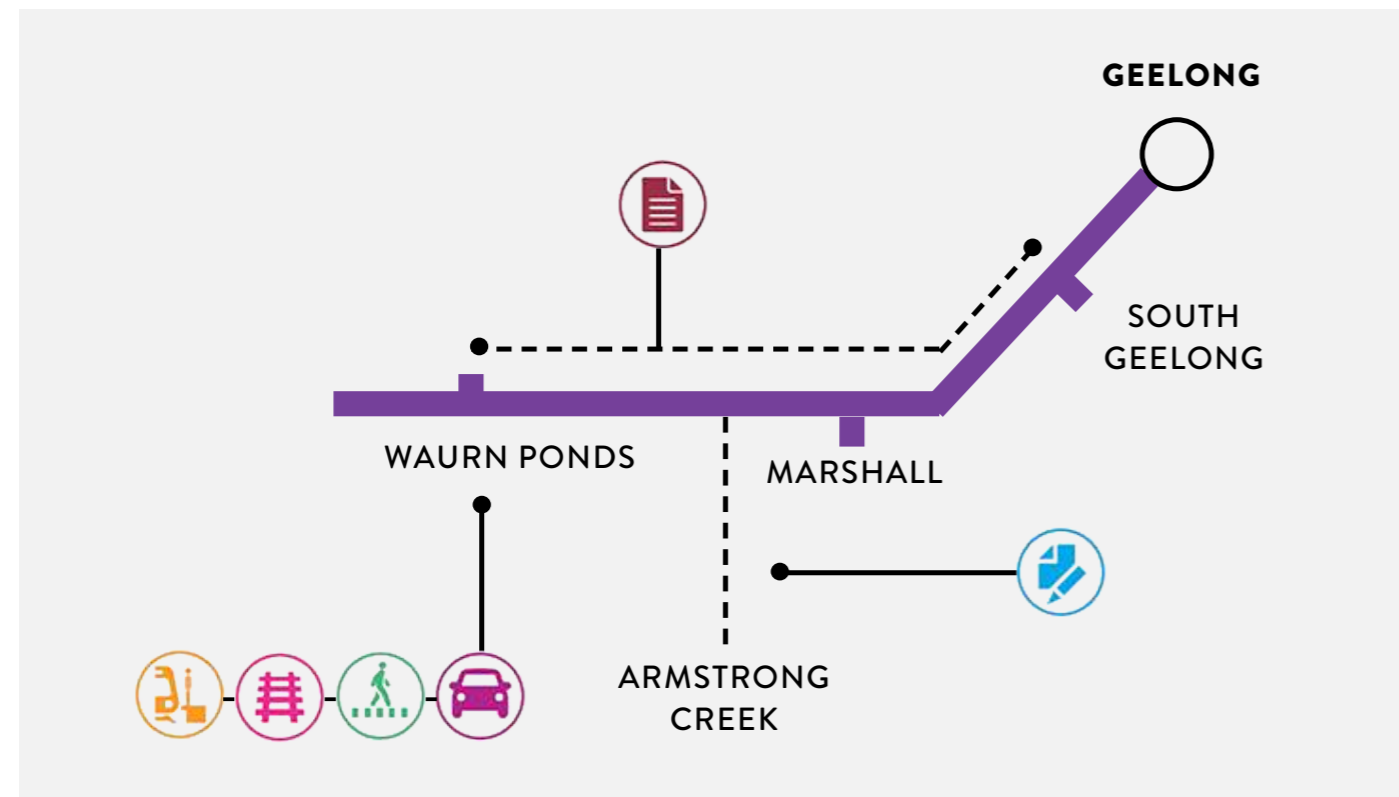
Figure 22. Existing pedestrian routes and crossings within the study area

2.3

THE GEELONG LINE UPGRADE - SOUTH GEELONG TO WAURN PONDS RAIL DUPLICATION

The Geelong Line Upgrade is part of the staged upgrade of the Geelong Line and the first step in delivering track duplication from South Geelong to Waurn Ponds to enable more frequent and reliable services for passengers. The Geelong Line Upgrade includes planning and development for the Waurn Ponds Duplication Project, which will duplicate the line between South Geelong and Waurn Ponds to enable more frequent and reliable services for passengers along the line.

Construction on Stage 1 is due to get underway in 2022 and is targeted for completion in 2024. The City is continuing to work with the relevant Rail Authorities in the development of the concept of the South Geelong Station.



GEELONG RAIL UPGRADES

-  Second platform
-  Pedestrian overpass
-  Additional track
-  90 new parking spaces
-  Planning and development for Waurn Ponds Duplication Project (Stage 2)
-  Armstrong Creek transit corridor planning

Figure 23. Geelong Rail Upgrades

COMMUTER CAR PARKING

The South Geelong Station Precinct experiences a high demand for access and parking, from commuters associated with the station. Pick up and drop offs at the South Geelong Primary School contributes to the high demand as well. The station carpark can be accessed via crossovers provided on Yarra Street and Verner Street where two all movement accesses and a single exit are provided.

There are 753 off-street, at-grade carparking spaces including eight disabled bays and five 10-minute kiss and ride spaces provided for commuter usage. Based on recent surveys undertaken by the Department of Transport these off-street parking areas are highly utilised.

Based on an inventory review by Department of Transport undertaken in 2018, on-street parking in proximity to the station includes:

- Foster St which provides 254 parking spaces with a mixture of unrestricted and 4P restrictions.
- Bellerine St provides 107 parking spaces with a mixture of unrestricted, 2P and 4P restrictions.
- Yarra St provides 67 parking spaces with a mixture of unrestricted, 2P and 4P restrictions.
- Verner St provides 104 parking spaces with a mixture of unrestricted, 1/4P, 1P, 2P and 4P restrictions.
- Lonsdale St provides 138 parking spaces with a mixture of 1/2P, 1P, 2P and 4P restrictions.
- Carr St provides 190 parking spaces which are unrestricted.
- Mundy St provides 123 parking spaces which are unrestricted.

2.4 BACKGROUND STUDIES

A number of background studies were undertaken to help inform the outcomes of the South Geelong Urban Design Framework.

HERITAGE ASSESSMENT

The City of Greater Geelong engaged a heritage consultant to prepare a heritage character study for land within the UDF study boundary.

The objectives of this Heritage Report are:

- Confirm and refresh the historical evolution of the South Geelong Heritage Area (including the buildings and streetscape infrastructure) through historical research.
- Carry out physical analysis of the urban layout, built character, engineering infrastructure and public landscapes within the study area (through fieldwork and aerial imagery).
- Assess the existing conditions of existing heritage areas and identify additional heritage character areas following historical research and physical analysis.
- Provide recommendations on the future management of identified heritage character areas.
- Provide recommendations on new development within existing heritage overlays and heritage character areas, interpretation of historical assets, management of public landscapes and infrastructure that contribute to the heritage significance and character of the study area.

The report make a number of recommendations relating to heritage matters within the Study area. The key recommendations include:

- Consider further assessments of the heritage character areas identified in this report for inclusion as heritage overlays in the Greater Geelong Planning Scheme.
- Consider future assessment of individual properties as identified in the report for inclusion within a heritage overlay.
- Support the continued use of old historic shops and stores.
- Maintain the layout of streets.
- Retain uninterrupted view along Yarra, Swanston and Moorabool Streets.
- Protect existing bluestone kerb and channel.

- Reinstate a pedestrian bridge over the railway line at Bellerine Street.
- Additions to heritage building should continue to be sympathetic to the heritage character of the area, including two storey and modern additions.
- Large new development should occur outside heritage areas or potential heritage character areas identified in this report, not dominate significant heritage building, view lines or landmarks.
- Retain existing vegetation and consider new plantings. Particularly retain the three canary street palm date trees at the South Geelong Train Station.



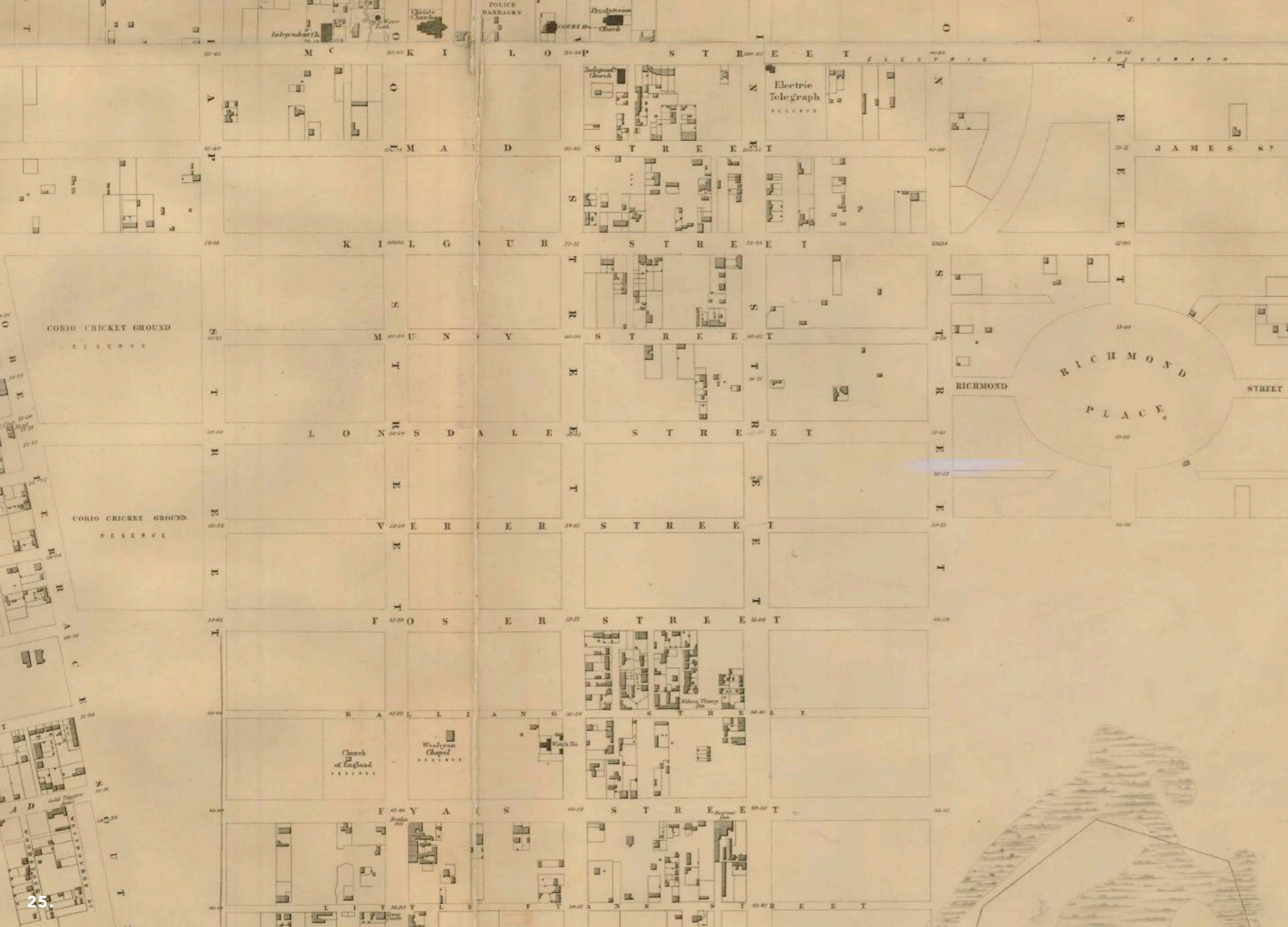
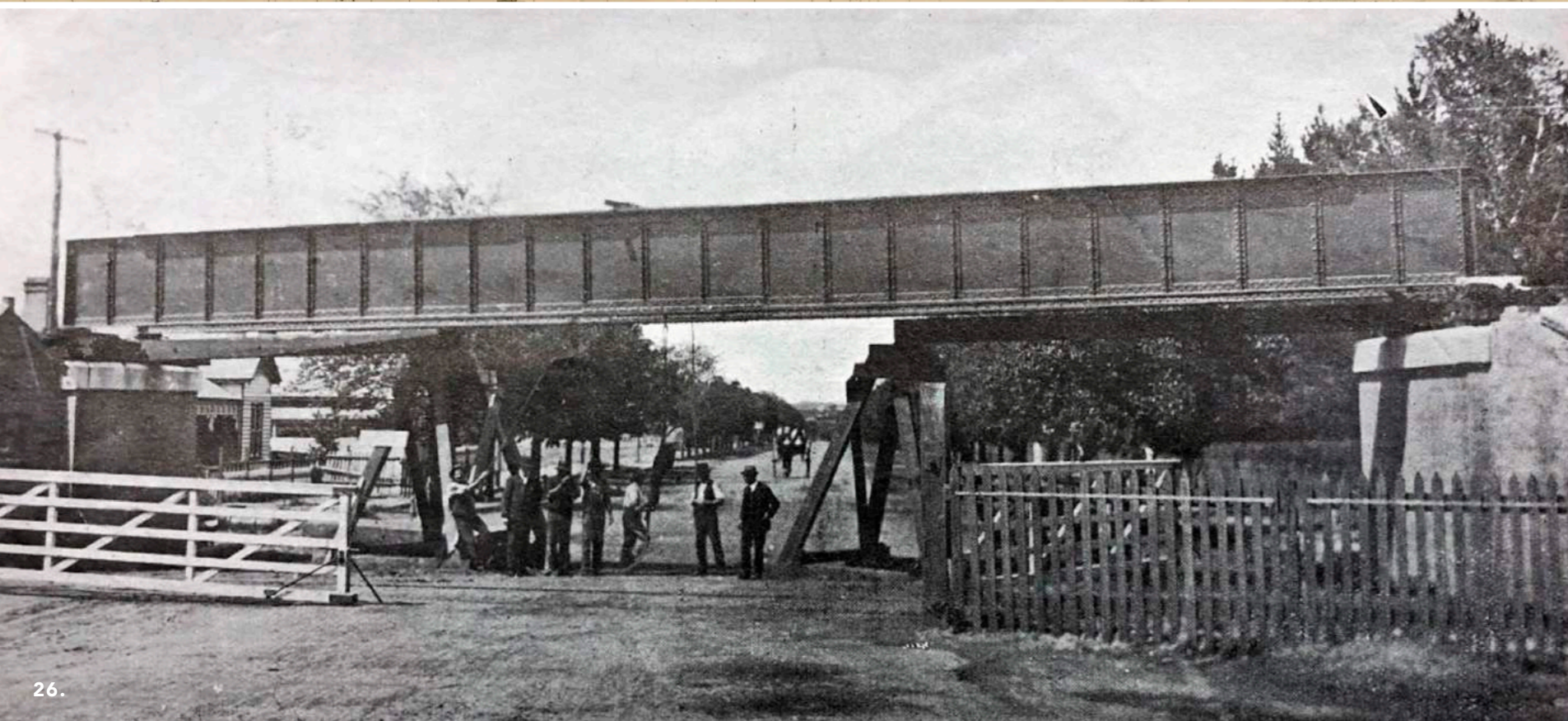


Figure 24. South Geelong Railway Station (now demolished), c.1983.
Source: VLine, South Geelong Railway Station (with permission from Larissa Scanlon, Regional Manager, South West, VLine).

Figure 25. J.H. Taylor, Part of map showing study area, 1855,
Source: State Library of Victoria

Figure 26. Moorabool Street Railway bridge nearing completion, 1912.
Source: News of the Week, 12 November 1912, p.14, GRS 2121/3, Geelong Heritage Centre collection.



2.4

FURTHER HERITAGE ASSESSMENT

Following from the Consultation period of the Draft UDF, Council undertook a Heritage Assessment of individual properties within the study area. The study has identified a number of significant properties including a combination of Victorian, Federation and Interwar dwellings over the period from the 1850's to the 1920's.

The Study recommends the Heritage Overlay be extended to additional places of significance and be included in the existing Heritage Overlay – Schedule 1641.

- A number of properties are recommended to be included within the Heritage Overlay, including examples of Victorian, Federation and Interwar Bungalow architectural styles from the 1850's-1920's.
- A small number of properties to be removed from the Heritage Overlay which have been identified as having no significance.
- Proposed text alterations to existing Clause 22.32 (HO1641) in the Planning Scheme in relation to the City South Heritage Area.

IMPLICATIONS OF A NEW HERITAGE OVERLAY

The purpose of the Heritage Overlay is to conserve and protect areas of significance. Development can occur on these properties, however may be limited to rear extensions or minor improvements and works. There are different levels of significance and a property may be non-significant but included in the Heritage Overlay. If a property is listed as non-significant, complete demolition may be acceptable, however any replacement dwelling will need to be assessed as part of a Planning Application.

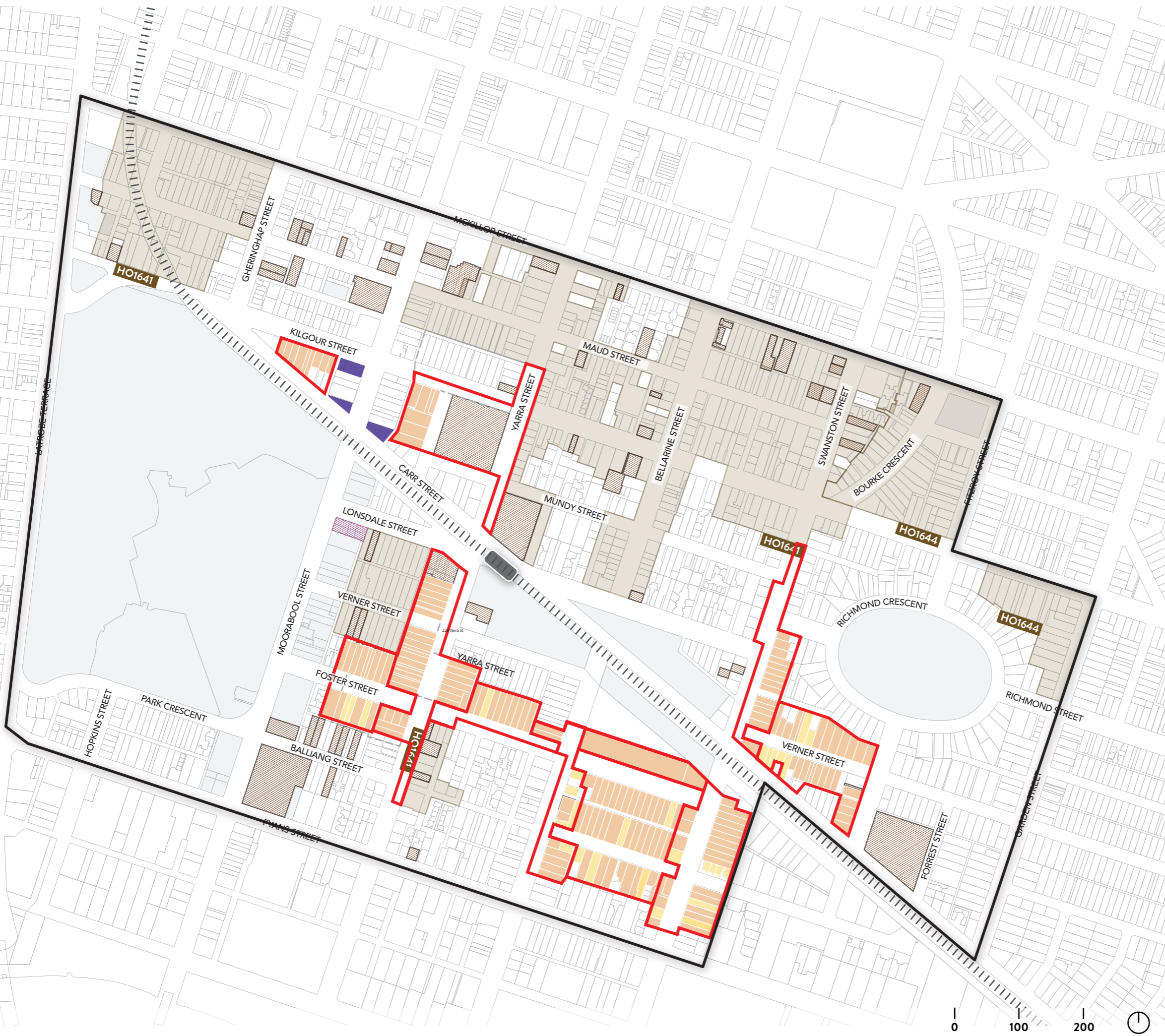
A future Planning Scheme Amendment process will review the extent of Heritage Overlay and submissions can also be made throughout this process.

The Heritage assessment details the historical context, analysis and significant features of each property including proposed level of significance. The properties have been classified as either C, including contributory dwellings and D relating to non-contributory places. The map on the following page indicates the areas proposed to be included in the Heritage Overlay and identified as part of the study.



Figure 27. C. Pratt, aerial view looking west showing Kardinia Park, State Library of Victoria

Figure 28. Proposed Revision Report to Heritage Overlays



- KEY**
- UDF boundary
 - Train line
 - Existing Heritage Precinct
 - Existing individual heritage buildings
 - Proposed Primary Street Corridor additions
 - Proposed Cross-Street Corridor additions
 - Out of scope
 - Buildings nominated for individual heritage overlay
 - Buildings nominated to be removed from HO1641

Figure 29. Existing & Proposed Heritage Areas
 Source: GIS information and Planning Schemes

2.4

SOUTH GEELONG CAPACITY AND CHANGE AREAS REVIEW

Following the consultation period, Council undertook a review of development capacity and the potential for change to occur within the study area. As part of the consultation process following the Draft UDF, residents indicated a preference to retain significant heritage values and expressed strong desires to protect the existing neighbourhood character value within the study area.

The Department of Environment, Land, Water and Planning (DELWP) define neighbourhood character as;

A combination of public and private realms. Every property, public space or piece of infrastructure makes a contribution whether great or small. It is the cumulative impact of all these contributions that establishes neighbourhood character.

The study assessed the following key themes within the area regarding;

- Development trajectory
- Development Area
- Lot size
- Building Height
- Setbacks
- Heritage areas
- Materiality
- Roof form

The study examines existing neighbourhood character and the capacity for the area to accommodate change and future development. Following on from this assessment, the residential areas within the study area have been broken down into **minimal**, **incremental** and **substantial** areas of change. The work will inform changes to the Increased Diversity Area and changes to residential zones to reflect the three areas of change.



Figure 30. Existing housing stock within the study area

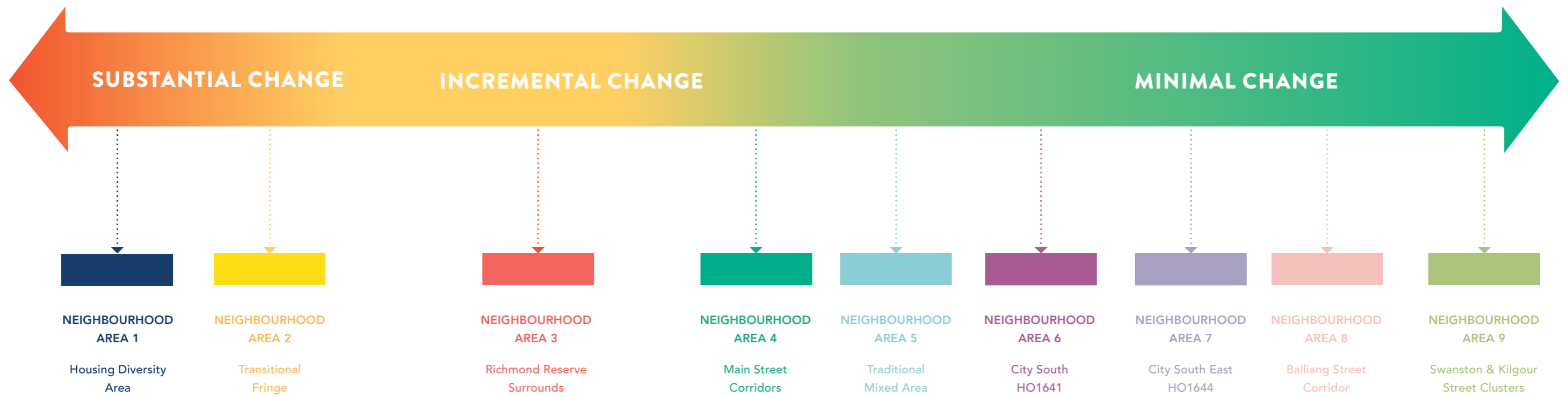


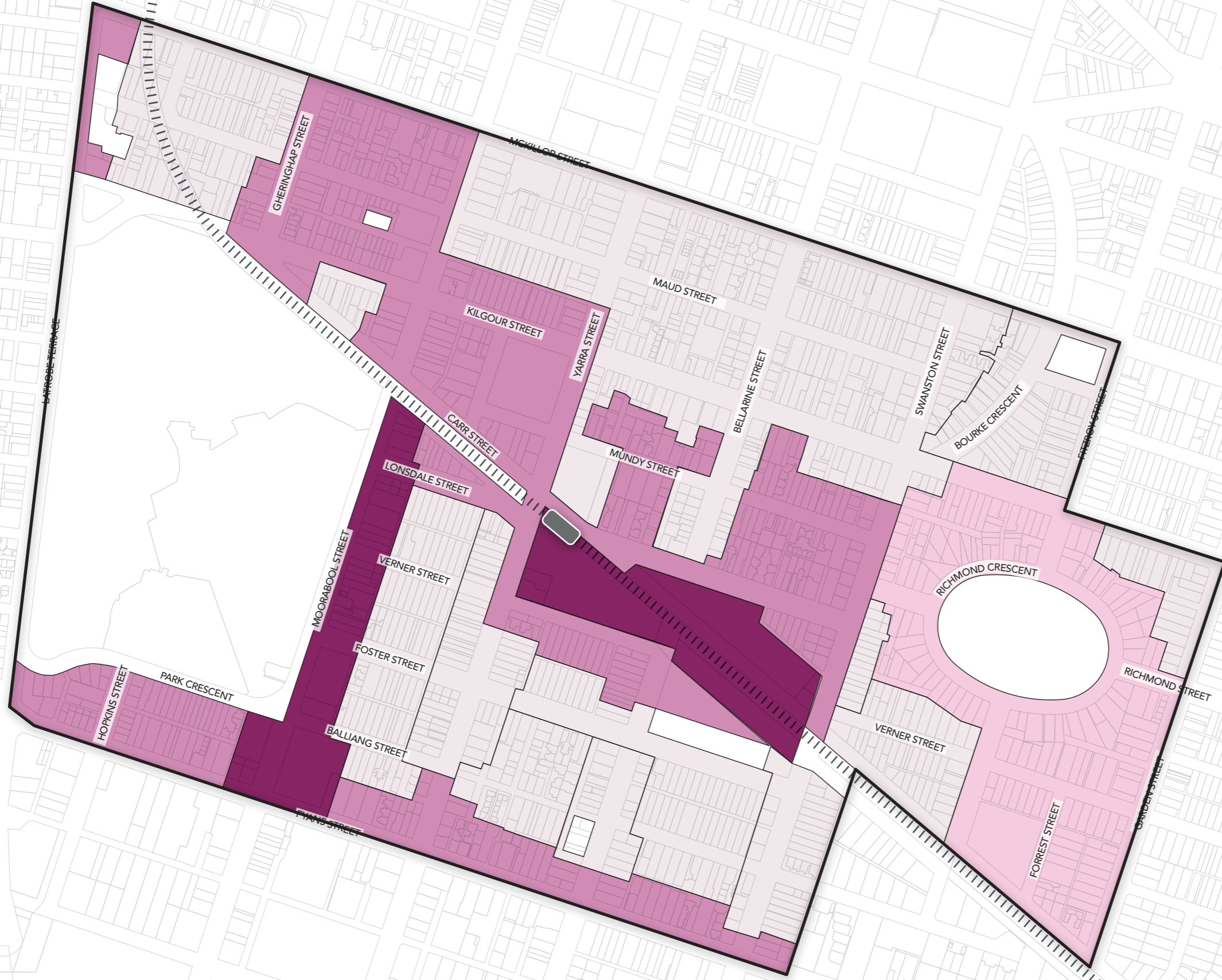
Figure 31. Degree of Change Matrix



KEY

-  UDF boundary
-  Train line
-  Neighbourhood Area 1
Urban Renewal Area
-  Neighbourhood Area 2
Transitional Fringe
-  Neighbourhood Area 3
Richmond Reserve Surrounds
-  Neighbourhood Area 4
Main Street Corridors
-  Neighbourhood Area 5
Traditional Mixed Area
-  Neighbourhood Area 6
City South HO1641
-  Neighbourhood Area 7
City South East HO1644
-  Neighbourhood Area 8
Balliang Street Corridor
-  Neighbourhood Area 9
Swanton & Kilgour Street Clusters
-  Out of scope

Figure 32. Neighbourhood Areas
 Source: GIS information and Planning Schemes









- KEY**
-  UDF boundary
 -  Train line
 -  Key Development Site
 -  Substantial Change Area
 -  Incremental Change Area
 -  Minimal Change Area

Figure 33. Change Areas
 Source: GIS information and Planning Schemes

2.4

DEVELOPMENT FEASIBILITY STUDY - BARWON WATER SITE

Council engaged a consultant to undertake an independent economic assessment on the development feasibility to deliver development on the Barwon Water site. The report considered the two development scenarios proposed in the draft UDF to determine if the project would be financially viable under current market conditions.

Based on the economic assessment undertaken, currently Geelong has a limited apartment market which current make up 3.4% of total dwellings in Geelong. There is an under-supply of medium and higher density dwellings, with an oversupply of traditional detached dwellings. The low/medium density townhouse market is well established in Geelong with a general demand for unit development evident.

With strong population growth expected to continue across Greater Geelong, an increase uptake of apartments could be likely, but this is not reflected in current market data

The results show that townhouses are feasible in both options and all of the sensitivity tests. There were mixed results for medium density (2-3 storeys) and high density (5-10 storeys) apartment developments, with many of the sites sitting just above or below the break-even/feasibility point. Option 2 had a slightly better feasibility when all of the costs and revenues across all sites were added together.

The report suggested that affordable housing requirements add a non-trivial cost to developments in the test scenarios. There is a demonstrable need for affordable housing in the Geelong municipality. The benefits of providing this type of housing far outweigh the costs identified in this feasibility analysis. Affordable housing is effective for alleviating poverty, improving labour market functions and the diversity of local communities. This brings benefits in the form of:

- Reduced social costs in the health, justice and social services, and
- Improved labour participation and productivity of tenants of affordable housing.

The report suggests that a longer term view regarding the development of apartments on the Barwon Water site would be appropriate given the limited development capacity of land within South Geelong, and given the sites proximity to the train station.

2.4

SOCIAL HOUSING CONTRIBUTIONS

The City engaged a consultant to prepare a report to assist Council to achieve the goals of the Social Housing Plan with a particular focus on progressing implementation of Goal 4. That is, to utilise recent amendments to the Planning & Environment Act 1987 (the Act) to negotiate the inclusion of appropriate and meaningful social and affordable housing contribution in nominated Key Strategic Planning Areas (KSPAs) where infrastructure investment and proposed site rezoning are expected to result in land value uplift.

Social and affordable housing are included in infrastructure systems like transport networks, water cycle management, open space systems, hospital and healthcare systems, schools and other community facilities. These are essential infrastructure that are necessary in supporting health, economic productivity and sustainability of South Geelong as well as the broader Greater Geelong communities.

Social and affordable housing are required within the South Geelong Urban Design Framework (UDF) in bringing about an inclusive, diverse, healthy and socially connected community as part of the City's Clever Creative strategy and Social Housing Plan. There will be alignment of core principles in both strategies for increasing housing diversity and inclusion of social housing as essential infrastructure.

The areas surrounding South Geelong's train station and key development areas in the UDF were strategically identified as an increased housing diversity area (IHDA) and is expected to cater for areas of change in housing type and density. The IHDA policy includes design objectives for delivering housing that positively contributes to the neighbourhood, regardless of whether they involve redevelopment of existing housing stock, new medium or higher density developments, housing needs of a diverse range of future residents. Future delivery of social and affordable housing in South Geelong will be important for these diverse housing needs of the lower and moderate income households.

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.

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

In calculating the requirement for a 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 for healthy, sustainable communities.

In order to address the need, a requirement for social housing floor space, 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 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 sqm (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

In developing the framework, the City has appointed a qualified expert to determine the appropriate level of social 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.

2.5 PLANNING SCHEME CONTROLS

EXISTING PLANNING SCHEME CONTROLS

EXISTING ZONES

Figure 31. Shows the location of the different zones within the study area. Zoning controls are used to guide land use and built form outcomes. The zoning map indicates that much of the study area is located within a residential zone

COMMERCIAL 2 ZONE – MOORABOOL STREET

- Purpose is to encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, and associated business and commercial services.
- There is no building height limit for this area.

GENERAL RESIDENTIAL ZONE – SCHEDULE 4 (INCREASED HOUSING DIVERSITY AREAS)

- To provide housing at increased densities in buildings up to and including four storey buildings.
- To encourage a diversity of housing types in locations offering good access to services and transport including activity centres and town centres.
- To encourage a scale of development that provides a transition between areas of more intensive use and development and other residential areas.
- A maximum building height limit of 10.5m applies to this area.
- The GRZ4 is located in the same location as the previous RGZ2 (see amendment details below).
- The GRZ4 reflects the same altered schedule as the RGZ2 with regards to increased site coverage, reduced setback and private open space requirements, however does not exempt an application from the garden area requirements.

GENERAL RESIDENTIAL ZONE 1 – BALANCE OF THE STUDY AREA

- To encourage development that respects the neighbourhood character of the area.
- To encourage a diversity of housing types and housing growth particularly in locations offering good access to services and transport.
- A preferred building height limit of 11m applies in this area.

NEIGHBOURHOOD RESIDENTIAL ZONE 8 – RICHMOND CRESCENT AREA

- To recognise areas of predominantly single and double storey residential development.
- To manage and ensure that development respects the identified neighbourhood character, heritage, environmental or landscape characteristics.
- To allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs in appropriate locations.

PUBLIC PARK AND RECREATION ZONE – KARDINIA PARK, RICHMOND OVAL, HOPETOUN PARK AND GEORGE TRICKEY RESERVE

- To recognise areas for public recreation and open space.
- To protect and conserve areas of significance where appropriate.
- To provide for commercial uses where appropriate.

PUBLIC USE ZONE 1 – SERVICE AND UTILITY – BARWON WATER SITE

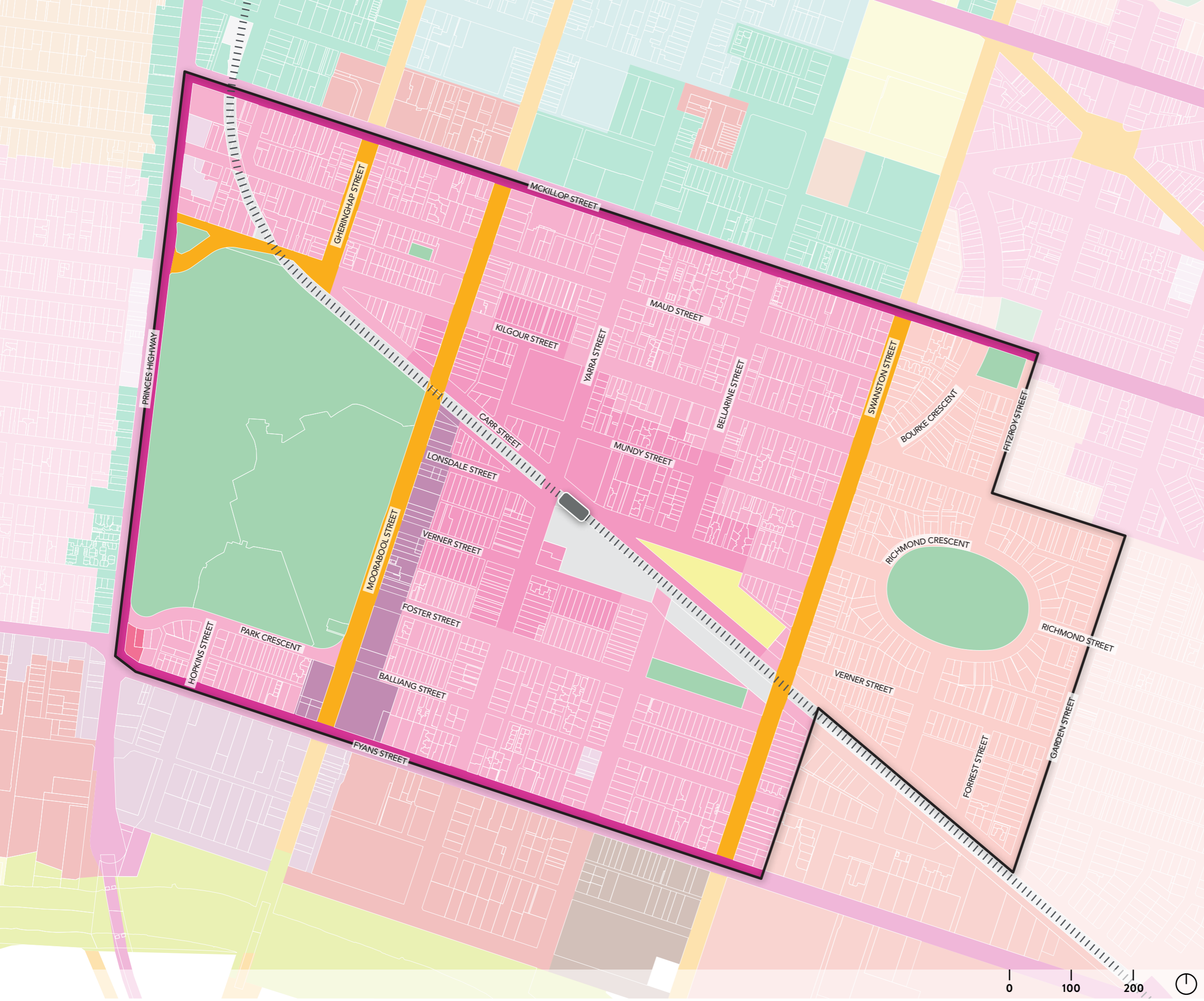
- Purpose is to recognise public land use for public utility and community services and facilities.
- To provide for associated uses that are consistent with the intent of the public land reservation or purpose.

PUBLIC USE ZONE 4 – TRANSPORT – RAIL CORRIDOR

- Purpose is to recognise public land use for public utility and community services and facilities.
- Purpose is to provide for associated uses that are consistent with the intent of the public land reservation or purpose.

Note: Amendment GC 172 was gazetted by the Minister for Planning on the 23/12/2020 and altered residential zones across Geelong. The amendment was prepared by the Minister to correct height inconsistencies that resulted from the implementation of the reformed residential zones through Amendment VC110 in 2017.

In relation to the South Geelong UDF area, the amendment resulted in the Residential Growth Zone – Schedule 2 (RGZ2) changed to the General Residential Zone Schedule 4 (GRZ4), and the General Residential Zone – Schedule 2 being altered to the Neighbourhood Residential Zone Schedule 8 (NRZ8).



KEY























-  UDF boundary
-  Train line
-  ACZ1
-  C1Z
-  C2Z
-  CA
-  GRZ1
-  GRZ4
-  IN1Z
-  IN3Z
-  MUZ
-  NRZ2
-  NRZ8
-  PCRZ
-  PPRZ
-  PUZ1
-  PUZ3
-  PUZ4
-  RDZ1
-  RDZ2
-  RGZ1
-  Out of Scope

Figure 34. Zones
 Source: GIS information and Planning Schemes



2.5

OVERLAYS

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

There are several heritage overlays within the study area. shows the location of the heritage overlays & indicates that there is a large number of heritage listed properties in the north of the study area toward McKillop Street.

PURPOSE

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

Below are key extracts of each of the Heritage Overlay Areas that relate to the study area:

HO 1641 CITY SOUTH HERITAGE AREA

OBJECTIVES

- To retain the wide nature strips, street planting, generous building setbacks and garden settings.
- To maintain the distinctive patterns of form and sighting determined by street width, where major roads have double fronted houses with generous setbacks and separation, and narrower streets have single fronted houses with smaller setbacks, subdivisions and less separation.
- To protect the intact groups of typical examples of Victorian, Edwardian and, to a lesser extent, Californian Bungalow styles predominantly single storey, detached houses.
- To encourage the contemporary interpretation of traditional building design within the area.
- To encourage the use of traditional construction materials in the area.



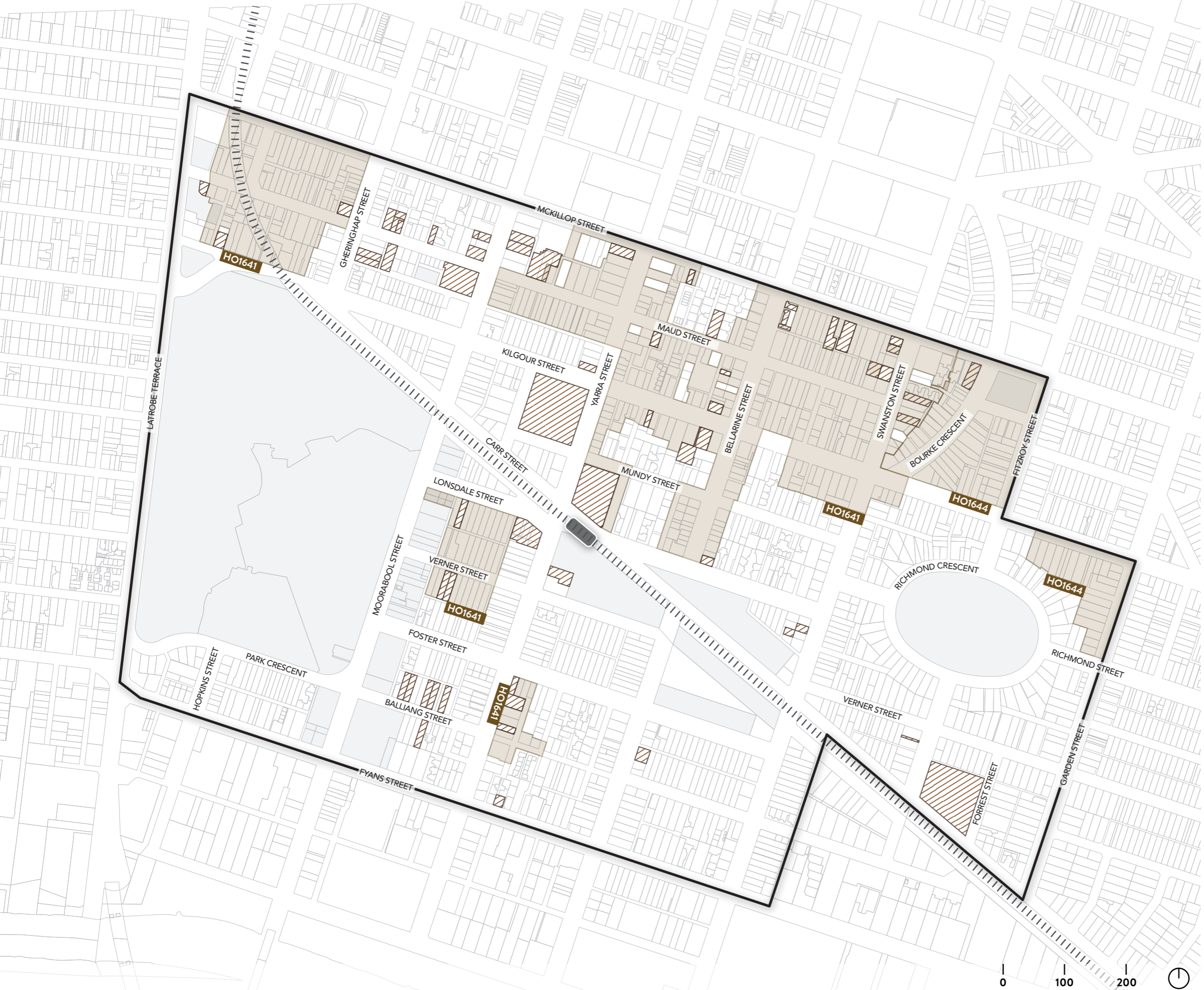
Figure 35. Austin Hall and Terrace Complex, HO101

- To encourage the use of appropriate fence types, designs and locations.
- To encourage the appropriate development, form and scale of garages and/or carports.

HO1644 CITY SOUTH-EAST HERITAGE AREA

OBJECTIVES

- To retain the distinctive, original street planning, garden settings, street setback, and wide nature strips.
- To retain and enhance the combination of grand and modest residential buildings.
- To retain characteristics of intact houses of diverse architectural styles including late Victorian, Edwardian and California Bungalow styles.
- To retain the uniformity of scale of the area including single storey height, regular front and side setbacks, side or rear driveways, building separation and subdivision pattern.
- To encourage the contemporary interpretation of traditional building design within the area.
- To encourage the use of traditional construction materials in the area.
- To encourage the use of appropriate fence types, designs and locations.
- To encourage the appropriate development, form and scale of garages and/or carports.








- KEY**
-  UDF boundary
 -  Train line
 -  Heritage Precinct
 -  Individual Heritage Buildings
 -  Out of Scope

Figure 36. Existing Heritage Overlay
Source: GIS information and Planning Schemes



2.5

OTHER OVERLAYS

Below are the overlays that affect the study area:

ENVIRONMENTAL AUDIT OVERLAY

This overlay is used on sites with potential contamination issues related to previous uses. Its purpose is to ensure potentially contaminated land is suitable for use which could be significantly adversely affected by any contamination.

Additional Environmental Audit Overlay controls will need to be considered where industrial and commercial land is to be rezoned to allow for residential and sensitive uses to occur. Several properties along Moorabool Street as well as the Barwon Water site may require the application of an Environmental Audit Overlay.

DESIGN & DEVELOPMENT OVERLAY - SCHEDULE 36

The overlay identifies areas which are affected by specific requirements relating to the design and built form of new development. Schedule applies to the Emergency Medical Service (EMS) Helicopter Flight Path Area (H3 - Rooftop Helipad).

Ensures that the height of new development does not encroach on the flight path airspace areas associated with the Geelong Hospital rooftop helipad.

Ensures that the height of new development avoids creating a hazard to EMS helicopters operating in the vicinity of the Geelong Hospital helipad and to facilitate safe emergency medical service helicopter flight operations.

Triggers a permit requirement to construct a building or to construct or carry out works with a constructed height more than 25.0 metres above ground level.

LANDFILL GAS AND DEVELOPMENT NEAR LANDFILLS

The South Geelong Landfill has been mapped on Council's system and use and development applications require consideration when within 500m of this area.

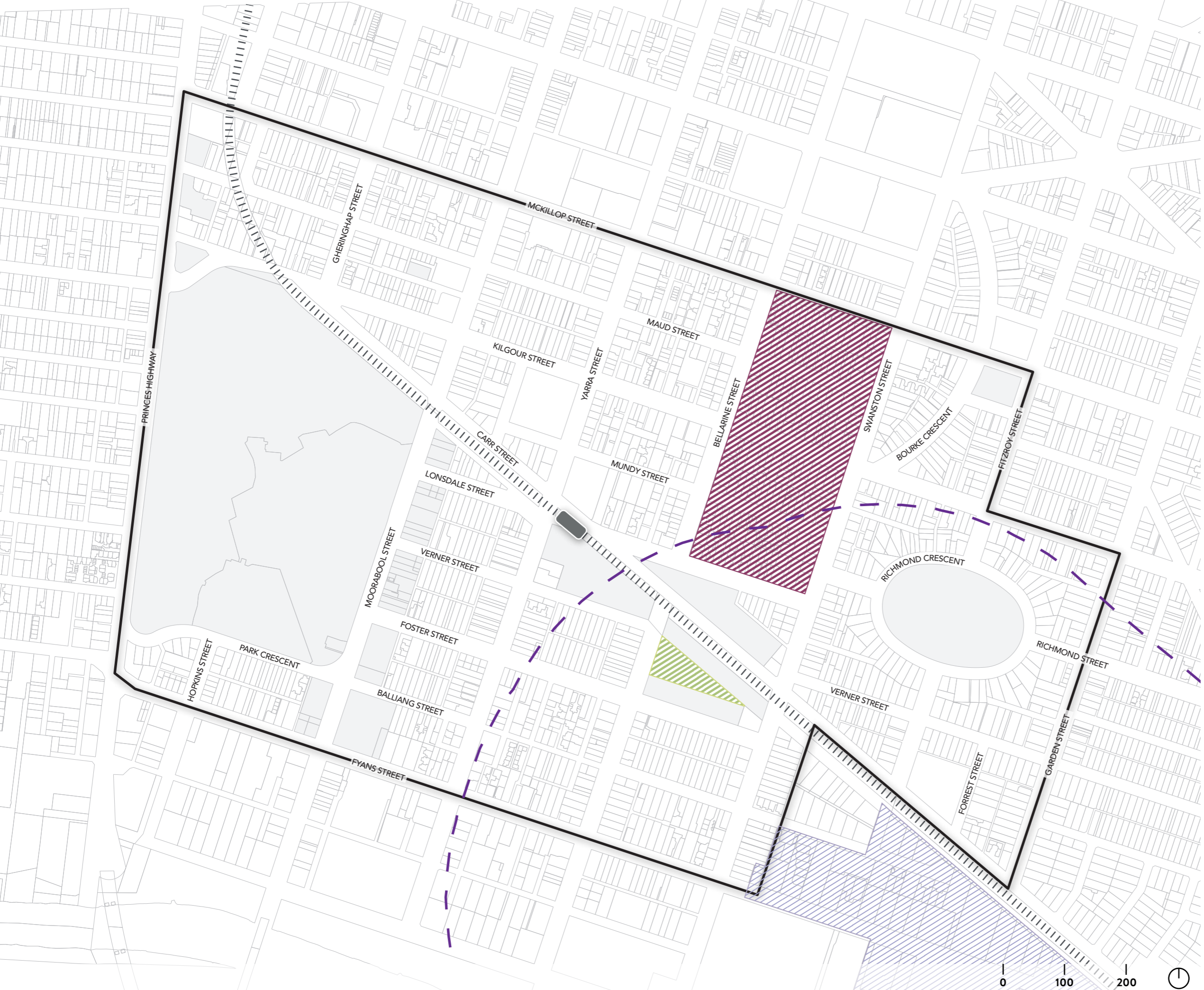
The EPA has adopted the 'Best Practice Environmental Management, Siting, Design and Operation and Rehabilitation of Landfills' and includes buffers and risk mitigation strategies for sensitive land uses such as dwellings.

Landfill buffers are used to manage the risk of:

- Landfill gas from operating and closed landfills.
- Odour impacts from operating landfills.

Development within the landfill buffer requires:

1. A suitably qualified consultant to undertake a site assessment on the potential presence of landfill gas beneath the land where a development is proposed. This may include a desktop/literature based assessment and/or a site-specific intrusive landfill gas investigation.
2. The consultant must also provide details in relation to recommendations for the management or monitoring of identified landfill gas, and must provide an opinion on whether an audit is required under Section 53V of the Environment Act 1970.










- KEY**
-  UDF boundary
 -  Train line
 -  Design & Development Overlay
 -  Environmental Audit Overlay
 -  Former Landfull
 -  Former Landfill 500m EPA Buffer
 -  Out of Scope

Figure 37. Other Overlays
 Source: GIS information and Planning Schemes

VISION & ANALYSIS

3.1	Vision	43
3.2	Study Area Analysis	44
3.3	Design Principle 1: Local Character & Development	46
3.4	Design Principle 2: Movement & Access	50
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3.6	Design Principle 4: Environment	59

3.0

3.0 VISION & ANALYSIS

VISION AND OBJECTIVES

This section of the UDF includes general design principles and the associated objectives and strategies to deliver them. They have been informed by the policy, background studies and community consultation outlined in this report.

This part of the UDF is structured to include the broad principles identified within the UDF, filtered down into objectives and strategies that also reflect community issues.

The concept plans for key development areas provide a design response to some of the objectives.

3.1 VISION

The existing and identified heritage and neighbourhood character values will be protected within South Geelong with modest development to occur over time.

Opportunities for increased densities will occur within key development areas, including Moorabool Street, The Station Precinct and the Barwon Water site. These areas will present vibrant public spaces, including a combination of mixed uses for residents to enjoy. Development will be of a high standard, incorporating a range of different building forms and materials and include exemplar ESD principles.

Existing infrastructure will be upgraded to include social housing, increased green spaces and improved open space areas, creating an attractive destination for new and existing residents.

The character of Moorabool Street is expected to alter over time to have a residential focus with increased opportunities for active frontages and uses that provide vibrancy.

Improved pedestrian and cycling links will make movement in and around the study area more accessible with increased links provided to the train station.

Key development areas will undergo substantial change and incorporate increased densities whilst identified minimal change areas will protect neighbourhood and character values.

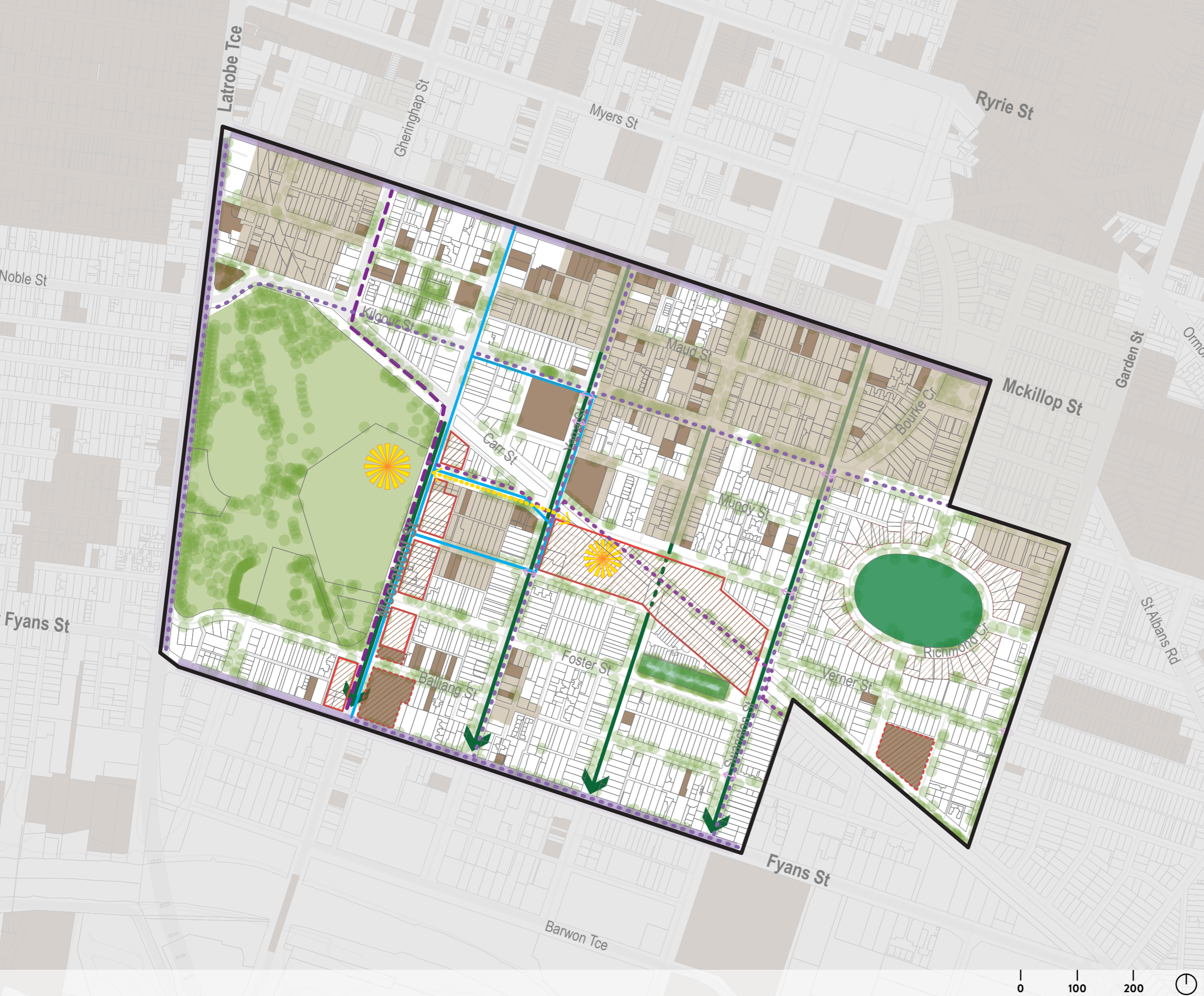
3.2 STUDY AREA ANALYSIS

Four design principles have been developed with community input, background studies and detailed site analysis (Figure 38.) Each design principle has associated objectives and strategies to deliver the overall vision.

The analysis work has incorporated field work, heritage character assessment, policy analysis and community feedback. From this foundation a set of design principles have been formulated to guide the development.

These principles underpin the Vision and proposed improvement actions for the area and provide more refined objectives and strategies which will ultimately be included as part of changes within a Planning Scheme Amendment.

- **DESIGN PRINCIPLE 1: Local Character & Development**
- **DESIGN PRINCIPLE 2: Movement & Access**
- **DESIGN PRINCIPLE 3: Activities**
- **DESIGN PRINCIPLE 4: Environment**



KEY

STUDY AREA

Boundary

CHARACTER

- Heritage Area
- Heritage Building
- Development Opportunity
- Other Heritage Character Areas Outside Existing Heritage Overlays Identified for further Heritage Assessment

ENVIRONMENT

- Street Tree Planting
- Parkland
- Kardinia Park Stadium & parkland
- Key views

MOVEMENT & ACCESS

- Primary Road
- Vehicular Entry-Signalised Crossing
- Vehicular Entry-round-a-bout
- Vehicular/ Pedestrian Conflict Points
- Cycle Network - Separate Path
- Cycle Network - on Road
- Bus route

ACTIVITIES

- Activity Node
- Link between Activity Node

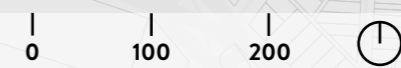


Figure 38. Urban Design Analysis Plan

3.3 DESIGN PRINCIPLE 1: LOCAL CHARACTER & DEVELOPMENT

3.3.1 NEIGHBOURHOOD AND HERITAGE CHARACTER CONTEXT

South Geelong is characterised by a grid layout of wide streets, with the exception of the later east extension providing a dynamic curved streets of Bourke and Richmond Crescent. Punctuating the grid layout is the Geelong to Warrnambool Railway line which extends on a diagonal access from the west end of Kilgour Street to the south end of Garden Street.

South Geelong's gentle sloping topography and regular grid layout provides largely uninterrupted views between the northern and southern parts of the study area.

Council has undertaken a Neighbourhood Character Assessment to identify significant features within the study area related to lot width, architectural styles and capacity for the area to accommodate development. This work has informed three separate areas including minimal, incremental and substantial change areas. Most dwellings within the study area are single storey, detached, hipped/ gabled, and constructed of corrugated sheet metal roof cladding and timber weatherboard wall cladding.

Heritage dwellings in the study area largely comprise of a small number of stylistic types: Early Victorian, Edwardian/ Federation, interwar and post war. The Heritage assessment completed recommends a number of dwellings to be included within the existing Heritage Overlay – Schedule 1641.

The football stadium and light towers are a major landmark in the southern central part of Geelong and Moorabool Street Precinct. A stage 5 redevelopment of the stadium has recently been approved and highlights the importance the stadium and surrounds has for Geelong.

Other landmarks that contribute to the character of the area include: Austin Homes, South Geelong Primary School, Former South Geelong United Church Complex, Former Jewish Synagogue, Elephant and Castle Hotel, Former Geelong Grammar School, Former Gordon Junior Technical School and Palais Dance Hall along with early hotels, commercial buildings and corner stores.

OBJECTIVE

To protect and enhance local character including landscape setting, building form and scale, heritage elements, key activities and public spaces.

STRATEGIES

- Promote development in each housing area in accordance with the identified character outcomes and expected level of housing change.
- Manage development in each housing area through the application of appropriate zones and overlays.
- Direct mixed use and higher density residential development to the key development areas.
- Ensure mixed use and high density residential development make a positive contribution to the public realm by including high quality public spaces, landscaping and architectural design.
- Promote a mix of high quality housing types and styles in the increased housing diversity areas.
- Ensure development in the incremental change areas respect the existing neighbourhood character through appropriate garden settings and building form and scale.
- To promote a diversity of built form and high quality urban environments whilst respecting identified neighbourhood character and heritage values.
- Protect and enhance the areas of heritage significance by encouraging modest low scale development in keeping with the existing character.



Figure 39. Examples of street trees which provide an important landscape setting contributing to local character

Figure 40. Examples of heritage built form which contributes to local character

3.3

3.3.2 BUILT FORM CONTEXT

Appropriate and incremental redevelopment of existing and proposed heritage areas is encouraged, including re-use of existing buildings. The existing heritage built form will be maintained along with proposed new areas, whilst allowing for extensions and improvements that respect the heritage place. Sites redeveloped on the periphery of heritage and neighbourhood character areas will be respectful in their context and allow for a respectful transition between different areas. Sites within the identified key development areas will have increased density and diversity of housing types including different architectural styles, materials and finishes, uses, tenures and adaptable with opportunities to provide affordable housing.

OBJECTIVE

Promote a diversity of built-form and high quality urban environments whilst respecting identified neighbourhood character and heritage values.

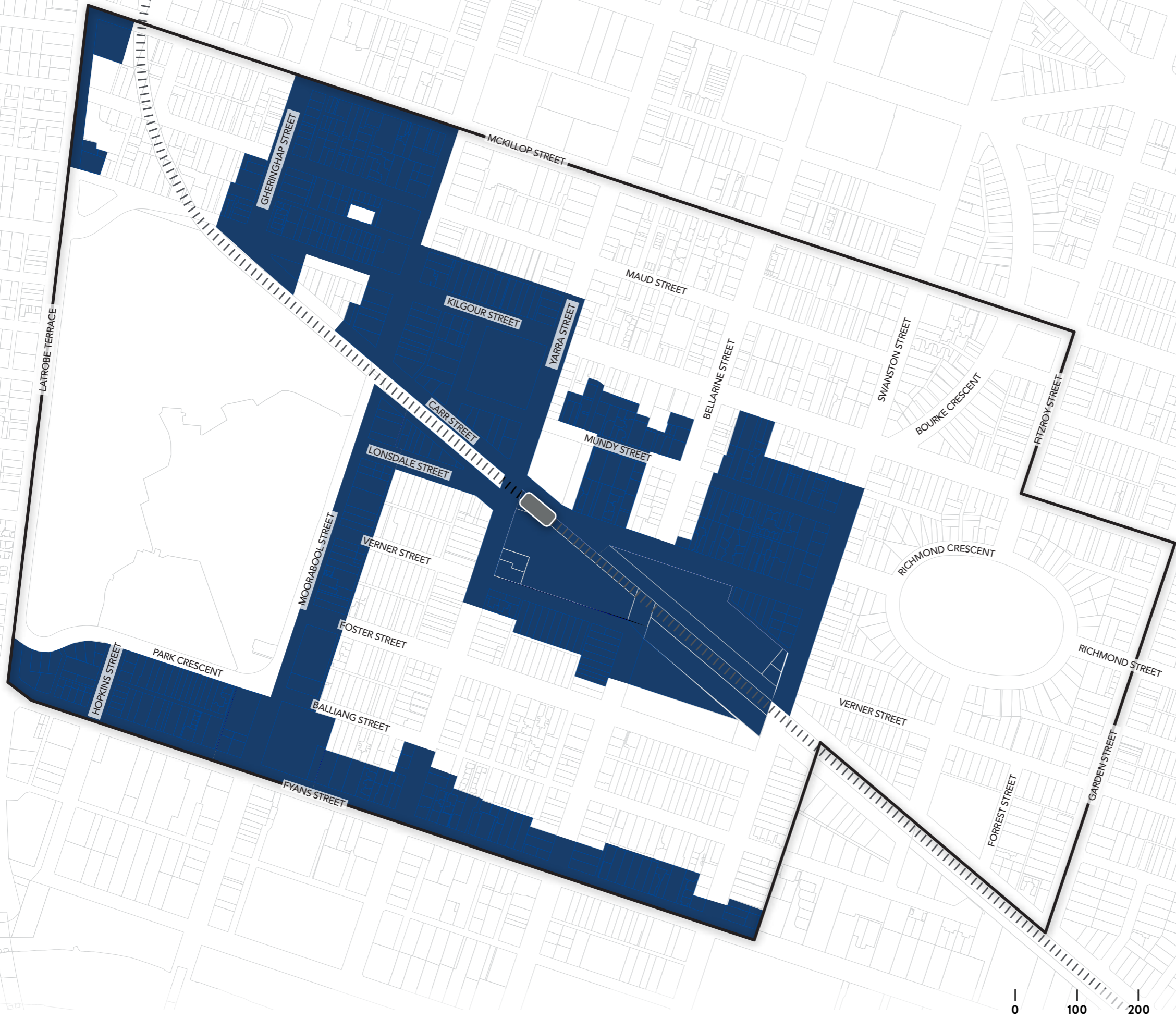
STRATEGIES

- Maintain and protect existing heritage-built form identified in heritage areas.
- Apply additional heritage overlay to properties within the study area.
- Support examples of medium density development such as the 'Big Shed' at no. 135 Fitzroy Street, Geelong.
- Alter existing zoning to reflect development opportunities consistent with identified neighbourhood character themes, including minimal, incremental and areas for substantial change. Refer to map on page 33.
- Direct significant housing change to key development areas including; Moorabool Street precinct, the Barwon Water Site and Station Precinct.
- Revise the IHDA area to be extended to areas nominated for 'substantial change' and 'key development area', not including heritage areas and 'minimal change' areas.

Refer to IHDA Plan Map Figure 42.



Figure 41. Previous view of the Big shed redevelopment at 135 Fitzroy Street



KEY




-  UDF boundary
-  Train line
-  Proposed IHDA

Figure 42. Increased Housing Diversity Area

3.4 DESIGN PRINCIPLE 2: MOVEMENT & ACCESS

3.4.1 MOVEMENT & ACCESS CONTEXT

Within South Geelong, the roads are characterised by wide expanses of bitumen, which encourage high vehicular speeds and make crossing for pedestrians difficult. This is particularly evident around the train station where it can be difficult for pedestrians to cross the road and access the platform. Angled parking is located along Carr Street and there is existing parking within the train station area with limited landscaping. The consultation processes have identified resident concern with increased densities and associated impacts on existing infrastructure including local roads and traffics. Residents also raised concern with parking in the median strips and the feasibility of this and impacts on the flow of traffic.

Significant challenges and opportunities have been identified by residents during consultation including the need to improve the public realm via reduced vehicular speeds, and creating improved conditions for cyclists and pedestrians to access the station and surrounding road networks.

General support for increased pedestrian and cycling improvements as well as improved street lighting was identified as key opportunities for improvement from residents.

Central to South Geelong is the train station and at-grade commuter car parking. The car parking is rudimentary in appearance and difficult for pedestrians and cyclists to navigate. The train station predominantly functions as a park and ride station which results in parking pressures around the station and in local streets.

Streets within South Geelong provide connections to the southern suburbs of Geelong, the Barwon River corridor and into central Geelong. Dedicated separated bicycle lanes are provided on streets which provide access to key destinations in the surrounding suburbs.

3.4.2 SAFETY

OBJECTIVE

To improve Universal access, pedestrian, cycling circulation and safety.

OVERALL STRATEGIES

- Ensure pedestrian movement within and around South Geelong is safe and enjoyable, promoting a walkable neighbourhood.

- Provide improved circulation and way finding features to ensure cycling and pedestrian are easily directed to destinations within and outside the study area.
- Increase landscaping within car parking areas to soften the visual impact of hard stand areas.
- Investigate where appropriate, parking within central median strips as a way of providing increased car parking.
- Investigate speed reducing and traffic calming measures.
- Provide pedestrian crossings at identified intersections to improve connections to the Train Station.

SHORT TERM STRATEGIES

- Create a distinctive 'starting point' for the Rail Trail at the Station with good end of trip facilities and cycle infrastructure.
- Provide a pedestrian crossing over the railway line at Bellerine Street as part of a Station renewal project.
- Provide a signalised pedestrian/ cycle crossing across Moorabool Street at the Lonsdale Street intersection.
- Improve pedestrian connections from the Train Station to Kardinia Park via Lonsdale Street.
- Improve pedestrian crossings to Geelong South Primary School, particularly across Yarra Street.
- Improve pedestrian crossing at Yarra and Verner Street intersection.
- Improve pedestrian crossings at roundabouts on Kilgour/ Yarra and Kilgour/ Swanston.
- Improve pedestrian crossing of Swanston Street and Balliang Street intersections.

LONG TERM STRATEGIES

- Improve pedestrian crossings generally throughout South Geelong precinct by providing central medians or extending the footpath/ verge at intersections, as part of a possible suite of public realm streetscape improvements.

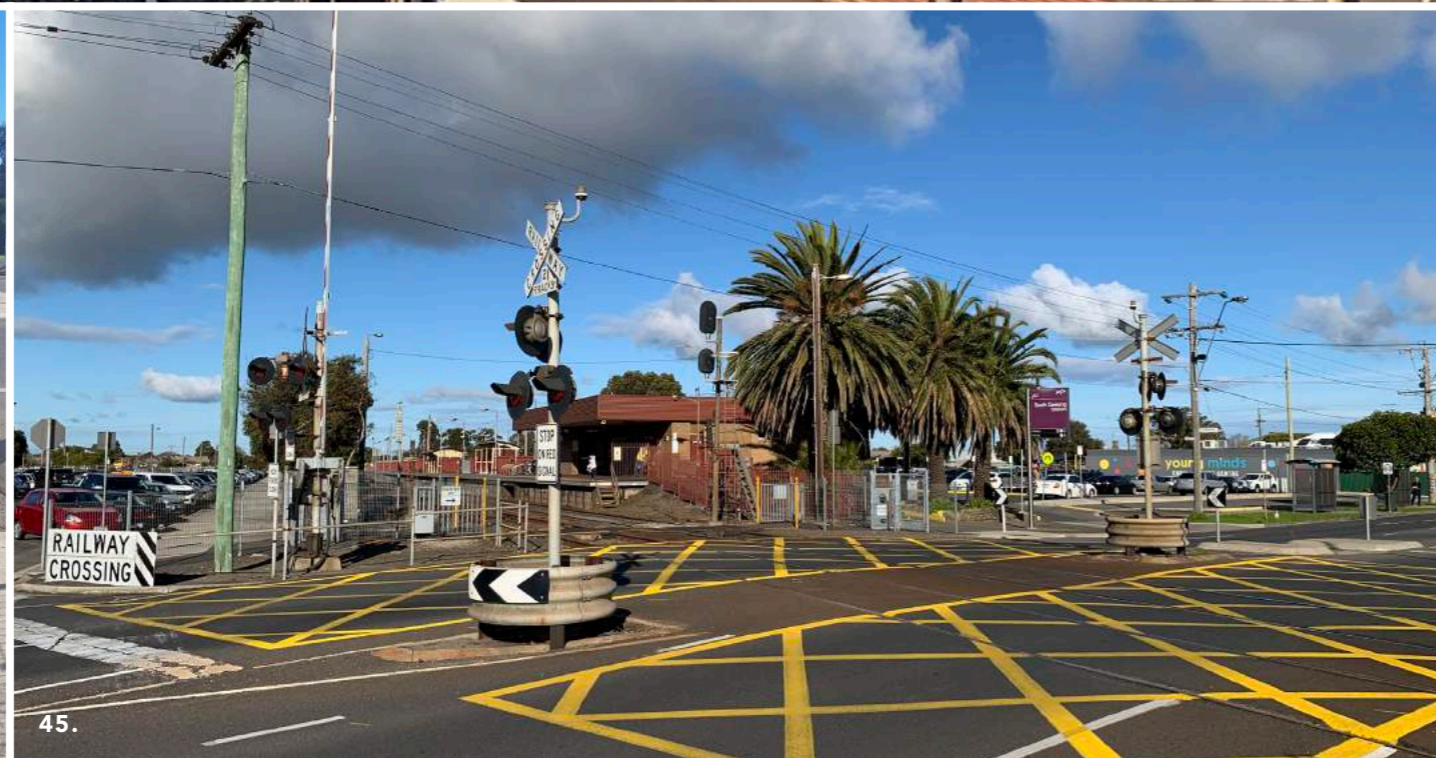
Refer to Figure 46. Walkability and Active Transport Strategy Plan Map



43.



44.

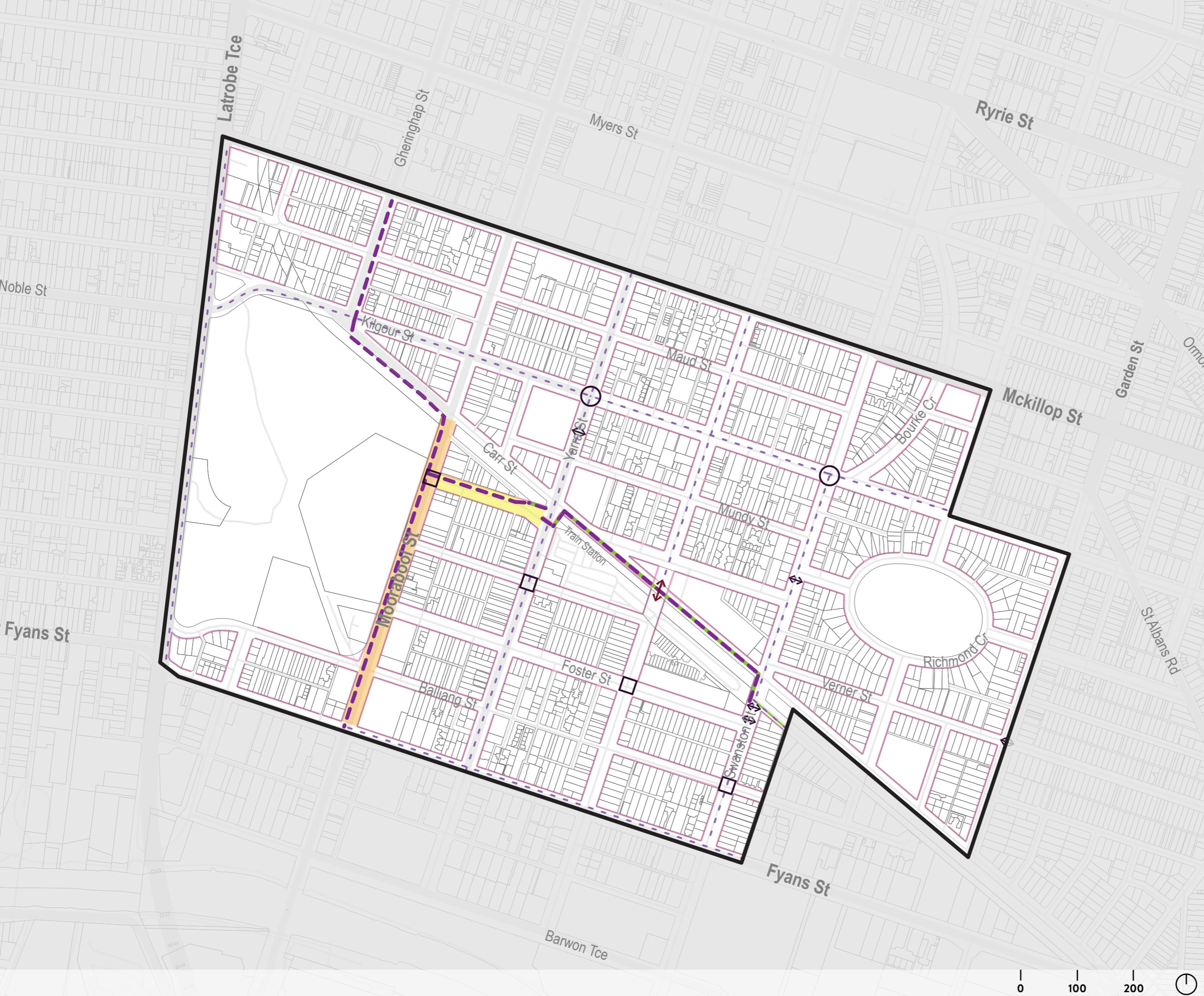


45.

Figure 43. South Geelong Station

Figure 44. Existing walking connections between the Station and GMHBA Stadium

Figure 45. Improve pedestrian connections to the Station



KEY

PEDESTRIAN AND CYCLE CROSSING IMPROVEMENTS

- Improve Roundabout
- Improve Intersection
- ↔ Improve Road Crossing
- ↗ Pedestrian Crossing over or under the Railway Line

PEDESTRIAN PATHS

- Maintain and enhance footpath network
- Improve pedestrian environment on Moorabool Street
- Improve pedestrian and cycle connections between kardinia park and the train station

CYCLE PATHS

- Separate Cycle Path
- Rail Trail
- - - On Road Cycle Path

Figure 46. Walkability And Active Transport Strategy Plan



3.4

3.4.3 VEHICULAR ACCESS & CAR PARKING

OBJECTIVE

To provide a safe environment for pedestrians and to minimise the visual impact of car parking area

STRATEGIES

SHORT TERM

- Where possible provide street trees and shade to car parking spaces.
- Provide safe and convenient footpaths connecting parking spaces to the Station building and platforms.

LONG TERM

- Limit all day car parking in residential streets.
- Slight reduce car parking numbers to accommodate additional planting, walking and cycling, safety improvements and shared car spaces.

The below table identifies the number of car parking space proposed within the study area over time

ON STREET CAR PARKING	NUMBER OF CAR PARKS
Existing	3420
Short/Medium term proposal	3420 (no change)
Long term proposal for street upgrades (planted medians)	3200 (change of - 6.5%)

Note: Department of Transport have identified a potential 300 additional car parking spaces at the South Geelong Train Station may be required in the long term. This could be delivered via a multi deck car park on the station site.

Figure 48. Shows the Car Parking Strategy Plan map

TYPICAL STREET CROSS SECTIONS

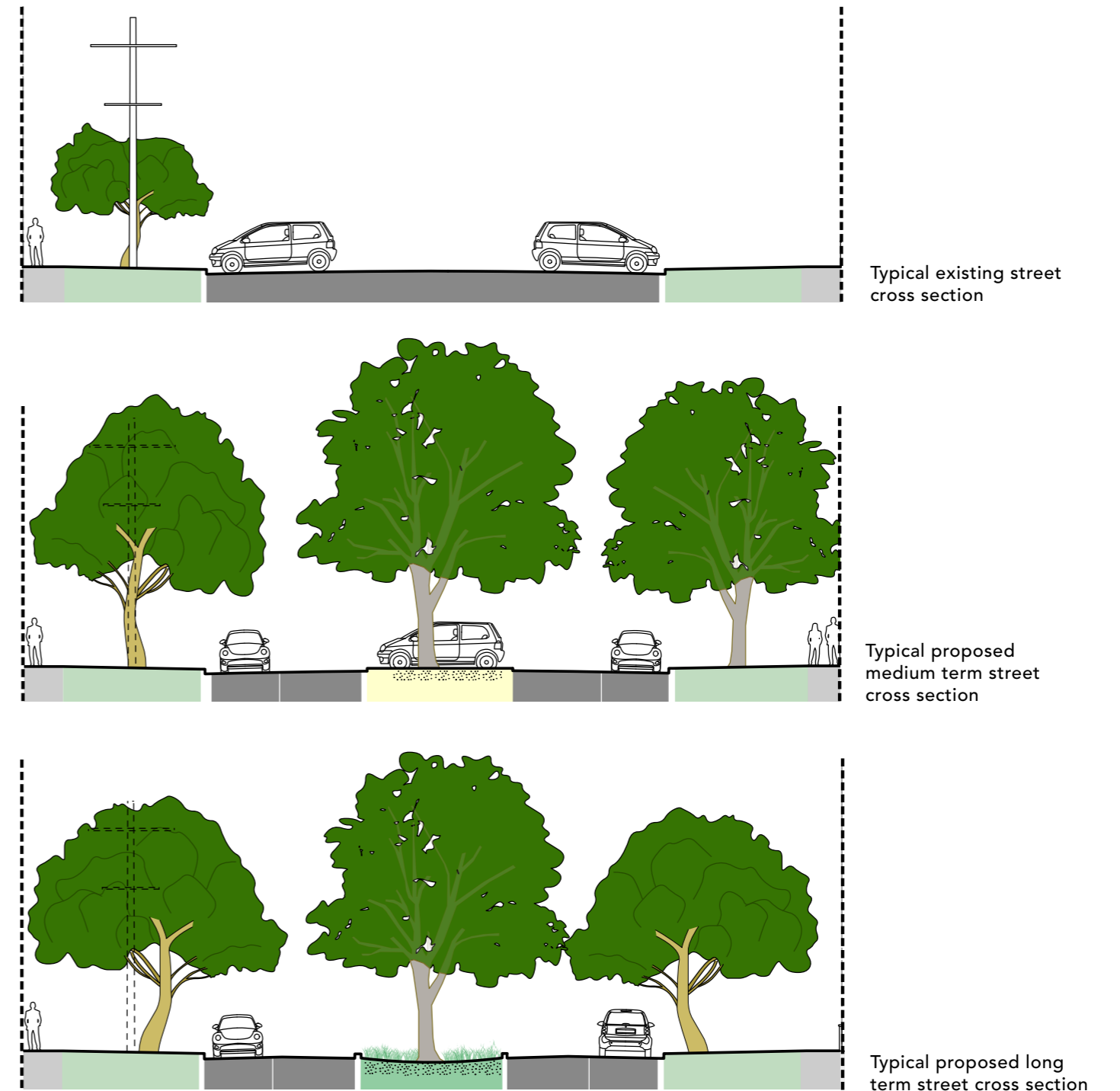
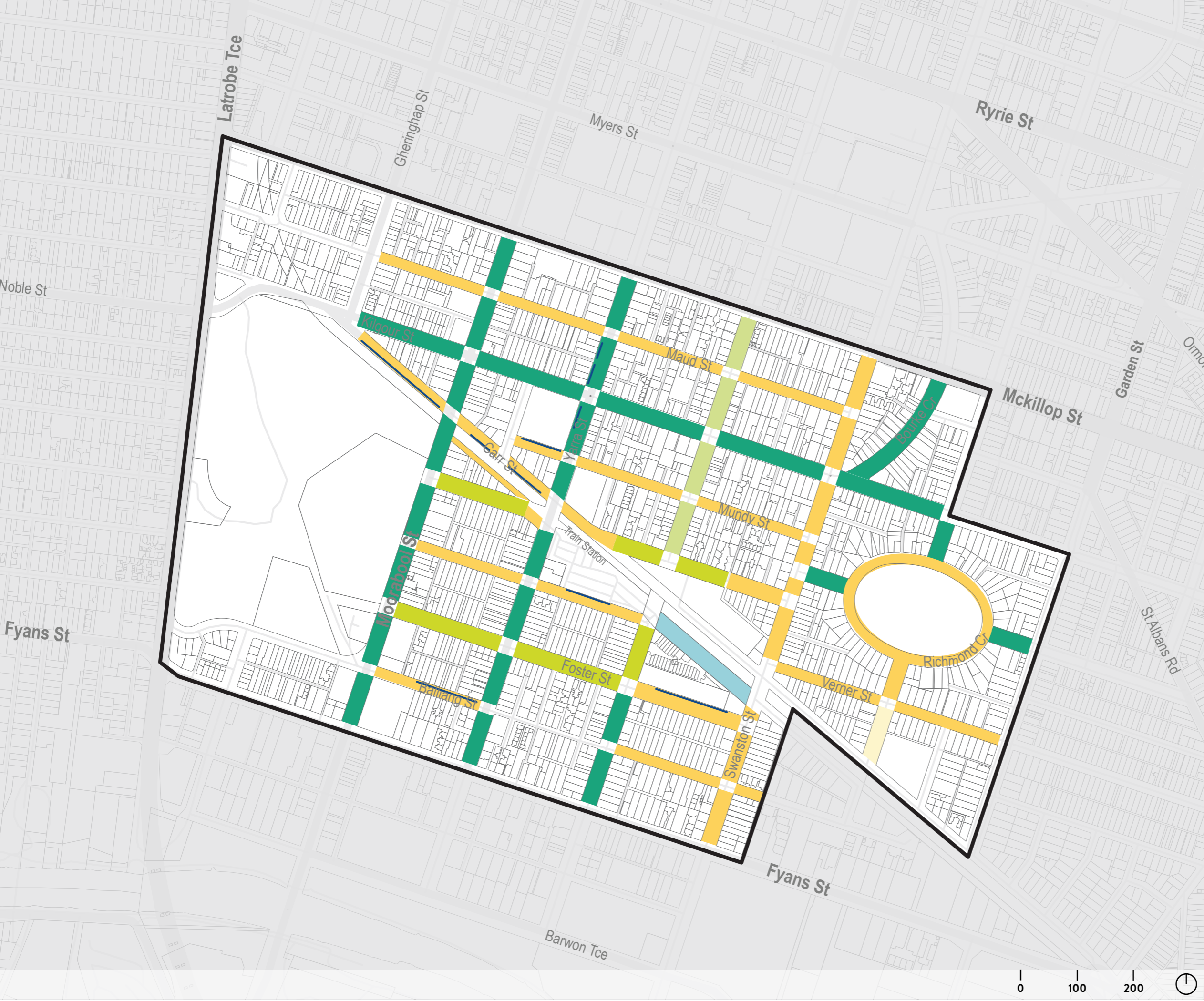


Figure 47. Typical street cross sections



KEY

- Parallel parking to road edges with planted central median.
- Parallel parking to road edges with 90 centre road parking interspersed with tree planting (staged removal of carparking and instatement of a planted central median).
- 90 centre road parking interspersed with tree planting. (Staged removal of some carparking and instatement of a planted central). Cycle lanes to road edges.
- Parallel parking to road edges.
- Combination of parallel and angled parking to road edges (staged removal of angle parking and replacement with parallel parking and landscape improvements recommended on Foster and Verner St).
- 90 degree parking to road edges, interspersed with tree planting (lower section of Fitzroy St only).
- Decked commuter carpark.

Figure 48. Car Parking Strategy Plan

3.4

3.4.3 PUBLIC REALM AND STREETScape

OBJECTIVE

Preserve and enhance the character of leafy streets to contribute to the attractiveness of the space for walking and cycling.

STRATEGIES

SHORT TERM

- Protect and retain healthy street trees.
- Provide new street tree planting in streets to reduce the heat island effect and absorb carbon dioxide.
- Improve soil moisture and water quality by introducing water sensitive urban design solutions where possible.
- Ensure built form adjoining public spaces must activate the space and provide passive surveillance of the space.
- CPTED principles must be achieved including encouraging passive surveillance, effective lighting and management of public areas.
- Provide wayfinding signage, particularly supporting the Rail Trail.

LONG TERM

- Remove centre road car-parking and introduce vegetated central medians, include a mix of vegetation to enhance urban ecology and biodiversity.

STREET TREES AND PERMEABLE PLANTED SURFACE	NUMBER/ AREA
Existing street trees	1400
Proposed street tree planting	470 trees (net gain 34%)
Existing bitumen road pavement	238,000sq m
Existing planted median	13,000sq m
Proposed planted median	16,900sq m (7.1% reduction in road pavement and introduction of permeable planted surface)
Proposed long term planted median	2,500sq m (further 1.1% reduction in road pavement and introduction of permeable planted surface)

Figure 58. Shows the Public Realm and Streetscape Strategy Plan map

Figure 57. Existing streetscape within study area





KEY

STREETSCAPE

- Provide large canopy tree planting in a new central median (consider water sensitive urban design treatments where possible).
- Maintain and enhance vegetation in existing central medians.
- Provide large canopy tree planting within 90 degree centre road parking. (Staged removal of car parking over time and introduction of vegetated medians).

PUBLIC PARKS

- Maintain and enhance existing public parks as a series of gardens and formal squares.
- Kardinia Park master plan currently underway.
- Provide public access (new landscaped street).
- Investigate the opportunity of new public plazas associated with heritage buildings in Moorabool Street.

Figure 58. Car Parking Strategy Plan

3.5 DESIGN PRINCIPLE 3: ACTIVITIES

ACTIVITIES CONTEXT

South Geelong is within walking distance of the Geelong CBD, and includes areas of open space and relevant amenities including the University Hospital, The Bellerine Rail trail and connections to the coast. There are a range of activities available to the community and wider Geelong region, including existing areas of open space, community and commercial uses.

Richmond Park provides an important area for the community to enjoy and for local sport to take place. The oval could be further enhanced with additional community uses and landscaping available.

Kardinia Park is an important focal point and provides open areas for local sports, and the GMHBA stadium attracts AFL games and other functions.

Moorabool Street is an existing commercial precinct and includes a combination of different uses including retail, office, some food and drink premises and other uses. Vehicles dominate this area and the street is typified by large expanses of concrete and pavement treatments with limited trees and landscaping and wide vehicle crossovers with limited public seating or weather protection for people. During engagement, residents indicated support for increased landscaping and increased residential development within this area given GMHBA is opposite the site and there are good connections to the Geelong CBD.

OBJECTIVE

To ensure uses are appropriately situated to meet the needs of residents and contribute to a vibrant community, whilst respecting existing amenity.

STRATEGIES

- Ensure different land uses, built form, heritage values, landscaping and public realm experience contribute to a vibrant local neighbourhood.
- Support a range of uses in appropriate locations to support existing and future residents, including provision of a small supermarket.
- Provide a limited number of commercial and retail uses a ground level along Moorabool Street

- Encourage higher densities along Moorabool Street and within the Station Precinct which are respectful of their context and provide appropriate transitions in height to existing residential areas.
- Provide opportunities for appropriate urban design outcomes including increased public spaces, creating opportunities for people to linger, and weather protection.



Figure 59. Richmond Oval

Figure 60. Moorabool Street

3.6 DESIGN PRINCIPLE 4: ENVIRONMENT

ENVIRONMENT CONTEXT

Residential streets throughout the study area mostly feature Brush Box planting. Road reserves could be improved with increased landscaping, using indigenous vegetation. There is also valuable vegetation within public spaces such as Richmond Park which should be maintained and improved. As part of consultation with residents, there was an overall positive view in relation to increased greenery and street planting.

OBJECTIVE

To encourage best practice Environmentally Sustainable Design.

STRATEGIES

- Maintain spaces as safe, civilised and healthy urban environments, conducive to walking and cycling as the primary mode of travel
- Ensure that development supports; energy efficient building design, water sensitive urban design in streets and public parks, minimises water use whilst maximising water reuse and supporting schemes such as car sharing.
- Ensure upgrades to streets include best practice storm-water management and Water Sensitive Urban Design Principles in accordance with the Planning Scheme and Council guidelines.
- Support increased street planting and landscaping to improve amenity, increase biodiversity and reduce watering requirements.
- Increased pedestrian and cycling connections to reduce car-based travel for short trips.

Figure 61. Existing landscaped nature strips, street trees provide amenity and shade.

