

PORTARLINGTON TOWN CENTRE

URBAN DESIGN FRAMEWORK



Amended July 2011

ADOPTED SEPTEMBER 2011

City of Greater Geelong

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NOTE. This document was originally adopted by Council in August 2009. It has been amended in July 2011 following receipt of submissions to Amendment C222 relating to the RSL site & tree protection in the Fenwick Street car park.

STUDY INTRODUCTION



STUDY AREA

INTRODUCTION

This study has the objective of developing a planning and urban design framework (UDF) that facilitates the development of the existing Portarlington Town Centre by providing direction for:

- Efficient utilisation of existing business zoned land and maximising site development opportunities particularly at identified key development sites;
- Building forms and streetscapes which contribute to a desired coastal and heritage characteristics;
- Centre and street access and connections (pedestrians and vehicles);
- Co-ordinated and efficient parking arrangements on and off street.

This study follows a series of previous strategic studies including the following:

BELLARINE PENINSULA STRATEGIC PLAN

This strategy developed a "Portarlington Vision" with input from the community.

This vision proposed the development of a streetscape and vibrant retail centre and improved infrastructure to support business growth.

Key challenges relevant to the UDF as identified during this study were diminishing retail services and neglected infrastructure (footpaths, roads drainage) in the town centre.

This plan led to the following Portarlington Structure Plan.

PORTARLINGTON STRUCTURE PLAN

This plan was prepared by the City of Greater Geelong and adopted by Council in April 2007.

This study covered much of the content of a normal urban design framework including analysis of the study area including its history, physical attributes, its community demographics and social profile, land use and infrastructure and economic factors.

The study involved consulting with the community about their vision for the future and then the detailed articulation of strategies for the future including consideration of the commercial area.



RELEVANT PRINCIPLES AND DIRECTIONS INCLUDE:

URBAN GROWTH

PRINCIPLES

To protect the unique character of Portarlington as a small coastal village located within a sensitive environmental and significant landscape setting.

To maintain a compact urban form and avoid linear sprawl of the township.

INFRASTRUCTURE

PRINCIPLES

To encourage the provision of a range of social and community services commensurate with the size and role of the township.

To provide an improved transport and movement network, including pedestrian and cyclist linkages, throughout the township and linking with surrounding settlements.

DIRECTIONS

Support the development of an ongoing programme to construct footpaths along key pedestrian routes in the township.

Support the further investigation of the Safe Harbour Project, including its integration with the adjoining foreshore reserve and the Town Centre.

SETTLEMENT AND HOUSING

PRINCIPLES

To ensure that future housing development provides a variety of housing sizes and types, and compliments the character of Portarlington.

DIRECTIONS

Encourage development which respects the coastal landscape setting of Portarlington by providing reasonable sharing of views of the coast and foreshore, and by promoting contemporary design that reflects the existing scale setback and spacing, forms and materials of buildings in the vicinity.

Apply overlay controls to the foreshore / coastal edge to ensure that residential development compliments the streetscape character and coastal interface.

Focus medium density housing within walking distance (400 metres) of the Portarlington Town Centre, other retail facilities, major areas of public open space and public transport routes. Such development should be balanced with neighbour character objectives.

Support a mix of housing types and lot sizes, particularly around/ within walking distance of Portarlington Town Centre including the provision of housing choices designed for elderly people.

ECONOMIC DEVELOPMENT

PRINCIPLES

To consolidate commercial activity and development within the existing Portarlington Town Centre to create a thriving and vibrant town centre.

To encourage contemporary development within the Portarlington Town Centre to enhance its coastal and environmental setting.

DIRECTIONS

Encourage infill development and development of existing sites within the established Portarlington Town Centre.

Support a mix of commercial, community and entertainment uses within the Portarlington Town Centre to meet the daily needs of the community and encourage street life and tourist visitation.

Support development in the Portarlington Town Centre incorporating accommodation use above ground level retail floor space, where such development meets all access and parking requirements.

Encourage contemporary built form in the town centre which complements the coastal setting and maintains the linear nature and existing scale of buildings in accordance with the Town Centre Design and Development Overlay Guidelines identified in the Portarlington Structure Plan.

Preparation of an Urban Design Framework Plan (UDF) for the town centre would be appropriate to guide its future development and the enhancement of public land in the township.

Opportunity to strengthen the character of Portarlington through an ongoing program of streetscape works.

Support the integration of the Portarlington Town Centre and Pier/ Foreshore area.

Support the development of a focal building at 22-34 Newcombe Street, Portarlington to contain retail uses, tourist accommodation and tourism related activities.

DESIGN AND DEVELOPMENT OVERLAY

A Design and Development Overlay (DDO) is proposed to apply to all land within the Town Centre that is zoned Business 1 or Business 2. The purpose of the DDO is to establish urban design principles for the town centre which enhances its appearance and coastal character.

KEY OBJECTIVES OF THE DDO ARE:

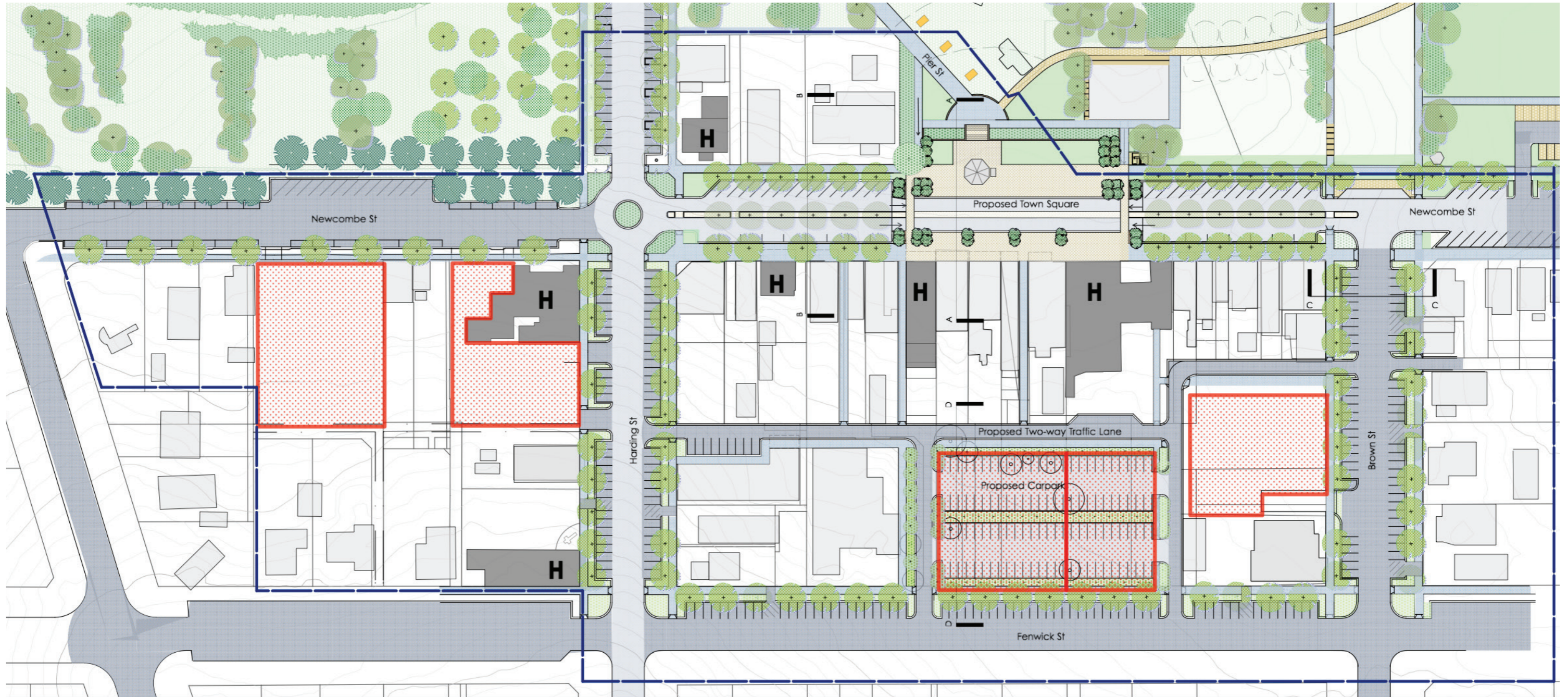
- To protect the existing views and vistas from the Town Centre and reinforce the Town Centre's proximity to the bay.
- To enhance the established coastal character of the Town Centre.
- To provide an attractive, safe and accessible environment within the Town Centre.
- To encourage development within the Town Centre to provide an appropriate interface to protect the amenity of surrounding residential areas.

THE URBAN DESIGN FRAMEWORK

The design response or development of the UDF is discussed under two separate sections:

PUBLIC REALM refers to design and development proposals that are planned for public spaces particularly the improvement of streets and public walkways and carparks. These improvements would generally be initiated and funded by Government with the City of Greater Geelong organising improvement works and managing these spaces in the longer term.

PRIVATE REALM refers to guidelines and design suggestions for private land within the study area. These projects will be initiated, funded and constructed by property owners so design suggestions are just that, recommendations about how sites might be developed over time for the overall benefit of the precinct and the broader community. The guidelines will sit as one reference for evaluating the merit of future proposals through the normal planning application process.



- KEY:**
- Concrete Paving
 - Gravel Paving
 - Stone Paving
 - Sealed Roadway
 - Grass
 - Garden Bed
 - Seating Height Wall
 - Toilet Facility (Exeloo or similar)
 - Proposed Trees
 - Existing Significant Trees
 - Development Opportunity
 - H Heritage Building (no change proposed)



A pedestrian movement plan has been prepared to illustrate how the town centre can be developed to have a cohesive system of pedestrian pathways and spaces building on the existing street and laneway system. A limited number of new connections are shown but most can be achieved with systematic upgrade of existing streets as funding opportunities arise. The development of the proposed new Town Square will provide a new focus for pedestrians both for casual use and for special events.

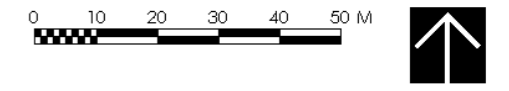
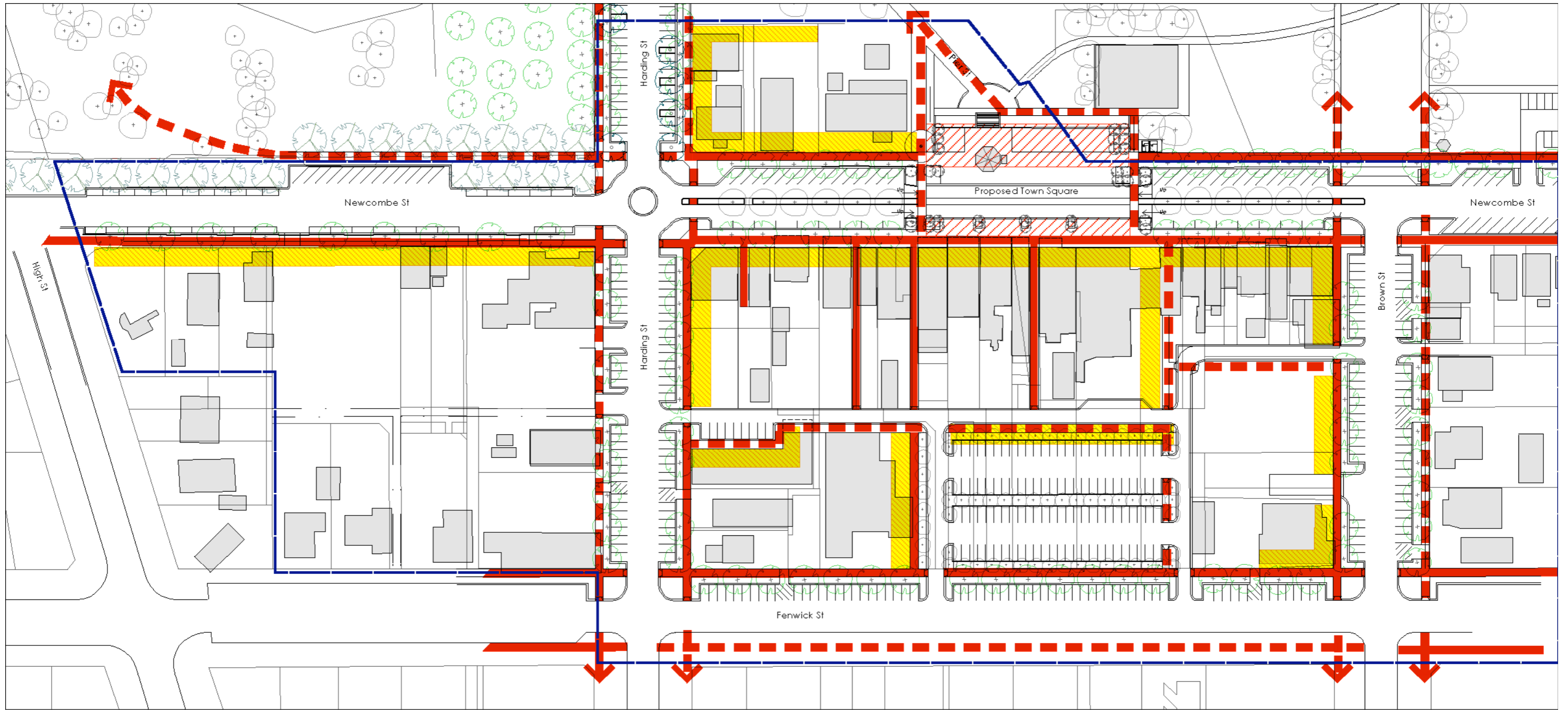
Planning of pedestrian routes has also been integrated with master planning of the Foreshore Reserve so that there is good connection between the town and the harbour through the parkland, opening up the possibility of a series of walking circuits and direct connections that will be very attractive to both residents and visitors.

OBJECTIVE

To provide for safe and convenient pedestrian movement

STRATEGIES

- Maintain existing pedestrian connections to the Town Centre;
- Enhance pedestrian links within the Town Centre with a focus on the established laneway system and links to the foreshore;
- Provide active frontages to address pedestrian thoroughfares wherever possible.
- Develop a new town square to provide a dedicated urban space for public activities and to enhance views and pedestrian connections to the Harbour and foreshore.



- KEY:
- Active Frontages
 - Existing Pedestrian Routes
 - Proposed Pedestrian Routes
 - Possible Future Laneway Extension
 - Study Area Boundary

PROPOSED PEDESTRIAN ACCESS AND ACTIVE FRONTAGE DIAGRAM



A new rear lane system is proposed to be developed within the block enclosed by Fenwick, Newcombe, Brown and Harding Streets. This new secondary street system is intended to provide formalised car and service vehicle access to the rear of most properties to better enable their future development. Pavements would be about 5.5 metres wide to enable slow 2 way circulation. They may also be designed to have associated footpaths and landscaping. This system could also be developed as a typology when key sites within the block bounded by High and Harding Streets are being planned. Council should negotiate with property owners to enable this system of lanes to be established as each site is redeveloped.

Portarlington has considerable on and off street parking capacity that is only occasionally fully occupied.

The streets have capacity for more efficient use. Street reservations are generally around 30 metres with excessively wide road pavements and intersections for the volume of traffic carried. Newcombe Street being the busiest for traffic, pedestrians and parking.

OBJECTIVES

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

To better utilise available on-street parking to maximise the development potential of land zoned for commercial purposes.

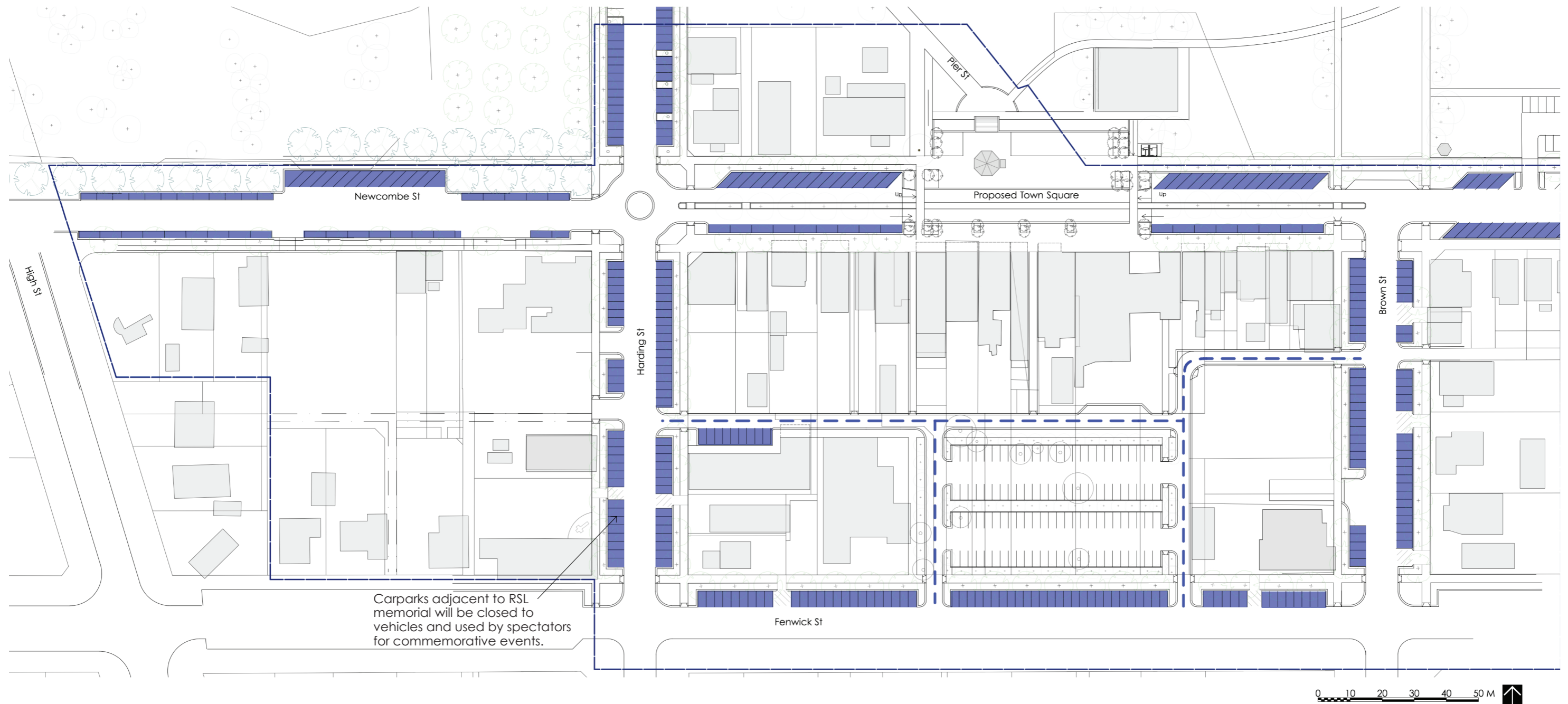
To encourage optimal use of the rear of commercial properties.

Where possible to provide street trees to shade car parking spaces




Provide safe and convenient footpaths connecting all parking spaces to all commercial and public buildings in the precinct.

STRATEGIES

- Develop a rear lane system within the block bounded by Newcombe, Brown, Fenwick and Harding Streets;
- Provide parallel car parking along the southern side of Newcombe Street between Harding and Brown Street enabling widening of the footpath;
- Retain 60 degree car parking along the north side of Newcombe Street between Harding and Brown Street;
- Discourage continued use of the foreshore reserve for informal car parking;
- Formalise car parking spaces along Brown, Fenwick and Harding Streets;
- Where parking is formalized provide accompanying footpaths, nature strips and new street tree planting;
- On-site car parking shall be provided unless it can be demonstrated that adequate provision can be made within the on-street network;
- Allow new development to front onto a rear lane where appropriate vehicular and pedestrian access is provided.



KEY:

-  Parking Spaces
-  Proposed New Lanes (Two-way 5m wide)
-  Study Area Boundary

NOTE:

In appropriate locations replace existing 60° parking with 90° parking to provide greater efficiency of on-street parking layout.



The Town Square design is consistent with development of work previously undertaken by council under the Portarlington Streetscape and Town Square Development project which has been put forward to the State Government for financial support.

Detailed design of the Town Square is necessary and further refinement should be expected to match the design to the budget and detailed user group requirements. The aim should be to keep the space simple and flexible so it can adapt to changing needs in future decades.

OBJECTIVE

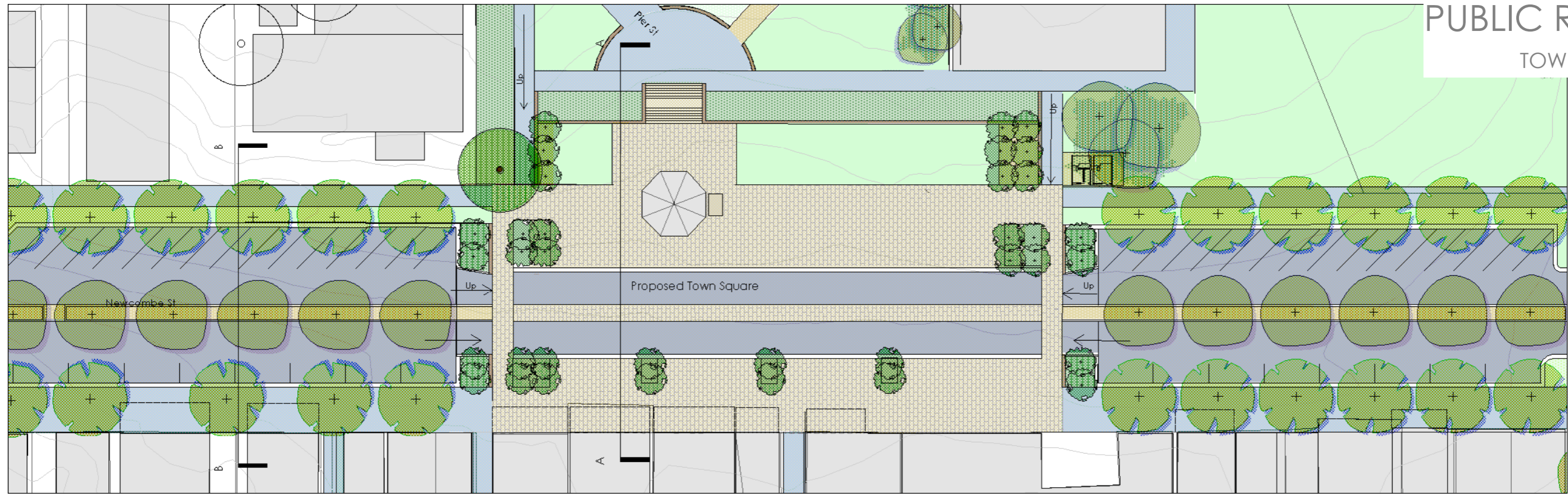
Reinforce the centre's proximity to the bay

Protect and enhance existing views and vistas from the centre

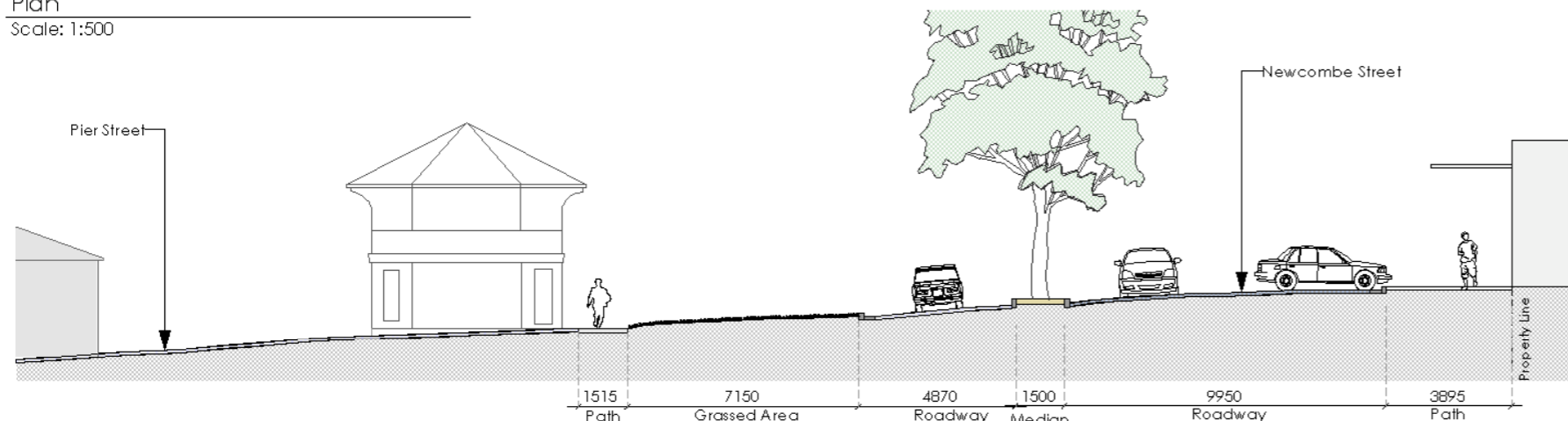
STRATEGIES

- Create a pedestrian friendly public space (Town Square) within the Town Centre by removing existing car parking spaces and central median from part of Newcombe Street;
- Provide grade differentiation and / or alternate paving treatment to the Town Square to identify the space as a shared vehicular / pedestrian space;
- Focus the development of a Town Square on a restored rotunda and weighbridge;
- Re-set levels in the Town Square using land form and simple edge wall treatment;
- Provide for disabled access ramps along each side of the Town Square;
- Provide for public amenities at the edge of the Town Square;
- Enhance the attractiveness of the space through provision of complementary planting which provides for filtered views towards the foreshore and bay.

PUBLIC REALM TOWN SQUARE



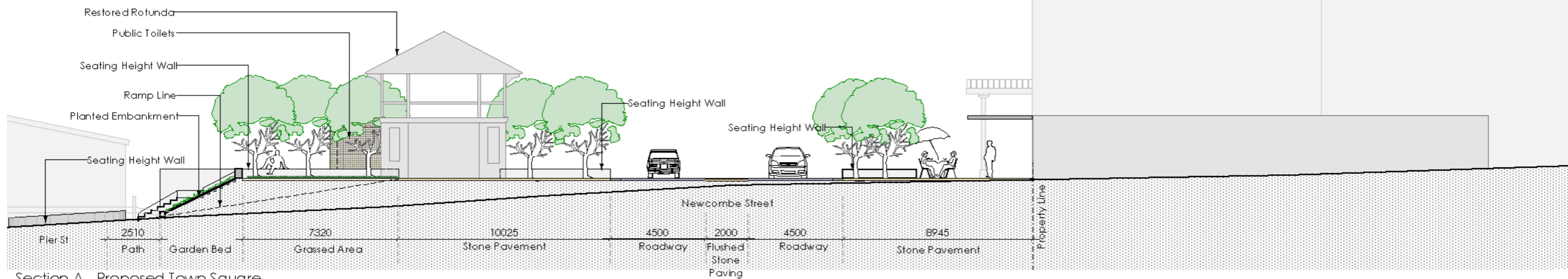
Plan
Scale: 1:500



Section A - Newcombe St Existing
Scale: 1:200

KEY:

- Concrete Paving
- Gravel Paving
- Stone Paving
- Sealed Roadway
- Grass
- Garden Bed
- Seating Height Wall
- Proposed Trees
- Existing Significant Trees
- Toilet Facility (Exeloo or similar)



Section A - Proposed Town Square
Scale: 1:200

TOWN SQUARE CONCEPT PLAN AND SECTION

PUBLIC REALM

LANDSCAPING AND STREET PLANTING



Landscape development of the public spaces in the Town Centre can help create a sense of identity and unity to the centre while also improving the micro climate for residents and visitors.

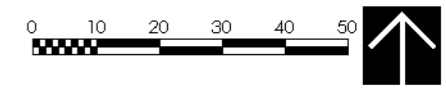
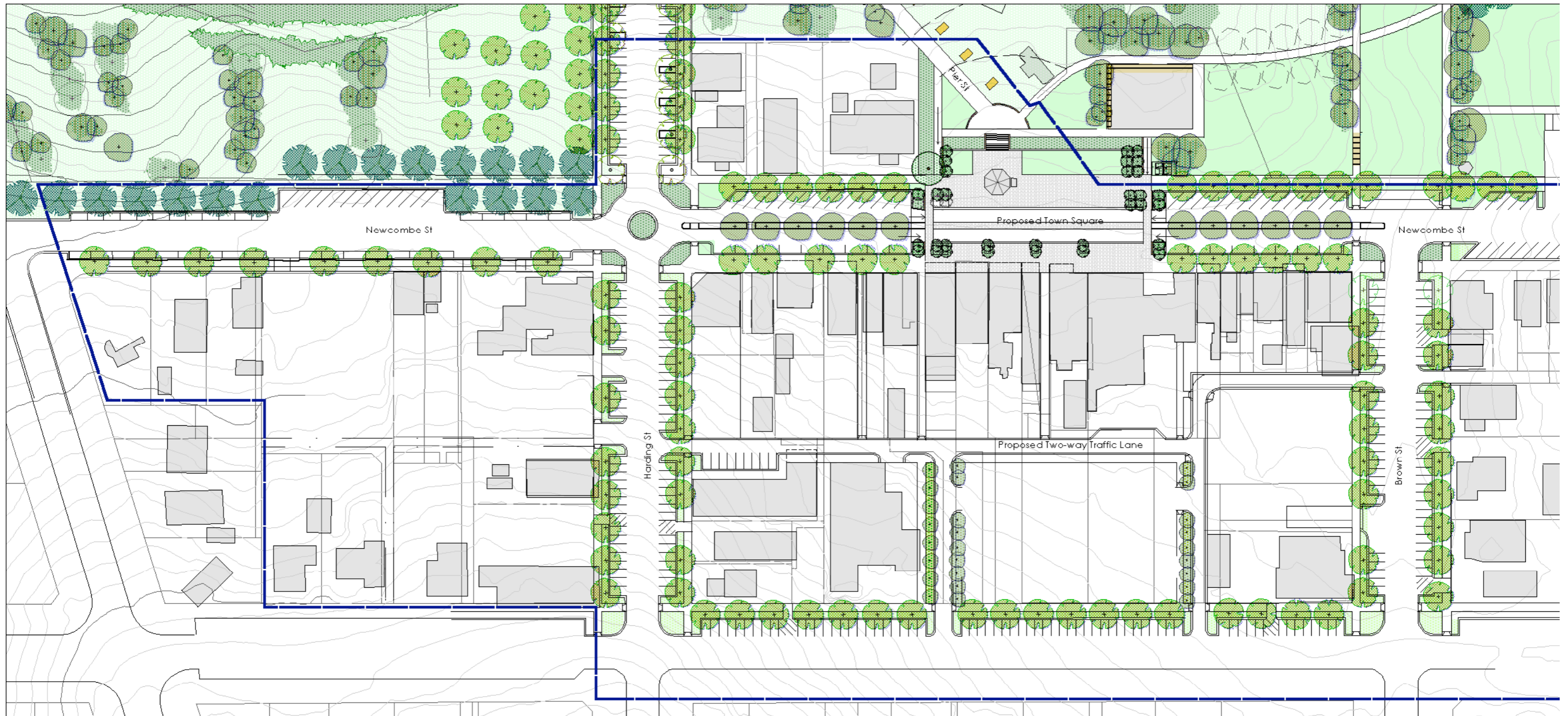
OBJECTIVE

Provide street planting that enhances the landscape character of the public realm

Provide new planting that creates a sense of identity for the Town Centre

STRATEGIES

- Retain healthy remnant Elm trees in Harding and Brown Streets;
- Protect and retain the Queensland Lacebark tree located adjacent the Child Care Centre;
- Carpark design and development to allow for retention of existing significant trees where possible;
- Provide large deciduous plantings along street reserves to Newcombe, Brown, Fenwick and Harding Streets;
- Provide small decorative feature trees within the Town Square;
- Provide pines along the north side of Newcombe Street, west of Harding Street announcing entry into the Town Centre and linking with established plantings within the foreshore reserve;
- Street tree selection and placement in Harding St to minimise impacts on the RSL memorial area.

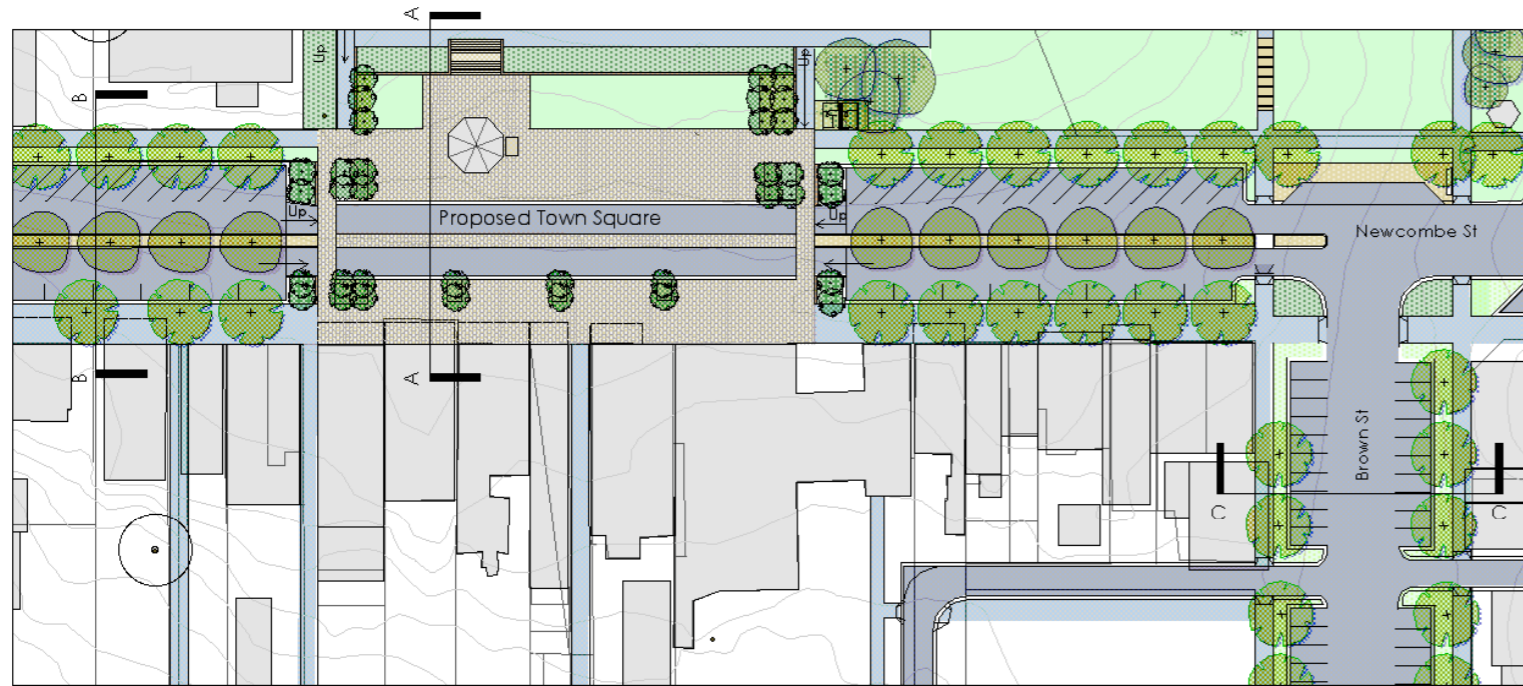


KEY:

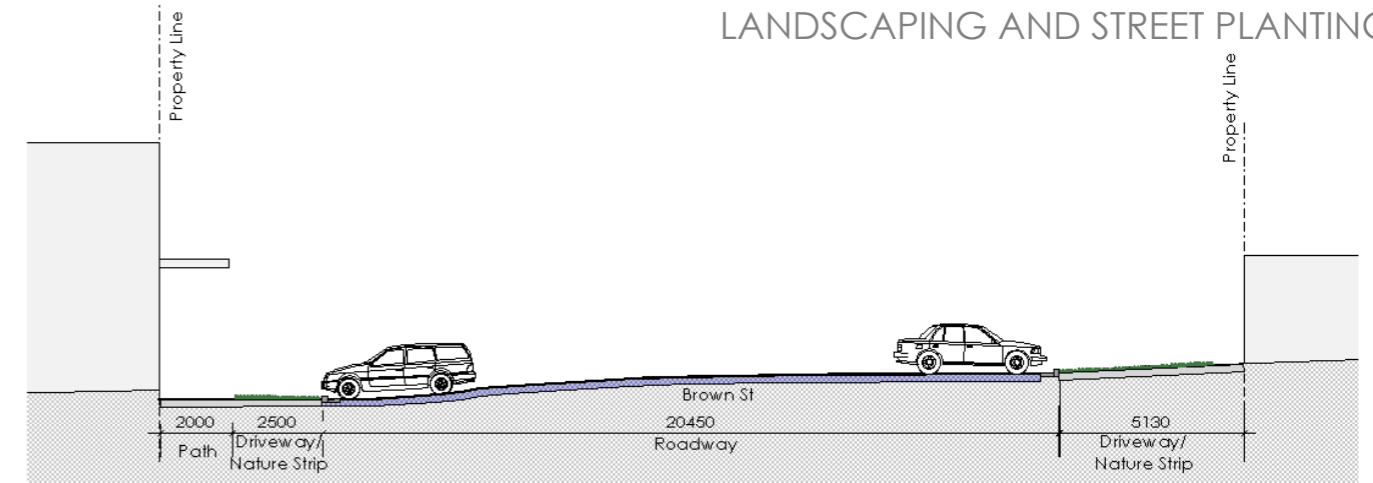
- Grass
- Garden Bed
- Existing Significant Tree
- Coastal Native Tree
- Large Deciduous Tree
- Pine

PUBLIC REALM

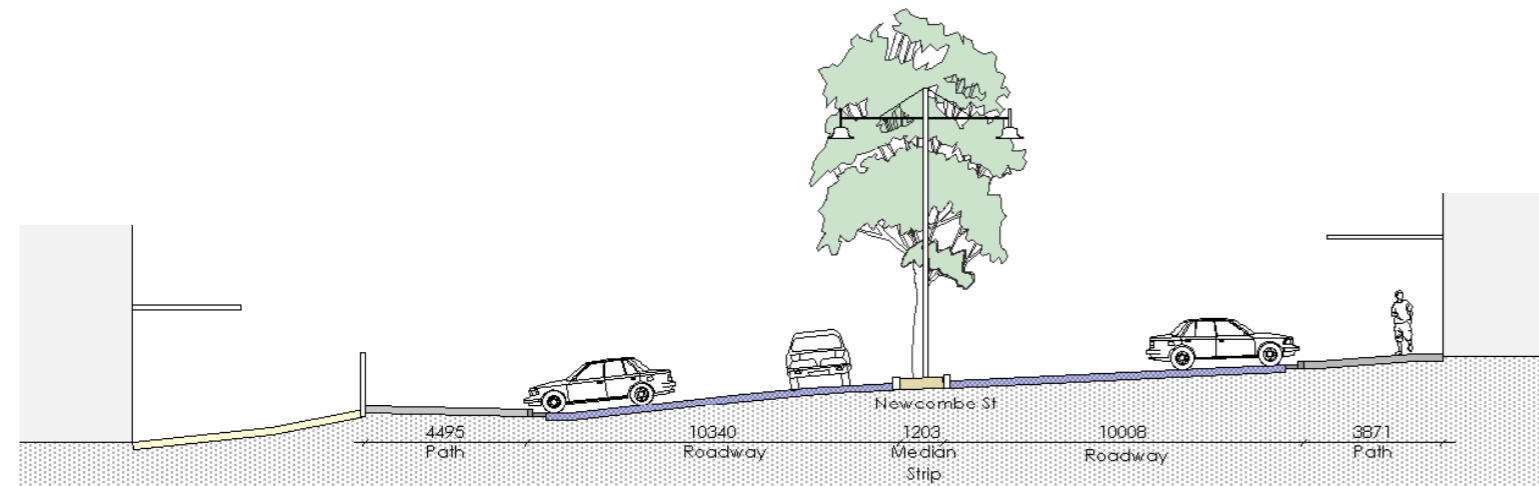
LANDSCAPING AND STREET PLANTING



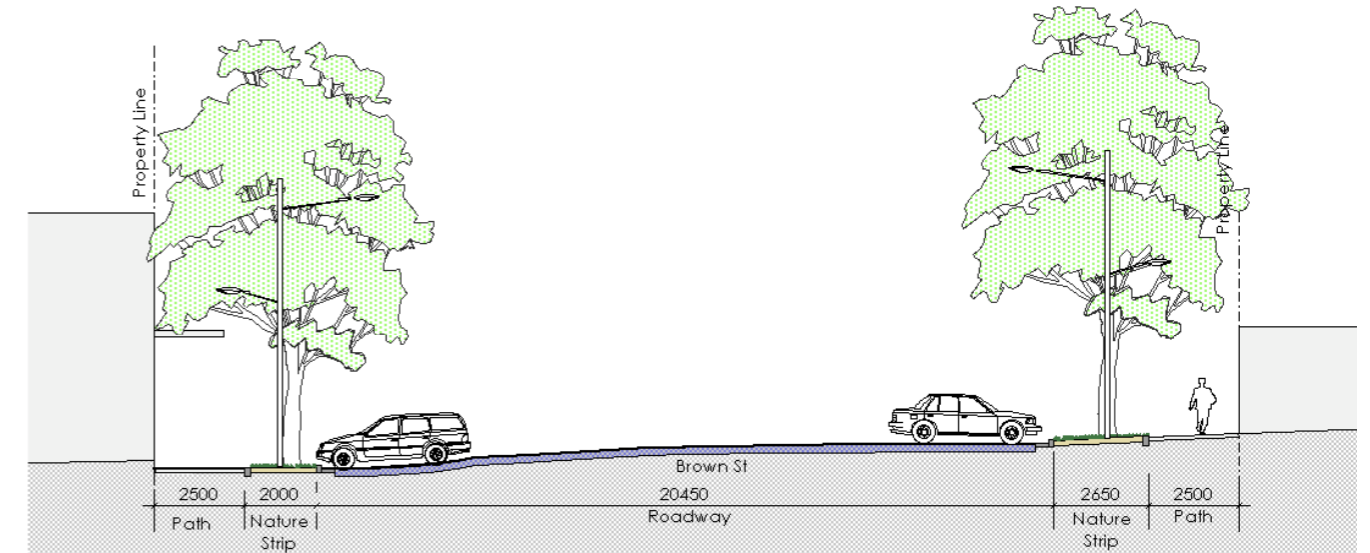
Plan
Scale: 1:1000



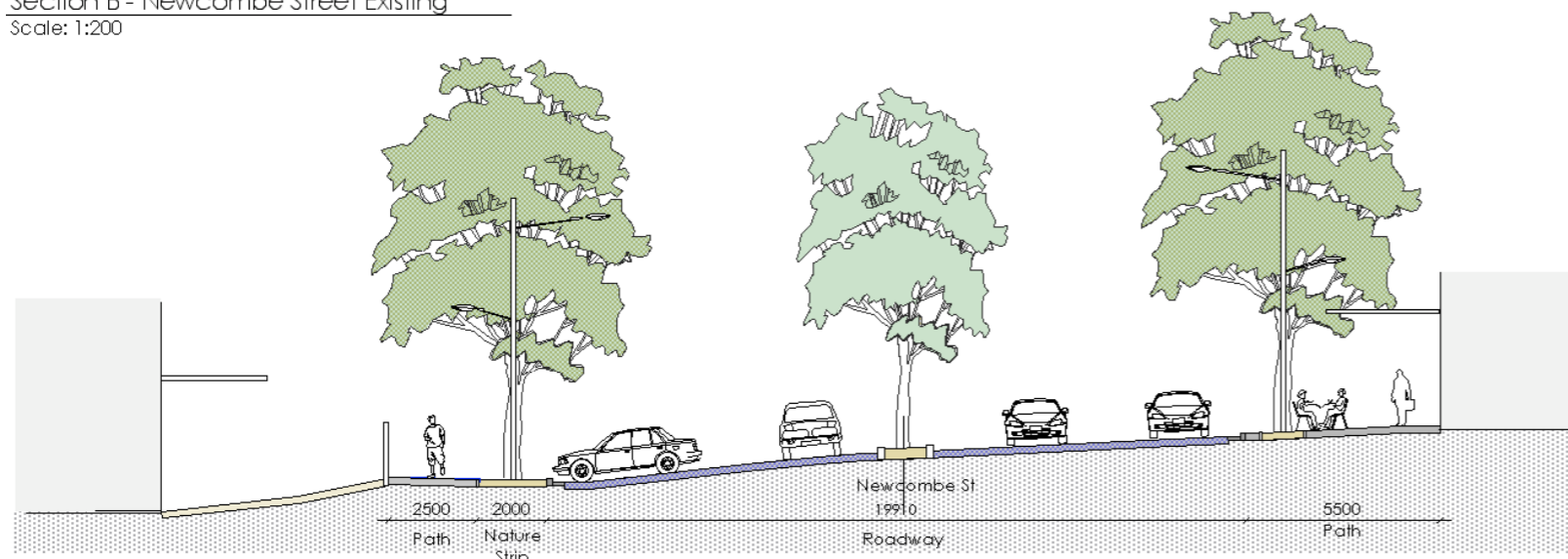
Section C - Brown Street Existing
Scale: 1:200



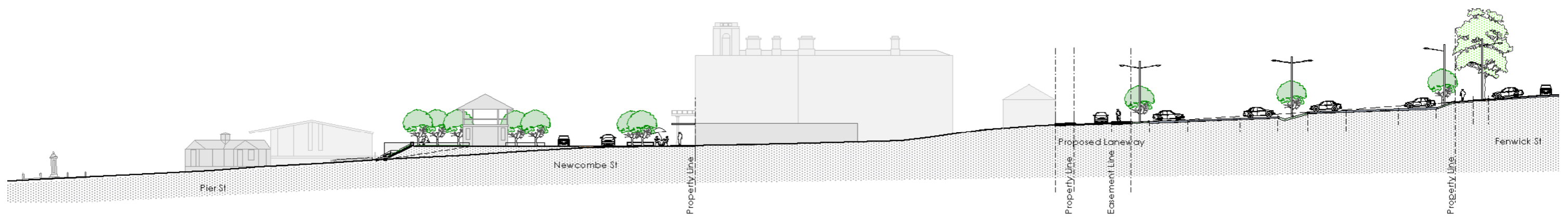
Section B - Newcombe Street Existing
Scale: 1:200



Section C - Brown Street Proposed
Scale: 1:200



Section B - Newcombe Street Proposed
Scale: 1:200



Section - Development & Context

Scale: 1:500

BUILDING SETBACK

- Retain traditional narrow frontage treatments;
- Encourage zero lot line setbacks where consistent with the prevailing streetscape character;
- Provide active frontages by orientating development to the street or rear lane.

BUILT FORM

- Provide a well articulated facade with windows to ground floor level;
- Avoid blank walls fronting streets or laneways;
- Use a mix of contemporary and traditional materials;
- Encourage verandahs on active frontages.

BUILDING HEIGHT

Development to be generally two storey built form, with any higher element proposed assessed against the following criteria:

- sympathetic to buildings of heritage significance;
- sympathetic to any residential interface;
- visually unobtrusive when viewed from the public foreshore;
- demonstrating high quality design.

VEHICLE ACCESS AND CAR PARKING

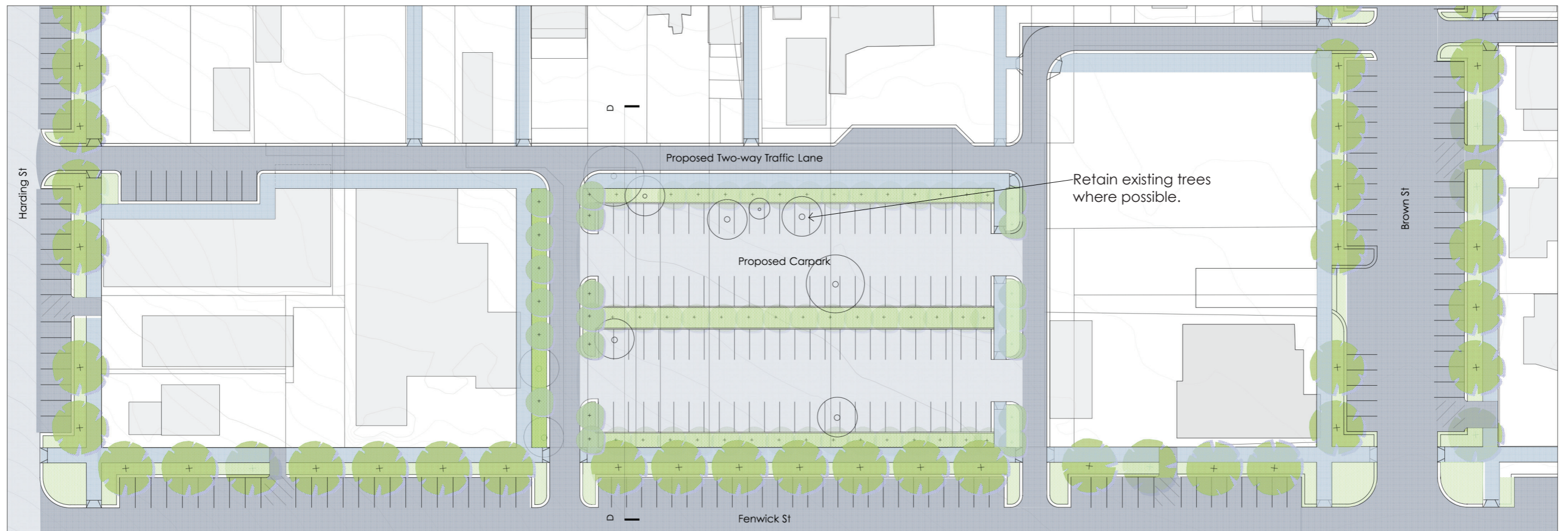
- Minimise the width of vehicle access points to car parking areas;
- Locate car parking to the rear of sites to minimise visibility from Newcombe Street and adjacent residential areas;
- Encourage full use of available on-street car parking spaces;
- If provided below ground level, car parking should be accessed from the rear of the property with no part visible from the street frontage.



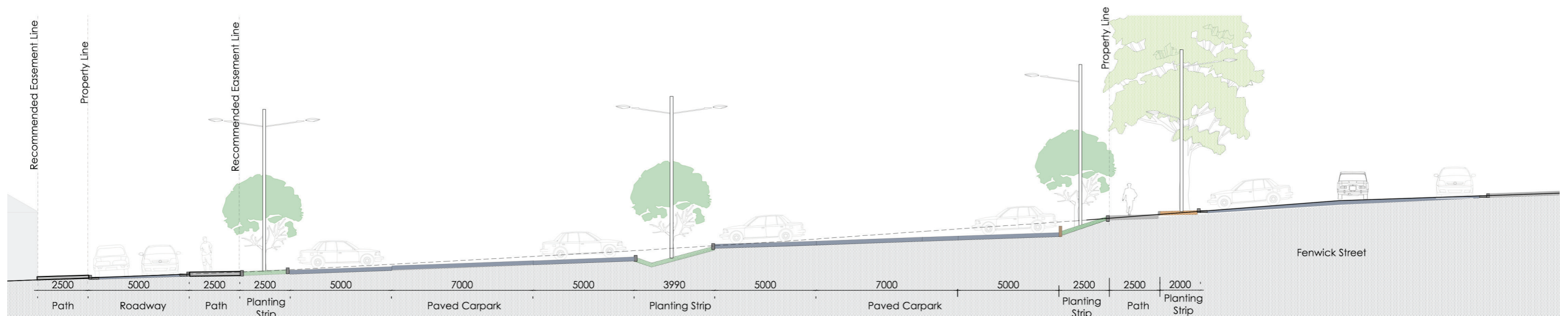
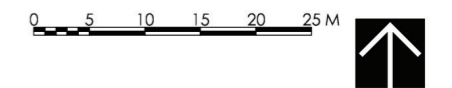
EXISTING BUILT FORM



CONCEPTUAL PROPOSED BUILT FORM



Plan - Proposed Public Realm Improvements



Section D - Proposed Public Realm Improvements
Scale 1:100 @ A1, 1:200 @ A3

This infrastructure improvement will enable improved access and enhance the development potential of many sites to the rear of the commercial area.