

# Drysdale

## Urban Design Framework

Adopted August 2012



# Drysdale

## Urban Design Framework

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# Part A.

## Urban Design Framework

With the population of Drysdale-Clifton Springs expected to significantly increase over the next 30 years, now is the time to be looking at how the centre can be shaped into the future, ensuring the town centre remains the focal point of the town.



# Introduction

## What is an Urban Design Framework?

Urban Design Frameworks (UDF) are defined within the State Government of Victoria's Practice Note on Urban Design:

**An UDF differs from a strategic plan, or a master plan: it combines the direction-setting and coordination aspects of strategic planning with the detailed and practical design process of a master plan.**

UDFs involve the generation of ideas and the preparation of realistic design concepts based on consultation, research and analysis. Consultation is a key element in the development of a Framework. To ensure community support for the strategic vision and subsequent physical projects, consultation with stakeholders and incorporation of their feedback throughout the process is essential.

## Background to the UDF

In 2006 Hansen Partnership PTY LTD was engaged by the City to prepare a report which investigated the issues and opportunities within the Drysdale Town Centre. The report recognised the need for more detailed analysis and planning to occur before a more definitive concept for the Town Centre could be established.

In preparing this Urban Design Framework the City engaged Beveridge Williams, Design Urban, TTM Consulting, and Urbacity (the consultant team) to conduct a two day workshop (known as an Enquiry by Design) which community groups and key stakeholders including State Government attended. The workshop sought to capture ideas and concepts for the Town Centre. The finding from the workshop form an appendix to this document.

## Why do we need an UDF?

Drysdale Clifton Springs is identified by State Government Policy – Coastal Spaces (2006) as having 'High Growth Capacity'. This direction is further supported by Council's Local Planning Policy Framework where the town is designated as a growth area for the Bellarine Peninsula.

The population of Drysdale Clifton Springs, as identified within the 2010 Structure Plan, is estimated to be 11,041 people. The G21 Regional Growth Plan Background Report reviewed the land supply within Geelong and the surrounding region. The report indicates that Drysdale Clifton Springs has planned population growth for an additional 13,913 people over the next 20-30 years. This would bring the overall population of the township to approximately 24,954 people.

The majority of this growth is expected to occur within the Jetty Road Growth area. Jetty Road is estimated to provide an additional 3300 lots supporting a population of approximately 8000 people.

Economic Analysis prepared by Tim Nott as part of the 2010 Drysdale Clifton Springs Structure Plan Review identified the need for more retail and commercial floor space within Drysdale.

The UDF will investigate how the Town Centre can be developed and shaped into the future to accommodate this identified growth and to ensure the Town Centre remains the focal point within the town for shopping and community activities.

# Introduction

## Vision

To create a vibrant shopping precinct with a distinct village character where the community can shop, work, recreate and socialise.

## Site Context

Drysdale Clifton Springs is located on the northern coastline of the Bellarine Peninsula, approximately 20 kilometres from Geelong. The location of the town in relation to the rest of the municipality and within the Bellarine Peninsula is shown in Figure 1.

The primary entry into the town is from Geelong via Portarlington Road. Portarlington Road becomes High Street and remains the primary route into the Town Centre. The secondary entryways are via Murradoc Road and Collins Street which collect motorists from St Leonards, Indented Head and Portarlington. Other important roads into the town include Wyndham Street and Clifton Springs Road which feed local traffic into the Town Centre. The Drysdale Town Centre is located to the east of the township along High Street.

## Study Area

The Town Centre has developed along High Street and has grown to include industrial land along Murradoc Road to the east and speciality retail along Wyndham Street to the west. The study area also includes the residential land adjacent to the centre. The centre provides for the daily service needs of the township and surrounding townships and contains two supermarkets (a Woolworths and an Aldi), speciality retail, industry, restaurants, offices, banks, real estate agents, residential uses and recreation facilities as well as a number of community facilities. A number of vacant parcels of land are also located within the Town Centre. Figure 2 shows

the study area.

## Objectives of the Drysdale Urban Design Framework

The Drysdale Urban Design Framework (UDF) seeks to improve the functionality of the centre by providing guidance on future growth and development, built form, streetscapes, traffic and pedestrian movements, car parking and land use.

The UDF will provide a vision for how the place might develop, provide flexible design principles and recommend improvements to existing infrastructure and functionality of the town. The UDF will also assist in the assessment of development proposals.

The Urban Design Framework (UDF) will facilitate the development of the Drysdale Town Centre by providing direction in relation to:

- Efficient utilisation of existing business zoned land and maximising site development opportunities.
- Building forms which contribute to a desired heritage and village character
- Access and movement networks including to and from and in and around the Centre (pedestrians, cyclists and vehicles);
- Co-ordinated and efficient parking arrangements on and off street;
- Streetscapes and landscaping to build on the existing street trees and green spaces within the Centre;
- Sustainability for buildings and the public realm in relation to energy efficiency, robustness and ongoing maintenance;
- Defined precinct themes for entry points into the Town Centre; and
- Concepts for key development sites within the Centre.

# Introduction

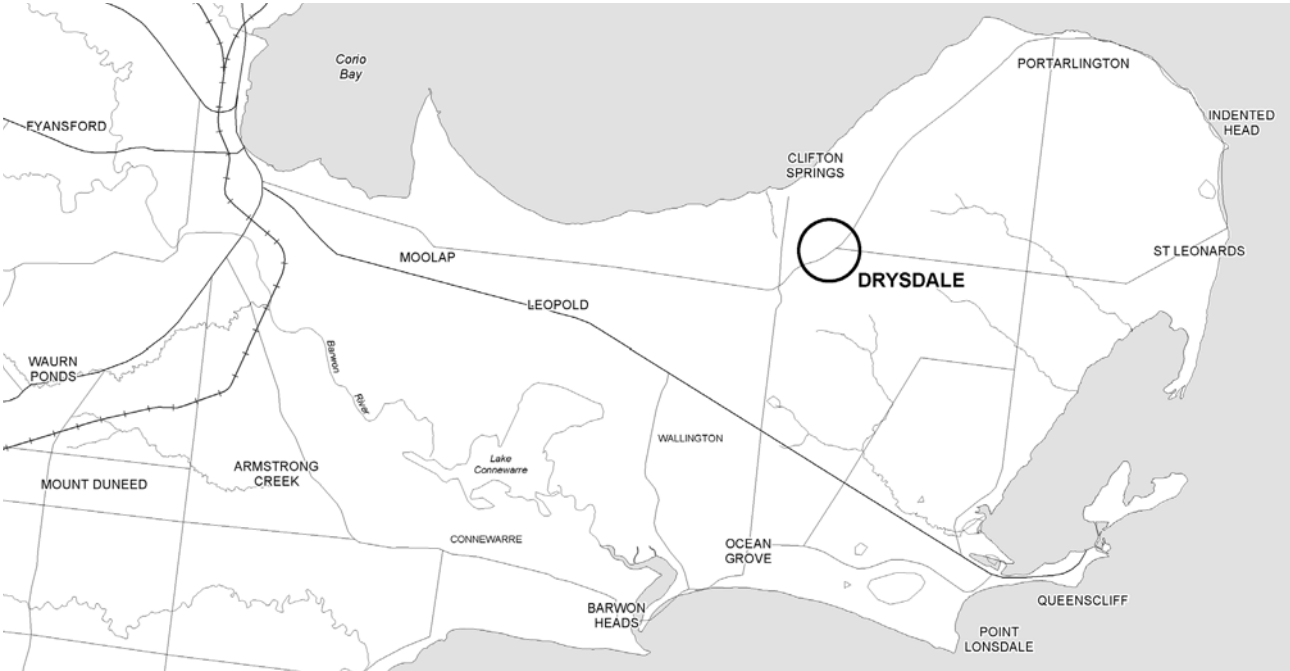


Figure 1 - Location of Drysdale Clifton Springs

# The Urban Design Framework

## The Urban Design Framework

### Precincts

The Town Centre has been divided into 4 distinct precincts, the Town Centre Core, Town Entry South, Town Entry North and Business Corridor (figure 2). Each precinct has been reviewed in the context of 4 key principles:

- Built Form
- Land Use
- Movement and Parking
- Public Realm and Streetscapes

### Key Development Sites

Figure 3 shows the key development sites located within the Town Centre. These sites have the potential to play an important role in shaping the appearance and character of the Town Centre. These sites are:

- The Town Square
- Palmerston Street - Council owned site
- Bowling club- a mixture of private and Council ownership.
- Corner Eversley Street & Palmerston Street
- Murradoc Road north (rear of pub)
- Murradoc Road south - Council Depot

### Established Design Principles

The Enquiry by Design workshop established a set of general design principles. The UDF has considered these principles in the development of concepts and guidelines for the Town Centre. These principles are as follows:

- All new development should maintain the unique village character of Drysdale;
- Existing heritage buildings should be maintained;
- New buildings should respect the qualities and character of

heritage listed buildings;

- New development should respond to existing building materials, proportions and character;
- Development should incorporate a mix of land uses including housing, civic uses, social facilities, commercial and employment premises;
- Encourage low scale development of up to 2 storeys. Higher elements should be set back from the street to maintain a low scale;
- Improve the useability of green spaces by providing improved opportunities for sitting, relaxing, outdoor dining and meeting friends;
- Encourage street tree planting and the construction of footpaths throughout the Town Centre.
- Ensure pedestrian movements take priority over car movements.
- Consolidate parking areas to the rear of buildings and improve connections between car parking areas;
- Reinforce a legible, safe and active public realm by having buildings facing streets (and not car parking areas); and
- Encourage the use of environmental sustainability principles in the design and development of new buildings and landscapes.

# The Urban Design Framework

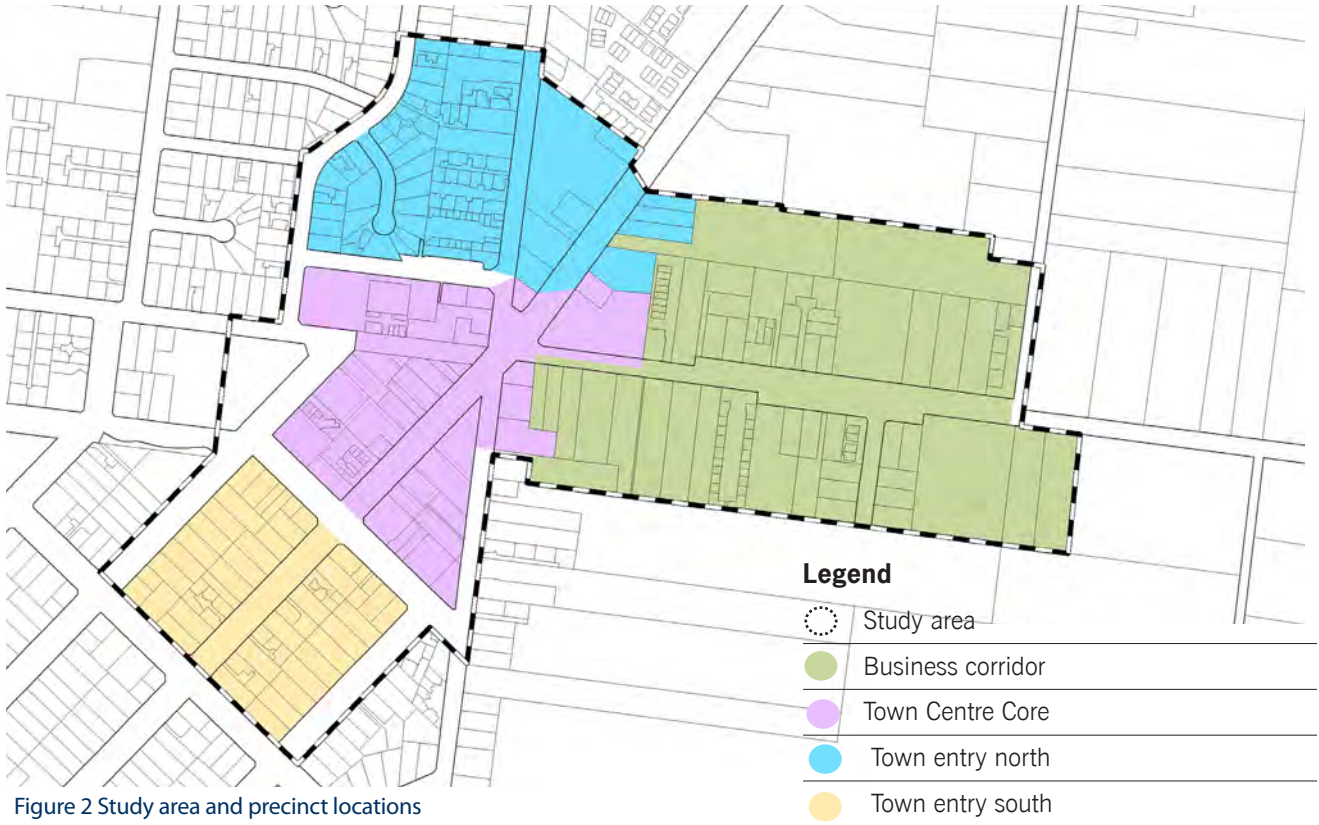


Figure 2 Study area and precinct locations



Figure 3 Key development sites

# The Urban Design Framework

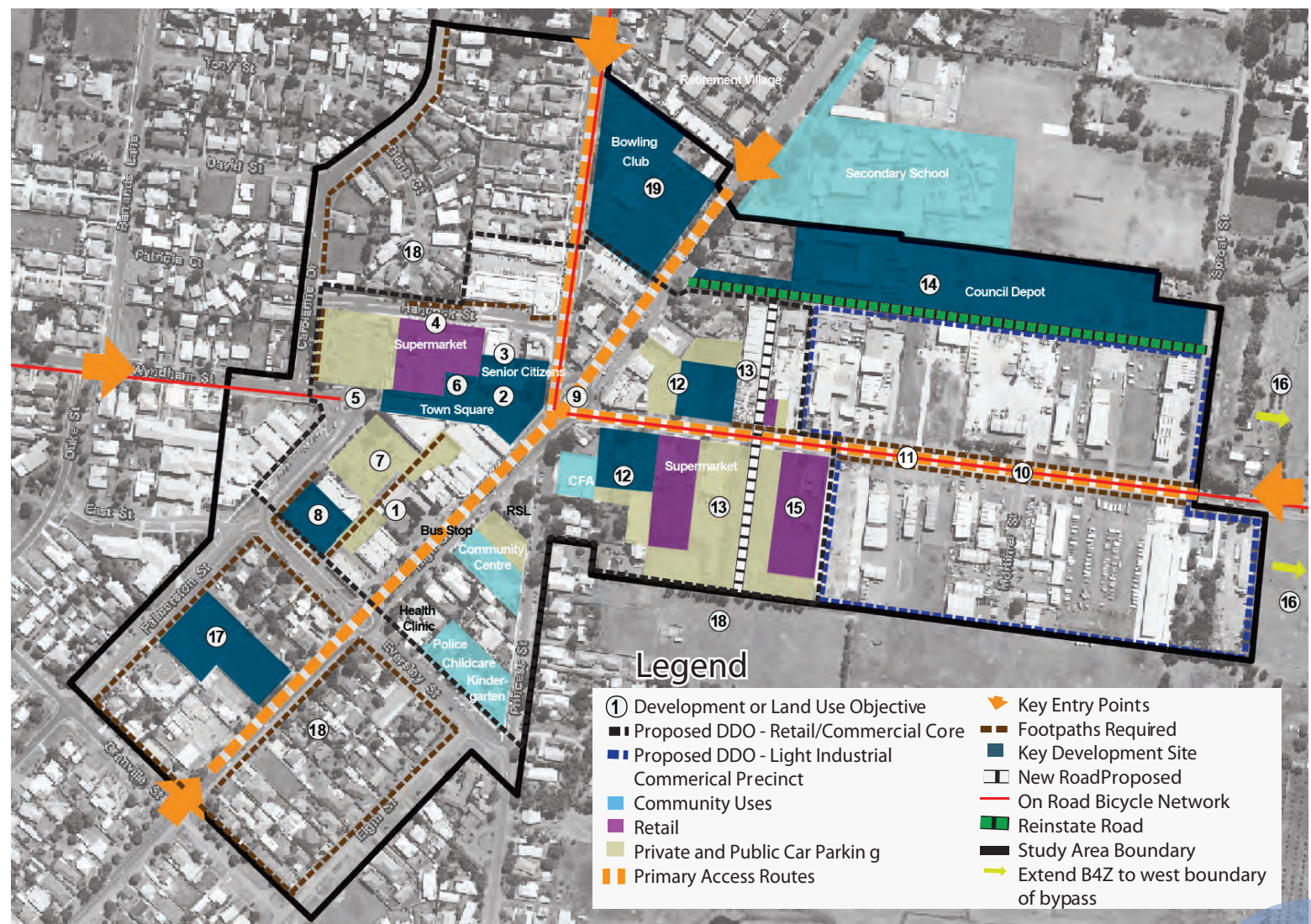
## Key Directions

Following a review of the findings contained within the precincts, key development sites, and the EBD process the UDF proposes a number of changes to the Drysdale Town Centre.

The key recommended changes are:

- Extension of the Business 1 Zoned land along Murradoc Road to allow for specialty retail, a new supermarket and better integration between the existing Aldi Supermarket and the town centre.
- Extension of the Business 4 Zone to the Drysdale Bypass to expand the Drysdale business precinct.
- The retention of the Drysdale Bowling Club in its current location.
- The development of a supermarket on Murradoc Road adjacent to the existing Aldi Supermarket.
- The creation of consolidated parking areas.
- The creation of new road connections linking the Council Depot site and the Central Walk residential development.
- The removal of the round-about and replacement with traffic lights at the High Street and Murradoc Road intersection to facilitate improved vehicle and pedestrian movements.
- The development of foot and bicycle paths consistent with Council's existing strategies.
- The development of a streetscape master plan for Murradoc Road to incorporate street tree planting, road widening and a centre median strip.
- The development of a master plan for the redevelopment of the Town Square.
- The development of a streetscape masterplan for Murradoc Road.

An overall framework plan is shown on the following page. The following chapters detail the analysis and design objectives for each of the precincts and key development sites.



# Drysdale

# Urban Design Framework

No.	Objective
1	Maintain the heritage and village characteristics of High Street while allowing an increase in height and built form up to 3 storeys. Encourage more active uses at ground level including shops and cafes with office and residential uses at the first and second levels.
2	Redevelop the town square to become a focal point and meeting place for the town incorporating landscaping, seating, public art, play space and a public event space.
3	Redevelop the Senior Citizens building into a community building that integrates with and opens up to the town square.
4	Redevelop the north façade of the existing supermarket to incorporate shops and offices to activate Hancock Street and replace the blank wall of the supermarket.
5	Reconfigure the western end of Wyndham Street to improve car park access, provide additional parking spaces and provide a public event space.
6	Opportunity for retail expansion with improved access, activity and connection to the town square.
7	Develop a more formal pedestrian link through the car park area located off Palmerston Street.
8	Encourage development that activates street frontages with development up to 3 storeys. Encourage shared car parking and vehicle access opportunities.

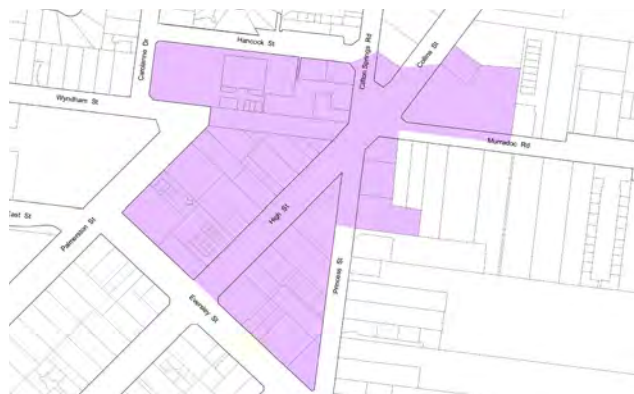
9	Replace the round-about with a signalised intersection.
10	Improve the functionality and appearance of the light industrial/commercial precinct along Murradoc Road.
11	Improve the Murradoc Road streetscape with the introduction of a service road and centre median strip that allows for street planting. Prepare a Streetscape Master Plan.
12	Expand the retail core to incorporate the western end of Murradoc Road including the Aldi Supermarket site. Encourage new retail development fronting Murradoc Road including shops and cafes.
13	Encourage the development of a north-south road connection.
14	Investigate the relocation of the Council depot and future redevelopment opportunities.
15	Support the development of large format retail on this site (supermarket).
16	Support the rezoning of land at the eastern end of Murradoc Road adjoining the Drysdale Bypass to a Business 4 Zone
17	Maximise opportunities to deliver community facilities and services while respecting residential interfaces.
18	Encourage the development of medium density housing around the town centre.
19	Discourage the use of the site for a supermarket.

# The Town Centre Core

## The Town Centre Core

This precinct includes the land bound by Princess, Hancock, Palmerston and Eversley Streets. The precinct includes the majority of the Business 1 Zoned land, the Woolworths supermarket and the town's main car parking area. All properties in this precinct are affected by a heritage overlay (refer to figure 15).

High Street intersects this precinct and is the main thoroughfare through the Town Centre. High Street has a boulevard design with established trees located in a centre median strip. High Street is intersected by two roundabouts the main one being located at the intersection with Murradoc Road and the Town Square. Buildings within the Town Centre are up to two storeys in height with spacing between and around buildings. Many buildings have high heritage value and include a number of public buildings such as various churches, library, banks, court house, and post office. Buildings are typically setback from the main street which has allowed for a significant amount of "green space" and wide footpaths to dominate High Street.



## Opportunities and Constraints

### Vehicle Movement

There is a high number of truck movements along High Street which impacts on the amenity of the town.

The two High Street roundabouts that intersect with Eversley Street and Murradoc Road are typically efficient at moving traffic during off peak times but are less efficient during peak times. During peak times there is a constant flow of traffic along High Street causing delays and increased travel times through the town. The possible replacement of the roundabout at the High St and Murradoc Road intersection with traffic lights will improve traffic flows and pedestrian safety (figures 4 and 5 show existing and proposed changes to the High St and Murradoc Road intersection).



Figure 4 Existing round-about



Figure 5 Signalisation of existing round-about

# The Town Centre Core

## Amenity

The roundabout at the High Street and Murradoc Road intersection is an impediment to improving the amenity, walkability and safety of the town. High Street is the main truck route to the Bellarine Quarry and the Drysdale Resource and Recovery Centre located approximately 5km to the east of Drysdale. The traffic generated by the community, quarry and the tip creates traffic delays at peak times. The removal of the roundabout and its replacement with traffic lights would help to improve the flow of traffic and provide a safe pedestrian environment.

## Character

The character of the Town Centre Core should be maintained and enhanced. The Town Centre Core is characterised by wide streets and footpaths, low scale building heights usually one to two storeys, street trees, numerous heritage listed buildings and spacing between buildings.

## Built Form

Built form within the Town Centre generally consists of heights up to two storeys. There are opportunities within the Town Centre to create first and second storey additions. This would create opportunities for residential and office uses to occur at first and second floor levels where active frontages are not required.

The Town Centre Core has a spacious feel as a result of the generous side and front setbacks and the low scale heights of many of the existing buildings.

There are several entry points into the Town Square. The main north/south entry points are via narrow walkways. The safety of these walkways should be improved.

Blank walls along Hancock Street (figure 6) are uninviting and do not provide good visual surveillance or activity occurring along Hancock Street.

The land located at the western end of Wyndham Street south of the Woolworths Supermarket is underutilised. There is an opportunity to revisit the car parking and roundabout layout to provide improved car parking opportunities and create a larger public realm with better connections through to the Town Square (figure 7).



Figure 6 Blank wall of woolworths supermarket



Figure 7 Western end of town square

# The Town Centre Core

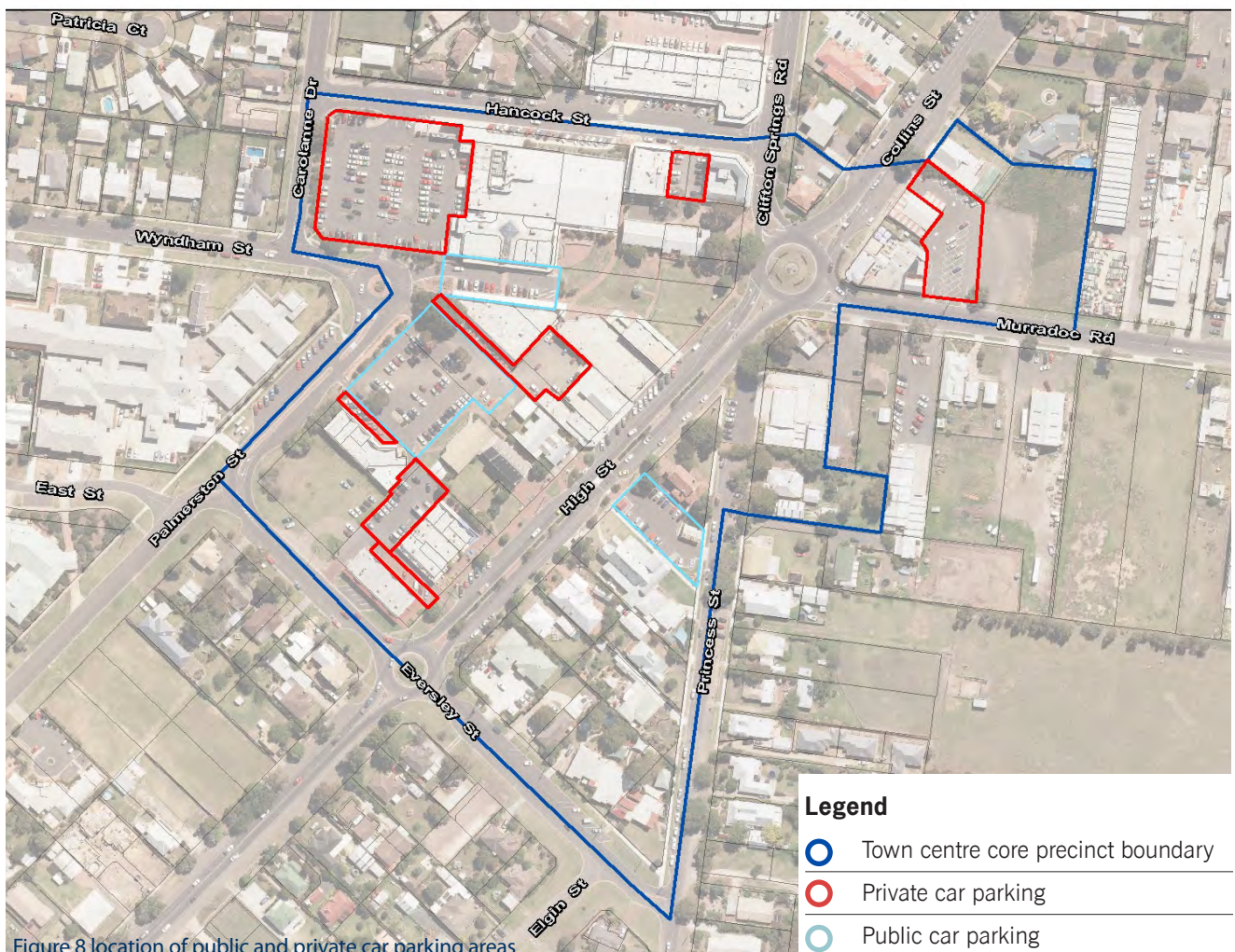
## Car Parking

The are a number of communal car parking locations throughout the town centre (figure 8)

The layout of the car parking areas particularly the spaces off Palmerston Street are ad hoc as a result of land ownership patterns which have created difficulty in driving between the car parking areas.

The redevelopment of sites shown red in Figure 8 would have a significant impact on the availability of car parking within the town centre. However these sites

should not be seen as providing public car parking for the town given they are privately owned and able to be redeveloped.



# The Town Centre Core

## Heritage

The heritage listed buildings shown at Figures 9-14, contribute significantly to the character of the town. The scale and height of these buildings in conjunction with the existing heritage overlays have ensured new development retains generous building setbacks and low scale heights.

There is an opportunity to build on the heritage characteristics of the town.

Individually listed heritage buildings to be protected with scope for redevelopment of other sites within the precinct are shown in Figure 15.



Figure 9 Springdale Community Hall



Figure 12 Old Court House



Figure 10 Old Post Office



Figure 13 Bank



Figure 11 Uniting Church



Figure 14 Drysdale Hotel

# The Town Centre Core



Figure 15 Heritage Overlay locations

# The Town Centre Core

## Pedestrian & cycle links

The difference in levels across the Town Square makes the space difficult to utilise and move through.

The Greater Geelong Cycling Strategy identifies existing and proposed bicycle routes in and around the town centre.

Figure 16 shows that there are a number of gaps in the footpaths linking to the town centre core as well as the location of bicycle paths.

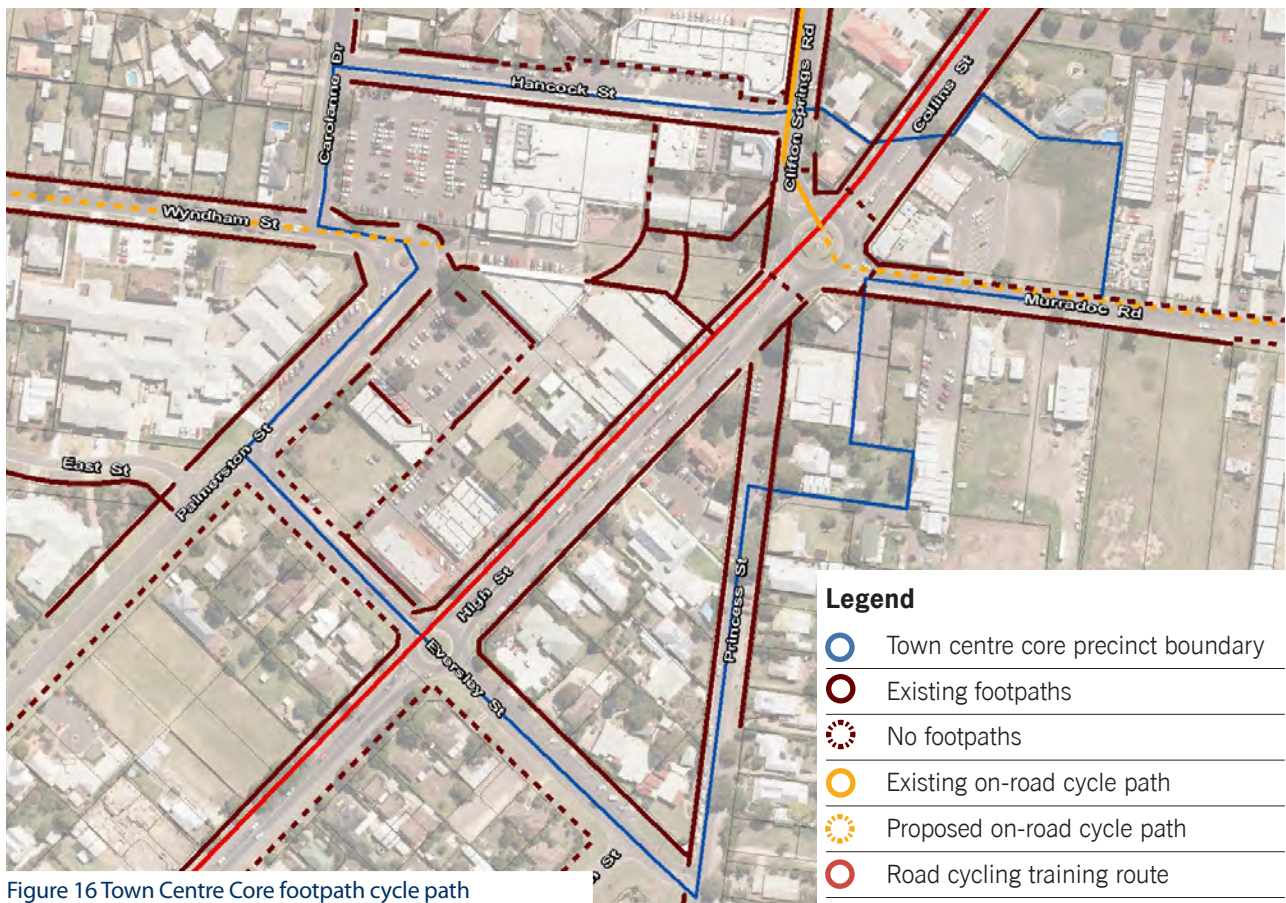
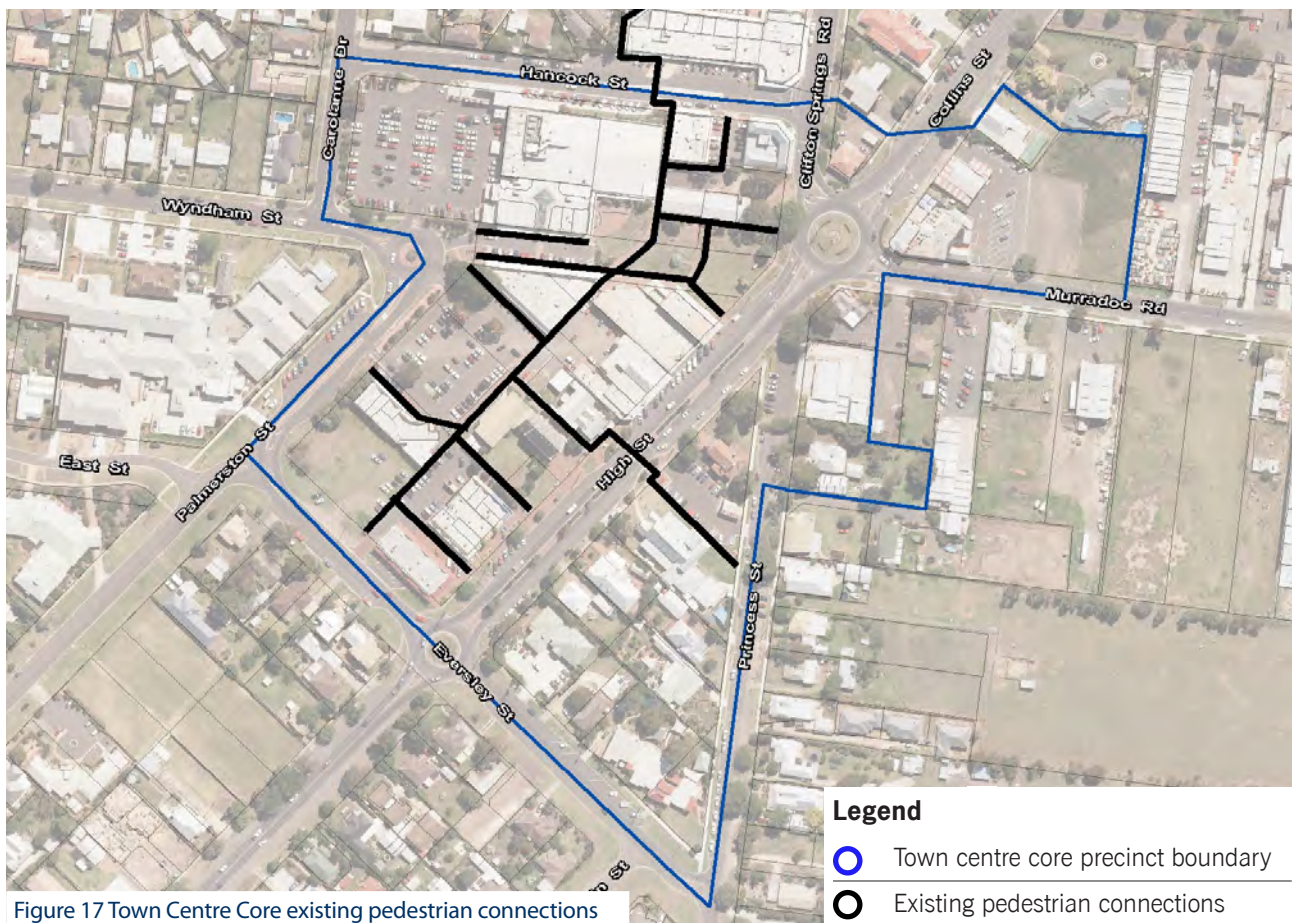


Figure 16 Town Centre Core footpath cycle path

# The Town Centre Core

Figure 17 shows that there are a number of established pedestrian linkages through the town centre. Footpaths connect some of these linkages and others have been formed through car parks by simply being the most direct route to a destination.

New or improved pedestrian linkages should be provided through the town centre. Figure 18 shows potential improvements to existing pedestrian linkages. The linkages could include the construction of new footpaths, lighting and traffic lights. These identified linkages should be protected and maintained as part of any new development.



# The Town Centre Core

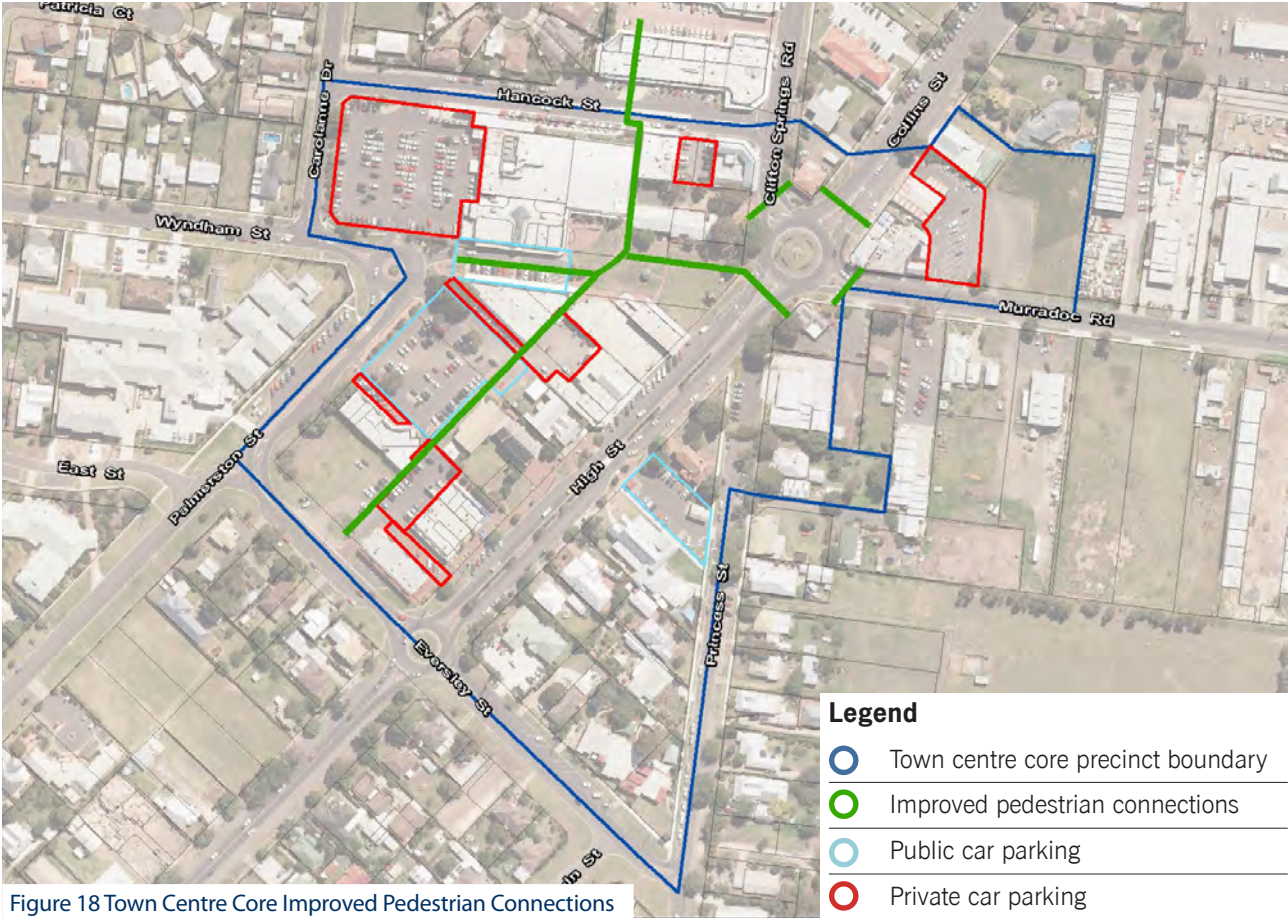


Figure 18 Town Centre Core Improved Pedestrian Connections

## The Town Centre Core

The development of many of the shops have included the use of verandahs and generous side setbacks which have by default created connections through to High Street and the Town Square. See Figure 19

The pedestrian links between the car parking areas off Palmerston Street, the Woolworths supermarket and High Street create perceived unsafe public spaces because there is limited opportunity for surveillance. See Figures 20-21



Figure 19, 26-30 High St Drysdale, showing use of verandahs, parapets, car parking and pedestrians linkages



Figure 20 Uninviting link between Woolworths and senior citizens centre and the town square



Figure 21 Laneway near Woolworths adjacent to Town Square

# The Town Centre Core

## Streetscapes

High Street (figure 22) has an attractive appearance due to the presence of the Dutch Elms located in the central median strip.

Council encourages the retention of existing street trees where possible, however where replacement planting is required Council will use the *Corymbia Ficifolia* (Flowering Gum). These trees are already evident within Drysdale.

No significant streetscape works are required along High Street given its wide footpaths, centre median, and street tree plantings.

There are opportunities to redevelop the Town Square to create better connections through to High Street.

Figure 23 shows a number of easements are located within the town square. These easements may place constraints on the redevelopment of the square.



Figure 22 High Street Drysdale



Figure 23 Easement located within the Town Square

# The Town Centre Core

## Objectives and Guidelines

The opportunities and constraints along with the over arching design principles have informed the development of a series of design concepts and development guidelines that could be used by developers to improve and maintain the town centre core.

### To maintain the character of the township

- All development within the Heritage Overlay must be generally in accordance with Clause 22.14 – Drysdale Commercial Heritage Area Policy.
- Encourage development up to three storeys in height. Third storey elements should be recessive and not visually dominate the streetscape or public realm.
- Encourage contemporary design which is sympathetic to the height, siting and appearance of existing buildings.
- Ensure that new development does not dominate buildings of significant heritage value.
- Encourage the development of verandahs.

### Improve the appearance, usage and accessibility of the town square

- Enhance the role of the town square as the focal point of the town by encouraging;
  - buildings to front the square,
  - opportunities for alfresco dining and public events,
  - improved gradient differences across the entirety of the square to provide improved disability access and visual connections to key features.
  - improved pedestrian connections to the wider town centre
  - all infrastructure to be underground.

### To provide active frontages to all retail premises fronting a road, car park or public space

- New and existing development should create active frontages at ground floor level through the use of glazing and entry and exit points. Activity at ground floor level could include cafe and restaurant uses with opportunities for alfresco dining.
- Encourage office and residential uses on the first and second floors of buildings.

### To improve the layout and functionality of car parking areas

New development should;

- Provide for visual surveillance of car parking areas and adjoining streets
- Provide car parking numbers consistent with the requirements of the planning scheme.
- Ensure safe and legible pedestrian routes are created which link car parking areas to the town centre core.
- Locate the majority of car parking spaces to the side or rear of a site.
- Where ground level car parking doesn't meet planning scheme requirements, new development should consider the use of underground or multilevel car parking.
- Provide opportunities for communal car parking areas on both the east and west sides of the town centre to encourage people to walk to various locations within the town centre and limit the need for vehicles to cross High Street.

Figure 24 shows the opportunities to consolidate car parking areas on the eastern and western sides of the town centre.



Figure 24 Opportunities for consolidated car parking areas on the eastern and western sides of the town centre

## The Town Centre Core

To identify and create safe bicycle and pedestrian routes through the town centre core

- New development fronting existing or identified pedestrian routes should be designed to prevent them becoming long, narrow and overshadowed.
- Provide entrance doors or windows to buildings fronting pedestrian routes to improve visual surveillance, safety and increased activity.
- Provide safe bicycle and pedestrian connections between the east and west sides of High Street including connections through to Murradoc Road, through the appropriate use of footpaths, signage, line marking and traffic signals.

Figure 25 shows the overall design concept for the Town Centre Core.

To encourage two and three storey built form, particularly along High Street and adjacent to the town square for office and residential uses

- Encourage development up to three storeys in height. Third storey elements should be recessive and not visually dominate the streetscape or public realm.

To enhance the appearance of the town centre and surrounding streetscapes

- Provide landscaping within the precinct including the use of street trees, surface treatments and street furniture consistent with any current City of Greater Geelong Guidelines
- Locate signage at the entry points to the town centre core directing people to places of interest and car parking locations.
- Ensure new development provides opportunities for landscaping adjacent to public spaces.
- To encourage the development of art within the public realm.



Figure 25 Town Centre Core concept incorporating improved town square, additional commercial floor space, traffic lights and improved public spaces

# The Town Centre Core

To improve the safety and efficiency of pedestrian and traffic movement throughout the town

- Improve the layout and functionality of the Council owned car parking area located off Palmerston Street by creating defined pedestrian routes, legible connections through to adjacent car parking areas and the town centre core.
- Provide lighting within the public realm.

Figure 26 is an artists impression of High Street based on the established design principles for the town centre core.

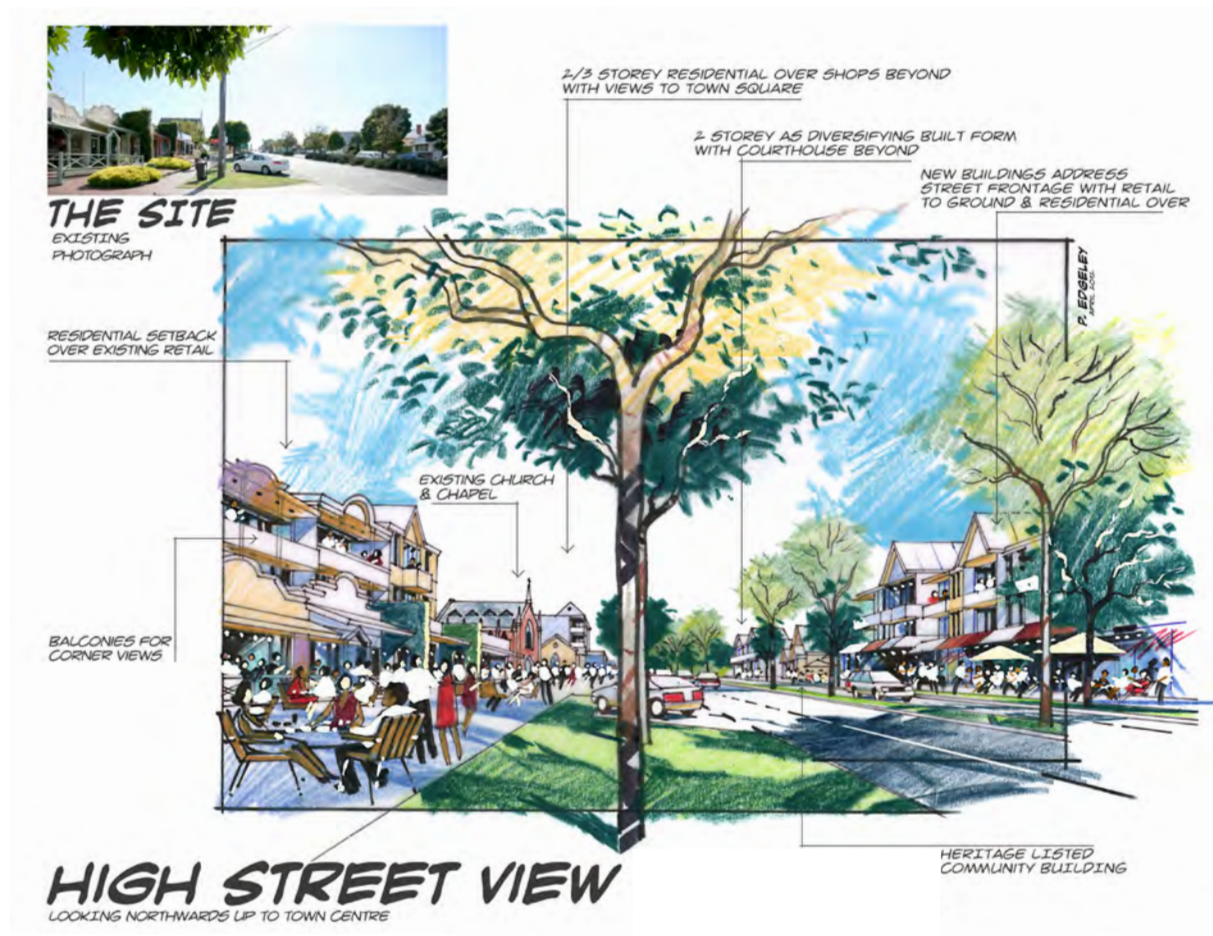


Figure 26 Vision for High Street, Drysdale

# The Town Entry South



The Town Entry South Precinct is bound by Eversley, Palmerston, Granville and Elgin Streets. High Street bisects the middle of the precinct. The precinct is predominately residential in nature with housing stock including Californian bungalows from the 1950s and 60s through to more modern and contemporary design including a number of multi dwelling sites. The precinct forms the southern boundary of the town centre and directly abuts the Business 1 Zoned land located in the Town Centre Core. The area includes a significant amount of Council owned land at 38-40 High Street. This site consists of 5 parcels of land and has frontage to both High and Palmerston Streets.

The site has significant development potential and has been identified by Council as the site of an early years/ community facility. The site is shown in Figure 28.

High Street in this location has a single carriage way in each direction until the roundabout at the intersection of Eversley and High Streets.

## Opportunities and Constraints

### Residential and Business Interface

The interface between the residential and business zoned land on either side of Eversley Street should be considered as sites are developed or redeveloped.

The area will remain predominately residential in nature but continue to allow for non residential uses that do not significantly impact on the amenity of the surrounding area.



Figure 27 Town Entry South Footpath & Cyclepath

# The Town Entry South

## Pedestrian links

There are a lack of footpaths within the area making it difficult for pedestrians to access the town centre. Figure 27 shows the limited footpaths in this precinct.



Figure 28 38-40 High Street

## Objectives and Guidelines

The opportunities and constraints along with the over arching design principles have informed the development of a series of development guidelines that could be used to improve and maintain the Town Entry South Precinct.

### To maintain the residential character of the area

- Ensure the development of the Council site maximises the opportunity to deliver community services and facilities while having regard to residential interfaces.
- Encourage the development of medium density housing on sites within 400m of the town centre consistent with the Housing Diversity Strategy.
- Ensure that the location of car parking areas on the Council site do not dominate the streetscape
- Provide landscaping within the precinct including street trees, surface treatments and street furniture consistent with City of Greater Geelong Guidelines

### To manage the interface between residential and non residential uses

- Where there is adjacent residential and non residential development ensure:
  - There is a transition in height between buildings
  - Non residential development does not overlook or overshadow the open space or habitable room windows of residential development
  - That the materials used in the development are sympathetic to those used on established buildings.
  - That the design and layout of new buildings consider acoustic measures to limit the transmission of noise.

### To improve pedestrian connections into the Town Centre

- Provide footpaths to all street frontages.

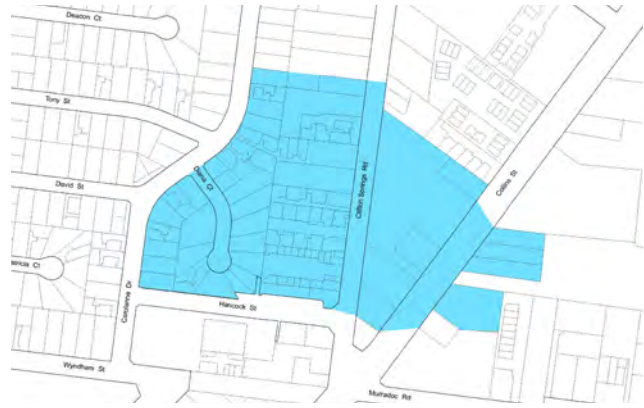
# The Town Entry North

The Town Entry North precinct is located to the north of the town centre core and is bound by the northern side of Hancock Street, eastern side of Carolanne Drive, land south of No. 34 Carolanne Drive and 35-41 Clifton Springs Road, the Bowling Club at 19-29 Collins Street and properties on the eastern side of Collins Street. The precinct contains both Business 1 and Residential Zoned land.

Shops are located on the corner of Hancock Street and Clifton Springs Road. These shops have frontage to Hancock Street, Clifton Springs Road as well as their own internal road which is used for car parking. Existing uses include the Council customer service centre and library, hairdresser, bank, pharmacy and post office. To the rear of these buildings is medium density housing and traditional residential development beyond that.

The precinct also includes the bowls club site which is owned by Council and by the Bowling Club. The site is approximately 1.1 hectares in area and is identified within the current Drysdale Clifton Springs Structure Plan as a possible supermarket site subject to further review. The UDF findings do not support the development of a supermarket on the bowls club site. The directions for the bowls club are detailed on page 40 and further explored in Part B on page 53.

There is residential land located on the east side of Collins Street as well as the Drysdale Hotel and a large vacant site fronting Murradoc Road which is partially used for car parking for the hotel.



## Opportunities and Constraints

### Pedestrian Links

The shops on the corner of Hancock Street and Clifton Springs Road are isolated from the Town Centre Core due to their inward facing design and lack of clear pedestrian connections

There are poor and unsafe pedestrian connections across Clifton Springs Road and Collins Street. These streets provide access to the Bowling Club and the Christian College. Figure 29 shows the location of footpaths within the precinct

### Land Use

There is an opportunity to redevelop the land at the rear of the Drysdale Hotel for commercial purposes.

### Built Form

The residential subdivision pattern abutting the northern side of Hancock Street has been designed to have back fences fronting the commercial area. This has limited the opportunities for surveillance of the Woolworths supermarket car park after hours and the shops along Hancock Street.

# The Town Entry North

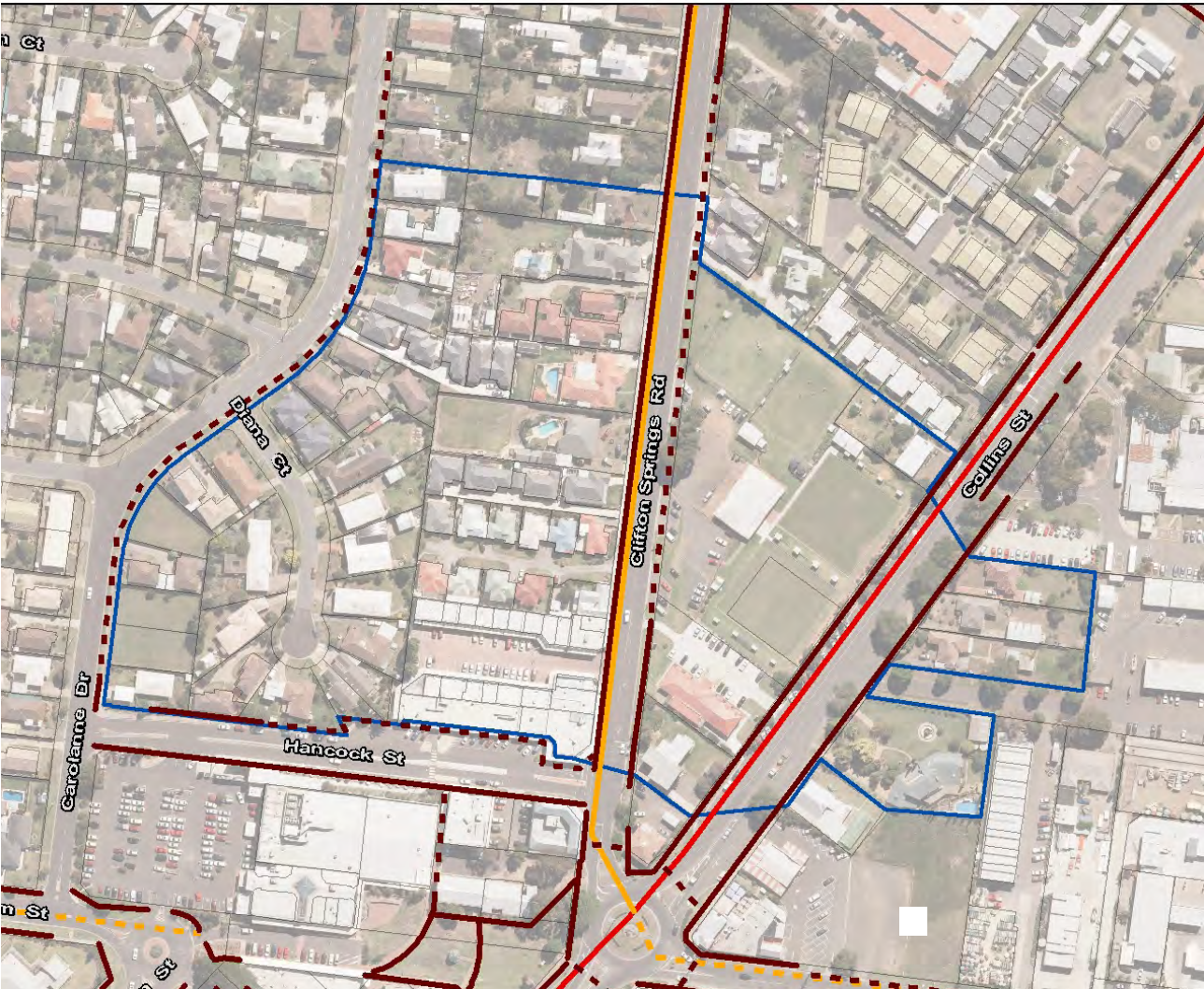


Figure 29 Town Entry North Footpath & Cycle path Locations

- Legend**
- ⊙ Town entry north precinct boundary
  - ⊙ Existing footpaths
  - ⊙ No footpaths
  - ⊙ Existing on-road cycle path
  - ⊙ Proposed on-road cycle path
  - ⊙ Road cycling training route

# The Town Entry North

## Objectives and Guidelines

These opportunities and constraints along with the over arching design principles have informed the development of guidelines that could be used to improve and maintain the Town Entry North.

### To maintain the residential character of the area

- In commercial areas allow development up to three stories in height where the scale, siting and height of buildings are in keeping with the established character of the area.
- Encourage the development of medium density housing on sites within 400m of the town centre consistent with the Housing Diversity Strategy.
- Ensure that the location of car parking areas do not dominate the streetscape

### To improve pedestrian and bicycle connections into the Town Centre

- Provide footpaths along all street frontages.
- Provide a clearly defined pedestrian route to the shops at 19-21 Clifton Springs Road.
- Provide bicycle connections in accordance with the Greater Geelong Cycling Strategy.

### To manage the interface between residential and business uses

- Where there is adjacent residential and commercial development ensure:
  - There is a transition in height between buildings
  - Commercial development does not overlook or overshadow the open space or habitable room windows of residential development
  - That materials used in developments are sympathetic to those used on established buildings.
  - The design and layout of new buildings consider acoustic measures to limit the transmission of noise.
  - The design of buildings provides for surveillance of the adjacent public realm
- Ensure new development provides active frontages to adjoining streets including the use of glazing and entry and exit points.

### To encourage a landscape theme for the town entry north and surrounding streetscapes

- Provide landscaping within the precinct including street trees, surface treatments and street furniture consistent with City of Greater Geelong Guidelines

## Business Corridor

The business corridor includes all the Business 4 Zoned land fronting Murradoc Road and Mortimer Street as well as the Council owned depot site which is accessed from Collins Street. It also includes the Aldi supermarket site and Business 1 Zoned land abutting the Murradoc Road round-about. Murradoc Road consists of a number of established bulky goods businesses as well as a large amount of vacant or underutilised land. An Aldi Supermarket has recently been constructed at the western end of Murradoc Road. Current land uses along Murradoc Road include a concrete batching plant, storage units, seafood supplier and mechanics. Murradoc Road provides access through to St Leonards and is likely to become a main entry point into the township once the Drysdale bypass is constructed. VicRoads have advised that construction of the Drysdale Bypass is at least 10 years from being implemented.

Murradoc Road contains a single carriage way in each direction with informal kerb and channelling and very few street trees (figure 30). There are no footpaths along the majority of Murradoc Road and limited connections through to the Central Walk residential development. An on road cycling path is proposed along Murradoc Road. Over a number of years Council has been negotiating



with developers, to acquire approximately 12 metres of land from each side of Murradoc Road to allow for future road widening and the development of service lanes.

### Opportunities and Constraints

#### Built Form

Guidelines for future development along Murradoc Road should be developed to encourage a consistent character and improve the visual appearance of the street given its future role as a key entry point into the town.

#### Streetscapes

Murradoc Road has limited visual appeal and has been developed in an ad hoc manner with inconsistent building setbacks, kerb and channel and limited planting.

Murradoc Road will become a key entry point into the town when the Drysdale Bypass is constructed (figure 31).

As land was developed along Murradoc Road Council entered into section 173 agreements or negotiated with developers to allow for future road widening to occur.



Figure 30 - Murradoc Road

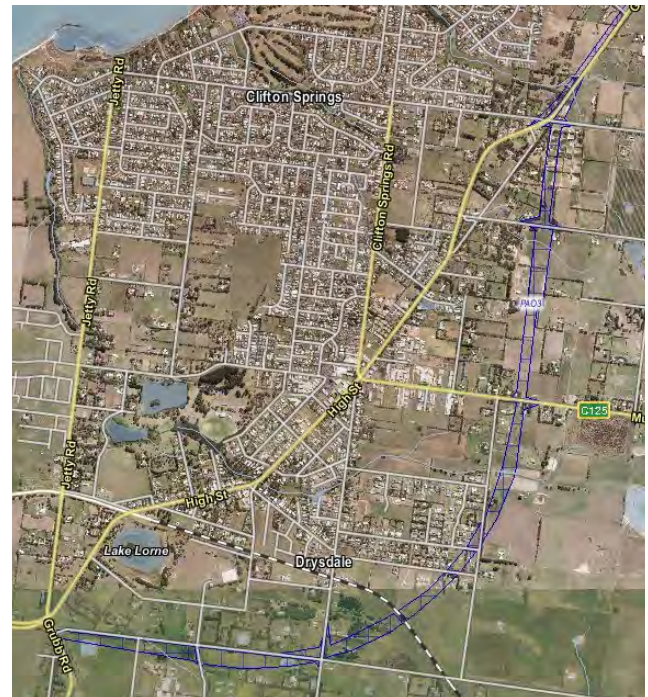


Figure 31 Drysdale bypass and public acquisition overlay

# Business Corridor

Figure 32 shows that there are significant gaps in the footpaths connecting Murradoc Road through to the Town Centre Core.

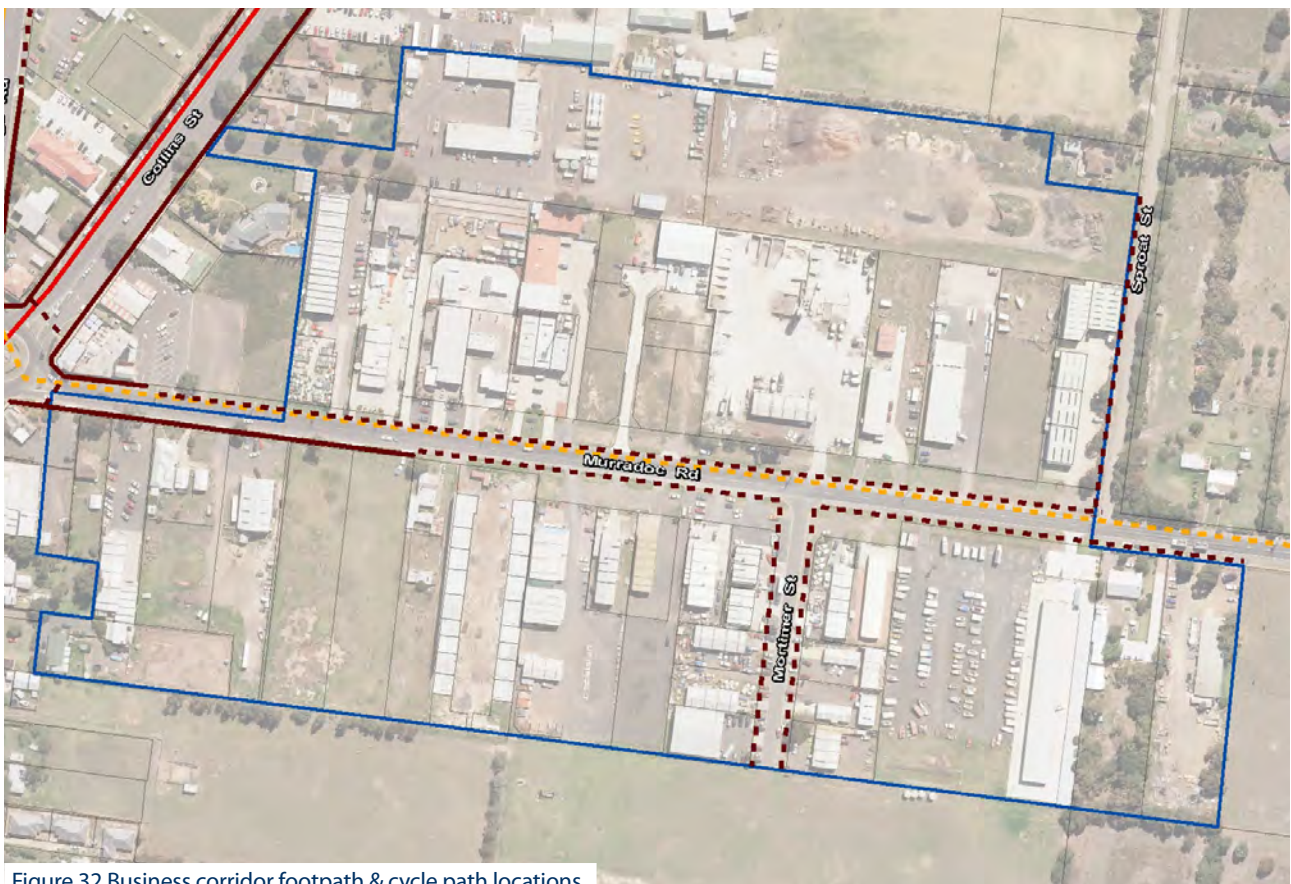








Figure 32 Business corridor footpath & cycle path locations

## Legend

-  Business Corridor precinct boundary
-  Existing footpaths
-  No footpaths
-  Existing on-road cycle path
-  Proposed on-road cycle path
-  Road cycling training route

# Business Corridor

## Land Use

The construction of the Aldi supermarket has created an opportunity to improve connections between Murradoc Road and the town centre core.

Land at the eastern end of Murradoc Road between the Business 4 Zone and the proposed bypass is currently zoned Farming. The extension of the Business 1 Zoned land along Murradoc Road has resulted in the loss of Business 4 Zoned land. With the growth of Drysdale expected to continue, provision should be made to expand the Business 4 Zone area. It is recommended that the land located between the Business 4 Zone and the start of the Drysdale Bypass be rezoned to Business 4 Zone.

There are a number of underutilised sites along Murradoc Road that have development potential.

There is a new residential subdivision (Central Walk) abutting properties on the southern side of Murradoc Road. Design guidelines should consider protecting the long term viability of existing businesses and the future amenity of new residential development.

## Water Sensitive Urban Design (WSUD)

Stormwater run off from Murradoc Road eventually makes its way to Lake Lorne at the southern entry to Drysdale. This untreated stormwater has had an impact on the water quality of the lake. Stormwater treatment facilities should be incorporated into any new development to improve the water quality of the lake.

Figure 33 shows a possible design concept for Murradoc Road

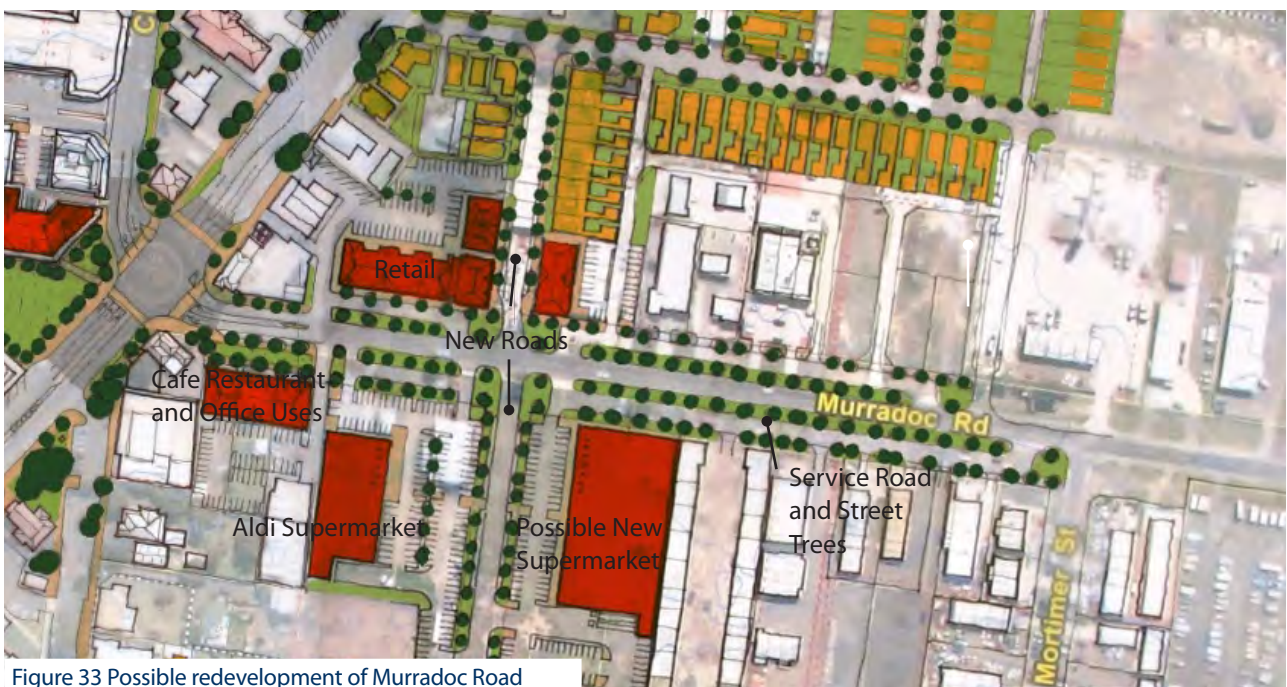


Figure 33 Possible redevelopment of Murradoc Road

# Business Corridor

## Objectives and Guidelines

These opportunities and constraints along with the over arching design principles have informed the development of a series of design concepts and development guidelines that could be used to improve and maintain the Business Corridor.

### To improve the appearance and presentation of buildings and the streetscape

- Encourage development with a consistent front setback to Murradoc Road
- Create opportunities for landscaping within the front and side of buildings
- Provide car parking at the front and side of buildings
- Ensure goods and materials are not visible from the street.
- Ensure car parking spaces are constructed with an all weather seal coat.
- Provide landscaping within the precinct including street trees, surface treatments and street furniture consistent with City of Greater Geelong Guidelines
- Avoid the use of blank walls where walls are visible from residential areas and the street.

### To manage the interface between residential and business uses

- Ensure the height and setback of commercial buildings has regard for the location of sensitive land uses including their solar access.
- Ensure the design and layout of new buildings considers acoustic measures to limit the transmission of noise.
- Discourage noise and odour emitting uses from establishing within close proximity to sensitive land uses.

### To ensure the design and layout of new buildings allows for future road widening

- Require buildings to be setback a minimum of 12 metres from Murradoc Road to allow for future road widening and the construction of a service road.
- Limit the amount of car parking provided on any land designated for future road widening purposes to ensure new uses have a sufficient number of car parking spaces available on site in the long term.

### To improve the connections between Murradoc Road and the Town Centre Core

- Provide pedestrian linkages between residential and business zoned land
- Footpaths should be provided along street frontages of all new developments.
- Identify appropriate locations for signage which will direct the community to places of interest within the town centre.
- Encourage restaurant and alfresco dining opportunities on the Business 1 Zoned land fronting Murradoc Road.
- Encourage the development of a full line Supermarket along Murradoc Road close to the town centre core.

### To improve the quality of stormwater

- Ensure new developments incorporate Water Sensitive Urban Design treatments to improve water quality outcomes. These may include gross pollutant traps, porous paving, oil and grease separators, swales, buffer strips, bioretention and infiltration systems.
- Ensure WSUD mechanisms are implemented in street upgrades in order to improve water quality outcomes.

### To improve bicycle connections

- Provide bicycle connections in accordance with the Greater Geelong Cycling Strategy

## Key Development Sites



The Drysdale Town Centre has a number of key development sites which have the ability to improve linkages within the town as well as provide a range of improved services for residents of both Drysdale and Clifton Springs. These sites were discussed during the EBD workshop and a set of guidelines and principles were developed for each site to help guide future development.

### The Town Square

The Town Square is located in the centre of the study area and is a key development site which has the potential to provide a meeting place and focal point for the town. The Town Square has the potential to link the eastern and western sides of the town. The Town Square provides a public meeting space for the community but is underutilised because of its lack of seating, changing surface levels and lack of opportunity for interaction and socialising.

The town square was created by the closure of Wyndham Street between Palmerston Street and High Street. This area has been landscaped with a pavilion centrally located.

Many of the buildings which surround the square have a poor relationship to the square with varying levels, landscaping and poor building design reducing the amount of activity on the edge of the square. Several parking re-configuration attempts have been made in the remnant Wyndham Street. There is an opportunity to re-configure this space to provide a public event space, car parking and improved access to the supermarket.

There are a number of key land holders that can influence the functionality of the square. These include the owner of the Woolworths supermarket site, existing shop owners and Council. Both Woolworths and Council have indicated a desire to redevelop their respective sites. There are also a number of easements affecting the square these include electricity, water, various carriage ways, sewer and telephone.

It is important that any redevelopment abutting the town square is carried out in a way that enhances the functionality and appearance of the square. There are a number of key land uses abutting the square which if redeveloped have the potential to transform the square.

### Woolworths site

The operators of the existing Woolworths supermarket have indicated a need and desire to expand. A possible option would be to expand into the internal arcade and provide speciality shops fronting directly onto the square. These could be at the same level as the square which would help activate the square more effectively than the current lower level cafés which open onto a lower level amphitheatre.

### Hancock Street

Hancock Street has a number of speciality shops located towards the eastern end of the street. The remainder of the street consists of rear fencing of residential properties, the Woolworths car park and a blank northern wall of the supermarket. There is an opportunity to activate the western end of Hancock Street by encouraging the development of offices and shops along the northern boundary of the supermarket fronting the street.

### Senior Citizens building

Council has identified an opportunity to redevelop the existing senior citizens building within the town square into a community building accommodating the existing activities and programs occurring at this site. The site could also be expanded to include community and civic spaces. The new building could be reconfigured to provide a more engaging interface including improved pedestrian footpaths leading to the square.

## Key Development Sites

### Public Art

There is a lack of visually interesting features within the square. The existing pavilion does little to attract the community to the square or to encourage people to stay in the square for long periods of time. Public art and/or a children's play space could be provided within the square to make the square a destination rather than a walkway (figure 34). These features don't have to include traditional ideas and concepts but could include a combination of features that encourage spontaneous play by people of all ages for example seating, sculptures, rocks, water features, lighting, items that can be moved, items that can make sounds. Public art elements should be developed in line with Council's Public Art Strategy.

### Western End of Town Square

The western end of the town square consists of three disabled car parking spaces, an entrance into the Woolworths supermarket, speciality shops and a large asphalt area. The use of this space for car parking significantly impacts on its connectivity with the remainder of the square. There is an opportunity to redevelop the space to improve the car parking layout, access to shops and the remainder of the square.



Figure 34 Example of cognitive play at Geelong Play Space, Eastern Park - City of Greater Geelong Play Strategy

# Key Development Sites

## Objectives

### To improve the appearance and presentation of the Town Square

- New development should have active frontages to the square
- First and second storey development should provide visual surveillance of the square
- New development should be of a contemporary design but sympathetic to the heritage characteristic of the town centre through the use of parapets, roof design, heights and setbacks.

### To retain the town square as the focal point of the town

- Provide public seating and lighting within the square
- Provide deciduous trees adjacent to seating which would encourage people to visit the town square for a longer period of time.
- Provide visual interest to the square through the use of public art.
- Create a meeting place for the public by providing café and restaurant uses.
- Encourage the development of a large paved plaza within the Town Square where public events could occur.

### To increase the level of activity occurring within and around the town square

- Encourage the redevelopment of the supermarket so that pedestrian access to the supermarket and shops can be provided at grade to the Town Square.
- Ensure that the redevelopment of the supermarket site creates new speciality shops that have primary access via the town square.
- Reconfigure the western end of the Town Square to create an open paved plaza where public events could occur
- Encourage the development of speciality shops and offices along the northern boundary of the supermarket site fronting Hancock Street.
- Encourage café and restaurant uses within the town square
- Encourage the redevelopment of the senior citizens building to include public meeting spaces and a new library which opens up to the square.

### To ensure the town square is easily accessible to all members of the community

- Reduce the gradient of the square so that the use of ramps is minimised and visual connections can be achieved between the eastern and western end of the square.
- Provide footpaths within the town square which provide access through the square and direct pedestrians to nearby shops and pedestrian linkages.

### To improve linkages to and from the town square

- Provide lighting and wayfinding signage directing pedestrians to places of interest within and adjacent to the town square.

Figure 35 shows a concept for the development of the town square

Figure 36 shows a concept for the redevelopment of the western end of the town square

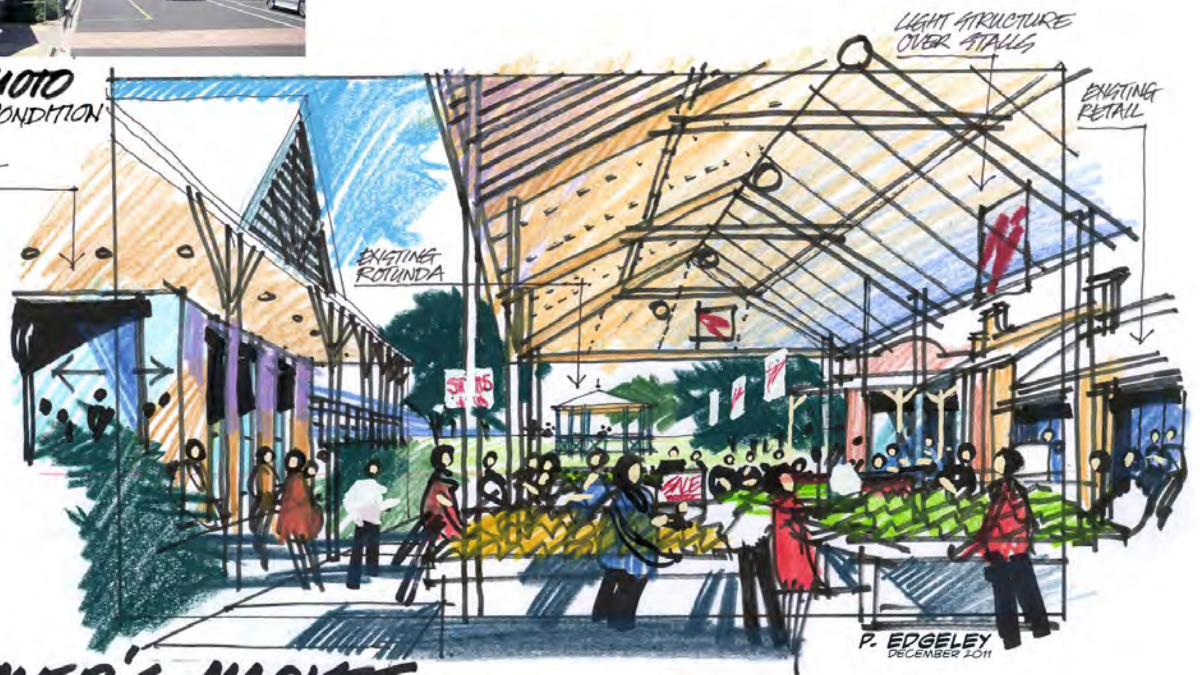
# Key Development Sites



# Key Development Sites



**THE PHOTO**  
EXISTING CONDITION  
ENTRY TO SUPERMARKET



**FARMER'S MARKET**  
LOOKING EASTWARDS FROM WYNDHAM STREET

Figure 36 Concept for the western end of the town square

## Key Development Sites



### 38- 40 High Street

This key development site is located at 38-40 High Street and is owned by Council. The site has an area of approximately 5,000 square metres and frontage to both Palmerston and High Streets. The site has significant development potential and has been identified by Council as a potential site for an early years/community facility which could also include shared facilities with Bellarine Community Health. Concepts are yet to be developed for the site.

### Objectives

Any design concepts for the site should consider the following;

#### To protect the established residential character of the area

- New development should maximise opportunities for active frontages to adjoining streets
- New development should be of a contemporary design.
- The siting of buildings should not overshadow or overlook windows and open space on adjoining residential properties.
- Car parking should not dominate the streetscape
- Street trees should be provided adjacent to the site.
- Landscaping should be provided throughout the site.

#### To improve pedestrian connections

- Footpaths should link the site to adjacent residential properties and the town centre.



### Bowling Club - 19-29 Collins Street

The Bowling Club site is located at 19-29 Collins Street Drysdale. The site has a triangular shape and an area of 1.1 hectares. Approximately 1 hectare of the site is owned by Council with the remainder owned by the Bowling Club. The site is one of only a few large parcels of land located within close proximity to the town centre.

The site is identified as a possible supermarket site in the 2010 Drysdale Clifton Springs Structure Plan subject to further review. A more detailed investigation revealed this site was not suitable for the development of a full line supermarket that could meet the desired design principles. The shape and size of the site does not allow for the provision of adequate car parking and active frontages to both adjoining streets and results in a poor interface with adjoining residential properties. Figure 37 shows the difficulty in developing a supermarket on the site.

It is recommended that the bowling club remain on its current site, as the site is not capable of accommodating a full line supermarket.



Figure 37 Supermarket development on the bowling club site

## Key Development Sites

### 1-5 Eversley Street (corner of Palmerston Street)

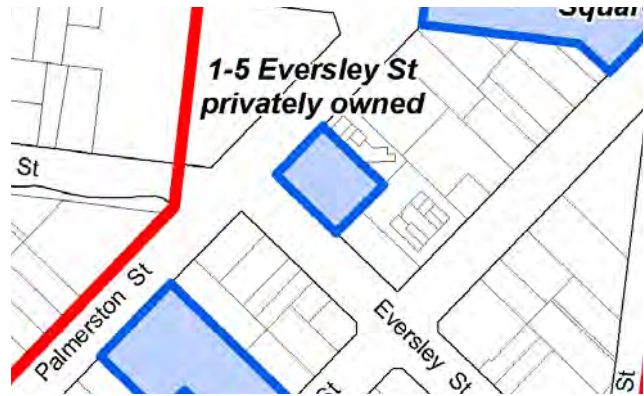
This site is located on the corner of Eversley and Palmerston Street and is privately owned. The site has an area of 2024 square metres and is vacant. The site is currently used for informal car parking. The site forms a critical edge to the town centre core and creates an opportunity to connect the southern end of the town centre to the main shopping strip along High Street.

#### Objectives

Any design concepts for the site should consider the following

##### To create active street frontages

- Ensure active frontages are created where development abuts a street.
- Encourage development up to 3 stories in height. Encourage office and residential uses on the first and second floors.



To manage the interface between residential and business uses

- Ensure new buildings limit the transmission of noise into and out of the building.

To improve existing pedestrian connections

- Construct footpaths along all street frontages.
- New buildings should front or have access to identified pedestrian linkages.

To improve access to car parking areas

- Car parking should be located at the side or rear of buildings.
- Ensure access to car parking is accessible from either Eversley or Palmerston Streets.
- Encourage on street car parking along Eversley Street
- Encourage consolidation of vehicle access points with adjoining sites to maximise development opportunities.

Figure 38 shows a possible concept for the Eversley Street site.

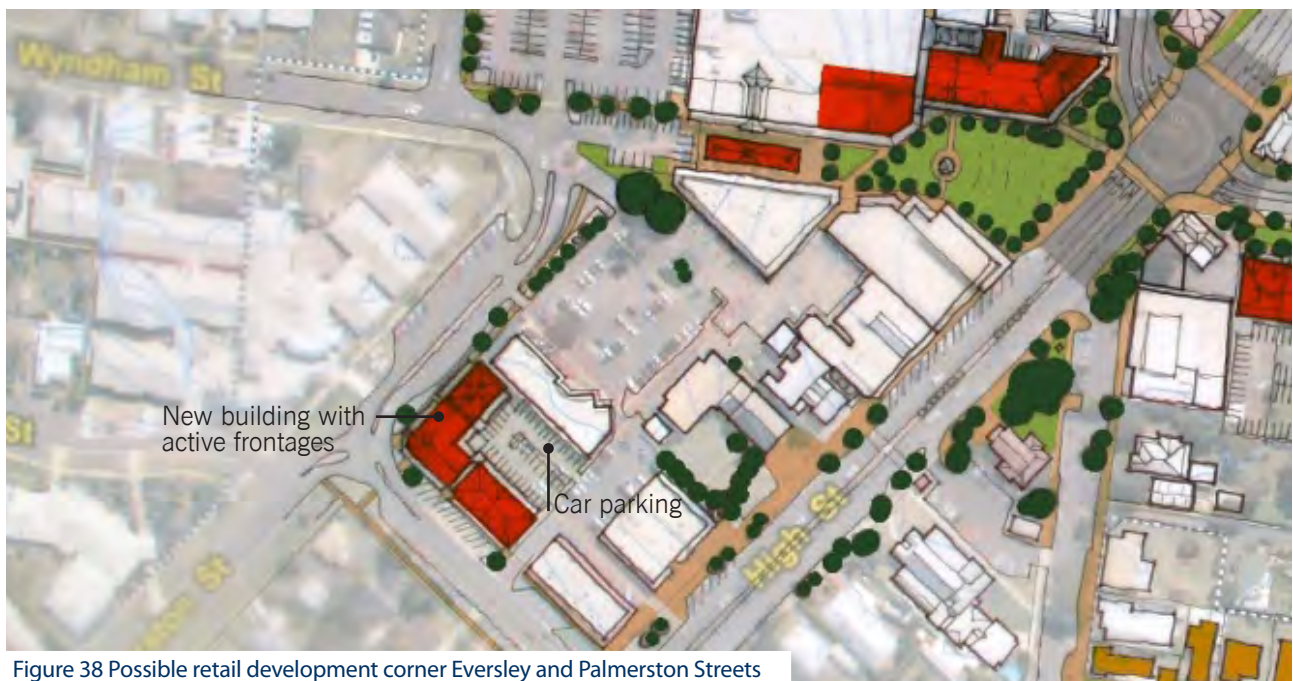
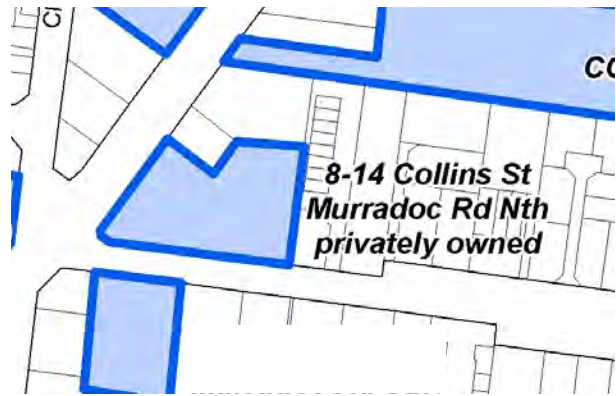


Figure 38 Possible retail development corner Eversley and Palmerston Streets

## Key Development Sites



### Murradoc Road North - 8-14 Collins Street (rear of pub)

The Drysdale Hotel is located at 8-14 Collins Street Drysdale, at the junction of Murradoc Road, Collins and High Streets. The hotel occupies a large parcel of land with an area of 6141 square metres. The site is heritage listed. The hotel occupies the south west corner of the site with the remainder of the site used for informal car parking. The site is zoned Business 4. The size and location of the site make it suitable for redevelopment.

Long term there is a need to create more Business 1 Zoned land within Drysdale. The proximity of this site to the town centre and the Aldi supermarket make this site a suitable extension of the town centre. The site should be rezoned to Business 1 to allow for office and speciality retail uses.

### Objectives

#### To create active street frontages

- Ensure new development directly abuts any adjoining road frontage.
- Encourage development up to 3 stories in height.
- Encourage office uses on the first and second floors.

#### Improve the appearance of Murradoc Road

- Require buildings to be setback 12 metres from Murradoc Road to allow for future road widening and the construction of a service road.
- Provide street trees in accordance with the current City of Greater Geelong Street Tree Policy
- Ensure the height, scale and appearance of new development is sympathetic to the appearance of the heritage listed hotel.

#### To improve existing vehicle and pedestrian connections

- Construct footpaths along all street frontages.
- Where possible provide vehicular connections through the site to McKenzie Street (Council Depot)

#### To improve access to car parking areas

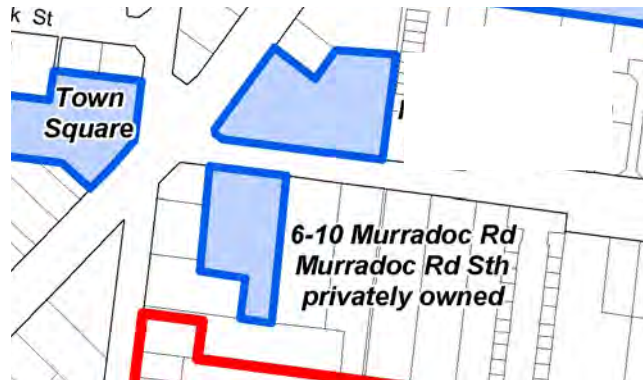
- Car parking should be accessed from a service road or side street.
- Car parking should be located at the side or rear of buildings and not dominate the streetscape.
- Encourage car parking to be consolidated with adjoining sites.

Figure 39 shows how the site could be developed for retail purposes.



Figure 39 Possible retail development along Murradoc Road

## Key Development Sites



### Murradoc Road South - 6-10 Murradoc Road

This site consists of three parcels of land with a total area of 4037 square metre. The site is located on the southern side of Murradoc Road, one site from the corner of High Street. The site was re-zoned to Business 1 as part of the adjacent Aldi development. The site links the existing business uses along High Street to the Aldi supermarket and plays a critical role in connecting Aldi to the town centre. The site forms part of the Drysdale Commercial Heritage Precinct.

The orientation of the site provides an opportunity to create a north facing grassed verge area with landscaping that could be used for café and restaurant uses with a service road commencing in front of the Aldi site. Car parking could be provided at the rear of the site. First and second floor uses could include offices and residential (see figure 40).

### Objectives

#### To create active street frontages

- Ensure active frontages are created where development abuts a street.
- Setback buildings from the road to create an area for alfresco dining

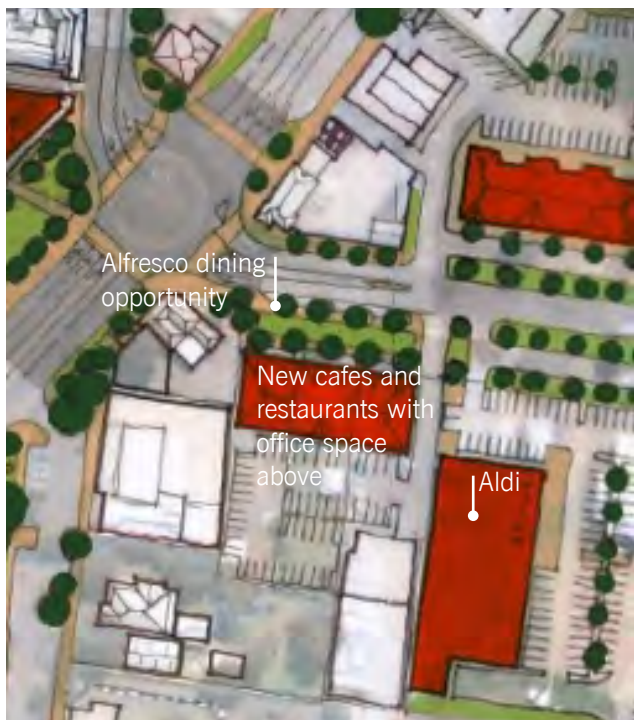


Figure 40 Potential development of Murradoc Road South

- Encourage café and restaurant uses on the ground floor.
- Encourage office and residential uses on the first and second floors.

#### Improve the appearance of Murradoc Road

- Provide street trees in accordance with the City of Greater Geelong Street Tree Policy.

#### Protect the character of the surrounding area

- Ensure the height, scale and appearance of new development is sympathetic to the character of adjacent heritage places.
- Encourage development up to 3 stories in height, with the third storey recessed.

#### To improve existing vehicle and pedestrian connections

- Construct footpaths along all street frontages.
- Ensure development has frontage to any identified pedestrian linkages.
- Car parking should be located at the side or rear of buildings and not dominate the streetscape.
- Encourage car parking to be consolidated with adjoining sites to maximise development opportunities.

Figure 40 shows a concept for 6-10 Murradoc Road.

Figure 41 shows a concept for Murradoc Road.

# Key Development Sites



**THE PHOTO**  
EXISTING CONDITION

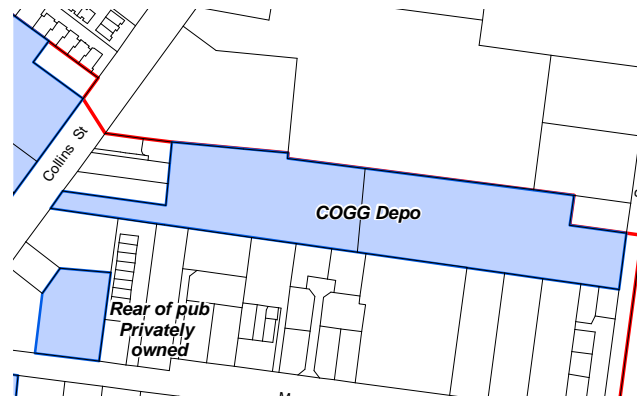


**MURRADOC RD.**  
LOOKING EASTWARDS FROM CORNER

P. EDGELEY  
DECEMBER 2011

Figure 41 Future vision for Murradoc Road

## Key Development Sites



### Council Depot – 22A Collins Street

This site is located at 22A Collins Street, directly north of the Business 4 Zone land on Murradoc Road. The site is zoned Residential 1 and has an area of 2.73 hectares. The site has two street frontages, Collins and Sproat Streets. The site is used by Council as a depot for Councils maintenance and service commitments on the Bellarine Peninsula. An unused road McKenzie Street, forms the southern boundary to the site.

The redevelopment of this site would require the depot to be relocated. Detailed investigation into the relocation of the depot site would need to occur before this site could be redeveloped.

The site could be developed for residential purposes (figure 42) and additional road connections provided through to Collins Street, Sproat Street and Murradoc Road. This would improve access in and around the town centre. The creation of more street connections will not increase traffic, rather it will allow traffic to disperse and more importantly it will provide safe access to the town centre for pedestrians and cyclists.

### Objectives

#### To improve vehicle, pedestrian and bicycle connections

- Support the construction of McKenzie Street.
- Support the construction of a new north south road connecting McKenzie Street to Murradoc Road.
- Construct footpaths along all street frontages.
- Ensure new development has frontage to any identified pedestrian linkages.

#### Protect the interface between the school, residential and industrial uses

- Ensure the design and layout of new buildings considers acoustic measures to limit the transmission of noise.

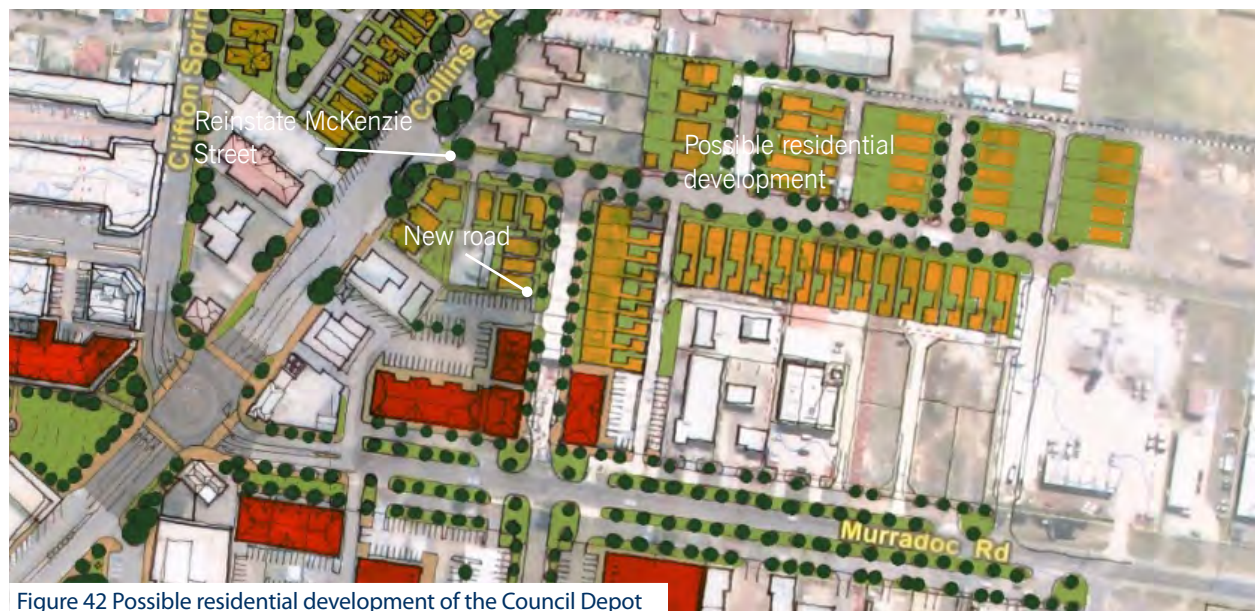


Figure 42 Possible residential development of the Council Depot

# Implementation

This document relies on implementation measures to be carried out to ensure continuing relevance as a tool for Council to guide development within the Drysdale Town Centre. To give the document appropriate weight in decision making for planning permit applications and requests to rezone land it is recommended that Council and the relevant key stakeholders implement the following recommendations.

Policy	Update Clause 21.14 of the Greater Geelong Planning Scheme to give effect to the UDF.
Zone and Overlays	<p>Support the rezoning land at 19 - 23 Murradoc Road, 20 - 22 Collins Street &amp; 8 - 14 Collins Street to Business 1 to facilitate the expansion of the Drysdale town centre.</p> <p>Support the rezoning of land at 32 Murradoc Road to Business 1 to facilitate the expansion of the Drysdale town centre.</p> <p>Support the rezoning of land along the eastern end of Murradoc Road abutting the Drysdale bypass to Business 4.</p> <p>Introduce a Design and Development Overlay over the Drysdale town centre.</p> <p>Introduce a Design and Development Overlay over the Business 4 zoned land along Murradoc Road.</p>
Other Actions	<p>Review Clause 22.14 Drysdale Commercial Heritage Area Policy within the Greater Geelong Planning Scheme to ensure there is a cohesive link between the UDF and the heritage controls.</p> <p>Work with VicRoads to prepare a streetscape master plan for Murradoc Road</p> <p>Work with Vicroads to help facilitate the development of the Drysdale Bypass</p> <p>Prepare a master plan for the Drysdale Town Square</p> <p>Investigate the relocation of the Council depot located 22A Collins Street Drysdale.</p> <p>Undertake a Drysdale Town Centre Community Facilities Planning Project to investigate and provide direction for future development and community use of 38-40 High Street and 2-8 Wyndham Street (senior citizens building) adjacent to the Town Square.</p>

# Part B.

## Background Report

With the population of Drysdale-Clifton Springs expected to significantly increase over the next 30 years, now is the time to be looking at how the centre can be shaped into the future, ensuring the town centre remains the focal point of the town.



## The Drysdale Town Centre

The Drysdale Town centre is a vibrant neighbourhood centre which services the townships of Drysdale and Clifton Springs as well as the nearby smaller townships of Portarlinton, Indented Head and St Leonards.

The town centre has developed along High Street and has grown to include Murradoc Road to the east and Wyndham Street to the west. The centre consists of 9200m<sup>2</sup> of retail floor space including 41 premises, 5,200m<sup>2</sup> of commercial floor space including 39 premises and 10,000m<sup>2</sup> of industrial floor space. The centre provides for the daily service needs of the township and nearby townships and contains two supermarkets (a Woolworths and an Aldi), speciality retail, industry, restaurants, offices, banks, real estate agents, residential and recreation facilities as well as a number of community facilities.

The population of Drysdale Clifton Springs, as identified within the 2010 Structure Plan, is estimated to be 11,041 people. The G21 Regional Growth Plan Background Report reviewed the land supply within Geelong and the surrounding region. The report indicates that Drysdale Clifton Springs has planned population growth for an additional 13,913 people over the next 20-30 years. This would bring the overall population of the township to approximately 24,954 people.

The majority of this growth is expected to occur within the Jetty Road Growth Area. Jetty Road is estimated to provide an additional 3300 lots supporting a population of approximately 8000 people.

Economic Analysis prepared by Tim Nott as part of the 2010 Drysdale Clifton Springs Structure Plan identified the need for more retail and commercial floor space within Drysdale. An additional 6600m<sup>2</sup> of retail, 3600m<sup>2</sup> of industrial and 1900m<sup>2</sup> of commercial floor space would be needed within Drysdale to accommodate the trade area until 2031.

The UDF will investigate how the town centre can be developed and shaped into the future to accommodate this identified growth and to ensure the town centre remains the focal point within the town for shopping and community activities.

## Site Context

Drysdale Clifton Springs is located on the northern coastline of the Bellarine Peninsula, approximately 20 kilometres from Geelong. The primary entry into the town is from Geelong via Portarlinton Road (which turns into High Street). The secondary entry ways are via Murradoc Road and Collins Street which collects motorists from St Leonards, Indented Head and Portarlinton. Other important roads into the town include Wyndham Street and Clifton Springs Road which feed local traffic into the town centre. The Drysdale town centre is located to the east of the township along High Street. Over time the centre has grown in an ad-hoc manner which has resulted in a constrained and poorly integrated centre.

## Purpose of the UDF

The Drysdale Urban Design Framework (UDF) seeks to improve the functionality of the centre by providing guidance on future growth and development, built form, streetscapes, traffic and pedestrian movements, car parking and land use.

The UDF will provide a vision for how the place might develop, provide flexible design principles and recommend improvements to existing infrastructure and functionality of the town. The UDF will also assist in the assessment of development proposals.

Figure 43 shows the UDF study area



Figure 43 Study Area

## Development of the UDF

The current Drysdale Clifton Springs Structure Plan was adopted by Council in September 2010. The Structure Plan identified the need to improve the functionality and layout of the Drysdale Town Centre. An urban design report was prepared as part of the Structure Plan development to review the issues affecting the town centre.

## Urban Design Report

This report was prepared by Hansen Partnership and provides background context for this UDF. It includes discussion and recommendations in the areas of context, built form and activity, landscape and environment, access and movement and synthesis (figure 44).

The synthesis recommends a number of urban design precincts and key development sites. Including the Town Centre Spine/ Core, Town Entry South, Town Entry North and the Town Business Corridor, bowling club site, the Council owned High Street site, vacant or undeveloped land on Murradoc Road and Eversley Street and the Village Green.

The synthesis highlighted the issues and opportunities within the town centre and recognised the need for more detailed analysis and planning to occur before a more definitive concept for the town centre could be established.

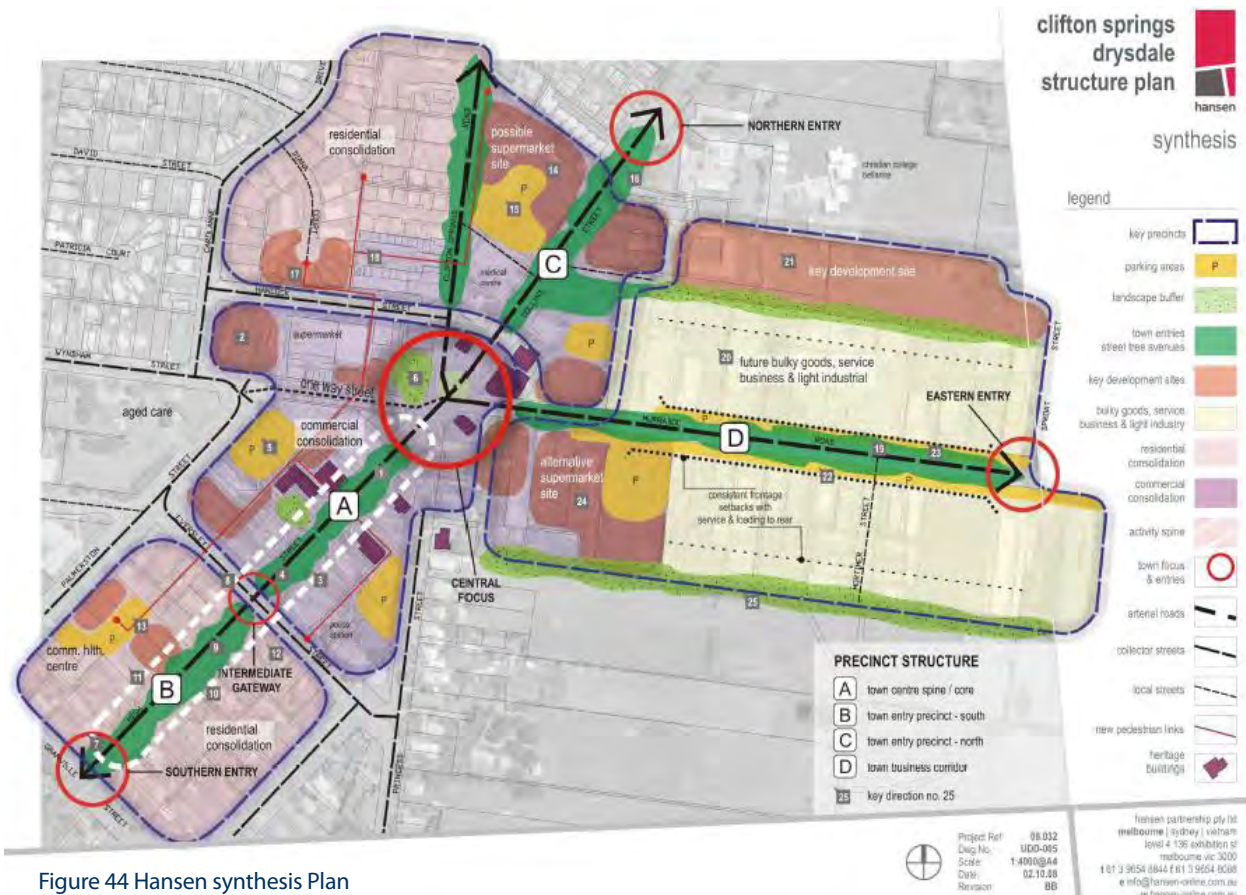


Figure 44 Hansen synthesis Plan

### **Enquiry By Design Workshop and Report**

An Enquiry by Design (EbD) is a collaborative design process that enables the integration of often complex issues into holistic place-based solutions. The process enables the complexities of sustainability to be examined and integrated – the social, ecological, economic, and governance arrangements, and facilitates the engagement of multiple stakeholders including government, agencies, and the broader community. The engagement of key stakeholders and decision makers usually enables a widely supported design based solution to be developed for a site or area.

The City of Greater Geelong engaged Beveridge Williams, Design Urban, TTM Consulting, and Urbacity (the consultant team) to conduct an Enquiry by Design process for the Drysdale Town Centre.

A two day workshop was held in December 2011. The City of Greater Geelong invited a diverse range of stakeholders from across State Government, key agencies and the Drysdale community.

The ideas and concepts captured during the workshop were recorded and a report prepared. The report used both written and visual elements to portray the ideas and concepts and over arching principles. The report made recommendations concerning the bowling club site, the town square, vacant land along Murradoc Road, the future development of the Council Depot, the existing Woolworths supermarket, traffic signalisation and parking, expansion of the Business 4 Zoned land and landscaping opportunities. The report also recommended the use of a Design and Development Overlay control to be developed for inclusion into the Greater Geelong Planning Scheme to help guide development into the future (see appendix 1 for a copy of the report). These concepts have informed the UDF.

## Zones and Overlays

The study area is affected by the following zone (figure 45) and overlay controls (figure 46).

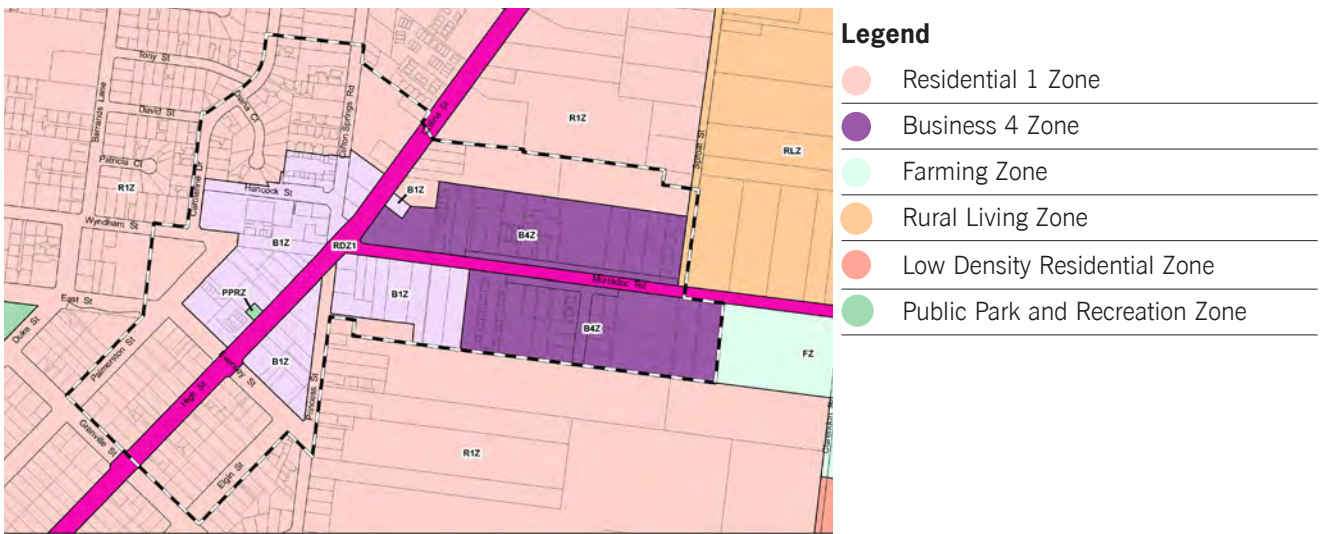


Figure 45 Zones

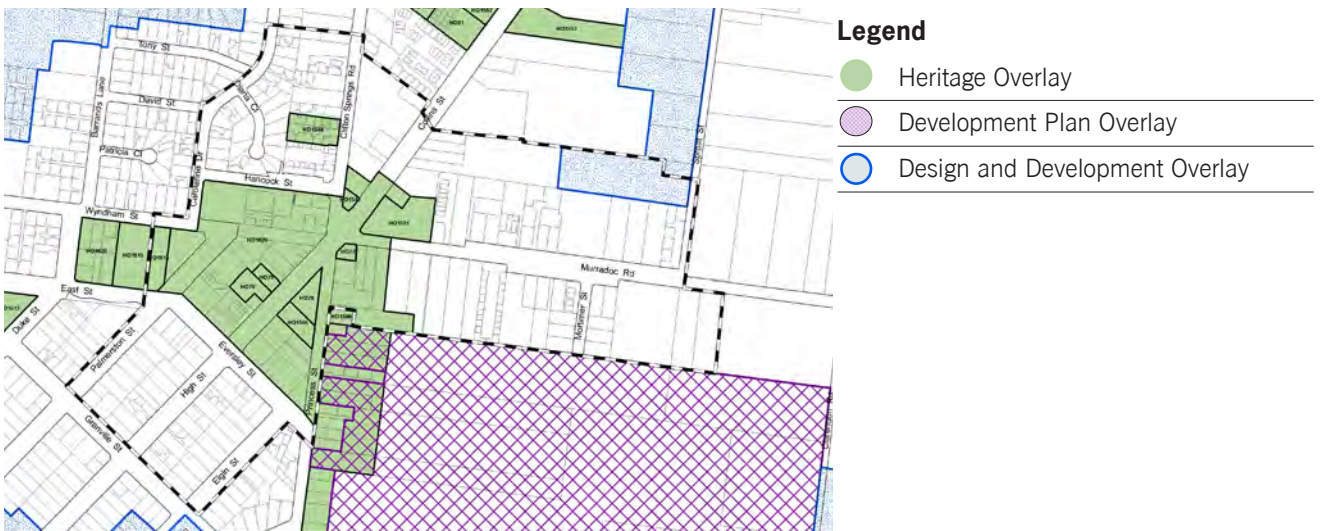


Figure 46 Overlays

## Drysdale Bowling Club and Alternative Supermarket Sites

The adopted Drysdale Clifton Springs Structure Plan investigated the need to expand the retail component of the town centre as well as the need for an additional supermarket. At that time the bowling club site was identified as Council's preferred location for a new supermarket with Murradoc Road suggested as an alternative site.

The immediate demand for an alternative supermarket has now been met by the development of the Aldi supermarket along Murradoc Road and the approval of a new full line supermarket within the Jetty Road Growth area. However in the long term (10+ years) as the population of Drysdale and the surrounding catchment grows there is likely to be demand for a fourth supermarket.

During the EBD representatives from the Bowling Club indicated a desire to relocate the club to an alternative location as this would give the club scope to expand the number of croquet and bowling greens from 2 to 3. During the EBD this request was further investigated.

The Drysdale Clifton Springs Structure Plan established a number of principles for developing a supermarket on the Bowling Club site.

- Active street frontages to Clifton Springs Road and Collins Street;
- All elevations that have a direct or visible address to the street frontage should be activated, blank walls should be avoided and remaining elevations should be appropriately treated through the use of textured, coloured panelled materials, resulting in detailing that adds interest;
- Parking predominately located behind the retail façade;

- Loading areas concealed to the north and rear;
- An appropriate interface with the residentially zoned land north of the subject site including a minimum 2 metre high fence (acoustic if appropriate) and landscaping;
- High quality landscaping treatments along street frontages, within car parking areas and in the buffer to the residential interface; and
- Road upgrades along Clifton Springs Road and Collins Street to ensure safe vehicle and pedestrian movements, access and loading arrangements and landscaping opportunities.

The EBD reviewed the bowling club site in the context of these design principles and found the development of the site for a supermarket would result in a compromised urban design outcome.

The Structure Plan suggested locating a supermarket to the north of the site and car parking to the south. This proposal would now be difficult to achieve due to the location of the existing sewerage easement and stormwater pipe which is about to be constructed.

If these two constraints did not exist, locating a supermarket to the north of the site could provide active frontages to both streets, however the site configuration would make it almost impossible to provide sufficient parking bays without building basement or roof parking. The design would not provide an attractive buffer to the residential properties to the north.

The EBD therefore investigated the development of a supermarket on the southern side of the site. Figure 47 demonstrates how a commercially sized supermarket of approximately 3,200 square meters could fit on this site, but would result in further urban disruption to the site and surrounding area.

The development of a supermarket on the southern side of the site would make it difficult to provide active frontages to both Collins Street and Clifton Springs Road. A landscaping solution or architectural treatment is not sufficient to be called an “active frontage”. An active frontage requires doors and windows and human activity going in and out of doors.

The design also creates a poor interface between parking areas and the existing residential development to the north because of its proximity to housing and visual dominance to adjoining streets.

There is also a concern about the potential increase in traffic movements and safety along Collins Street adjacent to the school, which as a result supermarket was developed on the bowling club site.

The EBD process therefore investigated a possible alternative supermarket site as well as other possible development options for the bowling club site.

An alternative use of this site for residential purposes was investigated and could be readily achieved given the existing Residential 1 Zoning (figure 48) The use of the land for residential purposes would meet a number of urban consolidation objectives due to its proximity to the town centre. However the net community benefit achieved by developing this site for residential is limited and would require a commitment from Council to fund the construction of a new bowling club facility elsewhere.

During the EBD the wider community also expressed a general liking of the “green space” created by the bowling club and expressed a preference for the club to remain in its current location.

Possible Supermarket Layout



Figure 47 - Possible Supermarket layout - Bowling Club Site

Alternative Residential Development



Figure 48 - Residential - Bowling Club Site

Land at 12-30 Murradoc Road was investigated as a possible alternative supermarket site. The site is located east of the Aldi site and is already zoned Business 1. The land is currently vacant although approval for speciality retail was granted on one of the parcels of land as part of the Aldi development. This Business 1 Zoned land will result in a natural transition of business uses further towards the east of the town centre. There is also an opportunity to re-zone the adjacent site at 32 Murradoc Road to Business 1 to accommodate a full line supermarket.

This site has greater potential to accommodate a full line supermarket and provide an appropriate interface with Aldi and Murradoc Road by providing a large shared car parking space. The site would also form a more appropriate bookend to the Business 1 Zoned land because of the presence of a storage facility located at 34 Murradoc Road. The investigation also revealed an opportunity to create a possible north – south road connection into the new residential estate to the south (Central Walk), which would provide an important new street in the overall street network of Drysdale. The development of a supermarket in this location would potentially alter the pedestrian activity occurring within the town by requiring people to cross High Street to visit other speciality retail stores however this has already occurred because of the Aldi development.

The site is also considered an appropriate location for a supermarket because of the long term role Murradoc Road will play as an entrance to the town due to the Drysdale Bypass. The eventual replacement of the existing roundabout on the High Street and Murradoc Road intersection with traffic lights will also improve pedestrian and vehicular connections through to Murradoc Road.

It is recommended that Council support the retention of the bowling club. Council should seek to support the development of a supermarket on the Murradoc Road land.

Figure 49 demonstrates how a full line supermarket could be accommodated and integrated with Murradoc Road.



Figure 49 Alternative Supermarket Site on Murradoc Road

## Drysdale Bypass

The Drysdale bypass is located to the east of the township linking Andersons Road with Portarlinton Road, by passing the town centre. The Drysdale bypass is located within a Public Acquisition Overlay (refer to figure 31). VicRoads have advised that approximately 50% of the land within the Public Acquisition Overlay has been acquired. The most recent traffic counts available for High Street Drysdale, were conducted by Council in May 2011. High Street carries on average 16,332 vehicles per day. VicRoads have advised that whilst traffic counts are one measure to indicate that the bypass may be required, a number of other factors are taken into consideration when prioritising the construction of new roads including the overall benefit to the wider community. The timing for the delivery of the bypass road has not been determined however VicRoads have advised that they have recently re-commenced analysis and planning for the Drysdale bypass but it is likely the road will not be constructed for at least 10-15 years.

The UDF strongly supports the construction of the Drysdale Bypass and relies on its construction to realise several concepts within the plan. The construction of the bypass is considered critical in alleviating traffic along High Street by re-directing non local traffic away from the town centre.

### Alternative Traffic Management

During the EBD workshop alternative road access options were investigated including constructing half of the bypass from Andersons Road to Murradoc Road as well as asphaltting existing gravel roads such as Andersons Road and Clarendon Road. Both options were seen to have time and cost savings particularly for trucks attending the quarry and the tip and an ability to reduce heavy vehicle movements and overall traffic volumes along High Street. However the partial construction of the bypass would still require a commitment from VicRoads who have indicated that even a partial construction of the bypass would be some years away from being funded. The construction of Andersons Road and Clarendon Road were seen as a possible interim solution to removing traffic from High Street. However the recent approval

of the Central Walk residential estate and the existing Low Density Residential Zone abutting Clarendon Road would result in significant amenity changes for these existing and future residents and would require road widening including public acquisition to achieve a safe road width (currently only 10m). The construction of these two roads has the potential to improve traffic conditions in the short term but also have the potential to result in further delays to the construction of the bypass by changing traffic conditions along High Street and taking pressure off the need to construct the bypass. It is recommended that these roads not be used as an interim substitute to the bypass and that the actual construction of the bypass remain a high priority.

### Murradoc Road Round-About

A recommendation of the EbD workshop was to remove the round about at the High Street and Murradoc Road intersection and replace it with traffic lights. The traffic lights would allow for safer pedestrian movement between the east and west sides of the town and help to regulate traffic flow by allowing the timing of the lights to be adjusted to peak and non peak traffic periods. The traffic lights could also be sequenced with the pedestrian lights in High Street to improve traffic flows. The traffic lights would make pedestrian movement safer and would solve some of the traffic capacity issues that are present at peak periods.

There were mixed community views on whether traffic lights would hinder or improve vehicle movements through High Street. However long term, the UDF seeks to make the town centre a more pedestrian friendly environment where people can park their car and walk to their preferred destination. Traffic lights at the Murradoc Road intersection would provide a safe crossing point for pedestrians to access new services in Murradoc Road.

VicRoads as the managing authority for the Murradoc Road and High Street intersection have advised that further analysis and planning for the bypass needs to be undertaken before changes to the round about would occur.

It is however recommended that regardless of the construction and timing of the bypass, there are wider community benefits to replacing the round-about with traffic lights in the short to medium term to improve the overall walkability and safety of the town.

### **Murradoc Road Widening**

For a number of years Council has been actively pursuing the widening of Murradoc Road to accommodate a long term vision for service lanes, improved parking, a centre median and improved access to the bypass road. The widening of Murradoc Road has been achieved through negotiations with land holders for approximately 55% of the Business Zoned land that have a direct frontage to Murradoc Road.

Murradoc Road is a VicRoads road. VicRoads have provided in principle support for the widening of Murradoc Road and have indicated they would work with Council to design a concept for Murradoc Road. The design and timing for road widening is also linked to the timing for the construction of the bypass and should be done in conjunction with an overall design concept for the bypass. It is also likely that once the bypass is constructed that Murradoc Road will no longer be managed by VicRoads and it will become a Council managed road.

To ensure that the future widening of Murradoc Road is not compromised it is recommended that a Design and Development Overlay be applied to all business zoned land within Murradoc Road. This would eventually include the land identified as future business zone land. The Design and Development Overlay should specify a minimum 12 metre building setback from Murradoc Road and detail how new development should be designed to integrate with a future service road. It is recommended that a Design and Development Overlay be applied rather than a Public Acquisition Overlay given the timing for the construction of the bypass and road widening is unknown.

## Murradoc Road Re-Zoning

The economic analysis report prepared by Tim Nott, as part of the Structure Plan identifies a short fall of retail floor space by 2031 of 6600m<sup>2</sup>. Approximately 1000 square metres of this space can be accommodated within vacant land or existing shops and the newly constructed Aldi Store occupies a further 1428 square metres of retail space. This ultimately reduces the amount of additional retail floor space required by 2031 to 4172 square metres.

The EBD suggested the long term development of 2.5 hectares of land located at the western end of Murradoc Road adjacent to the town centre could be rezoned to Business 1 to facilitate the long term retail needs of the town (figure 50). Whilst this amount of Business 1 Zone land would not be required immediately it could be rezoned in the future as the population grows and the demand for it is established. The rezoning of this land to Business 1 would improve connections between the town centre and Murradoc Road by creating active frontages and opportunities for more speciality shops. It would help better connect the Aldi site and possible future supermarket site into the town centre. It would also provide alternative car parking options on the eastern side of the town as well as creating walkable connections through to the new residential developments further south.

The rezoning of the land associated with the Aldi site resulted in a reduction of approximately 1.84 hectares of Business 4 Zoned land. In addition to this the economic analysis prepared by Tim Nott reveals an increase in demand for industrial land by 3600 square metres or 1.1 hectares by 2031. Given the long term objective to develop the Drysdale bypass making Murradoc Road a key entry point into the town it is considered appropriate to expand the Business 4 Zone further eastwards along Murradoc Road adjoining the bypass road (figure 51). Some of this land could compensate for the reduction in Business 4 land and could be made available in the short term, however the majority would not be required for some time.

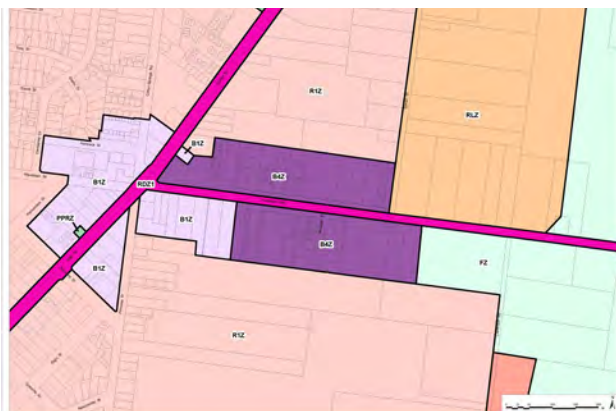


Figure 50 Existing zoning controls

- Business 1 Zone
- Business 4 Zone
- Farming Zone

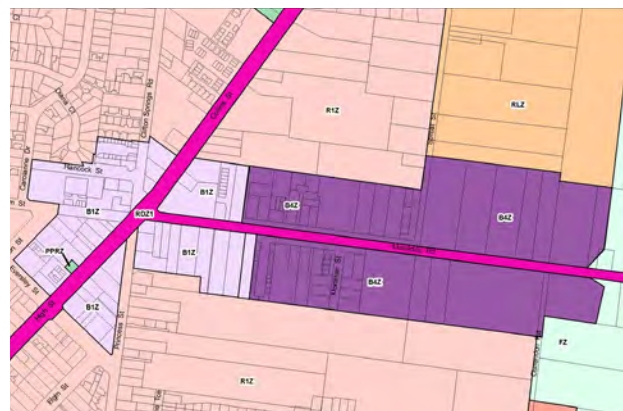


Figure 51 Proposed zoning controls

- Rural Living Zone
- Residential 1 Zone

## Strategic Context - Background Documents

A range of existing State and Local Planning policies and guidelines have informed the development of the Drysdale Urban Design Framework. This section provides a summary of those policies that have influenced the Urban Design Framework.

### Practice Notes and Guidelines

#### Height and Setback Controls for Activity Centres

This practice note provides guidance on the Department of Planning and Community Development preferred approach to the application of height and setback controls for activity centres.

#### Activity Centre Design Guidelines

The State Planning Policy Framework sets out design principles in Clause 19.03 that must be taken into account in the design of urban spaces and buildings. These design principles include context; public realm; landmarks, views and vistas; pedestrian spaces; heritage; consolidation of sites and empty sites; light and shade; energy and resource efficiency; architectural quality; landscape architecture. The Activity Centre Design Guidelines have been developed to assist planners and designers in applying these principles to create high-quality activity centres.

#### Urban Design Frameworks

This Practice Note is a guide to the preparation and use of Urban Design Frameworks. It provides a framework for what should be considered and included within a UDF.

## Greater Geelong Planning Scheme

### State Planning Policy Framework

The State Planning Policy Framework seeks to ensure that the objectives of planning in Victoria as set out in Section 4 of the Planning and Environment Act 1987 are fostered through appropriate land use and development planning policies and practices which integrate relevant environmental, social and economic factors in the interests of net community benefit and sustainable development.

#### Clause 11 - Settlement

- To build up activity centres as a focus for high-quality development, activity and living for the whole community by developing a network of activity centres.
- To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community.
- To ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses.
- To facilitate the orderly development of urban areas through the preparation of strategic plans, statutory plans, development and conservation plans, development contribution plans and other relevant plans.
- To create a network of activity centres comprising the Central Activities Districts, Principal Activity Centres, Major Activity Centres, Specialised Activity Centres and Neighbourhood Activity Centres.
- To promote the sustainable growth and development of regional Victoria through a network of settlements identified in the Regional Victoria Settlement Framework plan.
- To plan for sustainable coastal development

#### Clause 15 - Built Environment and Heritage

- To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.
- To achieve architectural and urban design outcomes that contribute positively to local urban character and enhance the public realm while minimising detrimental impact on neighbouring properties.
- To ensure the design of subdivisions achieves

attractive, liveable, walkable, cyclable, diverse and sustainable neighbourhoods.

- To improve community safety and encourage neighbourhood design that makes people feel safe.
- To recognise and protect cultural identity, neighbourhood character and sense of place.
- To encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions.
- To ensure the conservation of places of heritage significance.

#### Clause 16 - Housing

- To locate new housing in or close to activity centres and employment corridors and at other strategic redevelopment sites that offer good access to services and transport.

#### Clause 17 - Economic development

- To encourage development which meet the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.
- To ensure availability of land for industry.
- To create a safe and sustainable transport system by integrating land-use and transport.
- To promote the use of sustainable personal transport.

#### Clause 19 - Infrastructure

- To reduce the impact of stormwater on bays and catchments.

#### Local Planning Policy Context

The following local planning policies relate to the Drysdale Town Centre;

#### Clause 21.14 – The Bellarine Peninsula

The following objectives relate to all townships on the Bellarine, however are relevant in considering the future development of the Drysdale town centre;

- To facilitate the development of Ocean Grove, Drysdale/Clifton Springs and Leopold as hubs of development and service provision on the Bellarine Peninsula. In all other townships on the Bellarine Peninsula provide retail, commercial and community uses and facilities that serve the daily needs of the community and encourage street based activity.

- To provide for sustainable industrial, commercial, retail, agricultural and tourism development in designated locations, to service the wider Bellarine community.
- To preserve the individual character, identity and role of each Bellarine township.

The following objectives relate specifically to Drysdale;

- Ensure new development incorporates sustainability principles including environmentally sustainable design, energy efficiency, connectivity and water sensitive urban design.
- Reinforce the Drysdale town centre as the primary retail centre including the development of an additional supermarket.
- Confine future development of a service business or industrial nature in the identified precinct along Murradoc Road.
- Develop the Council owned Palmerston Street site and the Drysdale Regional Community and Cultural Hub for community and recreation purposes.
- Provide additional bicycle and pedestrian opportunities throughout the townships including new footpaths and bicycle lanes.

#### 21.07-3 Retail

- To facilitate the development of vibrant and viable retail activity centres in accordance with the Geelong Retail Activity Centre Hierarchy included at Clause 21.07-8.

#### 21.08-2 Transport

- To improve the appearance of transport routes at key entrances to townships and urban areas.

#### 22.14 – HO 1620 Drysdale Commercial Heritage Area

- To retain the diverse historic and architectural significance of the area and the mixture of domestic, commercial, public, religious and civic buildings which form the centre of Drysdale. This policy seeks to retain the heritage characteristics of the Drysdale commercial area through the use of construction materials, setbacks, retaining the subdivision pattern, and building height and form.

#### Regional Growth Plan

G21 is developing a Regional Growth Plan (RGP). The Plan is one of eight being developed across Victoria to respond to the challenges associated with growth. Covering the time period from now to 2050, it will

pull together the strategic land use and growth planning already done across the region. It will identify opportunities for accommodating future residential growth, employment and associated infrastructure in our region.

### City of Greater Geelong Studies

The Council has undertaken a number of studies which inform the Urban Design Framework. These studies have been undertaken by various Council departments including sport and recreation, community development and engineering services. These studies are at various stages of Council adoption and implementation.

#### Bellarine Peninsula Strategic Plan 2006-2016

This strategy developed a “Drysdale Clifton Springs Vision” with input from the community.

The vision proposed for the Drysdale Town Centre supported the centre becoming a hub for other outlying communities being well serviced by regular public transport, having excellent parking facilities, having a large and attractive heritage style shopping precinct and the provision of superior medical and comprehensive ancillary health services, emergency services, business and legal services.

Key challenges relevant to the UDF as identified during this study included inadequate public transport, traffic management; need to improve bicycle/pedestrian path; service and infrastructure provision not keeping pace with population growth; maintaining heritage buildings and limited local employment opportunities.

#### Drysdale Clifton Springs Structure Plan 2010

The Structure Plan was prepared by the City of Greater Geelong and adopted by Council in September 2010. The Structure Plan includes information and policy direction on the township; urban and natural environment; population, demographics and social profile; land use; infrastructure, services and facilities; economic factors; lot supply and demand and direction for future development.

The development of the Structure Plan involved specialist consultants providing independent advice and recommendations around urban design, retail economics and traffic and parking. Consultation with the community about the future vision of the township,

including the town centre was also carried out.

The Structure Plan includes a number of directions and strategies to guide future development and decision making. It is a recommendation of the Structure Plan to produce an Urban Design Framework for the town centre.

#### Drysdale/Clifton Springs Structure Plan, Economic Issues, 2008

This report was prepared by Tim Nott - Economic Analysis and Strategy and provided input into the 2010 Structure Plan. The report looks at the existing and future commercial demand for the township at 2021 and 2030.

The report makes a number of recommendations which have relevance to the development of the Drysdale UDF;

- the existing centre is rather cramped
- the centre is anchored by a supermarket and range of speciality retail and has approximately 9,200 sqm of retail floor space
- current escape expenditure is around 66%
- an additional 6,600 sqm of retailing 1,900sqm of non-retail commercial space (mainly offices) could be accommodated in the centre to the period to 2031
- a new food/grocery offering in the way of a new supermarket would enhance the centre - there are several possibilities for locating a supermarket and new speciality shops but the current bowling club site on Clifton Springs Road appears to be the most natural extension of the town centre
- light industrial space (showrooms, warehouses and factories) can be accommodated in the B4 precinct in Murradoc Road and the total land area required for new employment activities in and around the Drysdale Town Centre is estimated at 3.4 ha.

#### Drysdale / Clifton Springs Structure Plan, Traffic and Parking Assessment, 2008

This report was prepared by Hyder Consulting Pty Ltd and considers transport issues relevant to the future planning and development of the study area from a transport perspective. Key findings include:

##### Functionality

Functionality of the town centre is constrained and fragmented due to the surrounding road network and way-finding is also poor as a consequence of the fragmentation.

## **Pedestrians**

High Street acts as a barrier to pedestrians because of steady traffic flow and the high proportion of heavy vehicles; footpaths are generally narrow and veranda shelter along the shop fronts almost non-existent; street lighting has been deemed by the community to be inadequate, particularly at the rear of the shopping centre;

## **Traffic**

There is no clear signage to direct motorists to the shopping centre from High Street. Wyndham Street unexpectedly terminates adjacent to the Woolworths car park without any guidance on how vehicles can access High Street. The town centre is also heavily vehicle dependent because of irregularity of bus services and limited local public transport options.

## **Parking**

Approximately 350 off and on-street parking bays are provided within the Drysdale town centre, with the major concentration of parking at the rear of Woolworths and the Council car park bounded by Palmerston and Eversley Streets where there are around 200 bays. Car parking is generally 2 hours with allowances for very short (30 minutes), short (1 hour), medium (4 hours) and longer term (all day). Provisions also exist within the centre for mobility impaired motorists and commercial vehicles. Surveys showed parking utilisation was on average 75% with a maximum of 85% and the duration of stay in the order of 50 minutes, this suggests that there is adequate parking currently available and frequent turn over of bays and a high proportion (almost 75%) of vehicles stayed between ½ and 1½ hours.

## **Draft Drysdale Clifton Springs Community Hubs and Active Transport Network Study, 2009**

This study was prepared by David Lock Associates and it considers concepts for two new community hubs based on community infrastructure identified in a report prepared by Urbis (see below). The report provides concepts for both the town square and vacant Council land at Palmerston Street.

## **Town Square**

The concept consists of a redeveloped senior citizens building adjoining the supermarket, a combined Library and Council Service centre and computer training

facility and a rain garden. The concept creates a shared use road between Wyndham Street and Hancock Street.

## **Palmerston Street**

Looks at a health and wellbeing and early childhood hub comprising of consulting rooms, multi-purpose rooms, long day care, occasional care, outdoor play, kitchen, toilets and utilities. The concept also provides for a road connection between Palmerston Street and High Street.

The active transport component looks at current walking and cycling infrastructure, where barriers or gaps occur and recommendations to improve connectivity and the desire to walk and cycle. Town centre recommendations include: improved bike paths along Wyndham Street and Murradoc Road, future footpath connections and pedestrian links around the town centre.

## **Draft Drysdale Clifton Springs Community Infrastructure Analysis, 2009**

This study was prepared by Urbis and provides an infrastructure analysis for Drysdale Clifton Springs to assist with planning for the needs of the towns growing population. The analysis looks at the existing facilities and services in Drysdale Clifton Springs and investigates the future needs of the community. The infrastructure investigated included education, health and community services.

## **Public Library Buildings Development Strategy, 2009**

The City of Greater Geelong has prepared a Public Library Buildings Development Strategy. The Strategy includes key principles, guidelines and a review schedule to inform future planning, design and development of library facilities. It includes short, medium and long term directions for Drysdale.

## **Geelong Retail Strategy, 2006**

The foundation of the Strategy is to support the established retail hierarchy within the municipality to provide for a viable and accessible retail sector having regard to population growth, socio-economic and demographic characteristics, retailing trends and growth in new residential areas.

The Strategy nominates the commercial area in Drysdale as a 'Town Centre' with a future 'Neighbourhood Centre' identified within the Jetty Road growth area.

### **City of Greater Geelong Cycle Strategy, 2008**

The City of Greater Geelong Cycle Strategy has been developed to provide Council with guidance on expanding Geelong's regional on and off road cycle network, improving bicycle facilities, enhancing cyclist education and delivering promotions that encourage people to cycle as a means of transport, recreation and sport.

A plan developed for Drysdale Clifton Springs proposes some on and off road routes. Proposed on road routes include Jetty Road, Murradoc Road and Beacon Point Road.

### **Strategic Footpaths Policy, City of Greater Geelong (2007)**

The City of Greater Geelong has developed a Strategic Footpaths Policy to provide direction to the provision of footpath infrastructure that promotes walkability, accessibility and that can be shared by a range of users in a safe manner. The Policy identifies an approach for identifying infrastructure gaps, funding, establish standards for new infrastructure and asset management.

### **City of Greater Geelong Housing Diversity Strategy, 2007**

The Housing Diversity Strategy recommends that the residential areas of Drysdale Clifton Springs which are within 400 metres of the Town Centre (Drysdale) should be subject to increased housing diversity. It recommends that Council should:

- Encourage increased residential densities, particularly within defined business zones and immediately adjoining business zones, the intensity and scale of such development will need to be in keeping with the scale of individual centres;
- Acknowledge that residential character in these areas will adapt and evolve over time, particularly close to the centre of business areas;
- Ensure that greater consideration is given to the existing and preferred residential character at the edges of Increased Housing Diversity Areas;
- Promote greater use of walking and non private vehicle transport through design of new development that supports safe and accessible pedestrian environments to and through activity centres and Increased Housing Diversity Areas.

It is noted that parts of the Increased Housing Diversity

area within Drysdale Clifton Springs are shown as being subject to constraints, such as Heritage Overlays or flooding. These constraints may reduce the yield of medium density housing able to be provided in these areas.

### **City of Greater Geelong Street Tree Policy 2009**

The street tree strategy will act as the major tool for tree management in the City of Greater Geelong. It will provide the framework used by Council to protect and manage its tree assets for future generations to experience and enjoy. The strategy will provide a summary of the guiding principles for the planning, design and implementation of tree planting within the City of Greater Geelong. The strategy details the current municipal tree profile and identifies opportunities for further development of our street tree population.

### **Greater Geelong Cycle Strategy- March 2008**

Council has developed the City of Greater Geelong Cycle Strategy. This document has been developed to provide Council with guidance on expanding Geelong's on and off road cycle network, improving bicycle facilities, enhancing cyclist education and delivering promotions that encourage people to cycle as a means of transport, recreation and sport. The document details improvements to the bicycle network in and around Drysdale focusing on bicycle connections along Wyndham Street, Clifton Springs Road and Murradoc Road.

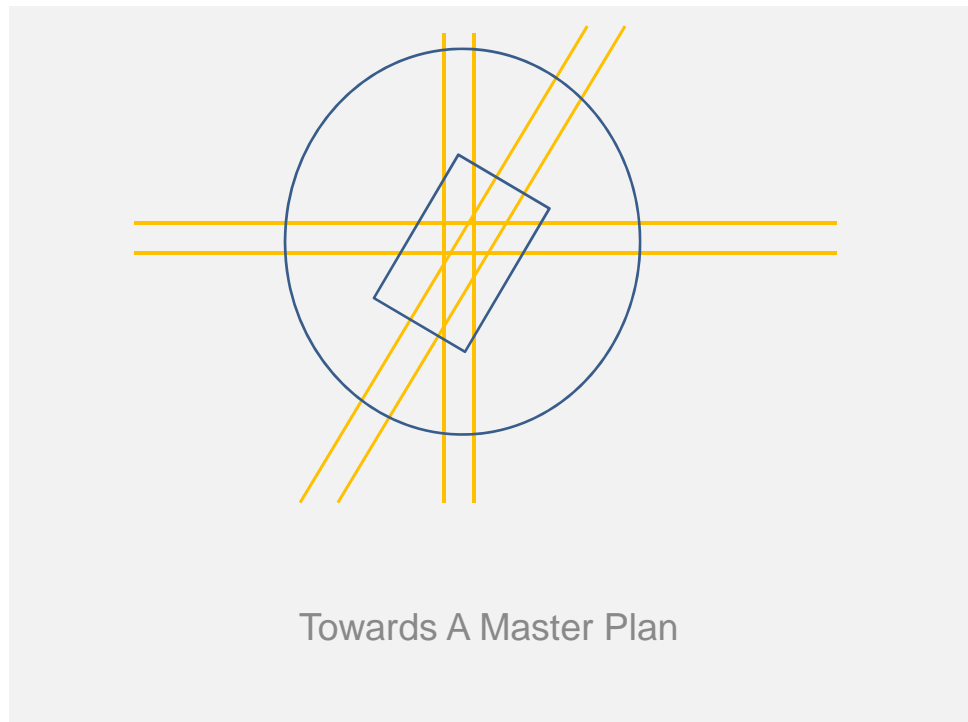
# Appendix 1

## Enquiry by Design Report



# Drysdale Town Centre Enquiry by Design Report

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## Drysdale Town Centre - Context and Vision

Drysdale Clifton Springs is located on the Bellarine Peninsula, approximately 18 kilometres from the centre of Geelong. It has a coastal location and a strong connection to its rural hinterland. It is an historic centre on the Bellarine with a strong village character in its town centre.

The combined population of Drysdale Clifton Springs in 2008 was approximately 11,000 people, and is expected to grow to about 13,600 by 2021, or an annual increase of 277 people. These population projections are likely to change as a result of the Jetty Road Growth Area and availability of information from the 2011 Census. Drysdale / Clifton Springs are identified as an urban growth area for the Bellarine Peninsula in both State and Local Planning policies.

The Drysdale Town Centre services a broad catchment which extends beyond the local population to the townships of Portarlington, Indented Head and St Leonards. The township provides community services, business, light industrial services, recreational, and shopping opportunities to this broad catchment.

The *Drysdale - Clifton Springs Structure Plan* (City of Greater Geelong, 2010) has the following vision for the town:

*In the year 2016 Drysdale Clifton Springs will provide residents with a unique lifestyle offering comfortable and convenient urban living with bay vistas in a peaceful rural setting. It will be well serviced with education, community, sports cultural and recreation facilities, have a vibrant shopping precinct with distinct village character and a renewed focus on the foreshore with improved landscaping, facilities and access.*

The plans below show Drysdale's town centre in the context of the Bellarine Peninsula, and the Drysdale Clifton Spring township.



**Plan 1: Context Plan - Drysdale Clifton Springs on the Bellarine Peninsula**



Plan 2: Drysdale's Town Centre within Drysdale Clifton Springs

## ***The Enquiry by Design (EbD) Process***

The City of Greater Geelong engaged Beveridge Williams, Design Urban, TTM Consulting, and Urbacity (the consultant team) to conduct an Enquiry by Design process for the Drysdale Town Centre.

An Enquiry by Design (EbD) is a collaborative design process that enables the integration of often complex issues into holistic place-based solutions. The process enables the complexities of sustainability to be examined and integrated – the social, ecological, economic, and governance arrangements, and facilitates the engagement of multiple stakeholders including government, agencies, and the broader community. The engagement of key stakeholders and decision makers usually enables a widely supported design based solution to be developed for a site or area.

The process involves a multi day workshop and can be used at various scales from the architectural to the sub-region.

## The Drysdale Town Centre EbD

The Drysdale Town Centre EbD was held in Drysdale on the 7<sup>th</sup> and 8<sup>th</sup> of December at the Springdale Neighbourhood Centre.

The City of Greater Geelong invited a diverse range of stakeholders from across State Government, the City of Greater Geelong, key agencies and the Drysdale community.

The invited stakeholders included representatives from:

- The City of Greater Geelong
  - Planning Strategy
  - Strategic Implementation
  - Statutory Planning
  - Open Space and Recreation
  - Community Development
  - Environment
  - Engineering Services
    - Drainage
    - Traffic
  - Urban Design
- The Victorian State Government
  - Department of Planning and Community Development
  - Department of Transport
- Government Agencies
  - VicRoads
  - CFA
- Local Schools
- All owners and occupiers of land in the study area, and local businesses and interest groups including
  - Committee for Bellarine
  - Local traders association
  - Springdale Neighbourhood Centre
  - Aldi Stores
  - Drysdale Bowling Club
  - Woolworths Supermarket
  - Drysdale & Clifton Springs Community Association

The objective of the project brief was clear:

*“To assist with the development of a master plan which facilitates the development of the Drysdale town centre by providing direction(s) for:*

- Existing business zoned land and maximizing site development opportunities particularly at identified development sites;
- Built forms and streetscapes (including streetscape treatments within the public domain including pavement, street planting and parking arrangements) which contributes to a desired village and heritage characteristics;
- Street access and connections (pedestrian and vehicle traffic);
- Parking arrangements on and off street;
- Redevelopment of the existing Town Centre.”

The key output from the EbD was to be a masterplan produced during the two days and presented back to the stakeholder group. The area of investigation considered by the EbD is illustrated below.



**Plan 3: Drysdale Town Centre - Study Area**

The brief for the EbD also sought to test the development potential on a number of key development sites as shown in the plan below.



Plan 4: Drysdale Town Centre – Key Development Sites

## Process Overview

### Day 1

The EbD commenced on Wednesday 7<sup>th</sup> December when the invited group of stakeholders assembled at the Springdale Neighbourhood Centre for presentations by staff from the City of Greater Geelong, the Department of Planning and Community Development, and the consultant team. The presentations set the background to the EbD process, what work had already been completed within the area, and the local and state planning policy context.

The rest of the day consisted of two workshops, which focused on four key themes:

- Built Form and Urban Design;
- Land Use and Economics;
- Public Spaces and Streetscapes; and
- Movement and Parking.

The objectives for the four themes were as follows:

- **Built Form and Urban Design;**
  - Look at what works and doesn't work around the town centre. In particular the buildings and spaces between the buildings. Look at the future vision for the town centre.
- **Land Use and Economics;**
  - Look at the current land uses and economic health and diversity of the town centre. Look at improvements or changes to the existing centre to improve the viability and vitality of the town centre.
- **Public Spaces and Streetscapes;**
  - Look at what works and doesn't work around the town centre, in particular the public spaces and streets. Look at the future vision for the town centre.
- **Movement and Parking.**
  - Look at the movement network to and from and within the town centre from the point of view of pedestrians, cyclists, cars and trucks. Look at parking options around the town centre.

The first workshop focused on the issues or problems which related to each theme, and the second workshop focused on place based solutions to the issues raised in the previous workshop.

The workshops utilized a community development technique known as a "round robin". Participants were asked to cluster around four tables located within the room. Each of the four tables was charged to discuss one of the above themes. A facilitator at each table took notes of the group discussion. After about 20 minutes, individuals rotated to a different table to discuss the next theme. Rotations continued until all four themes had been discussed.

At the end of the first workshop the facilitators reported their notes of discussion held at their table back to all participants.

## Day 2

The EbD continued the next day on 8<sup>th</sup> December and provided an opportunity for the consultant team to commence testing design based solutions to the issues raised the previous day. A number of options were developed during the design session. The day concluded with a presentation from the consultant team to the key stakeholders who reassembled in the Springdale Neighbourhood Centre in the afternoon of day 2. The presentation was of the masterplan and design solutions.

The following is a summary of the final outcomes of the EbD process.

## What Council required the Consultant Team to Consider

Council staff requested the consultant team to consider a number of issues in their deliberations for the town centre masterplan. These included:

- The Proposed Bypass and Heavy vehicle traffic in High Street
- The Roundabouts
- The Industrial Areas
- The Village Character
- Pedestrian Movement Networks
- Several Potential Development Sites
- The Town Square
- The Quality of the Public Realm
- Car Parking
- Zoning
- Extension of B4Z zoned area
- Options for redevelopment of the Bowling Club

## What Stakeholders Told the Team

The facilitators noted key comments made by participants during discussions at the two workshops on day one of the EbD. The comments, concerns, and aspirations noted by the facilitators have been sorted into key themes below.

### Character and Activity

- Retain the village feel
- Respect Drysdale's rural context
- The built form should be low scale – two storey (with a third recessed)
- Incorporate verandas on buildings
- Retain the heritage values
- Front buildings to the street
- Solar access is important
- The town square is an important and busy space but needs freshening up
- Signage could be improved
- There are opportunities to incorporate public art at bus stops and key locations
- Incorporate locally made and designed street furniture
- Low hedges could be used to soften appearances of car parking areas
- The brick pavement is not functional but is part of the village character
- Street trees are important and native species are preferred
- Improve the landscape quality and trees, and soften the appearance of car parks

## Business and Retail

- A bypass could provide amenity outcomes to encourage businesses which create jobs
- Improve local business and employment opportunities
- Murradoc Road could become a business centre but will need good design controls to improve its appearance and amenity
- Extend the hours of activity in the town
- There is a lack of alfresco dining
- Don't just build boxes

## Connections

- A connection to the rail trail is needed
- Wyndham Road is an important connection to the Jetty Road Area
- A connection to the recreation reserve is important

## Pedestrians and Cyclists

- It is difficult for pedestrian to cross roads
- Improve pedestrian connections, priority and amenity
- Consider pedestrian movement generators
- The footpath quality is a problem
- Improve cycling opportunities particularly for children (and kids going to school)
- Retain a walkable town
- Integrate bike paths, racks and showers

## Public Transport

- Improve quality of bus shelters
- Improve cycling access to schools
- Consider pedestrian movement generators

## Trucks

- Reduce truck movements through town

## Movement and Access

The following section discusses issues relating to movement and access, including public transport, street connectivity, and truck movements.



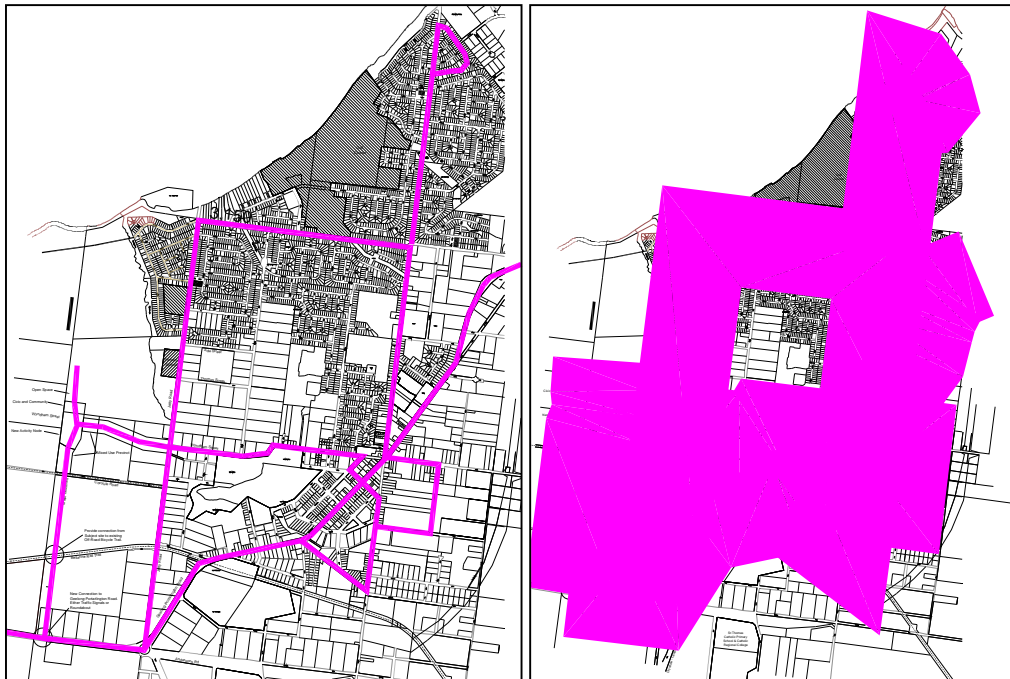
Plan 5: Drysdale Town Centre – Existing Bus Routes (Left) and Existing Bus Route Coverage (Right)

### Public Transport

The provision of public transport within Drysdale was a key theme of discussion during the EbD. Public transport is important to the Drysdale community to provide it with real travel options to achieve sustainability outcomes. The above plan to the right indicates the existing bus routes available in Drysdale.

Plan 6 on the left indicates the coverage provided by the existing bus stops. This is determined by measuring a 400m distance from each bus stop in both directions. This is indicative only because the existing street network does not always exist particularly to the east of High Street in order to enable the pedestrian connectivity for the 400m length on each side of the bus stop.

Plan 6 shows the potential future bus routes which include the new growth area of Jetty Road and the residential development east of Princess Street. Plan 6 on the right indicates the expanded coverage available by the new areas.



**Plan 6: Drysdale Town Centre – Future Bus Routes (Left) and Future Bus Route Coverage (Right)**

### The Movement Network



**Plan 7: Drysdale Town Centre – Existing Movement Network (Typical CBD on right)**

Plan 7 illustrates the limited movement network available in Drysdale. West of High Street the network is interrupted by cul-de-sac subdivisions and the closure of Wyndham Street. East of High Street the development has been allowed to occur without provision of an adequate street network.

Plan 7 on the right illustrates a typical street network within a CBD at a similar scale. The indicated network has street blocks 200 x 120 meters, similar to Melbourne’s CBD. A fine grain street network enables good connectivity for pedestrians, cyclists and vehicles. It provides options for movement and assists traffic distribution.

Plan 8 shows the addition of potential streets to the existing network. It would enable more buildings to front streets, which further assists with the activation of public space (“human Habitat corridors”), provides route choices, emergency access, and traffic distribution.



**Plan 8: Drysdale Town Centre – Potential additional street network**

To achieve the network shown on the previous page it would be necessary to negotiate with the developer of the “Drysdale Walk” development (shown below) to increase the vehicular connectivity between the development and the town centre. Pedestrian linkages, as proposed, will sometimes afford reasonable walking opportunities but in areas of low pedestrian activity a safe and amenable condition does not present at all hours of the day. Vehicles have eyes in them, and the vehicular activity, or even potential activity, can usually result in a safer walking experience.



**Plan 9: Drysdale Town Centre – Drysdale Central Walk development**

## Dealing with Trucks

Current VicRoads traffic counts indicate the following data:

- High Street, Jetty Road to Murradoc Road – 13,000 vehicles – 5% trucks (650/day)
- Murradoc Road – 5200 Vehicles – 8% trucks (420/day)
- Nth High Street (Collins) – 5700 – 5.5% trucks (310/day)
- Clifton Springs Rd – 7500 - 3.5% trucks

Greatest truck impacts on amenity within Drysdale are felt right in the heart of the town centre. This is significantly due to the trucks carting quarry products along Murradoc Road to High Street, and is likely to be exacerbated when the full impacts of the Corio Tip closure occur.

Actual truck numbers for the tip are not yet known, and there may be changes to the quarry operations in the future. Nonetheless the truck traffic through Drysdale, the only available route, is a significantly detrimental influence on local amenity.

The only serious solution involves provision of an alternative route, either along the designated Bypass route or an equivalent.

VicRoads has advised that current cost estimates for the Bypass are around \$80M, and that no funding is currently available.

Preliminary analysis shows a low benefit/cost ratio for the total project, but a significantly higher ratio for the southern part of the project, linking Murradoc Road and to High Street south. Reasonable travel time savings would be presented for heavy trucks having that alternative available rather than going through the town centre, and that may deliver a more efficient tip related transport operation as well as transport related to the quarrying.

In our view a more detailed examination of the bypass and interim alternatives is likely to be a worthwhile exercise and may show up a lower cost option, in comparison with the full Bypass proposal, as an interim solution.



Plan 10: Drysdale Town Centre – Area of Public Acquisition Overlay for proposed Drysdale bypass (VicRoads)

### Traffic Management within Drysdale

Currently the Drysdale traffic management strategy is dominated by roundabouts, with traffic signals present only at the intersection of Hancock Street and Clifton Springs Road and at the pedestrian crossing at the community centre on High Street. VicRoads indicated that in their view, the roundabouts are effective and therefore have no plans to signalise at this point in time.

Roundabouts work by having drivers wait for gaps in the traffic stream, whereupon that gap is filled. This leads to un-gapped traffic flows downstream. Pedestrian crossing opportunities can be reduced, and drivers making turns across the flow or leaving a side street have to wait longer. At peak period volumes of around 1300 vehicles per hour, as is the case in High Street, the average gap between vehicles is less than 3 seconds. Vehicles making right turns into or crossing movements of the main flow need a gap of about 6 seconds and even right turns against one direction of the main flow need about 4 second gaps. Clearly some additional traffic signals in High Street at or south of Murradoc Road would have substantial benefits for both vehicle movements and pedestrian activities around the town centre.

In our view an effective solution would be to replace the roundabout at the Murradoc road intersection with High Street with signal control. That would allow a much stronger integration of the town centre potential east of High Street in Murradoc Road with the balance of the centre, and would also solve some of the traffic capacity issues that are present at peak periods. The urgency of the signalisation of this intersection will mount as development on Murradoc Road continues – the Aldi supermarket has recently opened, and the potential exists for a further supermarket to develop in this area. This will generate additional vehicular and pedestrian traffic and place pressure on the operational functionality of the.

The following diagram shows a concept for the installation of signal control at this intersection. This is discussed further later in the report.

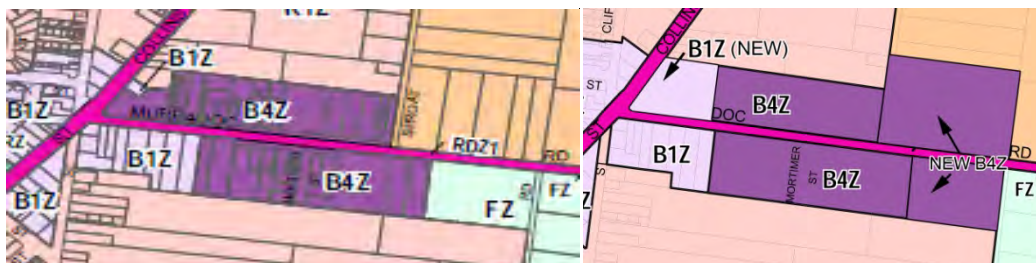


Plan 11: Drysdale Town Centre – Concept for signalised intersection

## Centre Role, Catchment and Employment

The demand for additional commercial/retail land within Drysdale has been assessed by the EbD team for the Council at 2.2ha, on the reasonable assumption the role of the centre will not change. The EbD consultants have also assessed that population growth to 2030 will create demand for an additional 1.1 ha of industrial land. However this is a “business as usual assessment” which simply takes the existing industrial land provision per capita and applies the ratio to the projected population increase. Our view is that it is appropriate to provide for improved employment performance from the region by zoning land that has the potential to deliver more than the “business as usual” scenario. However in the absence of an economic strategy (that considered the relative strengths of the Bellarine and the type, size, location and characteristics of industrial land to suit its projected business profile), we can only comment that to provide additional light industrial land as we propose reflects a reasonable and conservative economic approach. Should the population growth rates change, then this will need to be further reviewed.

In the various design assessments we considered a number of changes to the Business 1 (B1Z) and Business 4 (B4Z) zones. Our preferred outcome is to rezone additional B4Z land along the Murradoc Rd corridor and convert some existing B4Z land to B1Z in the retail core (as shown below). We propose an additional 6.8 ha of industrial land to be zoned along the extension of Murradoc to the proposed bypass as well as the conversion of 2.5ha of existing B4Z land to B1Z. The net increase of industrial land is therefore 4.3 ha. Given that this land is “attached” to the proposed bypass and to the town centre, it should be well positioned for future demand.



**Plan 12: Drysdale Town Centre – Concept for expanded B4Z area in Murradoc Road (existing zoning left, new zoning with approximately 6.8ha of B4Z land shown on the right)**

The subject of the appropriate number of supermarkets and their optimum location within Drysdale was a topic of robust discussion within the workshop between residents, business owners, land owners and the wider consultant group (including council staff). There are two primary issues that are relevant in this discussion:

1. The “demand” for supermarket space within Drysdale.
2. The appropriate location for a supermarket and its built form response.

The “demand” issue has two dimensions. The first of these is the notional catchment support for a supermarket. Catchment analysis showed that currently the Drysdale town centre catchment contained around 14,000 people, a figure that is estimated to grow to 22,000 by 2030. Full service

supermarkets (generally defined as supermarkets larger than 3,000 square metres) typically require dedicated catchment populations of around 8,000 – 10,000 people. The exception for this is Aldi, which generally serves catchments of around 40,000 people.

Within Drysdale there are currently 2 supermarkets, a Woolworths and an Aldi. The Woolworths supermarket is not full service but the owner and operator are currently investigating opportunities to expand to that level. Design options for such an expansion were investigated by the consultant team. An additional full line supermarket for the Drysdale town centre catchment is being planned for in Jetty Road, which is within the urban settlement of wider Drysdale. This will mean that the current 14,000 catchment will shortly have three supermarkets, typically well in excess of catchment capacity based on industry norms. Therefore the “need” or “demand” for an additional supermarket is low. However the ability for any planning scheme or Council to prevent a supermarket opening in Drysdale is also low as it would be difficult to refuse such an application on the basis of an economic benefit argument. Consequently the consultants considered the issues surrounding the potential development of a further (4<sup>th</sup>) supermarket in Drysdale. These issues are dealt with in more detail later in this report but they include, location, character impacts, traffic impacts, site design and site opportunity costs.

Supermarkets in various sizes are found throughout the Bellarine in most of the settlements scattered around the coast. Higher order shopping is available in Geelong and in the future within a sub-regional centre at Leopold. A core issue with such large stores is the conflict between their business model (based on inexpensive buildings and car park orientation) and the notion of fine grained or “built-form-attractive” town or village. Typically supermarkets have poor urban characteristics and do not inspire attractive public realm. Regulation generally has failed to deliver great built form responses from the major retailers. This particular issue requires some cover in planning regulations with respect to Drysdale in the form of design controls.

A core issue for the consultants therefore was the need to not only protect the grain and other values of the town centre but also how to enhance these values by managing future development. At present much of the retail in town has a poor interface with the public realm with the majority of the active edges of the town centre facing car parks. The location and behaviour of a potential additional supermarket is also a major issue for the qualities of the core of the town centre. In such an environment it is difficult to generate higher economic performance from the centre by attracting non retail jobs as the public realm is poor. Such jobs are dependent upon an attractive public realm, which is a function of the way retail activates public streets. Poor built form interfaces (such as blank supermarket walls facing streets) or poor functional interfaces (such as shops facing car parks) reduce economic and social potential in towns. In terms of any additional supermarket therefore, it should either be managed by controls that ensure that it provides active and attractive edges to town centre streets (by a sleeve of fine grained buildings at each street interface) or by virtue of its location in an area of low opportunity cost and where its behaviour does not upset the quality and character of the buildings and uses that surround it. In this respect a site within a (proposed) extended Murradoc Road Business 1 zone would be preferable to the bowling club site where an urban solution for a full service supermarket which meets the above criteria is difficult if not impossible. The Murradoc Road area is currently industrial in character. Where B4Z land is proposed to be rezoned to B1Z, active pedestrian oriented design should be encouraged with a move away from the current industrial / warehouse style of development.

The development of the Murradoc Road site for B1Z purposes provides an opportunity to gain an additional north – south pedestrian / vehicle link from Murradoc Road to the new residential estate to the south. This would further improve the overall connectivity in the street network and urban form of Drysdale.

## Urban Design and Built Form Principles

From the issues raised by the community and communicated to the Enquiry by Design team, a set of Design and Built Form Principles were derived, refined and re-presented to the community during the final Enquiry by Design presentation session.

These Principles are as follows:

- All new development should maintain the unique village character of Drysdale;
- Existing heritage buildings should be maintained, and new buildings should respect the qualities and character of those buildings;
- Ensure that new architecture responds to local traditions in materials, proportions, and character.
- The character of Drysdale as a village is derived from its rural setting expressed in both the built and natural environment;
- Create a vibrant centre through the mixing of land uses including housing, civic uses, social facilities, commercial and employment premises;
- Encourage low scale development up to 2 storeys. Higher buildings should set back above two storey's to maintain a low scale;
- Improve green spaces with opportunities for sitting, relaxing, outdoor dining and meeting friends;
- Develop a landscape palette which helps define and reinforce the village character and link key destinations;
- Prioritise pedestrian movement over cars. This applies to the amount of space for pedestrians, the continuity of pedestrian networks, the quality of footpaths, and traffic-management devices which should be pedestrian oriented as a priority;
- Consolidate parking areas to the rear of buildings and connect across land ownerships;
- Reinforce a legible, safe and active Public Realm by having buildings facing streets (and not car parking areas);
- Encourage the use of environmental sustainability principles in the design and development of new buildings and landscapes;

## Water Sensitive Urban Design (WSUD) and Drainage

Concern about water quality and contamination was a theme which emerged from discussions at the EbD. This was a particular concern with regard to stormwater runoff from the light industrial areas. A suite of Water Sensitive Urban Design (WSUD) mechanisms exist to improve the quality of water runoff. The type of WSUD mechanism to be used will depend on the land use, site or street characteristics. The appropriate WSUD mechanism should be implemented in new developments and street upgrades in order to improve water quality outcomes.



### Stormwater Management

There are many opportunities to incorporate WSUD ranging from stormwater harvesting to stormwater treatment. Harvesting of stormwater on-site can remove the infrastructure required to convey it off-site. Retention of the stormwater on-site creates opportunities for reuse.

The range of stormwater treatment mechanisms suitable for commercial hardstand areas include:

- Gross Pollutant Traps;
- Porous Paving;
- Oil and grease separators;
- Swales;

- Buffer Strips;
- Bioretention Systems; and
- Infiltration Systems.

The type of land use within the Drysdale town centre will prescribe the extent and level of stormwater treatment mechanisms to be applied. For commercial hardstand areas predominantly serving cars, water sensitive urban design (WSUD) treatment mechanisms would suffice.

For light industrial hardstand areas (service stations) with limited space for fragmented paved surfaces, subsurface treatment systems could be applied such as oil separators.

### WSUD Benefits

There are many benefits to implementing WSUD mechanisms:

- Protecting the natural environment – through reduced peak flows and pollutant loads;
- Reduction in construction costs – reduced paved areas and less stormwater infrastructure to convey stormwater; and
- Improved hardstand aesthetics – fragmented paved surfaces with landscaped infill incorporating stormwater treatment mechanisms improves aesthetics.



## Applying the Principles – The Design Outcomes

As an integral part of an Enquiry by Design process, planning and design principles are transferred to drawings to illustrate and test options for possible implementation. This is an essential part of testing design options and gaining community responses to the application of design principles.

The following drawing summarises and amalgamates some of the design options which were tested. Aside from this overall drawing several additional options for various sites were tested through design. These are indicated and described below.



Plan 13: Drysdale Town Centre – Overall Layout Plan

### Traffic Management and Pedestrian Priority.

The roundabouts in the Drysdale village centre are very efficient at moving and distributing traffic, but poor at allowing pedestrian and cycle crossing. As the eastern part of the village develops as a result of the new Aldi supermarket and future developments, it will become essential to revise traffic management devices to permit frequent pedestrian and cycle crossing from east to west across High Street and Collins Street.

As part of the Enquiry by Design a signalized traffic intersection was tested. The detailed engineering rationale of this intersection is found elsewhere in this report. Design indicated that such a solution was geometrically feasible, however during the workshop it was made clear that such a change was not a VicRoads priority, and funding for such a change would need to be found from other sources.



**Plan 14: Drysdale Town Centre – Revised Intersection Management**

## Landscaping

Street trees are an important feature of Drysdale and need to be retained and enhanced. Street trees can be utilized to unify a streetscape where diverse styles of architecture are present, and create an entrance statement into the township.

Deciduous trees are important in areas where solar access is essential for passive solar design to function properly. Native trees can enhance local character and provide biodiversity benefits. All species of street trees need to be selected carefully to be appropriate for their location.

Landscaping in car parking areas can be implemented to soften the appearance of car parking areas. Low level hedging should be utilized to ensure passive surveillance is maintained and car parking areas remain safe.

Landscaped areas in medium density developments are also important to soften the appearance of denser developments and blend them in with the rest of the township.

The pavement material is also a useful and important feature of the Drysdale Township in establishing its character. The selection of a pavement material which is consistent and unifying is important to maintain, however, attention needs to be given to how it is installed to ensure that it is safe and does not create a trip hazard for pedestrians.

## The Town Square

The town square was created by the closure of Wyndham Street between Palmerston Street and High Street. This area has been landscaped with a pavilion built more or less in the middle of the space. Many of the buildings which surround the square have a poor relationship to the square with levels, landscaping and poor building design reducing the amount of activity on the edge of the square. In addition several parking configuration attempts have been made in the remnant Wyndham Street. Community representatives questioned whether these were working or not.

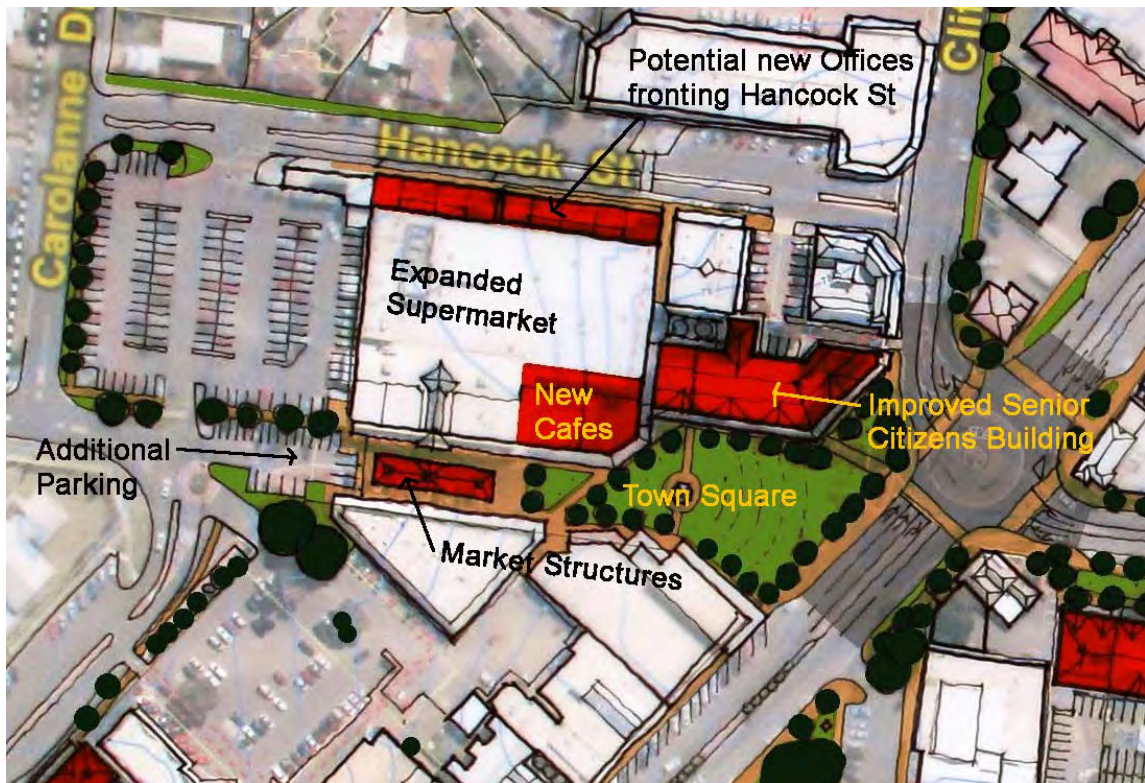
During the EbD several design options were tested. The supermarket representatives indicated a need and desire to expand the current supermarket into the internal arcade. This introduces an opportunity to construct new cafes and coffee shops which open directly onto the square. These would be at the same level as the square which would help activate the square better than the current lower level café which opens onto a lower level amphitheatre. Community groups commented that at certain times of the year the amphitheatre was well used, and so a replacement amphitheatre or similar feature would be sought as part of a future re-landscaping project in the town square.

In addition, the senior citizens building could be reconfigured to provide a more active interface with the square. This building could be expanded to include other public facilities as well as provide improved facilities for the senior citizens. In addition to these possible changes, it will be necessary to improve pedestrian footpaths leading to the square. If the roundabout at the eastern end of the square is replaced by traffic signals there is an opportunity to gain back additional land and increase the size of the town square. The square could also be better defined by the planting of new shade trees around its perimeter. These would need to be deciduous to allow winter sun, and high branching to allow for a high level of visibility and safety in the town square.

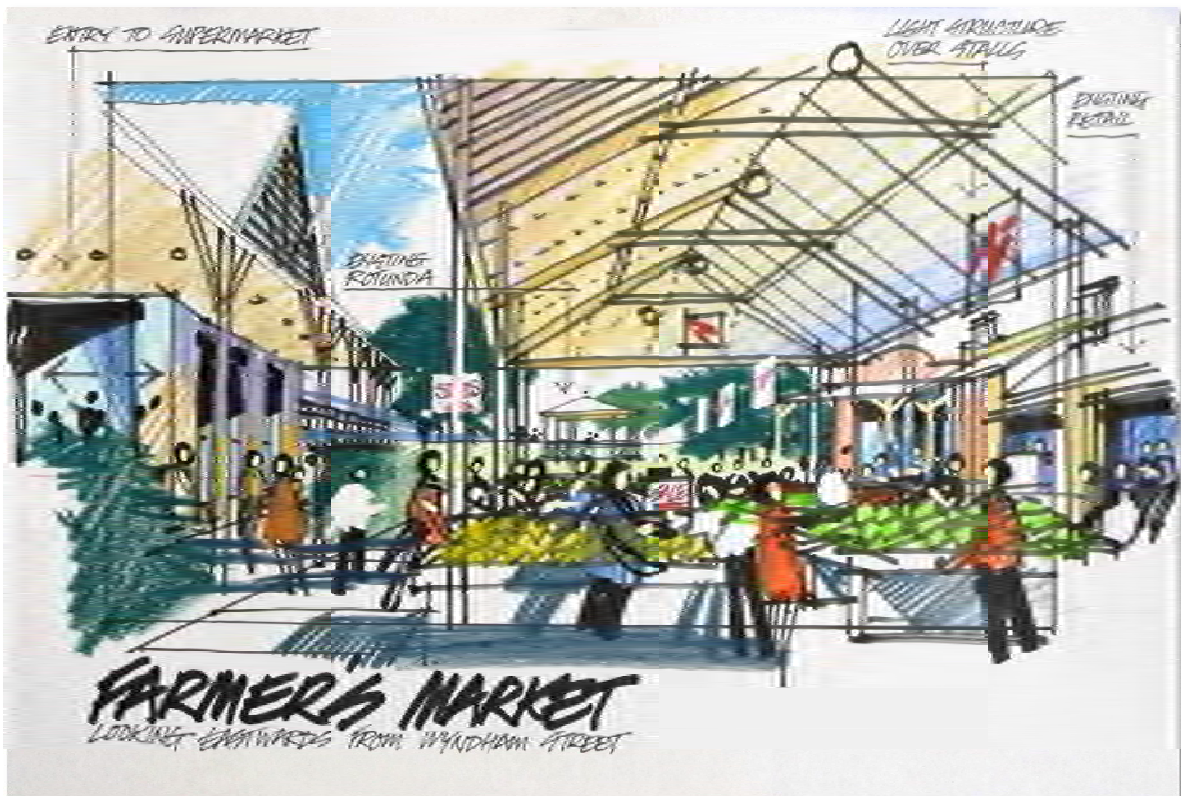
The supermarket is looking for additional parking. In addition it was mentioned that the disabled parking arrangements in Wyndham Street are less than ideal. A reconfigured Wyndham Street intersection with Palmerston Street and Carolanne Drive could yield additional parking as shown and release part of Wyndham Street for community uses such as a farmers' market structure. This could open up the current exchange of farmers' products (which takes place in the Springdale Neighbourhood Centre) to the buying public and further expand economic activity and social activity in the village centre. An artist's impression of this is shown below.

The redevelopment of the supermarket would also provide an opportunity to construct offices along the Hancock Street frontage. This would create an active built edge to this street with office spaces and doors opening onto the street, instead of the blank supermarket wall which currently faces the street. On street parallel parking bays could be constructed in front of the new offices, which would further enhance the overall amenity and functionality of the street.

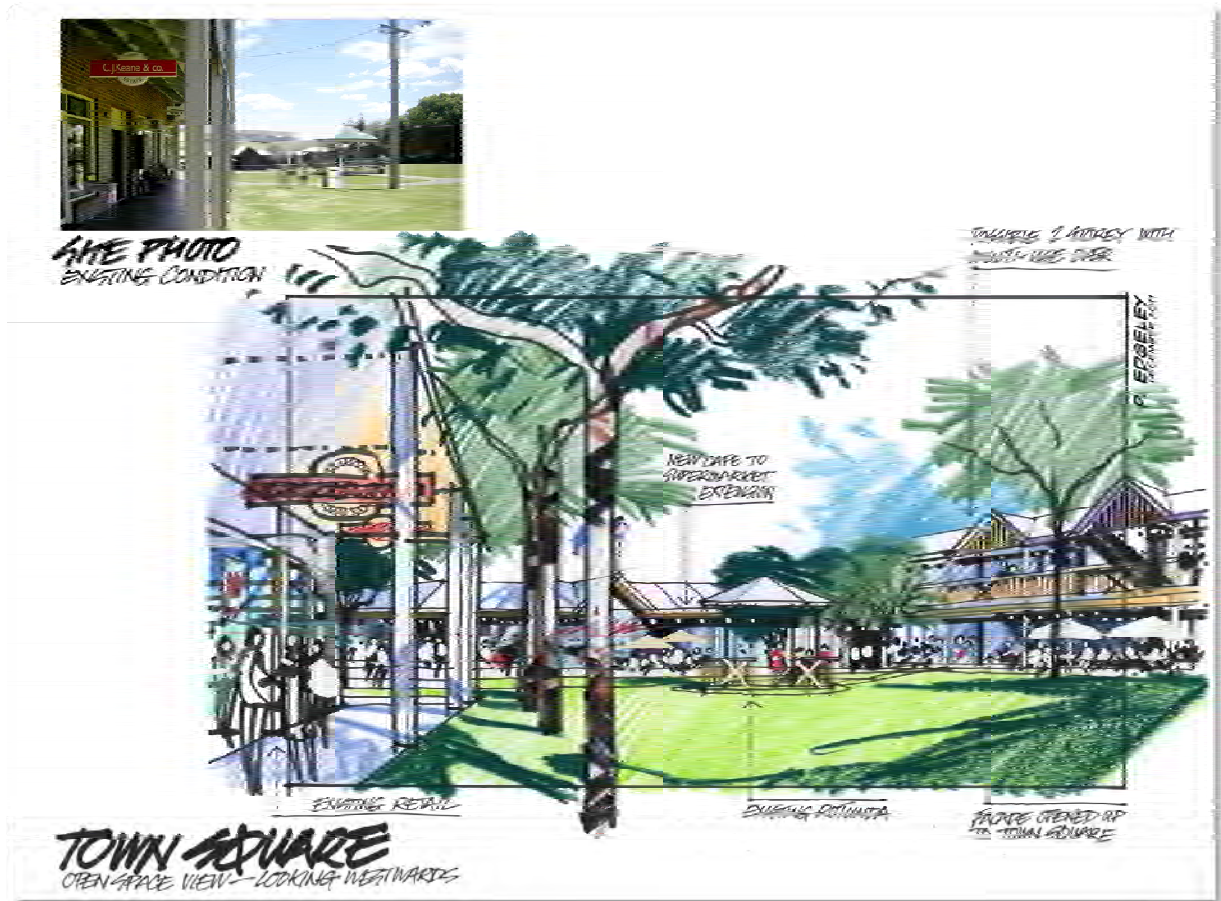
Council could investigate the potential to partially deliver the upgrade of this area through negotiations with developers as part of planning permit requirements.



Plan 15: Drysdale Town Centre – Improved Town Square Plan



Plan 16: Drysdale Town Centre – Artist's impression of a Farmer's Market in Wyndham Street near the Town Square



Plan 17: Drysdale Town Centre – Artist’s impression of the Town Square

### The Bowling Club Options

Several options for the Bowling Club were tested by design. Clearly the option to do nothing to the Bowling Club and retain it in its current form is still valid. Many at the workshop expressed the view that the green environment provided by the greens was a welcome visual relief to the built up village.

Representatives from part-owners of the Bowling Club expressed the view that the club was in need of redevelopment and relocation because there was no longer space available for expansion to cater for growth within the club. Both the croquet and bowling sections were said to be experiencing growth and additional greens were needed. Because of this need, two additional options were tested by design. The first was an option to develop a new supermarket and associated shops and parking on the bowling club site, while the second was an option with residential development on the site. These are described and evaluated as follows:

### Supermarket Development Option

Current supermarket requirements and associated parking arrangements were tested on this site. In addition the principle of achieving “active frontage” to all streets was also applied. This is shown in Plan 17 below. It became clear that the triangular nature of the site and its relatively narrow dimensions were major inhibiting factors in achieving a good design outcome. Plan 17 clearly

demonstrates that a commercially sized supermarket of approximately 3,200 square meters on this site would create further urban disruption as a result of the inability to develop active frontage to both Collins Street and Clifton Springs Road. There is also likely to be a poor interface between parking areas and existing residential development to the north. From the design it is clear that with the supermarket on the southern side of the site it would be very difficult to provide active frontage to both Collins Street and Clifton Springs Road. A landscaping solution or architectural treatment is not sufficient to be called an “active frontage”. Active frontage requires doors and windows and human activity going in and out of doors. If the supermarket were located to the north of the site and provided active frontage development to both streets, the site configuration would make it almost impossible to provide sufficient parking bays without building a basement or roof parking. Both of these solutions are expensive in a village where other options are available.



**Plan 18: Drysdale Town Centre – Option for a Supermarket on the Bowling Club Site**

### Residential Development Option

If a supermarket was not built on the Bowling Club site for all the reasons above and the club was relocated, the site could be redeveloped for housing. This would have several advantages. Housing is likely to yield a greater return to the land owners. In addition, more people living closer to the village centre would help support existing and future shops and community organisations. In addition, people would be less car-dependent and able to live a relatively sustainable lifestyle close to a wide range of facilities and services. A plan of a possible residential development and an artist’s impression are shown below. The site could yield approximately 24 dwelling sites and comply with the design principles set by the EbD process.



Plan 19: Drysdale Town Centre – Option to develop Residences on Bowling Club Site



THE PHOTO  
EXISTING CONDITION



HOUSING VIEW  
LOOKING EASTWARDS FROM CLIFTON SPRINGS RD.

NO FRONT GARAGES TO STREET -  
CAR ACCESS FROM REAR

Plan 20: Drysdale Town Centre – Artist's impression of the new residential street

## Murradoc Road Improvement

If heavy traffic is diverted from High Street and Murradoc Road, there is an opportunity to redesign Murradoc Road as it is a key entry in need of improvement. With any of the bypass options, Murradoc Road will become a major entry road for the Drysdale Village centre, and as such warrants improvement to its design and function. Significant reserve widening has already taken place to this end. If the streetscape is improved this will create the setting for improved business activity and provide an appropriate setting for non-industrial commercial development. The need for this type of development is covered elsewhere in this report.

The existing roadway should be retained and new service roads introduced with landscaping in all medians to enhance the streetscape and reflect the importance of the street. Pedestrian footpaths should be provided on both sides of the street as a priority. To the west adjacent to both the Drysdale Hotel and the former National Bank of Australasia building, new buildings should be provided with a zero lot building setback to reflect their urban condition. The road reserve on the southern side of Murradoc Road provides an opportunity to create a wide landscaped verge, ideal for alfresco dining where buildings would face north and open onto this wide landscaped verge. An artist's impression is shown in Plan 21 below. This could become a key location for restaurants on the eastern side of the Drysdale Village.



Plan 21: Drysdale Town Centre – Redesigned Murradoc Road



Plan 22: Drysdale Town Centre – Artist's impression of Murradoc Road Streetscape, looking to the East

## Retail Expansion

Reports prepared prior to the Enquiry by Design process identify the need for an additional supermarket. This is in addition to the new Aldi supermarket currently under construction. During the EbD process the team tested whether or not a supermarket could be accommodated on the site currently occupied by the Bowling Club. In our professional view this is not an ideal site as too many of the principles for new development are compromised.

Following the workshop, the team did however test an alternative site for a supermarket. This site was able to better accommodate the supermarket and provide an appropriate interface between the Aldi supermarket and the industrial area to the east. This also enabled the provided of a north – south connection into the new residential estate to the south, which would provide an important new street in the overall street network of Drysdale. This is shown in Plan 22 below.



Plan 23: Drysdale Town Centre - Alternative Supermarket Site

## Residential Development

There are significant opportunities to develop residential development on both the western and eastern sides of High Street/ Collins Street. These include the Bowling Club site (discussed above) the Council depot site, (or part thereof), Sites to the north of Murradoc Road, and sites to the south as indicated.

In order to improve access in and around the village centre it will be necessary to introduce more connecting streets as part of these developments. Comparison of the amount of street network to the west and east of High Street shows that there is an urgent need to increase access on the eastern side of the village centre. This will not increase traffic, rather it will allow traffic to disperse and more importantly it will provide safe access to the village centre for pedestrians and cyclists.



**Plan 24: Drysdale Town Centre - Potential Residential development sites around the Village Centre**

### Consolidated Parking Lots

As the Drysdale Village Centre grows to the east, it will be important to balance parking to the west and east of High Street. Plan 24 below indicates how parking provision can be consolidated and improved in the village centre. In achieve a consolidated parking solution, development will need to look beyond a site by site development scenario, and pool parking allocations into the areas designated below.



**Plan 25: Drysdale Town Centre - Consolidated parking around the Village Centre**

Car parking areas can also be enhanced by landscaping treatments (low hedging for example), so long as passive surveillance is maintained. Pedestrian desire lines and priority need to be clearly delineated within parking areas through pavement treatment and signage. Trees within parking areas can also provide much needed shade as well as improve the aesthetic of these areas.

Shop openings onto streets should always be a priority. However, when shops wish to open and staff a second store opening, then this can be a useful way to connect car parking areas located in the rear with streets. It must be emphasized however, that the street frontage and opening must always be a priority, and should not be closed or abandoned in favor of an entrance onto a car park. This is an important urban design principle to maintain pedestrian activity on streets.

### Achieving “Active Frontages”

A key development principle emerging from consultation is that new development should contribute towards creating an active and vibrant public environment or Public Realm which includes the streets and parks. This will ensure that these public places enjoy activity and surveillance which will keep them safe and vibrant. Making building edges “active” to the street adds interest life and vitality to the Public Realm. This means:

- Frequent doors and windows with few blank walls;
- Narrow frontage buildings giving vertical rhythm to the street scene;
- Articulation of facades with projections such as bays and porches providing a welcoming feeling, and on occasion;
- Lively internal uses visible from the outside, or spilling onto the street.

Every new development should achieve “active frontages” so that the Drysdale village centre is a safe and attractive destination and focus for community life.

### Perimeter Block Development

Active frontage is best achieved through “perimeter block” development, that is, development where buildings are sited at the street edge and face the street with parking to the rear. Buildings should not face into the parking lots as this is always at the expense of activating surrounding streets. This in turn reduces the vibrancy, attraction and safety in the public realm or streets. Below are two examples of “perimeter block” development which will improve conditions in the Drysdale Village Centre.

The first is a line of commercial offices lining the blank rear wall of the existing supermarket. These offices would be accessed from Hancock Street and would face the street, turning a blank wall into an active frontage.

The second example shows how the vacant block at the corner of Eversley and Palmerston Streets could be developed. The buildings would face the street with car parking to the rear of the buildings, thereby consolidating parking in this sector of the village.



Plan 26: Drysdale Town Centre - Shows new Perimeter Block development with examples in red

## Recommendations for Implementation

In conclusion, the EbD make the following recommendations:

1. If the Bowling Club is relocated it is recommended that the site be redeveloped for mainly residential use.
2. If however it can be demonstrated that genuine active frontage can be achieved on all streets, a supermarket development may be considered. (Note windows and/or architectural treatment and/or landscaping do not qualify as active frontage).
3. That CoGG draw up a set of Design Guidelines (or Design Code) for Drysdale Village Centre based on the Design Principles and incorporate these into an ACZ (or DDO) for the Village Centre.
4. That a design and development feasibility be prepared for the Senior Citizens building to examine options to improve its relationship with the town square
5. That a network of future streets on the eastern side of the Village Centre be identified and enshrined in a Design and Development Overlay and delivered as part of incremental development.
6. That parking arrangements in Wyndham Street be revisited as part of the assessment process for an expanded supermarket.
7. That CoGG undertake a design and development feasibility for an open farmers market structure in Wyndham Street
8. That Council examine options for the phased redevelopment of the Council Depot site
9. That Murradoc Road be redesigned to include service roads and landscaping as proposed
10. That the Industrial zoned land in the western part of Murradoc Road be partially rezoned to Business 1 (as presented in Plan 12 of the report).
11. That the rural land to the east in Murradoc Road be rezoned for Industrial use (as presented in Plan 12 of the report)

12. Replace the roundabout at the Murradoc road intersection with High Street with signal control. That would allow a much stronger integration of the town centre potential east of High Street in Murradoc Road with the balance of the centre, and would also solve some of the traffic capacity issues that are present at peak periods.
13. Undertake a more detailed examination of the bypass and interim alternatives in order to ascertain whether it is a lower cost option, in comparison with the full Bypass proposal.
14. Attempt to re-negotiate with the developer of the “Drysdale Walk” development to increase the vehicular connectivity between the development and the town centre.

## Appendix – Patrick’s Idea’s and Themes

### IDEAS AND THEMES

#### **1. Develop a new 'built form' that expresses the traditional values and aesthetics of a village in new ways.**

Use innovative design and construction techniques to create 'today's new villages' (most will be within bigger towns and cities) that express traditional village values and aesthetics in new ways.

List those design and construction techniques and require each new development to meet them AND ...

Reward & promote each new development that meets those techniques to an exceptionally high standard.

Retaining 'village character' doesn't mean preserving the status quo in aspic - it means redefining the idea of a village to express traditional values and aesthetics and new ones in new ways.

#### **2. Create 'dispersed activity centres'.**

Urban sprawl will inevitably accompany population growth. Rather than rely on incremental increases to the High Street, take the opportunity now to plan for this urban sprawl by creating dispersed centres that can then, if necessary, slowly join up through 'infill development'.

Combine imaginative rezoning and creative planning to maximise the diversity in these centres, enabling and encouraging each one to develop its own special character. Use each 'dispersed centre' as a focus for developing a community surrounding it that is moving towards sustainability and self-sufficiency.

#### **3. Actively generate growth in light industry.**

Combine imaginative rezoning and creative planning to provide the particular types of building and infrastructure required by light industry. Continue the Murradoc Road light industrial zone to the intended bypass AND prepare some artists' impressions of the intended result.

Otherwise, the 'default position' in commercial zones will just be more shops and Drysdale will be left to become just a bigger shopping centre at a time when the council is promoting an expanded Leopold 'hub' as the strategic shopping destination on the Bellarine.

#### **4. Reject more supermarkets as the response to anticipated shopping demand.**

Malls generate less jobs - and less diversity of jobs - than smaller-scale mixed developments. Supermarkets promote obesity and increase food miles. The Coles/Woolworths duopoly isn't 'competition'. Use some vacant land for 'community market gardens' and plan for these to supply new small shops in 'dispersed centres'.

#### **5. Village Walk: 'Design your way out of a problem'.**

A possible 'dispersed centre'? How to increase its 'drawing power'

THE ALTERNATIVE STRUCTURE PLAN'S UNDERLYING RELATIONSHIPS	THE ALTERNATIVE STRUCTURE PLAN'S PURPOSES			
	1. To improve the well-being of current and future residents and visitors.	2. To retain and celebrate the characteristically diverse natural, built, social and economic environments.	3. To enable & encourage communities to become more sustainable and self-sufficient in: (i) jobs and wealth-creation (ii) energy, water and waste.	4. To increase the accountability of public and private organizations involved in governing, managing and developing the towns.
1. The <u>natural</u> environment	How can the towns' natural environment be managed to improve local people's well-being?	How can the towns' natural environment be managed to retain and celebrate its characteristic diversity?	How can the towns' natural environment be managed to enable & encourage local communities to become more self-sufficient and sustainable?	How can the towns' natural environment be managed to increase the democratic accountability of public and private organisations?
2. The <u>built</u> environment	How can the towns' built environment be managed to improve local people's well-being?	How can the towns' built environment be managed to retain and celebrate its characteristic diversity?	How can the towns' built environment be managed to enable & encourage local communities to become more self-sufficient and sustainable?	How can the towns' built environment be managed to increase the democratic accountability of public and private organisations?
3. The <u>social</u> environment	How can the towns' social environment be managed to improve local people's well-being?	How can the towns' social environment be managed to retain and celebrate its characteristic diversity?	How can the towns' social environment be managed to enable & encourage local communities to become more self-sufficient and sustainable?	How can the towns' social environment be managed to increase the democratic accountability of public and private organisations?
4. The <u>economic</u> environment	How can the towns' economic environment be managed to improve local people's well-being?	How can the towns' economic environment be managed to retain and celebrate its characteristic diversity?	How can the towns' economic environment be managed to enable & encourage local communities to become more self-sufficient and sustainable?	How can the towns' economic environment be managed to increase the democratic accountability of public and private organisations?

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