



Pakington Street North

URBAN DESIGN GUIDELINES

For the City of Greater Geelong

[AUGUST 2004]

288 Brunswick Street Fitzroy | Victoria 3065 | mike@planisphere.com.au | T 9411 4075 | lisa@planisphere.com.au | T 9411 4010 | F 9411 4011

plān|spherē [urban strategy planners]

Table of Contents

| | |
|--|-----------|
| Table of Contents | 1 |
| 1. Introduction | 2 |
| 2. Streetscape Character Analysis..... | 3 |
| The Character of Pakington Street Activity Centre..... | 3 |
| The Character of Pakington Street North | 3 |
| The Surrounding Residential Character | 4 |
| 3. Community Aspirations | 5 |
| 4. Key Issues | 6 |
| 5. Urban Design Guidelines | 7 |
| Pakington Street North Objectives..... | 7 |
| Urban Design Guidelines | 8 |
| Pakington Street North Urban Design Guidelines | 9 |
| 6. Implementation | 12 |
| Planning Scheme..... | 12 |
| Works..... | 13 |

Appendices

Appendix A: The Character of Pakington Street

Appendix B: Ropeworks Site – Design Guidelines

Appendix C: The Study Brief

Appendix D: Pakington Street North Workshop Notes

This report was prepared by Planisphere with John Curtis Pty Ltd

1. Introduction

The City of Greater Geelong received funding from the Department of Sustainability and Environment's Pride of Place Program to develop Urban Design Guidelines for the northern end of Pakington Street between Waratah Street and Church Street. The Pakington Street shopping Centre is one of the City's premier shopping strips and has continued to develop its role as a thriving retail, commercial and community centre. In contrast the northern section (the study area) is an area with changing uses and less distinctive urban form. Part of this pressure for change is a retail proposal for a key site, the Kinnears Ropeworks Site.

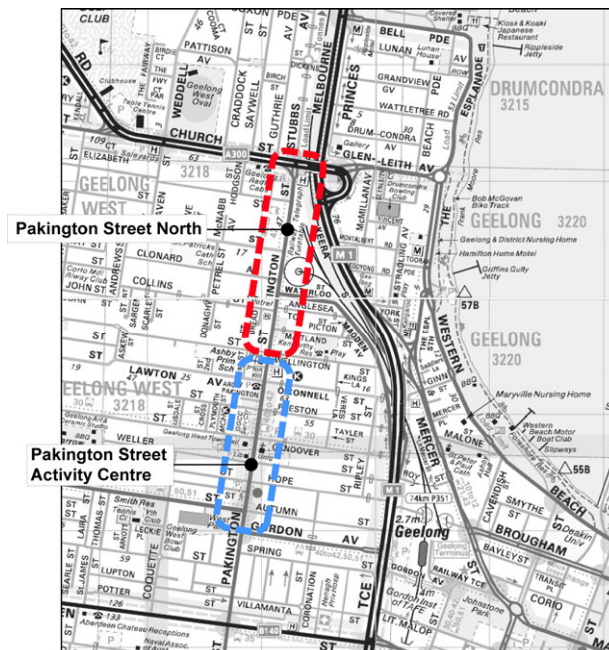
The primary retail section of Pakington Street has benefited from peripheral or restricted retail activities developed north of Waratah/Wellington Street. It is intended that northern Pakington Street will continue to cater for these type of retail uses. The application of the Business 4 zone to this land encourages bulky goods retailing and also provides a mechanism to contain the primary community retail uses within a defined area.

The Victrack land on the eastern side of Pakington Street may become available for redevelopment in the future. The land is outside the core retail area and within the area designated for peripheral sales. The land won't be considered for an expansion of the core retail area.

To meet community expectations and achieve quality urban design outcomes, a long-term vision is necessary for Pakington Street North. It is likely that this area will continue to provide peripheral or restricted retail activities. It is important that the vision and guidelines take into account the built form requirements of these larger scale uses.

The Urban Design Guidelines are based on built form character analysis undertaken of the Pakington Street centre and the qualities valued by the community expressed at a design workshop. The intent of these guidelines is to:

'Guide and direct the future form and development of the streetscape to ensure it respects the existing built form of the Pakington Street shopping Centre.'



Study Area

2. Streetscape Character Analysis

The Pakington Street shopping centre has a compact and legible built form from Autumn Street to Waratah Street. However, further to the north within the study area, the built form and the concentration of activities are less consistent. The **'Site Analysis'** on the following pages shows key elements within the study area of Pakington Street North and the Pakington Street Activity Centre including:

- The variable setback and building form of Pakington Street North
- The built up traditional strip of Pakington Street Activity Centre
- Corner building landmarks and the Geelong West Town Hall with its garden square frontage to Pakington Street
- Key sites including the Ropeworks site and the railway yards/turntable site

Pakington Street is highly used by vehicular traffic as a north south secondary route in Geelong, causing some difficulty in crossing for pedestrians at peak periods. The footpaths within the activity centre are heavily used but less so within the northern study area.

A comparison of the built form and character of the Activity Centre and Pakington Street north is contained in **Appendix A**.

The Character of Pakington Street Activity Centre

Pakington Street Activity Centre is an attractive strip centre much valued by the local community. Key characteristics include:

- Consistent retail focus to the street with only a few non-retail elements
- Secondary retail into most side streets – extending 20-40 metres
- Corner buildings including hotels as local landmarks
- Town hall and garden square forecourt as a focus to the Centre
- Building activities that generally relate to the footpath
- Continuous building facades to the street
- Some access provided through shops
- Rear laneways provide servicing and parking (particularly the east side)
- Off street parking provided on the west side and accessed via side streets
- Consistent 'grain' provided by narrow frontage lots
- Walkable and pedestrian friendly environment
- Weather protection regularly provided with cantilever canopies or posted verandahs
- Car parking usually to the rear of shops and on street parking
- Large but intermittent street trees

The Character of Pakington Street North

Pakington Street North lacks many of the attractive features of the area south of Waratah Street, and is not a particularly 'pedestrian-friendly' environment. Key characteristics include:

- Corner buildings usually hotels as local landmarks

- Building activities that rarely relate to the footpath
- Discontinuous building facades to the street
- Varied and often wide building frontages
- Lack of weather protection
- Car parking within the front setback
- Intermittent sequences of street trees



Site Analysis

The Surrounding Residential Character

Pakington Street provides a community focus for the surrounding residential areas of Geelong West. The residential character of this area as described in the precinct brochure of Residential Character Study is shown below:

The area is distinctive in Geelong due to its mixture of older style dwellings, compact urban form and dominance of weatherboard in many streets. Some of the area has identified heritage significance due to the high number of intact and similarly proportioned Victorian, Edwardian and Californian Bungalow styles, and the modest pre and inter-war buildings which are valued by the community. The dominance of these styles of architecture and the use of weatherboard, small scale of buildings, pitched roofs, and modest garden settings create a 'cottage' feel to the streetscapes.

The Key existing Characteristics listed in the precinct brochure include:

- Architectural styles include a mix of Victorian, Edwardian, Interwar and 1950's dwellings.
- Predominantly single storey in height
- Gardens are either low level or established
- Front and side dwellings setbacks are small to medium in size
- Building materials used are either timber or brick
- Front fences are generally mixed in style with pockets of low and average height fences
- Roads have standard treatments with some being 'bluestone kerb and channelling.'

An additional quality of the area that was not listed or described in the precinct brochure is the evidence of the area's staged development. Although there is a mix of styles in the area, dwellings tend to be clustered with others from the same era.

3. Community Aspirations

A community workshop was held on 21 April 2004 to discuss what was valued in Pakington Street and to establish the issues to be addressed in the preparation of urban design guidelines for Pakington Street North. The workshop was attended by around twenty local residents, traders and representatives of local institutions.

Participants were asked what they liked and valued about Pakington Street today and what they disliked about the Street. Following this, there was a discussion on their vision for the future of the street focusing on the northern section. The valued elements of Pakington Street as expressed by the workshop included:

- The strong residential community
- Mix of uses including community facilities, banks, offices, as well as shops
- The physical environment as an easy place to meet, being safe and walkable
- The mix of heritage and other buildings
- The close scale of shopping, parking and adjacent housing
- The way buildings relate to the street
- On street parking – Slows the passing traffic and keeps traffic further away from pedestrians

- The street as a genuine community centre with life on the Street

Participants did not like:

- Traffic along Pakington Street and adjacent to the Ashby School
- Blank walls and boring facades such as the Library facade
- Large ground level car parking areas
- Missing canopy trees along Pakington Street
- Lack of open space
- New developments which do not have active frontages

Building on the comments made at the workshop, future improvements, particularly in the northern section, could include:

- Removing through traffic
- Improvements for pedestrian access particularly elderly, children and disabled
- Improved provision of road crossings for pedestrians
- More weather protection including verandahs
- Extension of the powerline relocation program up to Church Street
- No blank walls to footpaths
- Extending street tree planting particularly along Pakington Street
- Extending the strip shopping
- Ensuring car parking is located behind shops
- New colourful and vibrant buildings
- Maintaining the 'High Street' feel
- Extending the design aspects of the existing shopping centre such as verandahs into the northern section
- Providing space for the 'mid teens' in the centre
- A community use on the 'Ropeworks' site

4. Key Issues

The community workshop raised a number of key issues associated with the future of Pakington Street. The issues concerned the future urban design form of Pakington Street north as well as its functional role, both of which are influenced by the Business 4 Zoning that applies to much of the study area.

The Business 4 Zone encourages bulky goods retailing and manufacturing uses, which tend to be more vehicle oriented. The impacts of these uses have determined much of the urban character of Pakington Street North today, as an open streetscape with car parking in many frontages.

Traffic levels have been identified by the community as a dislike in Pakington Street. This study will not address traffic issues as it is not part of the study brief. A separate traffic analysis would be needed in relation to any significant development proposal which would assess the impact on Pakington Street as well as surrounding areas.

It is clear that local people would like to see some of the valued urban design characteristics of the Pakington Street Activity Centre extended into the northern precinct. At the same time, there is recognition that strip centres need peripheral areas to accommodate secondary services and activities, and it is likely that this role will continue for Pakington Street North. We suggest that the overall aim for the future urban design character of Pakington Street North (not land use character) of Pakington Street North should be:

Extend the character and scale of the existing Pakington Street Activity Centre further north into the Pakington Street North precinct.

Aspects of the implications of such an aim are that Pakington Street North should:

- Fulfil the role as a key pedestrian spine or link through Geelong West as part of making Geelong a walkable city
- Be pedestrian friendly by providing visual interest at the street level
- Feel safe with frontage uses that relate to the street and footpath
- Relate and integrate both in scale and land use to the residential surrounds of Geelong West
- Provide a focus for the communities of Geelong West.

5. Urban Design Guidelines

The previous sections of this report defined the urban design qualities which are valued in Pakington Street and defined how these may be extended in Pakington Street North. The purpose of the following guidelines is to provide guidance to applicants and council officers regarding the best ways to protect and enhance these values.

Pakington Street North Objectives

Based on the analysis of the streetscape elements development in Pakington Street North should meet the following objectives. The objectives form the basis of the design guidelines for the street which are outlined in the following section:

Streetscape Character

- To improve the quality of the pedestrian environment and the interface of development with the street.
- To encourage a diverse mix of uses and activities in the street.
- To encourage protection of the landmark buildings in the street.

Building Siting

- To reinforce the linear layout of the street, as part of the historic street grid of Geelong West.
- To ensure that new commercial buildings address the street
- To minimise the impact of commercial buildings on adjacent residential development.

Building Form and Large Site Layout

- To ensure that new buildings respond to the characteristics of the site and locality, and demonstrate a high standard of contemporary expression.
- To design building forms that express the fine grain subdivision pattern of Pakington Street Activity Centre.
- To design building forms that minimise the impact on adjacent residential development.
- To encourage social interaction and interest at street level.

Building Details and Finishes

- To have regard to the palette of materials and colours in the street, and demonstrate a high level of contemporary finish.
- To encourage details which are integrated with the architecture of the building and contribute to the character and amenity of the street.
- To ensure that signage does not dominate the building or streetscape and contributes to the pedestrian environment.

Heritage Structures

- To retain the integrity of heritage buildings and structures, and compliment them in adjoining new development.

Sustainability

- To design buildings to the highest standard of environmentally sustainable design.

Walkability

- To provide safe and convenient footpaths along Pakington Street, and improve pedestrian permeability to the areas surrounding Pakington Street.

Vehicle Access and Car Parking

- To provide a safe environment for pedestrians, and to minimise the visual impact of car parking areas.

Urban Design Guidelines

The Pakington Street North urban design guidelines are presented in table format including streetscape elements, objectives, design responses, and avoid statements. Each of the columns is explained below.

Streetscape Elements

The streetscape elements are those aspects of the street which were analysed to arrive at the design guidelines. They include street setting, street character, building siting, building form and building details and finishes.

Objectives

The objectives state the intention and desired outcome for that character element.

Design Responses

The design responses are the preferred method of achieving the relevant objective. However, other methods of satisfying the relevant objective may be demonstrated to council's satisfaction.

Avoid Statements

The avoid statements specify inappropriate design responses.

Pakington Street North Urban Design Guidelines

| Streetscape Element | Objective | Design Response | Avoid |
|--|--|---|--|
| Streetscape Character | To improve the quality of the pedestrian environment and the interface of development with the street. | Address streets with building frontages rather than yards, car parks or servicing areas. Enhance the pedestrian environment with ground level uses which relate to the footpath frontages. | <i>Development that has no relationship to its site or the Pakington Street setting.</i> |
| | To encourage a diverse mix of uses and activities in the street. | Contribute to a mix of commercial uses in the street with any new development. | <i>Loss of activity generated by a mix of uses.</i> |
| | To encourage protection of the landmark buildings in the street. | Recycle landmark structures for alternative uses. Protect landmark structures such as corner former hotel buildings. | <i>Loss of diverse mix of building stock. Demolition of landmark buildings.</i> |
| Building Siting and Large Site Layout | To reinforce the linear layout of the street, as part of the historic street grid of Geelong West. | Design buildings to be perpendicular to the street. | <i>Elements and building forms which detract from the linear layout of the street. Buildings that are not 'square' to the street.</i> |
| | To ensure that new commercial buildings address the street. | Site new commercial buildings consistently on front boundary (i.e. 0 metre set back from front boundary) with occasional setbacks to provide areas of public open space in front of buildings. Orientate commercial buildings to address the street. If located on a corner site, ensure the commercial building addresses both street frontages. | <i>Commercial buildings that are not oriented towards the street. Blank walls on to Pakington Street. Blank walls that face side streets</i> |

| Streetscape Element | Objective | Design Response | Avoid |
|--------------------------------------|---|--|---|
| | To minimise the impact of commercial buildings on adjacent residential development. | <p>Locate development which may generate noise away from adjacent residential development.</p> <p>On larger sites incorporate residential uses to provide an interface to the existing residential uses.</p> | <i>Uses which generate excessive noise or other environmental impacts</i> |
| Building Form | To ensure that new buildings are designed to respond to the characteristics of the site and locality, and demonstrate a high standard of contemporary expression. | <p>Respect the predominant building height in the street and of adjacent properties.</p> <p>Articulate the form of buildings and elevations.</p> <p>Design buildings which in a contemporary manner respect the dominance of 19th century and between the wars era facades of Pakington Street.</p> | <p><i>No regard to the orientation of the lot in relation to solar access, prevalent wind directions etc.</i></p> <p><i>Buildings that exceed the predominant building height in the street by more than one storey.</i></p> <p><i>Unarticulated, sheer facades and building forms.</i></p> <p><i>Historical reproduction styles.</i></p> |
| | To design building forms that express the fine grain subdivision pattern of Pakington Street Activity Centre. | On larger sites articulate facades to emulate the fine grain of this subdivision pattern. | <i>Large, unarticulated facades</i> |
| | To design building forms that minimise the impact on adjacent residential development. | Provide a scale transition to the adjacent residential development. | <p><i>Large, bulky developments adjacent to residential areas</i></p> <p><i>Overlooking of adjacent residential areas</i></p> <p><i>Loss of solar access to adjacent residential areas.</i></p> |
| | To encourage social interaction and interest at street level. | <p>Orientate commercial buildings towards the street and provide the entrance to the building directly from the street frontage.</p> <p>Provide a well articulated façade, with shop front windows at street level.</p> | <p><i>Commercial buildings that do not address the street.</i></p> <p><i>Lack of interest and activity at street level.</i></p> <p><i>Blank facades or small areas of glazing at street level.</i></p> <p><i>Roller shutters over shop fronts.</i></p> |
| Building Details and Finishes | To encourage buildings that have regard to the palette of materials and colours in the street, and demonstrate a high level of contemporary finish. | <p>Use simple building details.</p> <p>Use a mix of contemporary materials, colours and finishes.</p> | <p><i>Excessive decoration.</i></p> <p><i>Historicist embellishment.</i></p> |

| Streetscape Element | Objective | Design Response | Avoid |
|--|---|---|--|
| Building Details and Finishes (continued) | To encourage details which are integrated with the architecture of the building and contribute to the character and amenity of the street. | <p>Relate awnings or verandahs to the architectural era of the building.</p> <p>Relate the height of the awning to the building elevation. On double storey buildings locate the awning at first floor level.</p> <p>Provide subtle down lighting under awnings wherever possible.</p> <p>Incorporate subtle façade lighting on landmark.</p> | <i>Fluorescent style, 'white' lighting under awnings.</i> |
| | To ensure that signage does not dominate the building or streetscape and contributes to the pedestrian environment. | <p>Direct signage at pedestrians (i.e. awning or street level).</p> <p>Provide signs only on the awning fascia or under the awning wherever possible.</p> <p>If a flat wall sign is proposed, relate the sign to the architecture of the buildings in style and placement (i.e. individual letters as opposed to large, flat rectangular signs).</p> | <p><i>Roof signs, sky signs and above awning signs.</i></p> <p><i>Large, visually dominant signs, particularly above first floor level.</i></p> <p><i>Internally illuminated signs.</i></p> <p><i>Large wall signs that do not relate to the building.</i></p> |
| Heritage Structures | To retain the integrity of heritage buildings and structures, and compliment them in adjoining new development. | <p>Design new buildings adjacent to retained heritage buildings and extensions to Heritage buildings which respect the scale and form of the structure.</p> <p>Provide a scale transition to heritage building when developing adjacent sites.</p> | <i>Reproduction style buildings and buildings which copy the historic structure.</i> |
| Sustainability | To design buildings to the highest standard of environmentally sustainable design. | Design buildings for energy efficiency, considering solar access and utilising sustainable energy and construction techniques wherever possible. | <p><i>No regard to the orientation of the lot in relation to solar access or prevalent wind directions</i></p> <p><i>Unsustainable design and construction techniques</i></p> |
| Walkability | To provide safe and convenient footpaths along Pakington Street, and improve pedestrian permeability to the areas surrounding Pakington Street. | <p>Provide weather protection to footpaths where appropriate.</p> <p>Provide pedestrian connections through larger development sites by connecting existing lanes or cul de sacs.</p> <p>Ensure activities relate to all footpaths and pedestrian through site connections.</p> <p>Where possible, maintain and extend continuous North-South laneway access along the rear of Pakington Street properties.</p> | <p><i>Windswept and unsheltered footpaths</i></p> <p><i>Large internalised developments which do not connect with existing streets and residential neighbourhoods</i></p> <p><i>Blank walls fronting onto footpaths, internal site links and other pedestrian links</i></p> <p><i>Footpaths through large ground level car parks</i></p> |

| | | | |
|---------------------------------------|--|--|---|
| Vehicle Access and Car Parking | To provide a safe environment for pedestrians, and to minimise the visual impact of car parking areas. | <p>Minimise the number and width of vehicle crossings from Pakington Street.</p> <p>Locate car parking areas at the rear of the site to minimise visibility from Pakington Street and adjacent residential areas. Minimise the width of vehicle access points to the car parking areas.</p> <p>Provide shade trees and other planting to ground level car parks.</p> <p>Design car parking areas to minimise large expanses of unrelieved hard surface.</p> <p>Refer to other CoGG car parking guidelines.</p> | <p><i>Extensive ground level car parks visible from Pakington Street and adjacent residential areas.</i></p> <p><i>Vehicle crossings which are greater in width than 2 lanes</i></p> <p><i>Car parks with no provision for landscaping with shade trees.</i></p> <p><i>Large areas of asphalt in car parking areas.</i></p> |
|---------------------------------------|--|--|---|

6. Implementation

Planning Scheme

Existing Provisions

The Municipal Strategic Statement (at Cl. 21.20) recognises the importance of promoting a viable and accessible retail sector across the municipality and the need to support a hierarchy of retail centres. It also advocates high standards of urban design in centres and developments. Clause 21.20 of the MSS (Design and Built Form) also reflects these strategies. Local Policies at Clause 22.08 (Retail frontages) and 22.09 (Assessment Criteria for Retail Planning Applications) provide guidance on a range of design and land use issues.

A small section of the centre north of Wellington Street is covered by Design and Development Overlay 1 which aims to retain the small scale residential buildings, and has detailed requirements for dwellings relating to single storey height, setbacks, materials and building form.

Planning Scheme Changes

The most appropriate method of implementing the proposed guidelines through the planning system would be inclusion within a Local Policy for the Pakington Street Activity Centre in the Greater Geelong Planning Scheme. However, it may be that some of the recommended guidelines (particularly the objectives) may be applicable to other centres, and therefore the Council may prefer to include the broader elements in either of the existing Policies mentioned above. If so, the remaining guidelines (or Design Responses and Avoids) may be appropriately included within a simple document titled 'Pakington Street Urban Design Guidelines' that sits as a reference document. Reference to the Study and the Policy/guidelines should be contained in the MSS, although little change to strategy is required.

It may be appropriate in the context of the Business 4 zoning and the urban design guidelines to review the need for the application of the DDO1 to the strip of land fronting Pakington Street north of Wellington Street.

If the Victrack land on the eastern side of Pakington Street (the Railway Turntable site) was to become available for redevelopment, it may require a site development framework. This is an important site because of its large size and lengthy frontage to Pakington Street. The site could be suited to peripheral and residential uses, subject to development merit. The site development framework would need to consider the following:

- Ensuring that future buildings positively address the Pakington Street frontage
- Designing buildings with consideration of the interface with the railway corridor
- Providing suitable access within and through the site

As an example of how the guidelines could be extended to apply to a large site, we have prepared a 'Guidelines Plan' for the 'Ropeworks' Site (see Appendix B). Apart from design guidance, consideration could also be given to relocation of the Library to this site. The Library building currently makes a poor contribution to the Pakington Street Character and could be redeveloped to make a stronger contribution. A larger scale use such as a library is better suited to a large site.

Works

Possibilities for future Council works in Pakington Street have not been investigated in detail in this exercise. However, building on themes arising from the urban design guidelines, and issues raised at the community workshop, we suggest that the Council should give further attention to the following:

- Detailed streetscape plans for Pakington Street North
- Street tree planting, to bring about a 'greener' appearance for the centre, including reinstating gaps in the tree avenues
- Improving pedestrian crossing convenience and safety, for example by providing refuges or pedestrian signals; or by coordinating existing signals to achieve better 'platooning' of traffic flows



Appendix A

The Character of Pakington Street

The Character of Pakington Street

Pakington Street - Urban Design Character Analysis

Survey 26 March 2004

| | | |
|--|--|---|
| Element | Pakington Street Activity Centre- Autumn Street to Waratah St | Pakington Street North Study Area - Waratah/ Wellington Street to Church Street |
| Built Form – Setback | Usually built to frontage. Exceptions are key landmark buildings – Geelong West Town Hall and churches. Few recent developments with frontage setback used for car parking or more recently outdoor cafes | Older and particularly corner buildings built to frontage. Houses and more recent development setback varied distances |
| Building height | Single storey with 30% 2 storey | Varied building height with 10% to 20% 2 storey or 2 storey equivalent |
| Facade frontages | Continuous facades to street frontage | Discontinuous facades to street |
| Verandahs and canopies | Often continuous posted or cantilever | Discontinuous or rarely present |
| Transparency/interf ace with footpath | Shop interiors relate to footpath. Exceptions Dan Murphy and Library | Activities rarely relate to Footpath |
| Pedestrian environment | Pedestrian friendly | Pedestrians often feel alienated |
| Architectural era | Victorian, federation, between the wars, 1950's and contemporary. 19 th century and between the wars facades have a strong influence on visual character. The mix of styles is not churned but reflects the stages of development. | All eras present. Victorian former hotels often located on corners. Several Californian bungalow houses converted to offices present. |
| Lot size/facade grain | Often narrower frontages | Varied often with wider frontages |
| Use and activities | Specialty shops, cafes and community uses | Service commercial, some house conversions to small offices |
| Interface with residential areas | Usually a narrow car park between retail and houses | Houses sometimes back onto commercial |
| Landscape and street trees | Intermittent street tree planting, landscaped setbacks occasionally. Town hall gardens notable | Occasional street trees |
| Car parking | Rear of developments | Often in frontage setback |
| Threats likely to change character | Development set back from the frontage, large bulk, out of scale developments, loss of active transparent | Loss of built form and loss of corner buildings |

| | | |
|---|--|---|
| | frontages | |
| Other issues | Interface of Ropeworks site redevelopment | Form of Ropeworks site redevelopment |
| Key characteristics and features | Close scale, continuous traditional pedestrian scale shopping strip enclosed feel to the street | Open commercial automobile oriented strip Open feeling to street, lack of enclosure. |
| Urban design form typology | Traditional retail shopping strip | Service commercial vehicle related strip |



Appendix B

Ropeworks Site – Design Guidelines

Ropeworks Site: Design Guidelines

Context

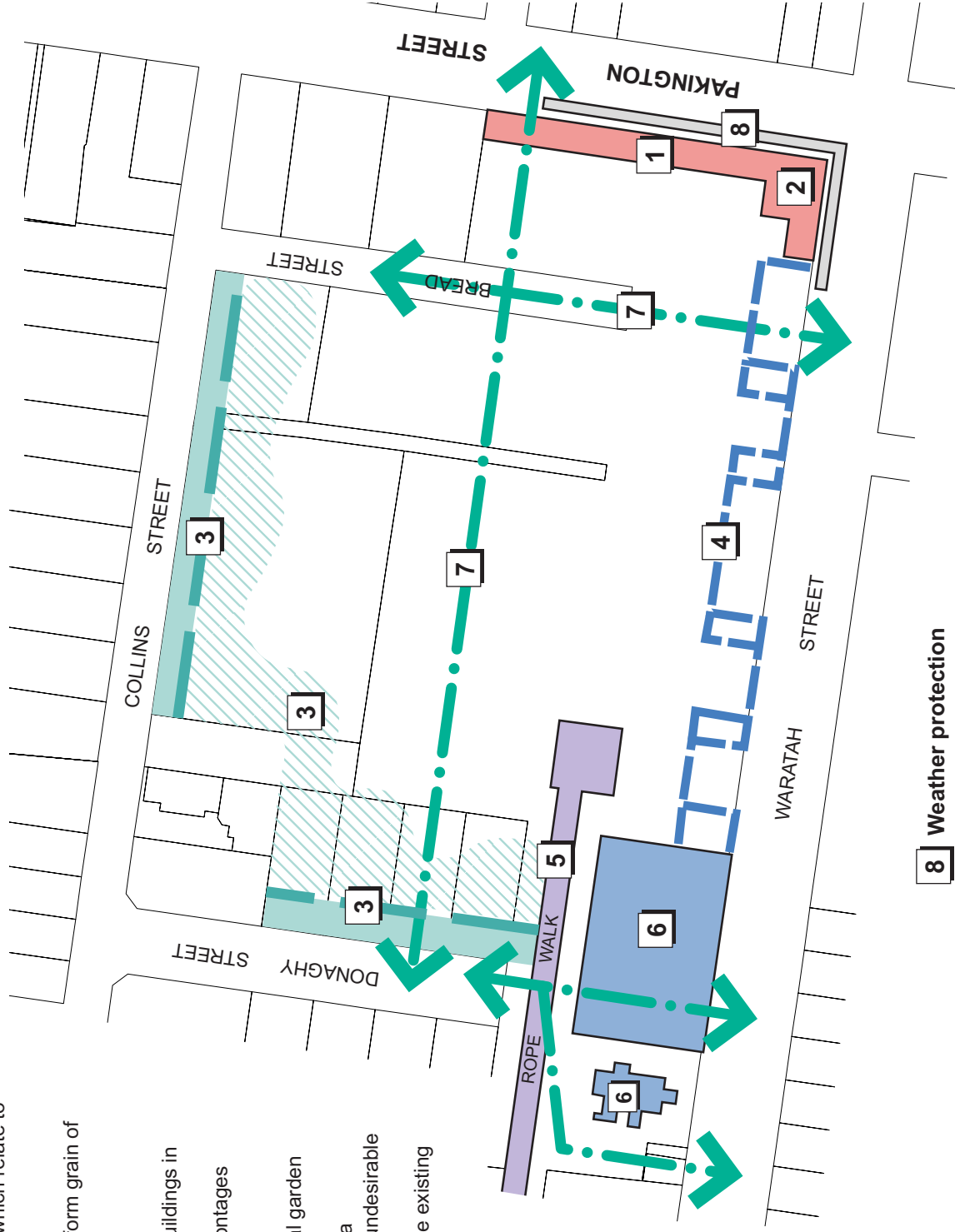
The Ropeworks site is located at the southern end of the study area and is bounded by Collins Street, Pakington Street, Waratah Street and Donaghy Street. To the north and west is residential development largely consisting of single storey timber houses dominated by Californian Bungalow style but also including some federation as well as more recent eras. To the south and opposite the site is a the Ashby Primary School and a church. Shops and some other commercial buildings are located opposite the site in Pakington Street.

The site is largely cleared of the original Ropeworks structures apart from two remaining buildings and some machinery in the south west corner.

The following urban design guideline plan applies and interprets the general guidelines for Pakington Street North to the Ropeworks site.

Ropeworks Site Guidelines Plan

- 1 Pakington Street Frontage**
 - Buildings continuously built to frontage
 - Active frontage to street with ground level uses which relate to the footpath
 - Doorways relate to Pakington Street
 - Provide a well articulated facade to reflect built form grain of Pakington Street
- 2 Corner Element**
 - Provide taller corner element to reflect corner buildings in Pakington Street
 - Ensure corner building addresses both street frontages
- 3 Residential Interface**
 - Provide landscaped setback to reflect residential garden setbacks opposite.
 - Include residential uses within the transition area
 - Avoid uses which may generate noise or other undesirable environmental effects
 - Use articulated building forms to complement the existing residential scale.
 - Avoid blank walls and extensive unarticulated facades



- 4 Waratah Street Frontage**
 - Avoid uses which may generate noise or other undesirable environmental effects
 - Use articulated building forms to complement the scale and building form of the School.
 - Avoid blank walls and extensive unarticulated facades
 - Provide transparent elements to facades with good visual interaction with the street
- 5 Rope Walk and Machinery**
 - Rope walk and machinery have heritage designation
 - Retain and provide interpretation
- 6 Desirable Building Retention**
 - Building desirable to be retained
- 7 Pedestrian Through Site Link**
 - Connect lanes and cul de sacs with pedestrian footpaths or other links
 - Ensure active uses along the route
 - Avoid blank walls or extensive car parking areas along the route
 - Provide variations in width with provision for landscaped seating areas along the route
- 8 Weather protection**
 - Provide weather protection to the Pakington Street footpath
- 9 Design Detail**
 - Use materials which both complement the materials such as red brick, render and paint finishes and details used in the Pakington Street Activity Centre in a contemporary manner as well as:
 - Consider use of materials and design detail which reflects in a contemporary way those used in the original Ropeworks Structures and the industrial character of the site (see Appendix C)



Appendix C

The Study Brief



PROJECT: PAKINGTON STREET, GEELONG WEST

CLIENT: STRATEGIC PLANNING

Introduction

The City of Greater Geelong has received funding from the Department of Sustainability and Environment's Pride of Place program to develop Urban Design Advice for the northern end of Pakington Street, Geelong West. The budget for this project is \$10,000.

The Pakington Street shopping centre is one of the City's premier strip shopping centres and has continued to develop its role as a thriving retail, commercial and community centre. This activity centre has a compact and legible built form from Autumn Street to Waratah Street/Wellington Street. Further to the north the concentration of activities and strong built form start to decline.

A major redevelopment proposal for the ex Kinnears Ropeworks site has drawn attention to the need for the preparation of urban design guidelines to establish objectives for the future development of Pakington Street North to ensure it is sympathetic and consistent with the built urban form of the Pakington Street activity centre.

Project Issues

The following issues need to be addressed in the preparation of the urban design guidelines:

- The potential exists for further commercial expansion to the north along Pakington Street.
- The strong community desire to reflect the current character of Pakington Street in any new development proposals.
- Design issues associated with incorporating 'big box' development into traditional shopping strips. The Kinnears Ropeworks site will be redeveloped in the future and will potentially include a full-line supermarket.

Project Purpose and Output

The purpose of developing urban design guidelines for Pakington Street North (between Waratah/Wellington and Church Streets) is to guide and direct the future form and development of the streetscape to ensure it respects the existing built form of the Pakington Street shopping centre.

The urban design guidelines for Pakington Street North must achieve the policy objectives of the Department of Sustainability and Environment's Pride of Place Program and Urban Design Framework Practice Note, where relevant.

The urban design guidelines must:

- Be subject to a high level of community and stakeholder consultation.
- Recognise the significance of Pakington Street and the surrounding built environment.
- Aim to establish a shared community and Council vision for the urban design characteristics to be incorporated into any new development with frontage to this section of Pakington Street.

- Outline a program for implementing the recommendations of the urban design guidelines including statutory changes and physical works.

PAKINGTON STREET, GEELONG WEST

All draft and final documentation must be high quality and in a format that can be reproduced in black and white and colour. One unbound copy and ten bound copies of the draft and final documents must be provided. An electronic copy of the final document must be provided on CD in a format that is compatible with the City's associated applications.

Process & Consultation

A project steering committee will be formed including representatives from the City, the Department of Sustainability & Environment and local community.

Consultation will need to occur at key points in line with the process set out in the Department's Planning Note.

The following is proposed:

| | |
|--|-------------------|
| Selection and appointment of consultants | March 2004 |
| Development of guidelines | April – July 2004 |

The timelines will be reviewed following the appointment of a consultant.

Resource Information

Department of Sustainability and Environment Planning Note 3: Urban Design Frameworks Residential Character Precinct Brochures (September 2001).

Adopted Pakington Street Community Shopping Centre Structure Plan 1982.

Geelong West Strategic Plan 1983.

City of Geelong West Urban Conservation Study Vols 1 & 2 1986

Submissions

Consultants are required to demonstrate:

- expertise and experience in strategic planning, community consultation and urban design;
- an understanding of environmental, transport, retail economics and urban design issues relevant to activity centres.

Submissions must include:

- The proposed methodology.
- Milestones.
- Information on the team members including the allocation of time and tasks to each member.
- Demonstration of previous relevant experience.

The submission will be evaluated on project methodology, best value, ability to meeting timeframes and performance on similar projects.



Appendix D

Pakington Street North Workshop Notes

Pakington Street North Design Workshop Notes
21 April 04 – Supper Room, Geelong West Town Hall

| WHAT DO YOU LIKE ABOUT PAKINGTON STREET? | WHAT DON'T YOU LIKE? | WHAT COULD BE IMPROVED? |
|--|--|--|
| cafe culture | traffic is a threat | removing through traffic |
| small shops | danger of becoming too upmarket & too expensive – too inaccessible | improvements could be made for pedestrian access for elderly, children, disabled |
| human scale of built environment | don't want the centre to be too elite | more weather protection |
| not dominated by traffic | traffic is a concern because Ashby is opposite the ropeworks site | need space for mid-teens |
| walkable | noise | design aspects should be continued – new verandah on recently refurbished building is a good outcome |
| range of shopping | 'West Geelong is 100 cars away from gridlock' | powerline relocation program needs to be extended |
| sociability - chance to stop & talk along the way | traffic | tree planting should be extended |
| regular shopping encourages sociability | library facade | parking at rear of shops should be extended |
| not homogenised | retrospective or neo-architecture | verandahs should be extended |
| variety of shops | boring facades | Geelong needs a ring road to clear traffic – traffic avoiding Latrobe Terrace affects the Geelong West centre |
| a lot of kids walk to school, they can establish relationships people along their walking routes | supermarket in a box – need landscaping | no blank walls to footpaths |
| Ashby has a walking bus program | traffic – through traffic in O'Connell Street | future buildings could be set back so that outdoor furniture can be place on private property – width of footpaths in Pakington Street is prohibitive to alfresco dining |
| you can move fairly quickly because traffic is not too heavy | people don't observe speed restrictions | Pakington Street should become a one – way street to allow footpaths to be widened problems with alfresco dining policy |
| heritage residential areas, generational | undeveloped ropeworks site | need compatible businesses |
| walking | lack of open space | more safe crossing areas |
| amenity of strip shopping | danger of pure retail activities spreading from Gordon | need to maintain 'high street' feel |

| | | |
|---|--|---|
| | Avenue to Church Street | |
| passive spaces – town hall forecourt, sparrow park, areas across from Post Office | offices that break retail frontage – library doesn't contribute to retail activity | form of car parking around centre |
| recreation facilities | blank walls & facades | need more strip shopping |
| child health centre, maternal health centre, toy centre | large car parking areas | parking should be behind shops |
| low density | poor design of new buildings – don't have active frontages i.e. Dulux building | need powerline relocation up to Church Street |
| food | high level of traffic volumes | new buildings need to be colourful & vibrant |
| it isn't Chapel, Lygon or Brunswick Street | dense traffic | need to improve greenery on the street |
| amenity of the street | volume of traffic at certain times of the day – it was different 5 years ago – now its more like Melbourne | |
| Geelong has one shot at a Lygon or Chapel Street – that's Pako | missing canopy of trees between Waratah – Britannia Street | |
| busy but locals know they can park behind the shops | | |
| current streetscape | | |
| most businesses are owner/operators | | |
| strong identity | | |
| link to community | | |
| not too many large franchises | | |
| Pako Festa – multicultural links | | |
| parking – strong advantage – its a selling point – its free | | |
| trees | | |
| 'heritage look' gives you a calmness | | |
| more verandahs | | |
| beautiful atmosphere to do your shopping | | |
| lighting & verandahs contribute to heritage look | | |
| parking behind the shops is an advantage | | |
| ambience has to be kept | | |
| employment | | |
| power over our environs which you don't feel in Bay | | |

| | | |
|--|--|--|
| City | | |
| accessibility | | |
| close knit community edging towards the street | | |
| amount of traffic | | |
| vibrancy of eyes on the street | | |
| people interacting with the traffic | | |
| its not all 'heritage' | | |
| elements of all eras of architecture | | |
| walk out your door 100m & you're there | | |
| vision of GW council in providing parking behind shops | | |
| feeling of being comfortable | | |
| safe for all ages | | |
| different shopping experiences | | |
| range of shops, office, schools | | |
| social interaction | | |
| people smile at you | | |
| mixture | | |
| impact of mix of people borne overseas | | |
| feel part of the community | | |
| landscaping & trees | | |
| friends in Melbourne & Ballarat come to Pako Street to shop | | |
| don't consider Pako Street as 'heritage but as 'unique' | | |
| GW kindergarten is teaching community safety – which you can do in Pako Street | | |
| biggest no. of safety houses in regional Victoria | | |
| community values | | |
| walking bus | | |
| small scale shopping & streets | | |
| historical significance | | |
| defined retail core – doesn't spread – reflects zoning | | |

| | | |
|---|--|--|
| range of convenience retail services | | |
| role of <i>local</i> shopping centre is why its successful | | |
| supported by a range of non-retail activities | | |
| non-retail activities north of Waratah Street works because they don't generate a lot of pedestrian traffic | | |
| active frontages | | |
| social interaction | | |
| human scale – people before cars | | |
| walking street | | |
| strip supported by car parking with housing coming right into it | | |
| feels like a village – you feel like you belong | | |
| the streetscape is 'brilliant' | | |
| trees provide shade & colour | | |
| 2 public bus routes | | |
| long term parking | | |
| humanly 'manageable' | | |
| blend of retail is ideal | | |
| | | |

| |
|--|
| SUMMARY |
| strong community of residents |
| strong community of traders |
| mix of uses is part of the magic – community facilities, banks, offices etc |
| physical environment – easy to meet, safe, walkable |
| how buildings relate to the street |
| how buildings relate to environs |
| genuine community centre with life on the street |
| new development should respect the relationship between buildings & the street |
| eyes on the street |
| relief from a solid wall right up to the footpath but not uniformly applied |
| heritage – something more than 'pure heritage' – is it 'uniqueness'? |
| good design that observes basic principles |

| |
|--|
| |
| |
| |
| |
| |
| GENERAL COMMENTS |
| There's no link between land use & design |
| What era is heritage? |
| Council prioritised open space in 2000 – need to identify opportunities |
| the vision should be 'steady as she goes & more of the same' |
| design is more important than what it is |
| a low density development would be going backwards |
| needs to be more than an eating strip |
| spreading retail development north of Waratah Street will dilute Pako Street? |
| |
| |
| |
| |
| APPROPRIATE USES |
| library should be on the ropeworks site which would allow the existing library to be redeveloped |
| residential |
| nursing home, elderly persons units |
| appropriate mix of strip shopping, open space & residential |