

THE CITY OF
GREATER GEELONG

URBAN DESIGN REPORT

PAKINGTON STREET (GEELONG WEST)
& GORDON AVENUE URBAN DESIGN
FRAMEWORK



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01 INTRODUCTION

This Urban Design Report has been prepared by the City of Greater Geelong to provide an overview of the study area and help inform the initial Make My Pako community workshops. It forms part of a suite of reports which will underpin an Urban Design Framework (UDF) for Pakington Street (Geelong West) and Gordon Avenue.

We (the City) have identified an opportunity to prepare a UDF for Pakington Street (Geelong West) and Gordon Avenue. For this project, the area has been divided into three precincts. The northern precinct; from Church Street to Wellington/Waratah Street and the Gordon Avenue precinct; from Pakington Street to Latrobe Terrace, have developed as peripheral areas to the main retail precinct, accommodating secondary services; predominantly office, hospitality and bulky goods.

The established retail precinct; from Wellington/Waratah Street to Autumn Street is inherently unique with a diverse mix of core retail, commercial, community and employment uses that have developed over time. This area is home to one of Geelong's biggest celebrations of cultural diversity and offers some of the best shopping and dining experiences in a backdrop of heritage buildings and community spirit that contribute to a 'village' vibe. Together, these three precincts play a key role in the retail hierarchy both locally and for the wider region, located in close proximity to Central Geelong, the Geelong train station and local bus services.

With such success, come challenges and vast opportunities for improvement. After all, it has been many years since the streetscapes were upgraded and the wear and tear is evident. We (the City) want to make sure this much-loved area continues to thrive and that its full potential is unlocked.

The UDF will provide an opportunity to develop a shared vision for the future of the area. It will help guide growth and development including; built form outcomes, streetscape design, traffic and pedestrian movements, car parking and land use, and will assist in the assessment of future development proposals in order to maximise opportunities within the area, while carefully planning and managing potential impacts on surrounding areas. The UDF will also provide design guidelines and principles, and recommend improvements to existing and future infrastructure to help guide the City's capital investment in the area.

To assist in planning for the precincts, the following timeline is being followed:



1.1 REPORT AIMS

This Urban Design Report provides a preliminary assessment of the existing conditions within each precinct identified in the study area in order to begin the process of identifying issues and opportunities that can be positively addressed through the Urban Design Framework.

This report covers a wide range of urban design elements such as land use, activity, building types, and streetscape design, among others, in order to reveal existing patterns that currently shape the ways in which each precinct functions.

Some of the objectives for this assessment include:

- To assess the existing context, character and built form of the study area.
- To identify opportunities to enhance the area's development through urban design.
- To define precincts within the study area that contain complementary uses and character.
- To understand how visitors using different transport modes, move through and experience the precincts, in order to explore how these connect and work as a whole.

The following pages of this assessment present observations that resulted from a thorough investigation of the study area, and while it is not an exhaustive documentation of all existing urban design attributes, it seeks to identify key elements for discussion during the initial 'visioning' workshop.

1.2 REGIONAL CONTEXT

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

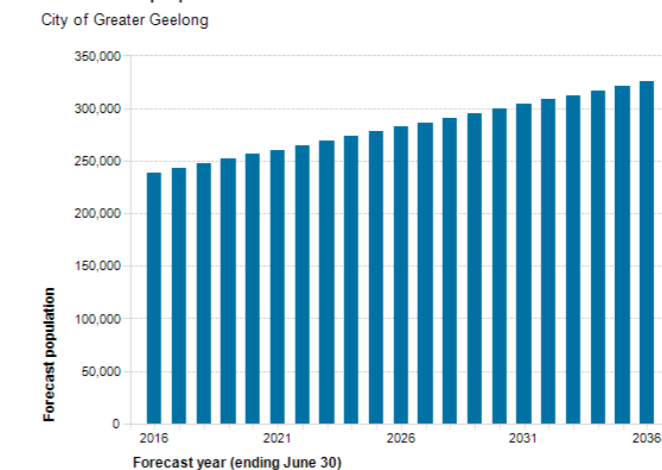
The City's annual growth rate has increased from 1.1% in 2011 to 2.7% in 2015-16. As such, over 5,000 new residents made Geelong their home last year.

Geelong's population growth is underpinned by a resurgence in the local economy, considering that between 2011 and 2016, the City's employment grew by 2.1% and population growth doubled with significant increases in the service industry. Greater Geelong hosts a population of approximately 240,000 people and is forecast to grow by more than 35% over the next 20 years.

This strong population growth is guided by the Regional Growth Plan. The Plan identifies key infrastructure and services required to support the region's growth to 2050. It recognises the importance of urban consolidation in providing for this projected growth and the identification of two new major growth areas on the west side of the Geelong Ring Road.

State level government policy, including Plan Melbourne, further highlight the important role Geelong plays; as Victoria's second largest city, in providing housing and services for a growing population. As a metropolitan planning strategy, Plan Melbourne defines the future shape of Melbourne and Victoria over the next 35 years. It advocates for urban consolidation and decentralisation, calling on Victoria's regional centres to assist Melbourne in housing, employing and educating the growing population.

Forecast population



Population and household forecasts, 2016 to 2036, prepared by .id, November 2017. **.id** the population experts

1.3 LOCAL CONTEXT

Pakington Street is a key north-south road that runs across the established residential suburbs of Geelong West and Newtown, offering connections to the Barwon River. Gordon Avenue runs east-west connecting Pakington Street to Central Geelong.

The established suburb of Geelong West had a population of 7,084 people in 2016, with a population density of 30.49 people/ha, and as such, Geelong West is one of the most densely populated suburbs of Geelong. The areas around Pakington Street and Gordon Avenue are within 1.3 km of Central Geelong, and approximately 700m from Geelong Station and the waterfront and benefit from accessibility to the employment and recreation opportunities these areas provide. Forecast population growth over the 2018-2036 period is around 1.01% change, resulting in a population of about 9,901 by 2036, and a density of 42.67 people/ha.

Below are key characteristics of Geelong West based on 2016 ABS statistics:

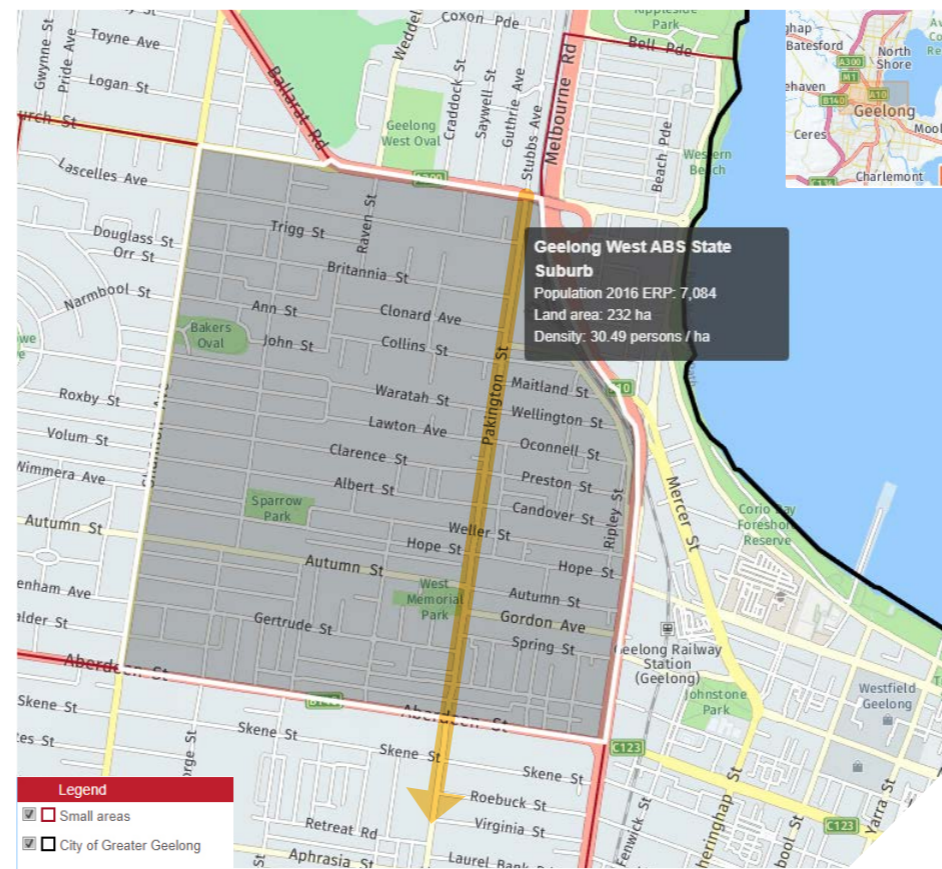
- People between the ages of 35 to 49 made up 22% of Geelong West.
- Separate houses made up 70% of the housing stock in Geelong West, with 22% medium density housing.
- Geelong West had a higher percentage of lone person households; at 33%, than the Greater Geelong average; at 26%.
- Approximately 60% of Geelong West residents used cars-as drivers in order to get to work, which was less than the 70% average in Greater Geelong.

The established retail precinct; from Autumn Street to Waratah/Wellington Street provides a central location for a wide range of services, activities, and amenity including the Town Hall, the Geelong West library, West Park, and a number of significant heritage buildings.

The northern precinct; from Waratah/Wellington Street to Church Street has developed as a peripheral area accommodating secondary services including a mix of office and restricted retail. Gordon Avenue has also developed as a peripheral area and currently accommodates a Homemaker Centre, with a limited mix of uses; mostly bulky goods, industrial and office.

The northern and retail core precincts play a key role within the retail hierarchy as the only Specialised Retail Centre within Greater Geelong. Furthermore, their proximity to Central Geelong, the Geelong train station and local bus services present different opportunities and challenges at different scales to better integrate and define the vision, role, function and future of the Centre and the area as a whole.

GEELONG WEST SUBURB PROFILE

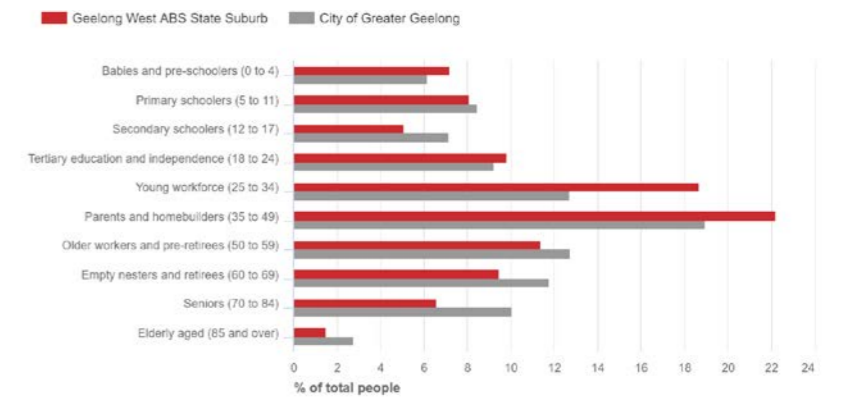


2016 METHOD OF TRAVEL TO WORK



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.

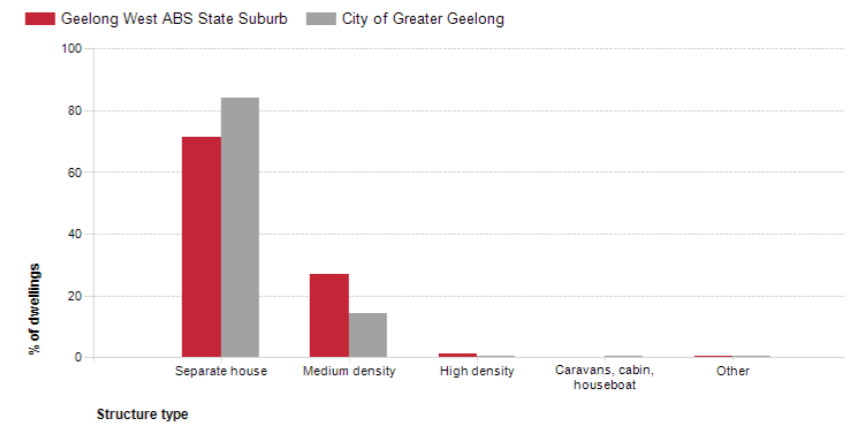
2016 AGE STRUCTURE



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



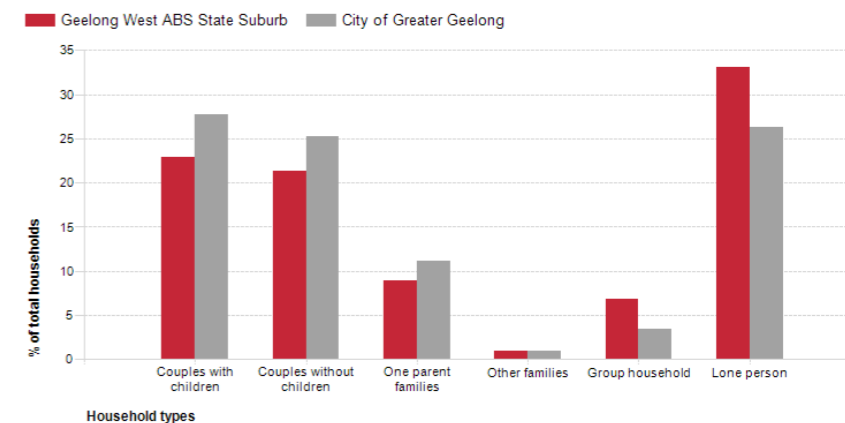
2016 DWELLING STRUCTURE



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Enumerated data). Compiled and presented in profile.id by .id, the population experts.



2016 HOUSEHOLD TYPE



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Enumerated data). Compiled and presented in profile.id by .id, the population experts.



1.4 STUDY AREA & PRECINCTS

For the UDF, the study area has been divided into three precincts, as shown in the diagram to the right. The Precinct boundaries generally relate to existing land use and zoning, as well as the existing character of the built environment and activities that take place; which will be further discussed in this report.

The Northern Precinct stretches along Pakington Street from Church Street to Waratah/Wellington Street; with a mix of office, restricted retail, and emerging cafés and restaurants.

The Retail Core Precinct is the area that comes to mind when you hear 'Pako' stretching along Pakington Street from Waratah/Wellington Street to Gordon Avenue; with a mix of locally owned specialty retail, cafés and restaurants, the Town Hall, library and post office, among others.

The Gordon Avenue Precinct stretches along Gordon Avenue from Pakington Street to Latrobe Terrace; with a mix of large format retail, warehouse and some office space.

The initial study area was limited to the retail core or 'Pako'. However, it became evident that the focus should be extended to include the northern extent of Pakington Street up to Church Street, and Gordon Avenue, as these areas are important 'gateways' to 'Pako' connecting this area to surrounding neighbourhoods, Central Geelong, and the wider region.

The existing residential area directly east of Pakington Street and north of Gordon Avenue are included in the study area due to its location and proximity to the edge of Central Geelong and the Geelong Train Station. This area is also likely to be most impacted by any changes to the movement and access network surrounding the area. However, it is not anticipated that there will be significant changes to the existing character or planning policy affecting this area as a result of this project.

In this sense, the extent of the study area ensures the following:

- Inclusion of key destinations within the periphery of the Specialised Retail Centre and the Homemaker Centre;
- Recognition of key physical barriers to movement that limit activity between the precinct and its surrounding;
- Identification of areas that have existing relevant planning policy and guidelines; and
- To define precincts within the study area that contain complementary uses and character.

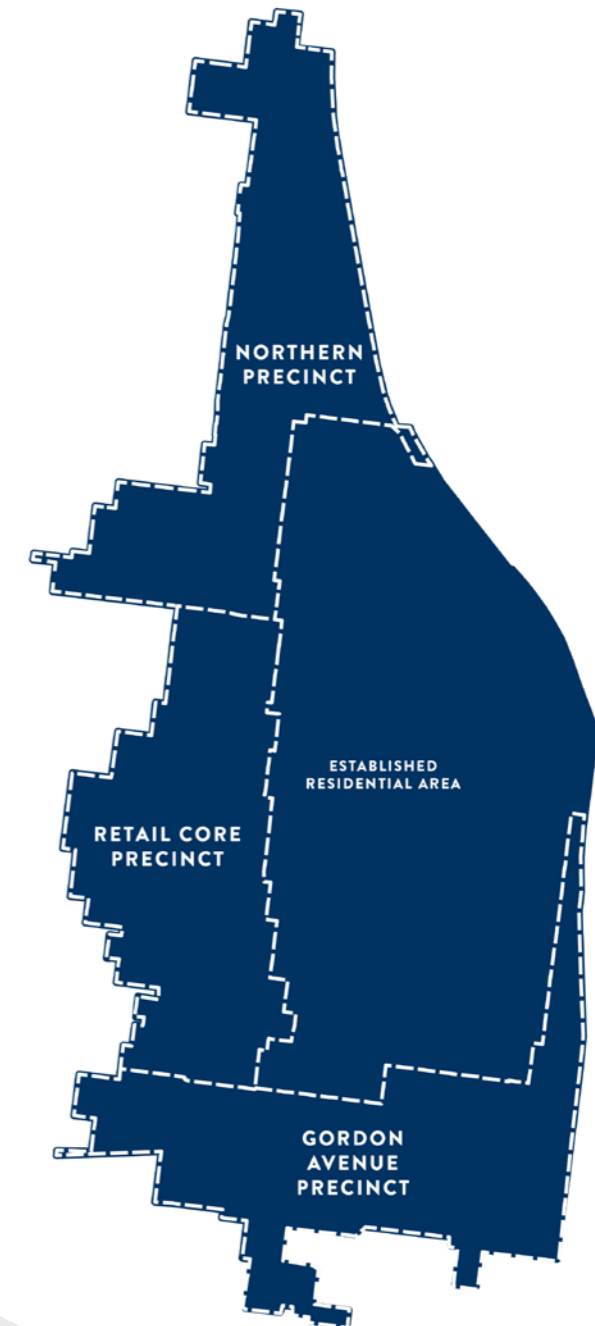
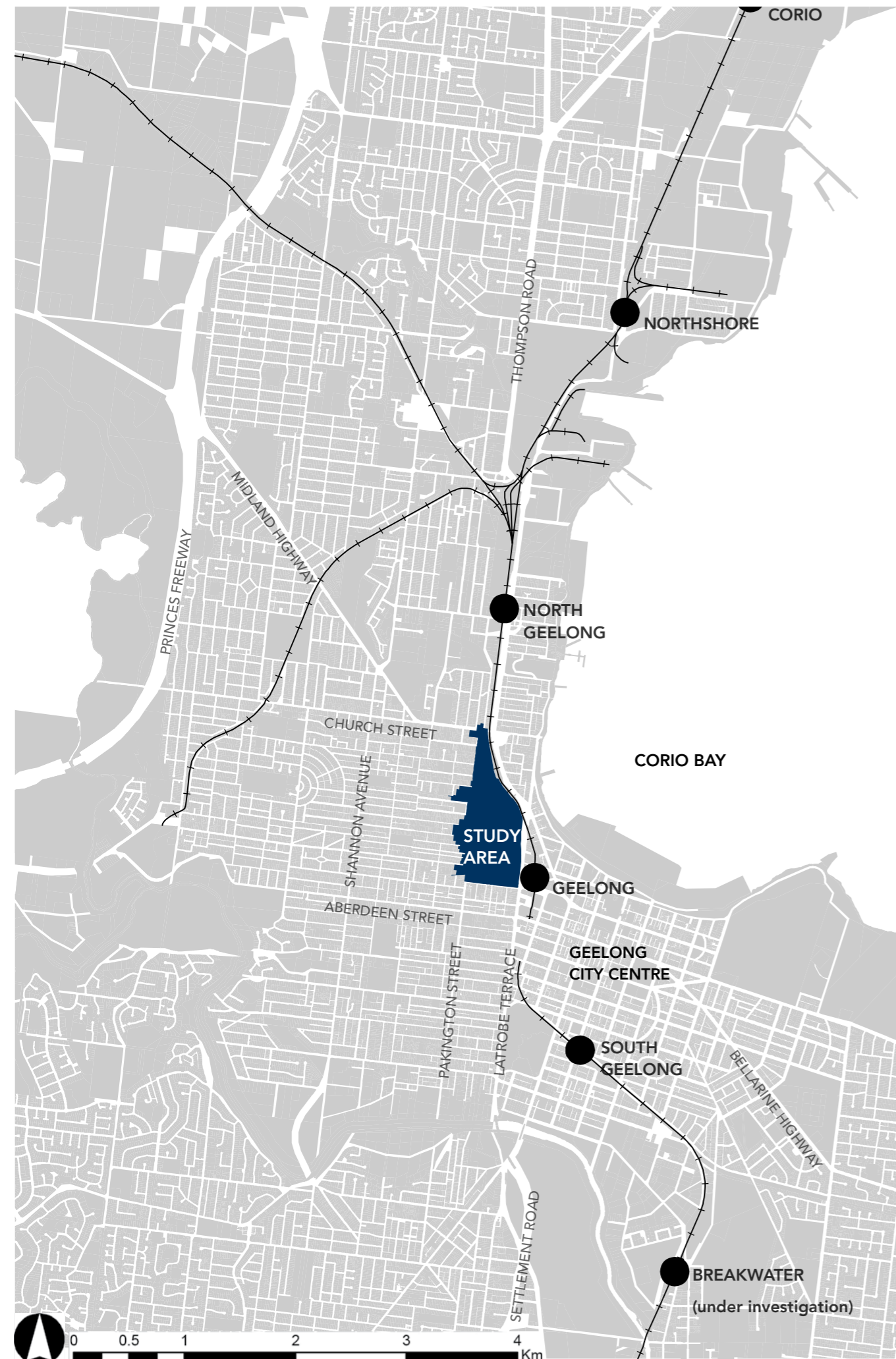


Figure 1 - Precincts



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02 POLICY & PLANNING CONTEXT

The following section outlines the key policies affecting the study area that have direct relevance to the development of the UDF.

2.1 GREATER GEELONG: A CLEVER AND CREATIVE FUTURE

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

Representing the voices of more than 16,000 members of our community, *Greater Geelong: A Clever and Creative Future* is a 30-year vision that guides all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to the city-region.

The clever and creative concept is about developing a consistent approach to how things are done, which is why all proposals to Council will need to demonstrate how they positively contribute to the 30-year vision. The clever and creative concept is also about collaborating to address challenges and opportunities, embracing innovation, and new ways of doing things that applies to everyone.

At the heart of the 30-year vision are a series of community aspirations that are focused on the region's economy and employment, the environment, arts and culture, transport connections, tourism, efficient and equitable digital access, and good governance. The vision recognises that in order for a city-region to be successful, it must be connected, prosperous, creative, sustainable and resilient, and designed for people.

Pakington Street (Geelong West) and Gordon Avenue can play a leading role in delivering a clever and creative future. The UDF's overall principles will respond to the community aspirations and positively contribute to achieving the measures of success.

COMMUNITY ASPIRATIONS



A prosperous economy that supports jobs and education opportunities.



Creativity drives culture.



A fast, reliable and connected transport network.



People feel safe wherever they are.



An inclusive, diverse, healthy and socially connected community.



Development and implementation of sustainable solutions.



A leader in developing and adopting technology.



A destination that attracts local and international visitors.



Sustainable development that supports population growth and protects the natural environment.



2.2 HOUSING DIVERSITY STRATEGY

With almost 85% of Geelong's housing stock consisting of suburban detached 'family homes', increasing housing diversity will be a key factor in addressing housing need in the future.

The Housing Diversity Strategy was adopted in 2007 to guide how urban consolidation should occur and provided the basis for the application of the new residential zones that were introduced into the Planning Scheme in 2014. Clause 22.63 of the Greater Geelong Planning Scheme provides the policy that applies to all residential land located in Increased Housing Diversity Areas (IHDA). Pakington Street (Geelong West) is a key activity centre and the surrounding residential area is nominated as an increased housing diversity area that will be expected to cater for areas of change in housing type and density. Therefore, it is important to plan for the future of these activity centre areas and prepare a framework to guide development.

IHDA areas can provide residents local shopping needs and/or are serviced by public transport, meaning that new development should encourage walking as a viable alternative to private vehicles. The IHDA policy includes design objectives for delivering housing that positively contributes to the neighbourhood, regardless of whether they involve redevelopment of existing housing stock, new medium or higher density developments.

This policy aims to avoid a 'one size fits all' approach in order to provide choice in housing types that reflect the local context and responds to heritage, significant vegetation, as well as topography and views while catering for the housing needs of a diverse range of future residents.

GEELONG WEST, MANIFOLD HEIGHTS & NEWTOWN INCREASED HOUSING DIVERSITY AREA



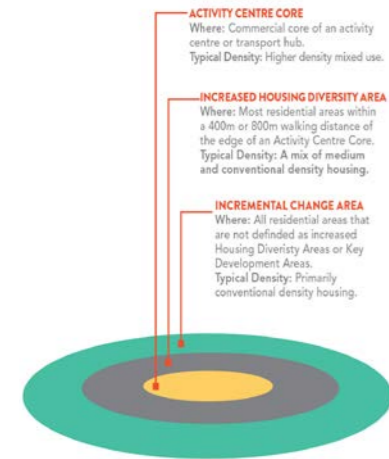
2.3 CITY OF GREATER GEELONG SETTLEMENT STRATEGY

The Settlement Strategy will provide a framework and give clear direction on where growth and development should occur, to ensure the City can meet the needs of the municipality by 2036 in a sustainable, planned, logical, integrated, efficient and cost effective way.

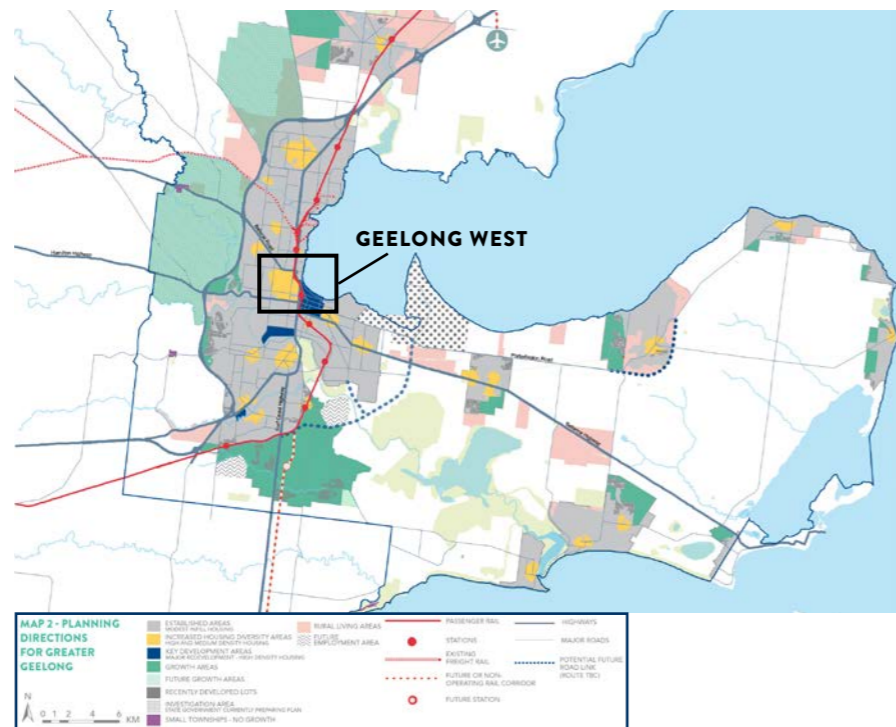
Greater Geelong's estimated population of approximately 240,000 in 2016 is expected to grow to over 320,000 by 2036. This represents an increase of over 35% by 2036, and it is estimated that an additional 35,000 houses will be required to cater for this growth.

The Settlement Strategy is consistent with the Increased Housing Diversity Areas and identifies Pakington Street (Geelong West) and Gordon Avenue as an 'activity centre core' where high and medium density housing can be located, surrounded by an Increased Housing Diversity Area that has the potential to provide modest infill housing within Geelong West.

HOUSING DIVERSITY



PLANNING DIRECTIONS FOR GREATER GEELONG



2.4 PAKINGTON STREET NORTH URBAN DESIGN GUIDELINES POLICY

Clause 22.43 of the Geelong Planning Scheme incorporates policy that applies to buildings, works and subdivisions in Pakington Street North, Geelong West. This policy was adopted in 2004 and aims to ensure that new development in the area responds to the preferred character and improves the quality of the pedestrian environment.

The Urban Design Guidelines Policy recognise the changing uses and distinct character of the northern part of Pakington Street, and provided a long-term vision for the area as one which would continue to provide peripheral or restricted retail activities. Therefore, these guidelines reflect the built form requirements of larger-scale uses.

The overall aim for the urban design character of the area was set to 'extend the character and scale of the existing Pakington Street Activity Centre further north into this precinct'. The incorporated guidelines set objectives and suggest design responses for the streetscape character, building siting and site layout, built form, building details and finishes, heritage structure, sustainability, walkability, and vehicle access and parking. The policy also included recommendations for implementation through the Geelong Planning Scheme but did not go into detail to incorporate capital works.

The precinct boundaries in this report, and as part of the UDF, are consistent with those in the Policy and will offer an opportunity to build on and review recommendations.

2.5 DRAFT RETAIL STRATEGY 2017

The continuing support for our existing and planned activity centres is important to developing healthy, well connected neighbourhoods which contribute to the vibrancy and attractiveness of our suburbs.

The City has prepared a Draft Retail Strategy that provides a review of current retailing trends, land use, population growth and makes recommendations for changes to planning policy. The strategy aims to guide retail development in Greater Geelong until 2031 in order to ensure residents continue to have access to essential retail services.

Retail trade is one of the region's largest employment sectors, employing 12.7% of the population in 2016.

Below are some of Geelong's key opportunities and challenges recognised in the Strategy;

- population growth directed at greenfield locations which create demand for new retail centres.
- supermarket and bottleshops currently dominate retail sales across Geelong but typically offer little to support other stores within a centre.
- restricted retail floorspace is generally over supplied across the municipality.

The Retail Strategy currently identifies Pakington Street (Geelong West) as Greater Geelong's only Specialised Retail Centre within the Retail Hierarchy. The Strategy highlights the need for the preparation of an Urban Design Framework (UDF) for Pakington Street (Geelong West) and suggests it should address and consider rezoning opportunities within the northern end of Pakington Street and review the role of the Gordon Avenue Homemaker Centre.

The Pakington Street (Geelong West) Specialised Retail Centre is a thriving centre that plays an important local day-to-day retail and community role within Geelong West, and is successfully attracting visitors from the wider region by hosting events such as Pako Festa, which is Geelong's biggest celebration of cultural diversity.

The Retail Centre currently comprises of more than 38,000sqm of retail floorspace. The current review of land use and floor space is shown in the table below.

Supermarket	Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail
3,692	1,916	4,431	16,099	12,007	38,145

Much of Pakington Street's (Geelong West) retail success is the focus on slow retailing, which engages customers at a slower pace and generally constitutes locally owned and operated shops with a distinct personality. These retailers are successful in building relationships and depend on repeat sales from local customers. Being a specialised retail centre, Pakington Street (Geelong West) has a large concentration of 'slow retailing' with 'flagship' locally owned and operated cafés, clothing stores and delis.

The Strategy currently identifies Gordon Avenue area as one of Greater Geelong's 11 Homemaker Centres, currently comprising more than 20,000sqm of retail floorspace. The current review of land use and floor space is shown in the table below.

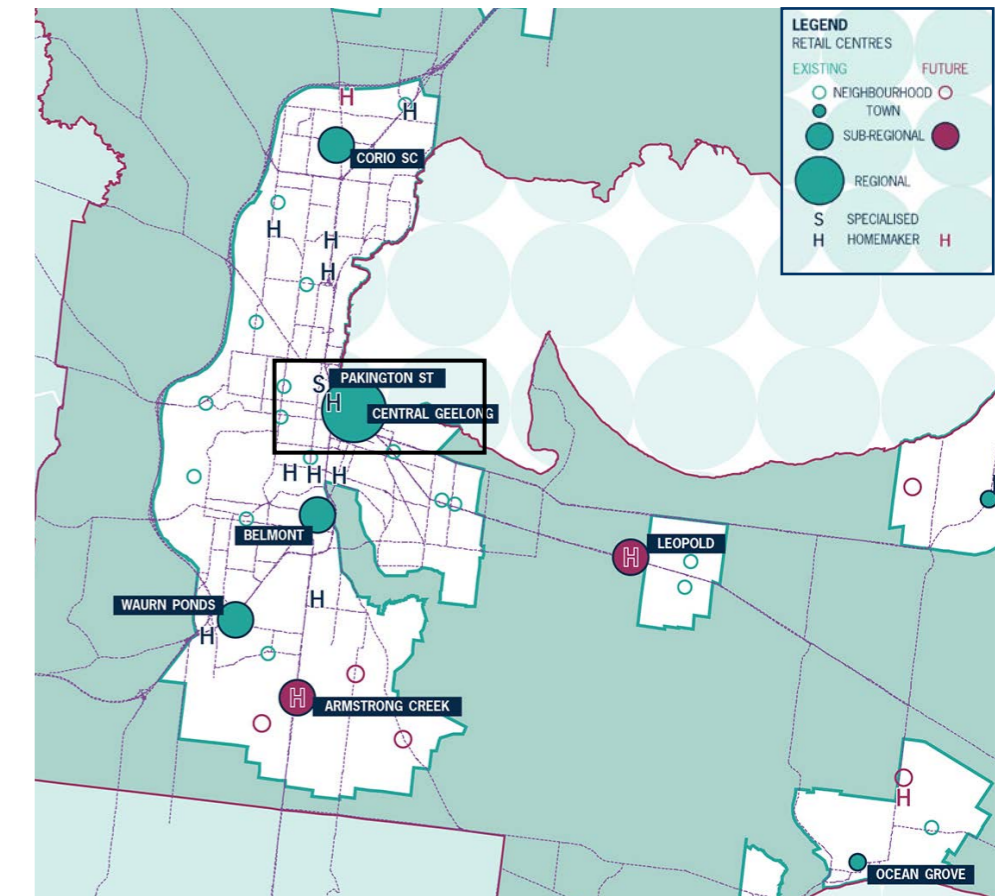
Bulky Goods	Specialty Food	Specialty Other	Hospitality	Total Retail
16,651	119	3,388	144	20,302

Gordon Avenue is in an existing Commercial 2 Zone and bookends Pakington Street to the south, evolving over recent years with cafes and smaller scale restricted retailing. The Strategy identifies a general oversupply of restricted retailing floorspace across Greater Geelong and recognises that Gordon Avenue is in an attractive location within close proximity to Pakington Street; which is a successful shopping destination, public transport and Central Geelong. These factors highlight Gordon Avenue as an area that lends itself to a more intensive mix of land uses.

The table below shows the current increase in supportable floorspace for both centres. The UDF will seek to explore ways to accommodate this additional floorspace.

Retail Centre	Projected supportable floorspace demand by 2031
Pakington Street (Geelong West)	4,100sqm
Gordon Avenue (Geelong West)	1,900sqm

GREATER GEELONG RETAIL CENTRES



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03 LAND USE & ACTIVITY

An analysis of the existing land use patterns within the three precincts will assist and inform planning decisions for their future.

Pakington Street (Geelong West) and Gordon Avenue feature a concentration of commercial, retail, office, and convenience uses that work together to attract more suppliers and customers than a single store or employer could achieve on their own.

The relationship between land use and activity that exists today, has evolved and changed incrementally over time. The Wathaurong people lived in the Geelong and Bellarine region long before European settlement, making use of the natural environment for hunting and fishing. The area now known as Geelong West was surveyed and subdivided into 22 separate 25ha allotments following a grid layout by Robert Hoddle in 1837 with the original intention to create allotments for agriculture and cultivation purposes.

By 1841, the allotments contained within Pakington Street, had grown into a little suburban village known as 'Ashby'. With its 20 buildings, Ashby became a viable business alternative to the Town of Geelong; today's Central Geelong. Incrementally, civic, cultural and institutional buildings followed, allowing the Pakington Street retail core precinct to develop with a community focus

The Pakington Street northern precinct developed as a peripheral area to the retail core area, accommodating secondary services like office, restricted retail and bulky goods while the Gordon Avenue precinct, with large allotments, accommodates bulky goods and related services.

The following section of this report will discuss:

- Planning zones and overlays that currently apply to the precincts
- An overview of existing land use patterns
- Key strategic sites for future uses, and surrounding residential area.

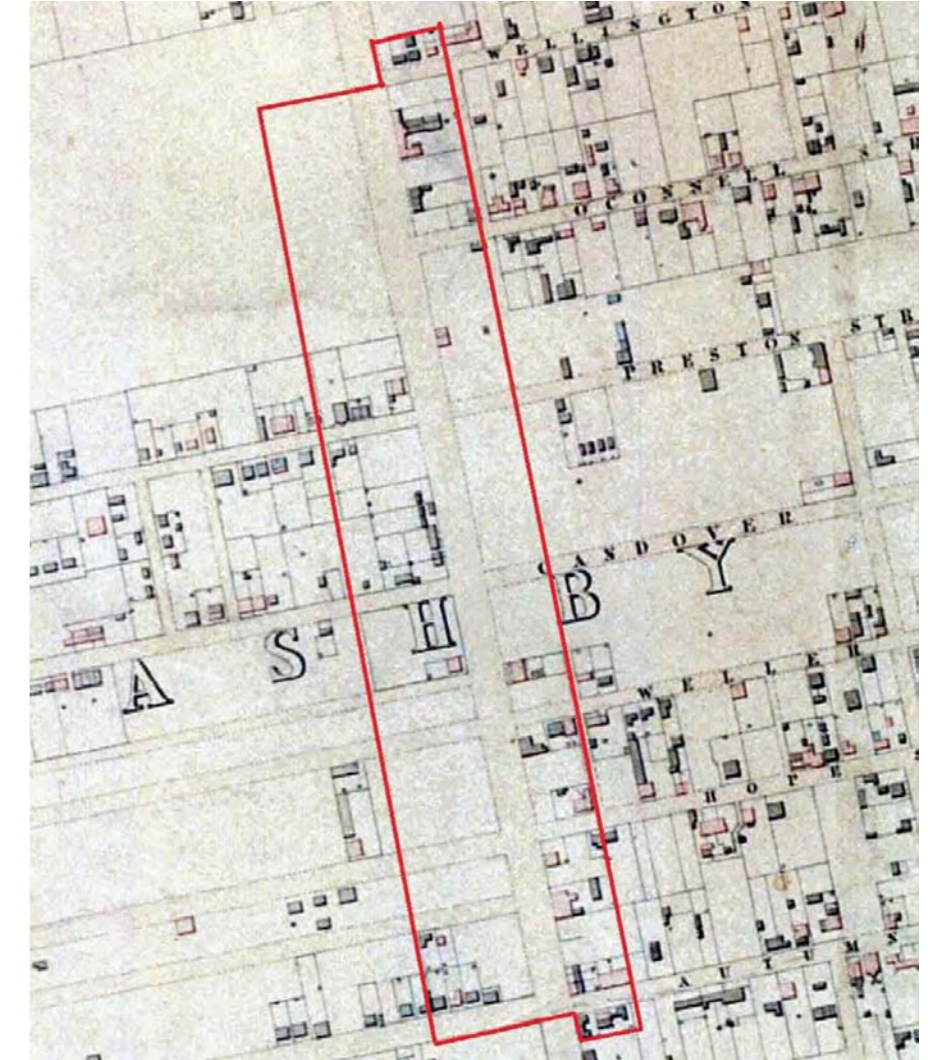
GEELONG WEST LIBRARY



PAKO SHOPPING



J.H. TAYLOR'S MAP OF GEELONG



PAKO FESTA 2017



Source: streamline media

GEELONG WEST TOWN HALL



PAKO DINING



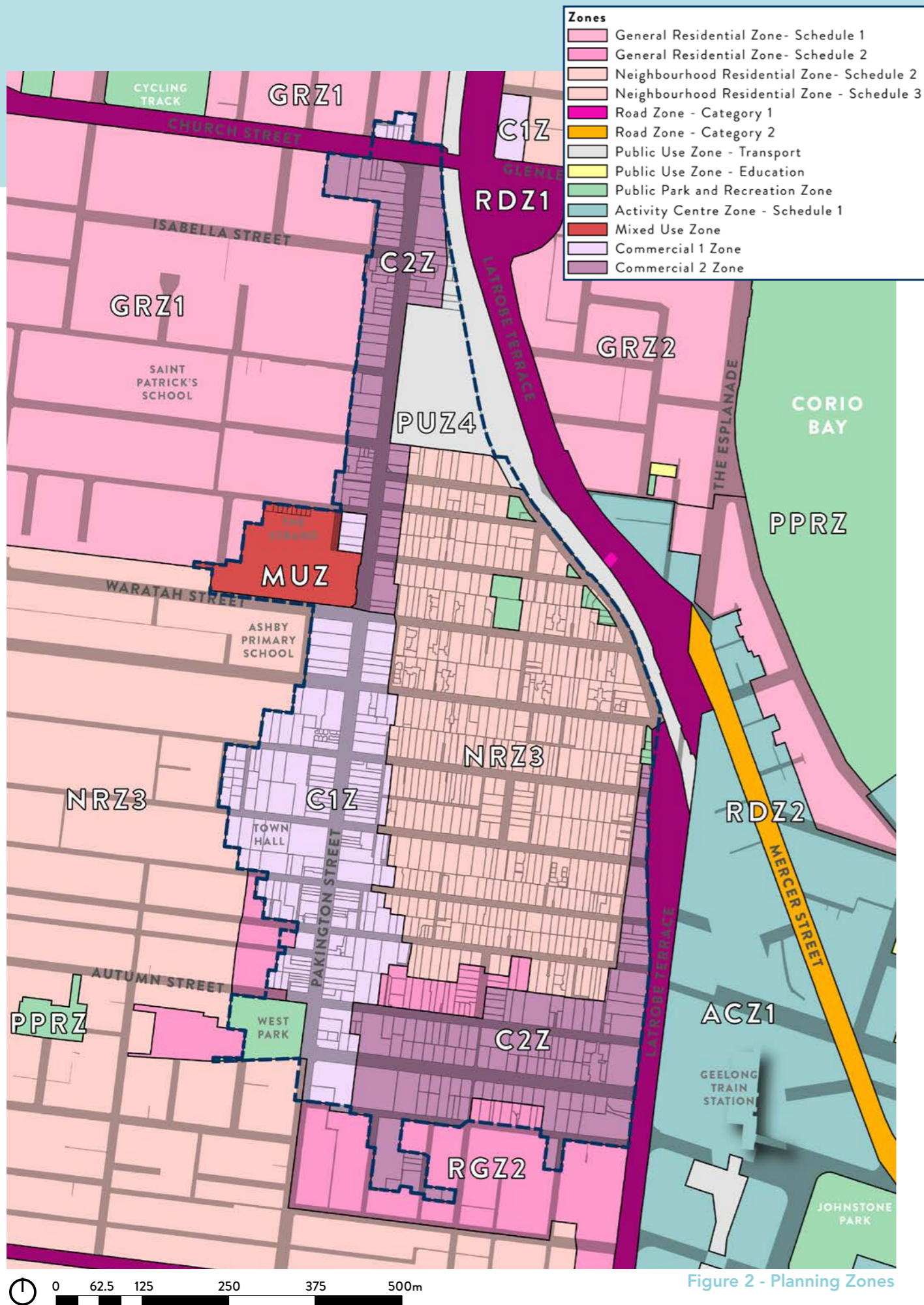


Figure 2 - Planning Zones

3.1 PLANNING CONTROLS - ZONES

Zones are planning controls that determine the appropriate use of land.

The established retail precinct in Pakington Street (Geelong West) is in the Commercial 1 Zone reflecting the area's long-standing history as a retail and community centre. As the City's Draft Retail Strategy 2017 highlights an oversupply of Commercial 2 Zone land, there is potential to significantly change the future of the northern extent of Pakington Street and Gordon Avenue.

Below are key considerations for existing zones:

Commercial 1 Zone

- Purpose is to create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.
- Allows for the provision of residential uses at densities that are complementary to the role and scale of the commercial centre.

Commercial 2 Zone

- Purpose is to encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, and associated business and commercial services.
- Proposed uses must ensure they do not affect the safety and amenity of adjacent, more sensitive uses.

Public Use Zone 4 - Transport

- Purpose is to recognise public land for public utility and community services and facilities.

Mixed Use Zone

- Purpose is to provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality while providing housing at higher densities.
- Encourages development and redevelopment of land that responds to existing or preferred neighbourhood character.

Residential Growth Zone - Schedule 2

- Applied to urban increased housing diversity areas, allowing the provision of housing at increased densities in buildings up to and including four storey buildings.
- Encourages the provision of a diversity of housing types in locations offering good access to services and transport including activity centres and town centres.

Neighbourhood Residential - Schedule 3

- Specific to Geelong West, recognises areas of predominantly single and double storey residential development.
- Purpose is to manage and ensure development respects the identified neighbourhood character, heritage, environmental or landscape characteristics while allowing non-residential uses to serve local community needs in appropriate locations.

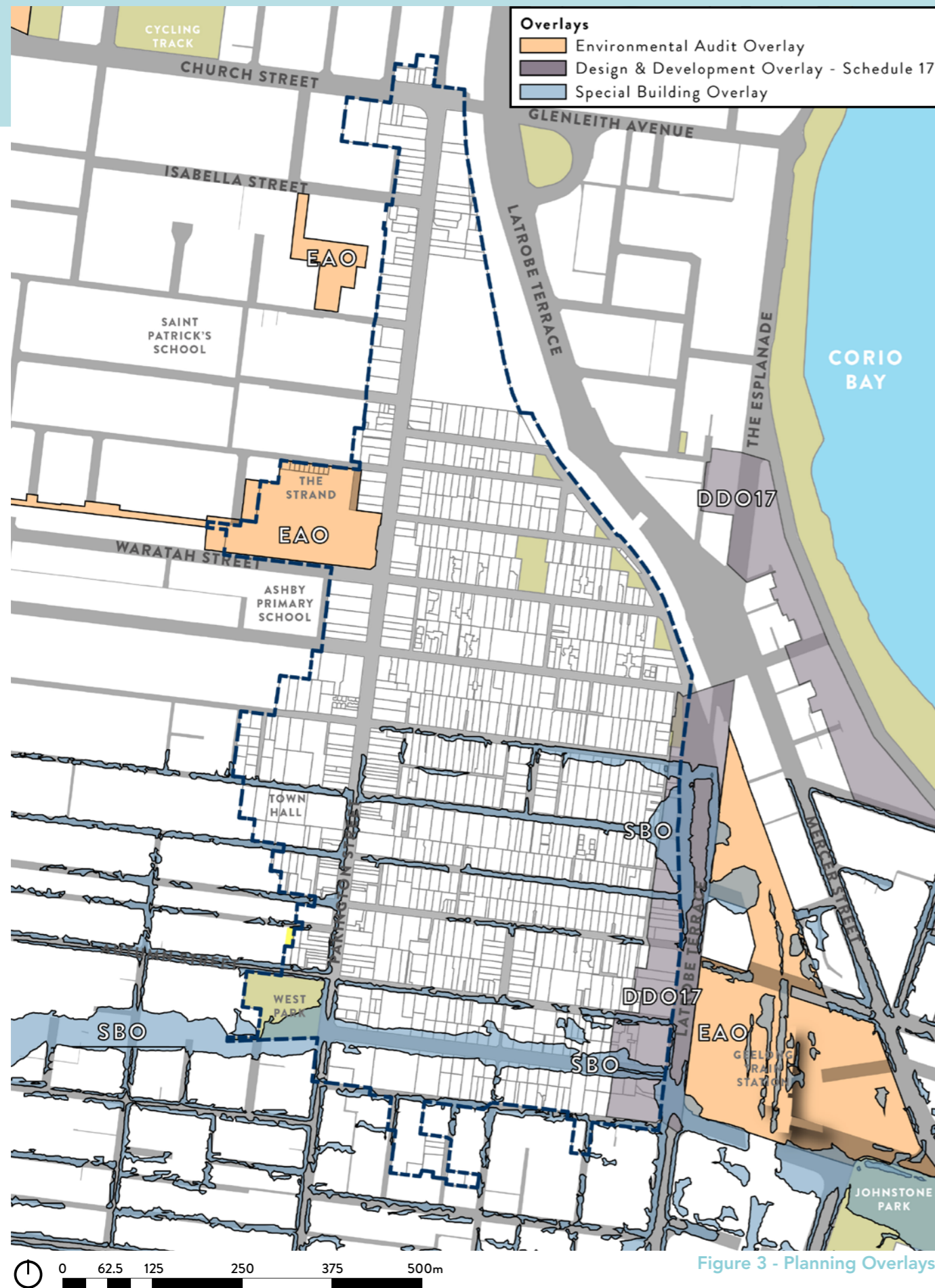


Figure 3 - Planning Overlays

3.2 PLANNING CONTROLS - OVERLAYS

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

Below are key considerations for overlays that affect the study area:

Environmental Audit Overlay

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

Design & Development Overlay - Schedule 17

- The overlay identifies areas which are affected by specific requirements relating to the design and built form of new development.
- Schedule applies to the Central Geelong Activity Centre - Western Wedge Peripheral Precincts.
- Encourages higher buildings that maximise the overall intensity of development throughout the precincts that are peripheral to the Central Geelong Activity Centre.
- Seeks to encourage design that promotes active frontages to streets, contributes to open spaces and pedestrian routes while encouraging increased development densities and discouraging under development.

Special Building Overlay

- The overlay identifies land in urban areas that are liable to inundation by overland flows that exceed the capacity of the underground drainage system.
- Ensures that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity, while protecting water quality.

The extent of area covered by the Special Building Overlay suggests there is an opportunity for new development and streetscape upgrade works to incorporate Water Sensitive Urban Design (WSUD) elements to help manage and treat stormwater.

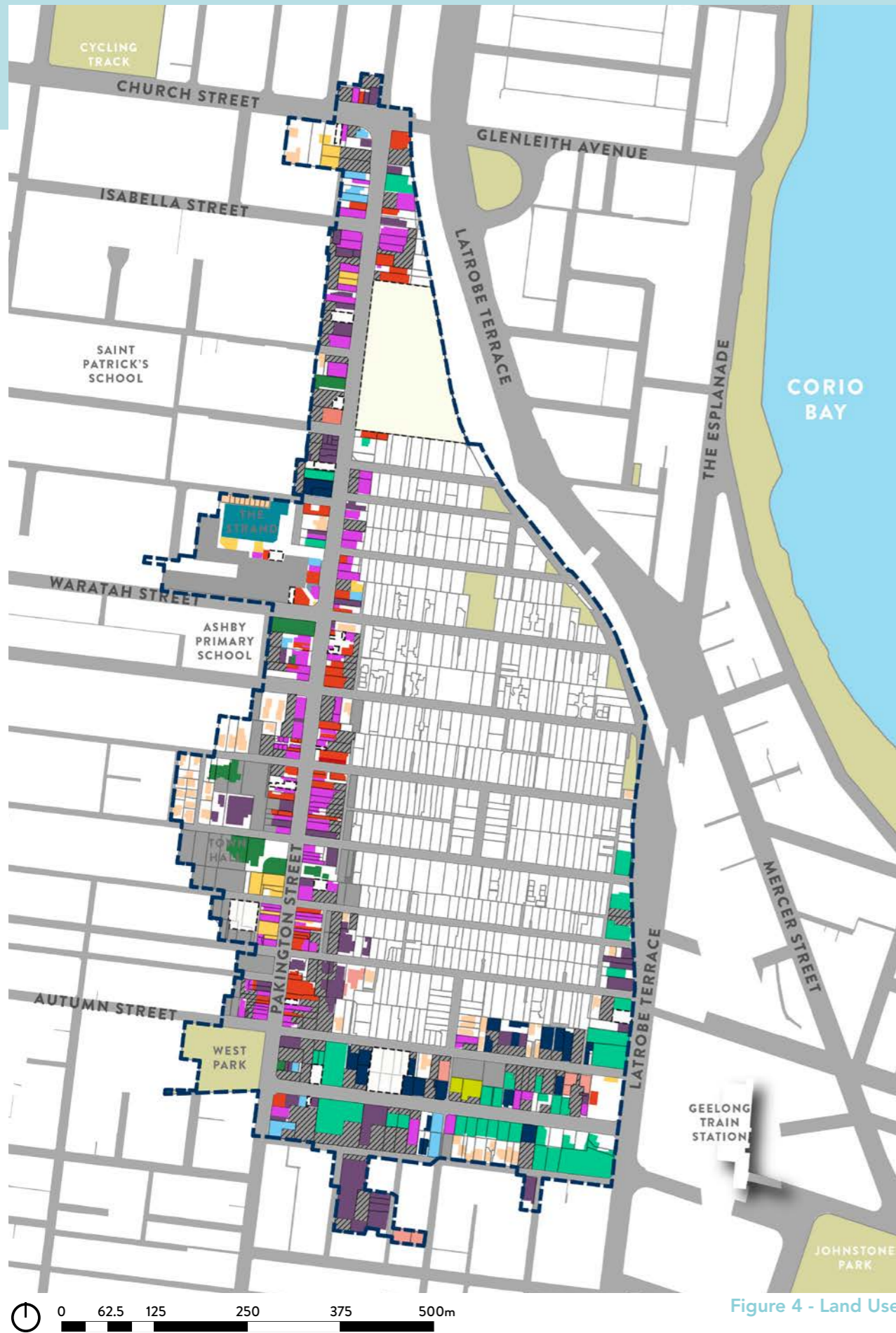


Figure 4 - Land Use



LAND USE AREAS BY PERCENTAGE

3.3 EXISTING LAND USES

It is important to ensure that population growth and development pressures are managed in a manner that has regard to the interest, diversity and variety that is a characteristic of this richly grained area, and to the needs of the local community.

The retail core of Pakington Street (Geelong West) is a vibrant traditional walkable retail strip with a community focus, as it houses the Geelong West Town Hall, library and post office. The northern precinct has traditionally incorporated office and restricted retail, and has recently seen the introduction of more hospitality uses. The Draft Retail Strategy 2017 highlights the need for an additional 4,100sqm of floorspace by 2031.

The Gordon Avenue Precinct currently plays a typical Homemaker Precinct role with a significant proportion of office and industrial floorspace. Due to its location, this area has the potential to provide excellent pedestrian connections into Central Geelong and Pakington Street, acting as the 'gateway' to the retail core and extending the 'green spine' from Johnstone Park in Central Geelong to West Park in Geelong West. The Draft Retail Strategy 2017 highlighted the over supply of Commercial 2 Zone land, as well as the need to prepare a UDF for this area in order to guide change.

Overall, the retail core and northern precinct are over 139,000sqm with a large portion of land use associated with car parking, specialty retail, and commercial/office. The Rail Stabling Yard site is over 22,000sqm, which is more land take than all the specialty retail uses in the Retail Centre combined. The Gordon Avenue precinct is over 70,000sqm with a large portion of land use associated with private/customer parking, bulky goods and commercial/office. Planning for the future of the retail centre needs to acknowledge the fact that more people will be living, working and visiting the Centre and that these needs will change over time. Another important element of land use, is the mix of activities they can generate. This mix should consider how they can complement each other and work together to encourage longer use schedules for the area.

EXAMPLES OF USES WITHIN THE AREA





Specialty Retail

These uses play an important role in catering to a niche market and to building the identity of the area. 'Pako' is known for its locally owned and run flower shops, clothing, jewellery and homewares stores that cater to the local community and reflect the tastes and skills of individual shop owners.



Hospitality

Hospitality uses refers to the local pubs, cafes and restaurants that often help extend the Centre's operational hours and offer good meeting places. These uses can be successful in selling an 'experience' as part of the service they provide.



Specialty Food

These uses include; butchers, bakeries and fresh produce outlets/markets. They provide an important local service to the community and local farmers by ensuring access to fresh food that is generally also locally sourced.



Bulky Goods

Bulky goods refers to large format retail including; furniture, whitegoods and other home appliances, and hardware stores. These uses rely more heavily on the availability and proximity of car parking as it is difficult for customers to carry large goods home.



Commercial/Office

These uses can enjoy the benefits of being in proximity to busy retail areas as foot traffic can attract new clients. On the other hand, employees benefit from being close to shops, banks and cafes while business owners often enjoy lower rent prices for premises compared to those of Central Geelong.



Public Facilities

The Geelong West Town Hall, library and various churches are often used as venues for community groups and events, and are places that can offer support to vulnerable or isolated members of the community. They are also places through which new members of the community can integrate.



Public Car Parking

Throughout the Pakington Street retail core precinct, publicly accessible car parking has developed along the back of shop fronts on Pakington Street. The Strand development, which contains a supermarket offers on-site car parking.



Rail Stabling Yard

This site has been used for the re-fueling of trains and has an old train turn table, and makes up a large portion of land in the northern precinct.



3.4 LAND USE BY PRECINCT

The Northern Precinct

The northern Precinct; stretching from Wellington/Waratah Street to Church Street along Pakington Street (Geelong West) has developed as an extension of the retail core precinct, with specialty retail making up about 10% of uses followed by commercial/office and hospitality both at 6% of uses in the precinct. Public car parking in this precinct is mostly provided by The Strand development and on-street car parking along Pakington Street and local side streets. Private car parking makes up about 14% of uses in the precinct located at the front and rear of properties. This precinct also contains the only supermarket in the Retail Centre. The Rail Stabling Yard makes up about 30% of the precinct and stretches along the eastern side of Pakington Street for more than 200m and acts as a significant barrier or separation of otherwise complementary uses. Activity in the precinct is generally centred on 'purpose' visits; employees arriving to work, customers arriving at shops for a specific product or service with limited 'lingering' or multi-purpose trips when compared to the retail core precinct.

The Retail Core Precinct

The retail core precinct; stretching from Autumn Street to Wellington/Waratah Street along Pakington Street (Geelong West) has developed as an established retail area with a focus on specialty retail and hospitality, which make up about 15% and 10% of total uses in the precinct. This precinct contains the highest percentage of publicly accessible car parking, making up 28% of uses, which are generally located along the back of shops and are accessible through local residential side streets that feed onto Pakington Street. There is also about 18% private car parking uses that are reserved for customers and employees. Public facilities make up 7% of uses in the precinct and include; the Geelong West Town Hall, the public toilet block behind the Town Hall, the library, the Geelong Vineyard Church, and the Geelong West Presbyterian Church site. The strip shop environment of the precinct allows for 'accidental' and multi-purpose activity; with pedestrian movement along both sides of Pakington Street 'window shopping' and generally more 'lingering' activity when compared to the northern or Gordon Avenue precincts.

The Gordon Avenue Precinct

The Gordon Avenue Precinct; stretching along Gordon Avenue from Pakington Street to Latrobe Terrace has developed as a Homemaker Centre, with a large proportion of bulky good, commercial/office, and industrial sites, which make up 19%, 12% and 9% of uses respectively. The precinct is ideally located in close proximity to the Geelong Train Station and Central Geelong and is quite different to the northern and retail core precincts, with a more limited mix of uses associated with white goods shops, electrical, car dealerships and hardware shops, which often require larger floor spaces with storage or warehousing capacity. Private car parking makes up 23% of uses and is located both at the front and rear of properties, while publicly accessible car parking is only 4% of uses in the precinct. Activity in the precinct is centred on 'purpose' visits; employees arriving to work, customers arriving at shops for a specific product or service with virtually no 'lingering' or multi-purpose trips when compared to the northern and retail core precincts.

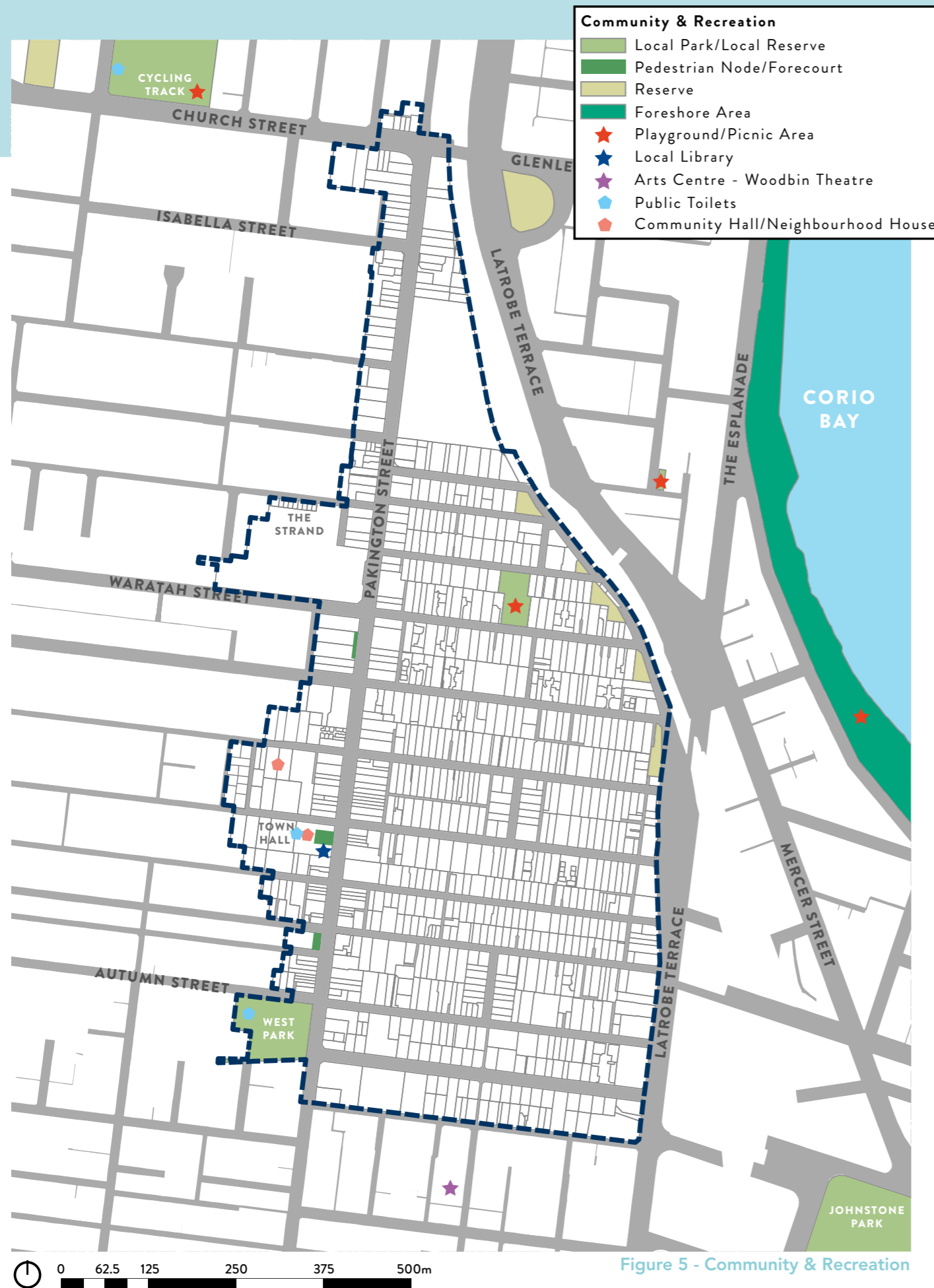


Figure 5 - Community & Recreation

WEST PARK



GEELONG WEST TOWN HALL & FORECOURT



3.5 COMMUNITY & RECREATION

As a community hub, Pakington Street (Geelong West) needs to provide safe, publicly accessible areas where locals and visitors of all ages and abilities can rest, interact, meet, and play.

Key to the success of retail centres and community hubs is their ability to provide opportunities and places for locals and visitors to 'linger' and interact in public. This includes spaces that are often referred to as 'nodes' and are located along main pedestrian routes where people cross paths or come together to wait; these include seating areas, outside shops, forecourts, bus stops, or at pedestrian crossings. The appeal of these places is the fact that they are located at the heart of activity and movement, while offering respite and shelter.

Within the precincts, the Town Hall forecourt, the public space directly fronting the post office and pedestrian crossing at the corner of Hope Street, the area in front of shops near the corner of Waratah Street, and the curb outstands with bench seating in key corners along the retail core precinct, are existing 'nodes' that offer some seating and shelter. Aside from The Town Hall Forecourt which was recently updated, there is much room for improvement, as many of these spaces have not been updated for many years. Outdoor dining areas are constrained by the width of footpaths but have emerged along the retail core precinct. Within the northern precinct, outdoor dining areas have been provided within the front or rear of properties.

West Park and Kenworthy Reserve are the only local open spaces within the study area, with Kenworthy Reserve having the only playground/picnic facility. There are limited spaces for 'play' and respite within the precincts.

The location of community halls and neighbourhood houses, public toilets and the library highlight the role of Pakington Street (Geelong West) as a community hub. The UDF will explore ways to increase the number and quality of public spaces, generating more opportunities for people to enjoy the streets and outdoor spaces.

3.6 STRATEGIC SITES

The diagram below identifies strategic sites in each precinct that present the most opportunities for the future or are 'gateways' to the area. In the northern precinct, the rail sidings yard makes up a significant portion of the precinct's area and is in a well connected location with access to Church Street. This area is the northern 'gateway' to the retail core precinct and has an important role to play in giving visitors a 'first impression' of the area.

The area directly opposite the post office on the corner of Hope Street and Pakington Street in the retail core precinct currently provides bench seating along the edge of the public car park. This space has potential to become a key 'node' for pedestrians offering a place to 'linger' and interact.

The southern end of the retail core precinct near West Park is the southern 'gateway' to the retail core precinct. Properties along the eastern edge of the Gordon Avenue precinct, facing Latrobe Terrace are included in DDO17; which was discussed in section 3.1 of this report, and is identified as a key interface with Central Geelong and has potential to support higher density residential development, framing the area.

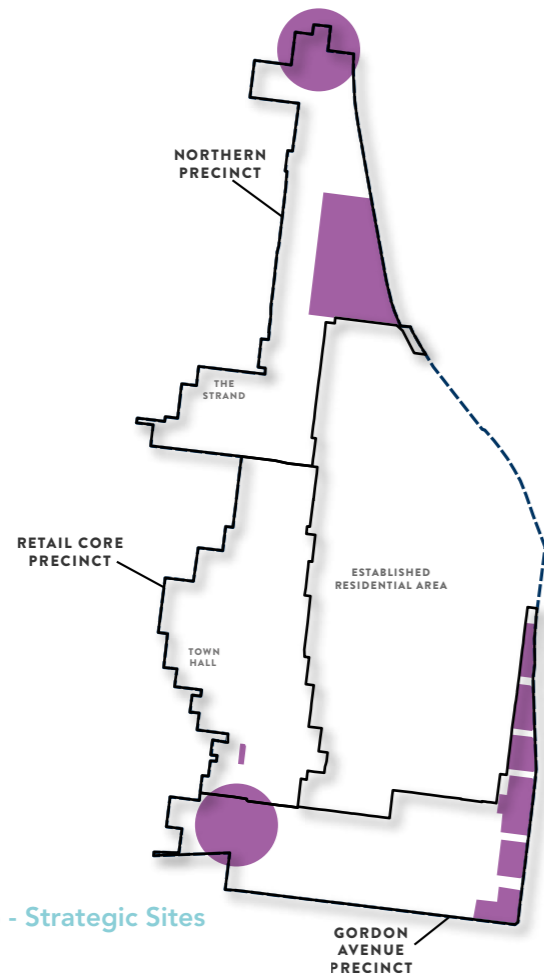


Figure 6 - Strategic Sites

3.7 SURROUNDING RESIDENTIAL

As discussed in section 3.1 of this report, the areas of Geelong West surrounding Pakington Street are predominantly residential zoned land comprised of Neighbourhood Residential 3 (NRZ3) in the south, General Residential 1 (GRZ1) in the north and pockets of Residential Growth Zone 3 (RGZ3) around Gordon Avenue and West Park.

The residential character in the NRZ3 area surrounding the retail core precinct is distinctive in Geelong due to the mixture of older significant architectural heritage styles including Victorian, Edwardian, Interwar and 1950's, and new modern styles within an overall compact urban form.

Despite the staged development the area has undergone over time, the character remains predominantly weatherboard or brick single with some double storey detached dwellings.

It is evident that the surrounding residential character played an important role in streetscape design for the established retail area on Pakington Street (Geelong West) which remains to date.

The residential character in the residential area surrounding the northern precinct is less distinctive and consists mainly of contemporary single and double storey detached dwellings. There is evidence of incremental intensification throughout the area in the form of single lot subdivisions into unit and/or townhouse developments.

In contrast, the residential character surrounding the Gordon Avenue precinct is still developing and largely characterised by the mix of contemporary units, townhouse, and older single detached dwellings, as it continues to experience significant change and incremental development.

NORTHERN PRECINCT - SURROUNDING RESIDENTIAL



Source: Google street view

RETAIL CORE PRECINCT - SURROUNDING RESIDENTIAL



Source: Google street view

GORDON AVENUE PRECINCT - SURROUNDING RESIDENTIAL



Source: Google street view

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04 HERITAGE

4.1 AREA HISTORY

In 1837, the suburban area now known as Geelong West was first surveyed and subdivided into 22 separate 25 acre allotments following a grid layout by Port Phillip Senior Surveyor, Robert Hoddle.

By 1839, the first suburban allotments in the Geelong and Geelong West areas were sold for agricultural and cultivation purposes and included; the area between the Barwon River and Church Street, Shannon Avenue and Pakington Street. However, the land was developed as suburban allotments due to their proximity to the 'Town of Geelong', now known as the City Centre. These allotments became known as 'Ashby Village', which had begun to thrive as an independent area that attracted residents and businesses.

By the mid 1850's, local interest had significantly risen in regards to municipal separation from the Town of Geelong Council but it was not until 1875 that the Borough of Geelong West was formed, which was also the year Ashby Primary School became a State-run school. The new municipality was bounded by McCurdy Road to the west and Latrobe Terrace to the east, Church Street to the north and Aberdeen Street to the south.

By that time, Geelong West had begun to develop as an industrial area with brickmaking and from 1873 Donaghy's Fairview Rope Works with predominantly where The Strand development now sits. Lupton Street housed the Newberry foundry which was established in 1886 and was a source of local employment and provided cast iron building materials. New employees and residents to the area began to build single storey timber houses which varied in size.

1912 saw the introduction of a tram service that operated locally along Pakington Street, Church Street and Latrobe Terrace. With improvements in public transport and successful businesses offering employment opportunities, Geelong West continued to grow, becoming a Town in 1922 and a City in 1929. The classically derived Geelong West City Hall was built in the years 1923-1924 and replaced the original town hall built as a school in 1867. Brick residences were built before the 1850s.

Pakington Street has played an important civic and commercial role throughout the development of Geelong West, a role which remains today. It is important to consider the heritage and history of an area when thinking about the future and particularly for the retail core precinct, heritage and history will need to play an important role in streetscape upgrades.

After all, it is the heritage of the area that has created it's community identity.

The next section of this report will provide an overview of the development and changes to Pakington Street (Geelong West), the Heritage Overlays and specific sites, and significant buildings that remain to date in the retail core precinct.

PLAN OF SUBURBAN ALLOTMENTS



Source: Public Record Office Victoria

DONAGHY'S FAIRVIEW ROPE WORKS



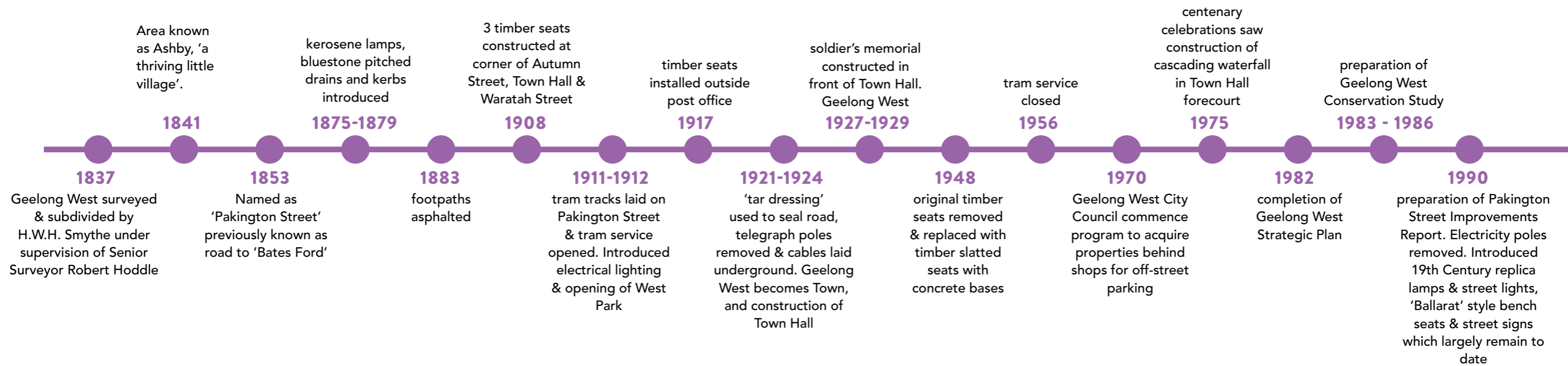
Source: Museums Victoria Collection

ASHBY PRIMARY SCHOOL



Source: Ashby Primary School website

4.2 PAKINGTON STREET TIMELINE



Source: Geelong Heritage Centre



Source: Souvenir Booklet



Source: State Library of Victoria

Heritage Overlays

- Heritage Area
- Heritage Site

Heritage Areas

- 1630 - Drumcondra & Rippleside Heritage Area
- 1633 - Lawton Avenue Heritage Area
- 1634 - Pakington Street Commercial Heritage Area
- 1639 - City Fringe Heritage Area
- 1940 - Civic Centre Heritage Area
- 1917 - Eyre Heritage Area
- 1959 - Great Western Road Heritage Area
- 1960 - Milton Heritage Area
- 1961 - Pineville Heritage Area
- 1962 - Waterloo Heritage Area

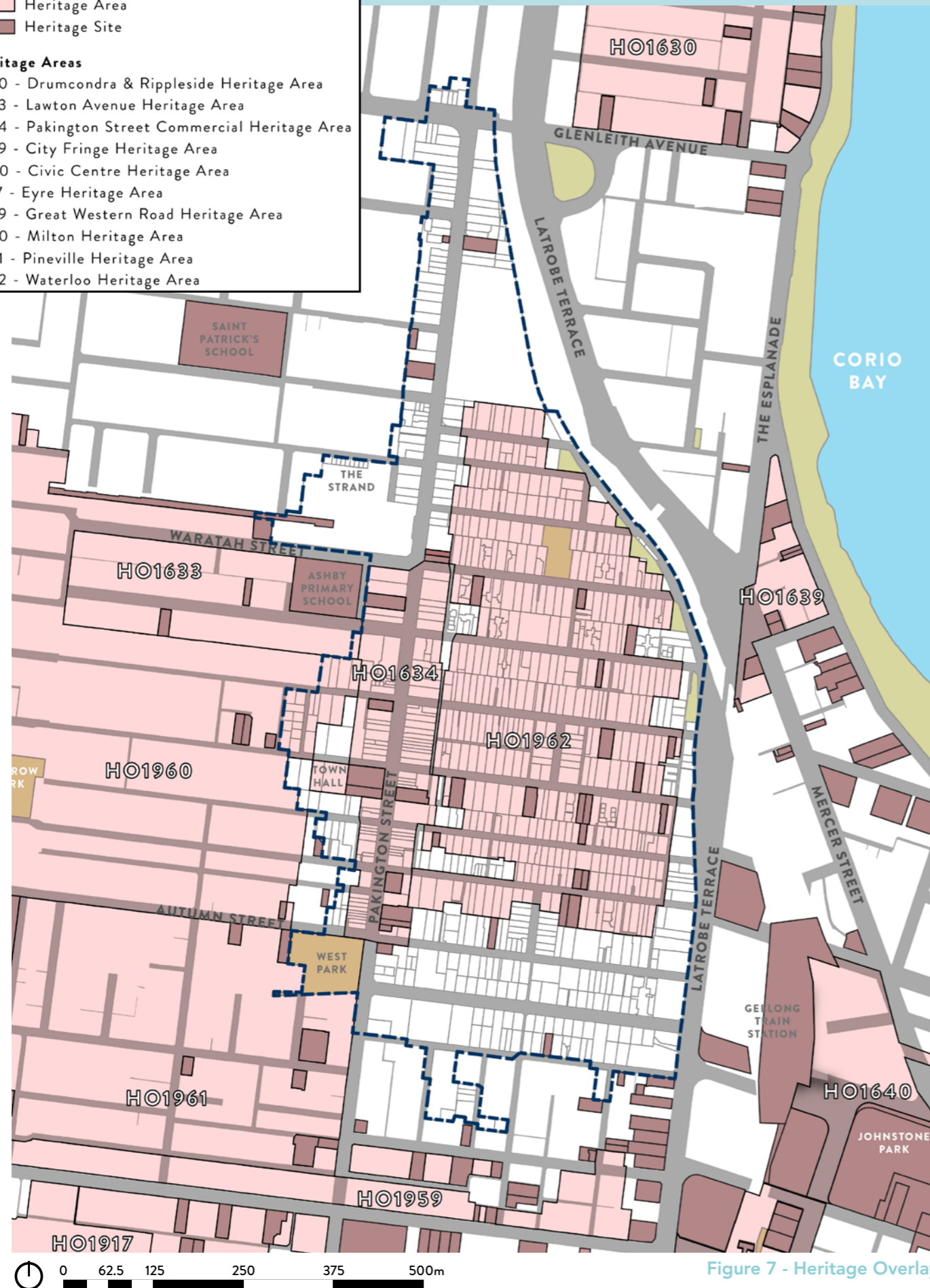


Figure 7 - Heritage Overlay

4.3 HERITAGE OVERLAY

The Heritage Overlay seeks to conserve and enhance heritage places of natural or cultural significance.

Geelong West is covered by different Heritage Areas including; the Lawton Avenue Heritage Area and Milton Heritage Area west of Pakington Street, the Waterloo Heritage Area to the east, the Pineville Heritage Area south of West Park, and the Pakington Street Commercial Heritage Area at the centre of the study area.

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

HO 1634 - Pakington Street Commercial Heritage Area

- Area contains a diversity of architectural styles in its buildings, with representative examples of each of the major periods from early Victorian to post war, with the dominant character being 1900-1920 with the overall development occurring between the 1850s to 1930s.
- Commercial buildings are consistent in having no setback from the pavement line and from each other. The mixture of commercial, institutional and civic buildings contributes substantially to the character of Pakington Street.
- Objectives of the policy include the retention and enhancement of the streetscape quality by retaining intact examples of Victorian, Edwardian and post war Bungalow style commercial buildings and other culturally significant places and retain the uniformity of scale throughout the area.

HO 1962 - Waterloo Heritage Area

- The area is one of the earliest surviving suburban areas in Geelong West and has a notable concentration of Victorian, Late Victorian, Edwardian and interwar Bungalow styled dwellings built between the 1850s and early 1940s.
- Objectives of the policy include the retention of surviving early streetscape qualities of the area while retaining and enhancing the significant examples of Victorian, Late Victorian, Edwardian and post war Bungalow style buildings and retain the predominantly modest building scale throughout the area.

HO 1960 - Milton Heritage Area

- The area is significant for its Victorian, Late Victorian, Federation, interwar and postwar era residential, and to a lesser degree commercial and cultural building development from the 1850s to the 1950s. The area comprises a considerable part of Geelong West, between Pakington Street and Shannon Avenue. The significance of the area largely lies in the diversity of conventional architectural styles rather than homogeneous streetscapes.
- Objectives of the policy include the retention of surviving early streetscape qualities in the area, including the grid subdivision layout and the retention and enhancement of the significant diversity of conventionally-designed detached and semi-detached architectural significant dwellings.

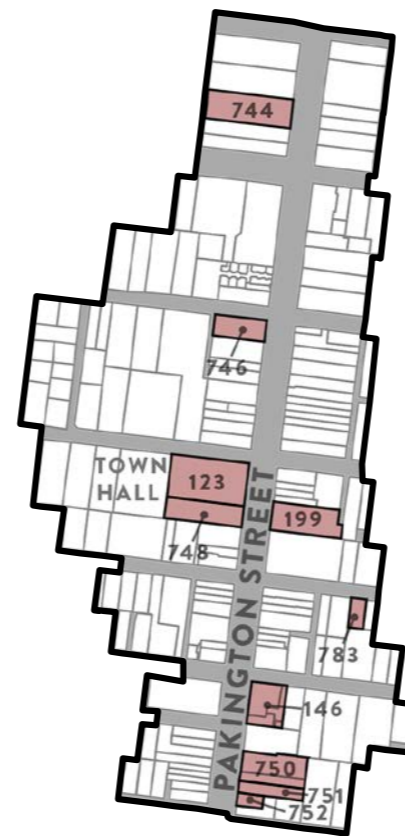
4.4 PRECINCT SPECIFIC HERITAGE SITES



The Northern Precinct

Heritage Sites

- 337 - Harp Inn (former), 27-29 Pakington Street
- 640 - Residence, 1 Britannia Street
- 739 - Shop & Office, 27-29 Pakington Street
- 740 - Globe Hotel (former), 61 Pakington Street
- 741 - Kinnears Ropeworks, 95-103 Pakington Street
- 742 - Shop, 100-100A Pakington Street



The Retail Core Precinct

Heritage Sites

- 123 - Geelong West City Hall, 153 Pakington Street
- 146 - Post Office, 210B Pakington Street
- 199 - Pakington Street Methodist Church (former), 17
- 744 - Pakington Village, 111 Pakington Street
- 746 - State Bank (former), 135 Pakington Street
- 748 - Court House (former), 153A Pakington Street
- 750 - Beehive Building, 214-216 Pakington Street
- 751 - Shop, 220 Pakington Street
- 752 - Shop, 222 Pakington Street



The Gordon Avenue Precinct

Heritage Sites

- 753 - Shop, 226 Pakington Street
- 765 - Residence, 34 Spring Street

4.4 RETAIL CORE PRECINCT - SIGNIFICANT BUILDINGS



Figure 8 - Significant Buildings



05

ACCESS & MOVEMENT

The patterns of access and movement into and throughout the area are vital to the retail and community hub function of the precincts and their capacity to maximise economic and social benefits.

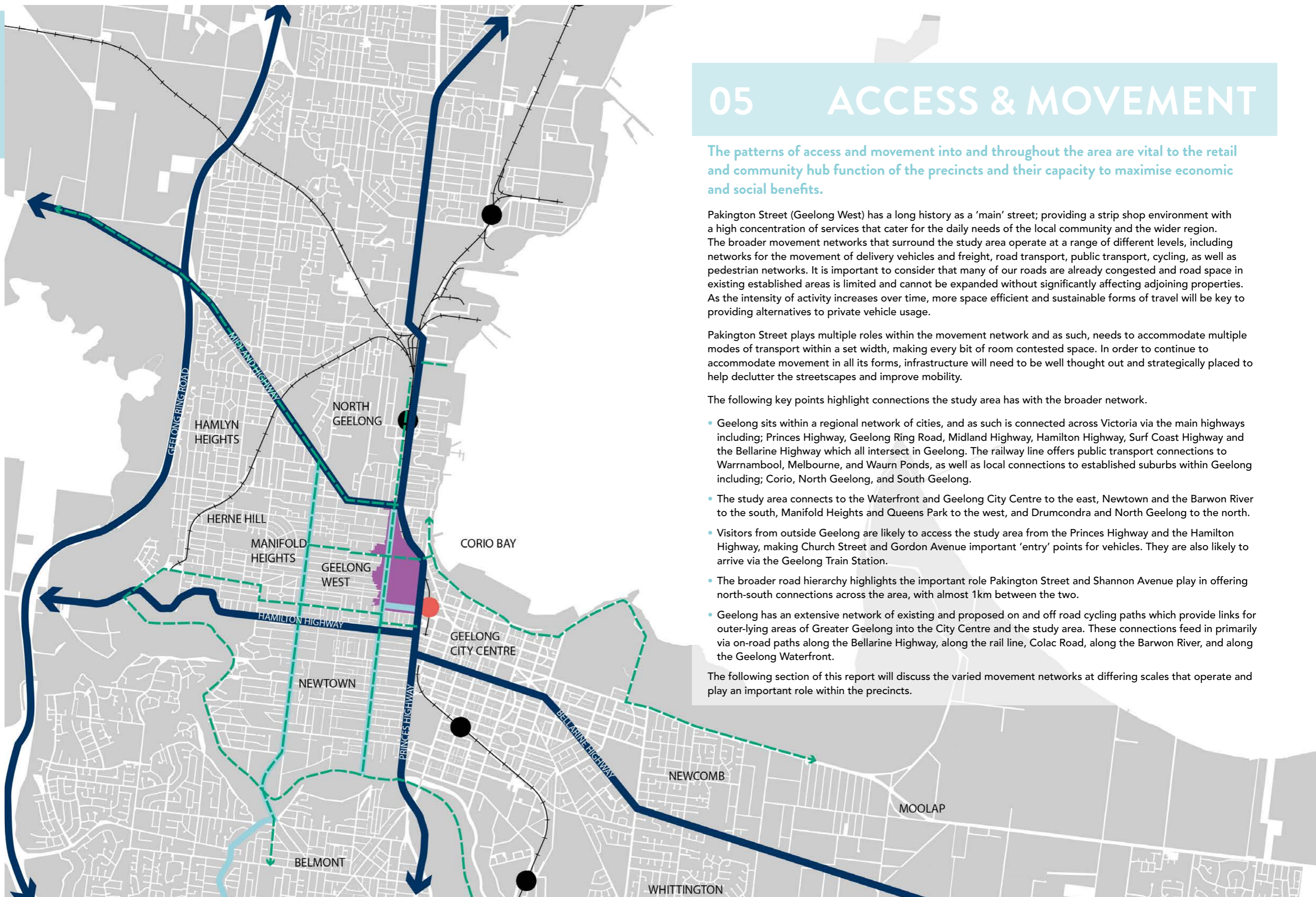
Pakington Street (Geelong West) has a long history as a 'main' street; providing a strip shop environment with a high concentration of services that cater for the daily needs of the local community and the wider region. The broader movement networks that surround the study area operate at a range of different levels, including networks for the movement of delivery vehicles and freight, road transport, public transport, cycling, as well as pedestrian networks. It is important to consider that many of our roads are already congested and road space in existing established areas is limited and cannot be expanded without significantly affecting adjoining properties. As the intensity of activity increases over time, more space efficient and sustainable forms of travel will be key to providing alternatives to private vehicle usage.

Pakington Street plays multiple roles within the movement network and as such, needs to accommodate multiple modes of transport within a set width, making every bit of room contested space. In order to continue to accommodate movement in all its forms, infrastructure will need to be well thought out and strategically placed to help declutter the streetscapes and improve mobility.

The following key points highlight connections the study area has with the broader network.

- Geelong sits within a regional network of cities, and as such is connected across Victoria via the main highways including; Princes Highway, Geelong Ring Road, Midland Highway, Hamilton Highway, Surf Coast Highway and the Bellarine Highway which all intersect in Geelong. The railway line offers public transport connections to Warrnambool, Melbourne, and Waurn Ponds, as well as local connections to established suburbs within Geelong including; Corio, North Geelong, and South Geelong.
- The study area connects to the Waterfront and Geelong City Centre to the east, Newtown and the Barwon River to the south, Manifold Heights and Queens Park to the west, and Drumcondra and North Geelong to the north.
- Visitors from outside Geelong are likely to access the study area from the Princes Highway and the Hamilton Highway, making Church Street and Gordon Avenue important 'entry' points for vehicles. They are also likely to arrive via the Geelong Train Station.
- The broader road hierarchy highlights the important role Pakington Street and Shannon Avenue play in offering north-south connections across the area, with almost 1km between the two.
- Geelong has an extensive network of existing and proposed on and off road cycling paths which provide links for outer-lying areas of Greater Geelong into the City Centre and the study area. These connections feed in primarily via on-road paths along the Bellarine Highway, along the rail line, Colac Road, along the Barwon River, and along the Geelong Waterfront.

The following section of this report will discuss the varied movement networks at differing scales that operate and play an important role within the precincts.



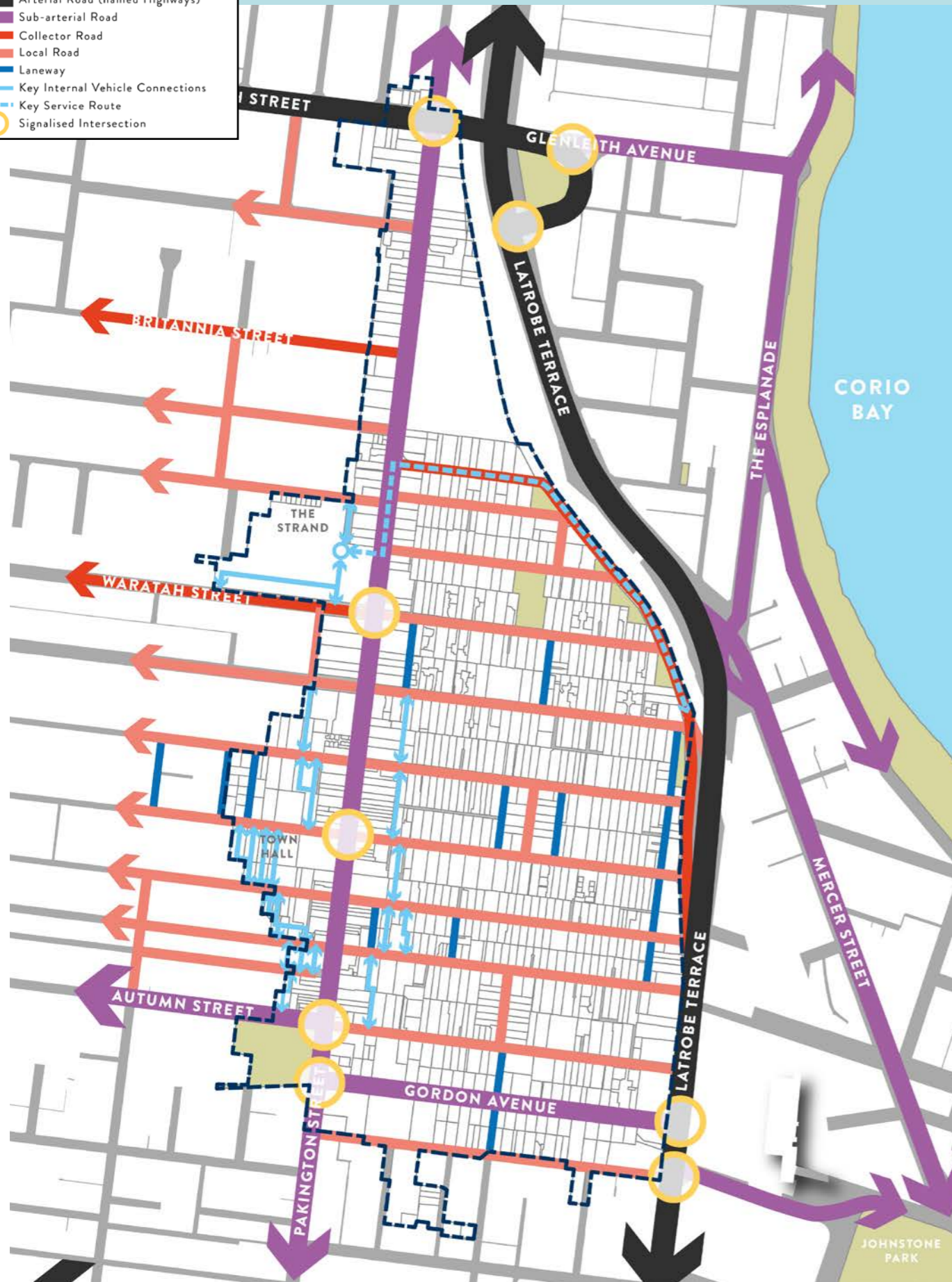
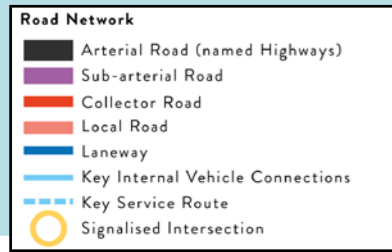


Figure 9 - Road Hierarchy & Network



GORDON AVENUE & LATROBE TERRACE



CHURCH STREET & PAKINGTON STREET



AUTUMN STREET



LANEWAY



LOCAL STREET

5.1 ROAD HIERARCHY & NETWORK

The urban form of the study area is defined by its street grid layout which comprises a range of street widths and scales.

Pakington Street runs north south through the study area and the neighbouring suburb of Newtown down to the Barwon River, offering connections to Church Street (Midland Highway) and Aberdeen Street (Hamilton Highway). Gordon Avenue connects the study area to LaTrobe Terrace (Princes Highway), the Geelong Train Station and Central Geelong, and is a link between Johnstone Park and West Park.

VicRoads are responsible for Church Street, LaTrobe Terrace and Aberdeen Street further south of the study area, which are all arterial roads. The City of Greater Geelong is responsible for Pakington Street, Gordon Avenue, Autumn Street, Mercer Street and The Esplanade, which are all sub-arterial roads. The western section of Waratah Street that connects to Shannon Avenue, Britannia Street and Waterloo Street are also the City's responsibility and are categorised as collector roads.

The vehicle speed limit for the Geelong West section of Pakington Street has been reduced to 40km/h to reflect the pedestrian priority environment of the retail area. The series of signalised intersections that exist throughout the area manage incoming and outgoing vehicle flow and provide safe opportunities for vehicles to turn in and out of the area. The grid layout prioritises east-west movement through local roads, considering they make up 47% of streets in the study area while north-south movements are limited to Pakington Street and a few short extent of local roads that make up only 20%.

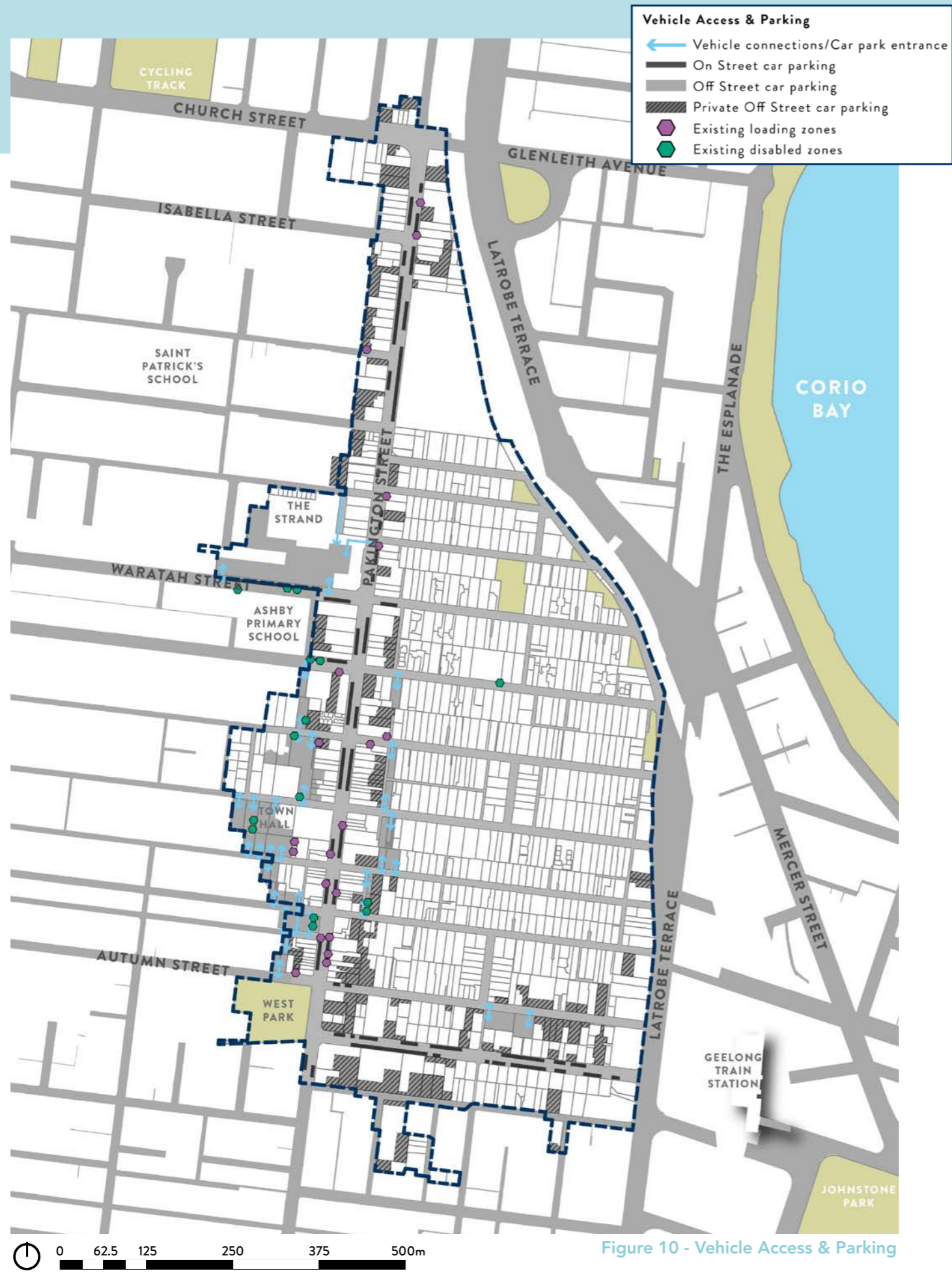


PAKINGTON STREET

However, there are a significant number of north-south laneways that operate at a small local scale and enhance the permeability of the area.

Waterloo Street/Madden Avenue plays a key role in providing service and private vehicle connections to LaTrobe Terrace and Central Geelong. Delivery and service vehicles associated with the supermarket on The Strand site use Waterloo Street/Madden Avenue for easier access to loading areas, presenting a potential conflict as large delivery vehicles manoeuvre through smaller local roads. Rear-loaded public parking areas have created internal vehicle connections and added to the network of laneways that already exist in the area, allowing vehicles to informally move through the site.

Any proposed changes to Pakington Street (Geelong West) and Gordon Avenue will need to consider how they affect the surrounding areas and the retail centre, since these streets play a key role in moving traffic in and around the area, collecting local traffic and connecting it to key destinations outside of the study area.



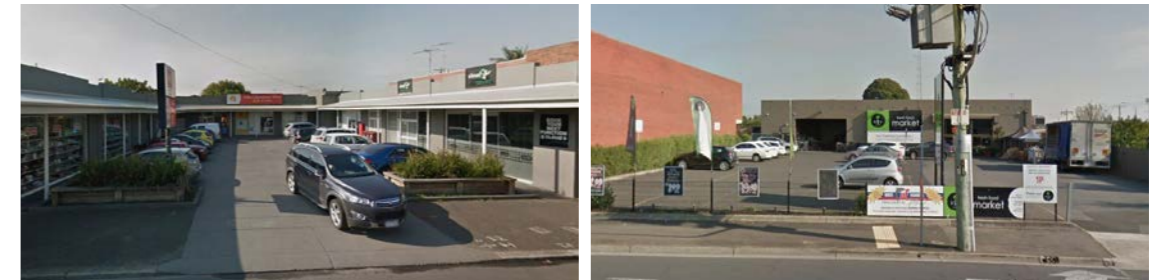
PUBLIC OFF STREET CAR PARKING



ON STREET CAR PARKING



PRIVATE OFF STREET CAR PARKING



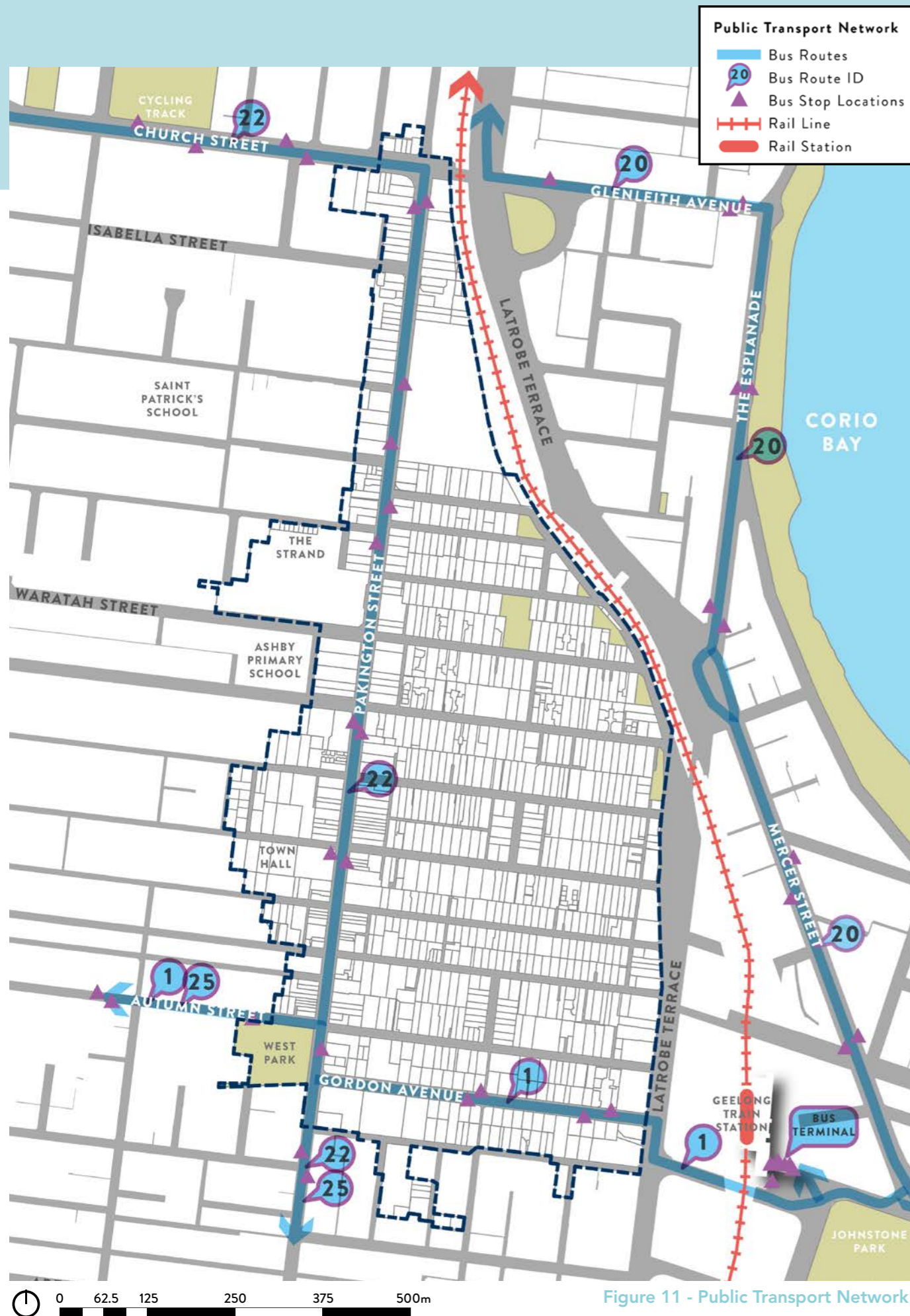
5.2 VEHICLE ACCESS & PARKING

A balanced supply of short and long stay as well as on and off street parking with ample disabled parking is important to meet the demands of local residents, visitors, customers, employees and staff, and contributes to the success of the retail centre.

In 2016, the City of Greater Geelong undertook an occupancy study for the first 120m of side streets along Pakington Street (Geelong West) and have adopted a parking plan that will initially affect Autumn Street, Clonard Avenue, Isabella Street and Britannia Street with potential to be implemented in other streets on a 'needs' basis. The Parking Plan consists of 1P for the first 40m segment of the side streets, and a 50/50 split between all day and 2P parking after the first 40m segment. The occupancy study provided clear evidence that there is high demand for parking in the surveyed area and showed that residents were generally not satisfied with the current parking arrangements and provision.

As part of the study, a site inspection of Pakington Street; from Autumn Street to Church Street, identified approximately 775 public car parking spaces and 15 disabled spaces at a ratio of 1:50. Australian Standards state that a ratio of 3:100 disabled car parking spaces are required for shopping strips such as Pakington Street. This highlights the need for at least another eight disabled car parking spaces. In regards to loading zones, a site inspection as part of the occupancy study identified that a large proportion of the businesses have off street access that can be used for loading and that the existing loading zones are currently meeting demand sufficiently.

Public car parking refers to spaces that are accessible without a particular patronage requirement and includes on street car parking. Private car parking refers to that which is on private property and is only accessible to particular patrons, employees or business owners. As part of the UDF, a traffic and parking study will be conducted that will help inform any proposed changes to car parking. Suitable access to parking is incumbent for the continued success of the retail centre and includes considering improvements to signage, clear entry and exit points and improved pedestrian safety as they move to and from their car and the shops.



EXISTING BUS INFRASTRUCTURE IN THE AREA



5.3 PUBLIC TRANSPORT NETWORK

The study area is accessible via existing bus and train services that offer connections to the wider area through the public transport network.

The study area is located in proximity to the Geelong train station and is currently serviced by PTV's route 22 and 1 bus services with a high concentration of bus stops located along Pakington Street. The train station captures a wider catchment, potentially bringing in visitors to the area from within the wider Greater Geelong region, other regional centres, and Melbourne with multiple train services. Melbourne services from the Geelong train station run Monday to Friday from 4:44am to 11:02pm with extended services running over the weekend.

Existing bus stop infrastructure consists of timetable and 'hailing' signs with limited shelter or seating and inconsistent Tactile Ground Surface Indicators (TGSIs) for people with vision impairments. The bus stop directly outside the Geelong West Town Hall is currently obstructed by a telephone booth and some of the existing shelters and bench seats are located at quite a distance from the actual stop. Bus Route 22 is the only route that runs along Pakington Street with a total of 6 stops over a 1.3km distance; with an average 216m between stops, though some are located less than 150m apart. Route 22 travels from Geelong Station to North Shore via Anakie Road through Pakington Street; Monday to Friday services begin from 5:42am with the last service departing around 8:20pm in irregular intervals spanning from 25 minutes to 40 minutes between services. Saturday services run every 30 minutes starting from 7:12am to 8:26pm.

Bus Route 1 travels from North Shore train station to Deakin University via Geelong City through Autumn Street and Gordon Avenue. Services run Monday to Friday from 5:10am to 8:39pm in irregular intervals that span from 35 minutes to 20 minutes. Saturday services run in intervals of 20 and 30 minutes from 6:40am to 8:26pm.

In order for public transport to become a viable option to driving, services must be reliable, safe, convenient and 'visible' in terms of signage and infrastructure.



Figure 12 - Train & Bus Service Catchment

5.4 TRAIN & BUS SERVICE CATCHMENT

Public transport provision needs to have a coordinated approach between modes of transport; including both public and private modes, in order to capitalise on and strengthen existing infrastructure by facilitating intermodal connections that can significantly affect convenience and 'rider' experience.

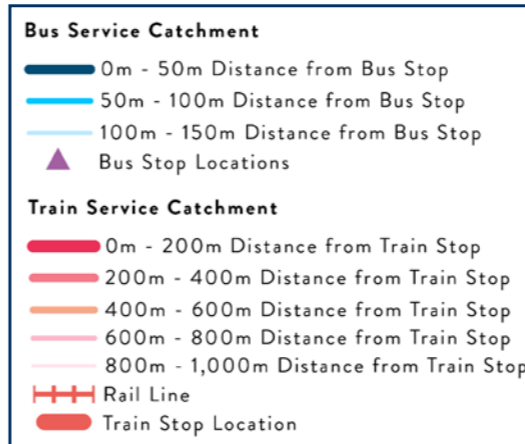
The 'service catchment' area relates to the 'reach' public transport infrastructure can cover through walking distances from individual stops through existing street networks. Catchment areas for different modes of public transport differ in relation to the travel speed capacity of each mode; which explains the reason why there are many more bus stops when compared to train stations.

Public transport guidelines suggest that bus stops should be located at 400m intervals, and should be co-located with key destinations including; local parks, libraries, convenience shops, etc. These guidelines also highlight that generally, people are less willing to walk long distances to catch a bus when compared to faster public transport, due to the fact that these cover longer distances in a shorter amount of time.

Within the study area, the Geelong train station is a key public transport 'node', as it contains infrastructure to facilitate multi-modal connections including; bicycle parking, a bus terminal, taxi bays, and parking for private vehicles. Train services to multiple destinations are generally well serviced with frequent departures and arrivals. However, there is currently limited signage directing movement to and from the study area to the station.

Bus stops and routes in Greater Geelong are meant to fill in the gaps between train stop locations, facilitating more localised connections and movements. Within the study area, from the point of view of bus stop provision and location, the area seems to be oversupplied; with 6 bus stops within a 1.3km stretch along Pakington Street. However, there is currently only one bus route utilising these stops and the existing infrastructure is limited in regards to seating, shelter, bicycle parking, and access for people with vision impairment.

The UDF will highlight ways multi-modal connections can be improved within the existing infrastructure in order to continue efforts to lower car dependence.



EXISTING CYCLING INFRASTRUCTURE IN THE AREA



5.5 CYCLING NETWORK

40,000 trips are made every day in and out of Central Geelong by workers, but only 2% of these trips are made by bike despite the fact that 70% of these trips are within easy cycling range.

Greater Geelong has an extensive existing network of on and off road bike paths that offer connections to outer Geelong, the Bellarine, and Central Geelong. The Greater Geelong Cycling Strategy aims to provide quality cycle facilities and incrementally deliver better bike connections by adopting best practice design in order to encourage cycling as a viable local commuting alternative to driving. The Strategy recognises that Geelong is well placed to evolve as a cycling city. Successful cycling networks are safe and provide clear visible connections to key destinations, both locally for every day trips, and regionally for recreational purposes. A recent survey by the City in regards to upgrades to the cycling network showed strong community support for the Western Link.

Pakington Street (Geelong West) forms part of the Principal Bicycle Network; which aims to serve a commuter purpose. There is a pedestrian and cyclist overpass at the end of O’Connell Street along Madden Avenue that connects to the bike path on Mercer Street, the Esplanade, and along the Waterfront. On road bike paths along Villamanta Street, Gertrude Street and The Esplanade form part of the Strategic Cycling Corridor; which aims to serve a recreational purpose with strategic connections to key destinations including the Geelong Waterfront, and the Bellarine. Path design and the availability of ‘end of trip’ facilities including; bike racks for parking, drinking fountains, and repair stations in key locations can significantly affect usability. Existing cycling infrastructure in the study area is limited; the on-road bike lanes along Pakington Street and Gordon Avenue sit between parked and moving cars, and there is a limited provision of parking facilities and directional signage.

Population growth brings challenges for housing, infrastructure provision, and bring more people with cars. However, a safe and well connected cycling network can effectively help alleviate traffic congestion, reduce carbon emissions and promote healthy lifestyles.



Figure 13 - Cycling Network

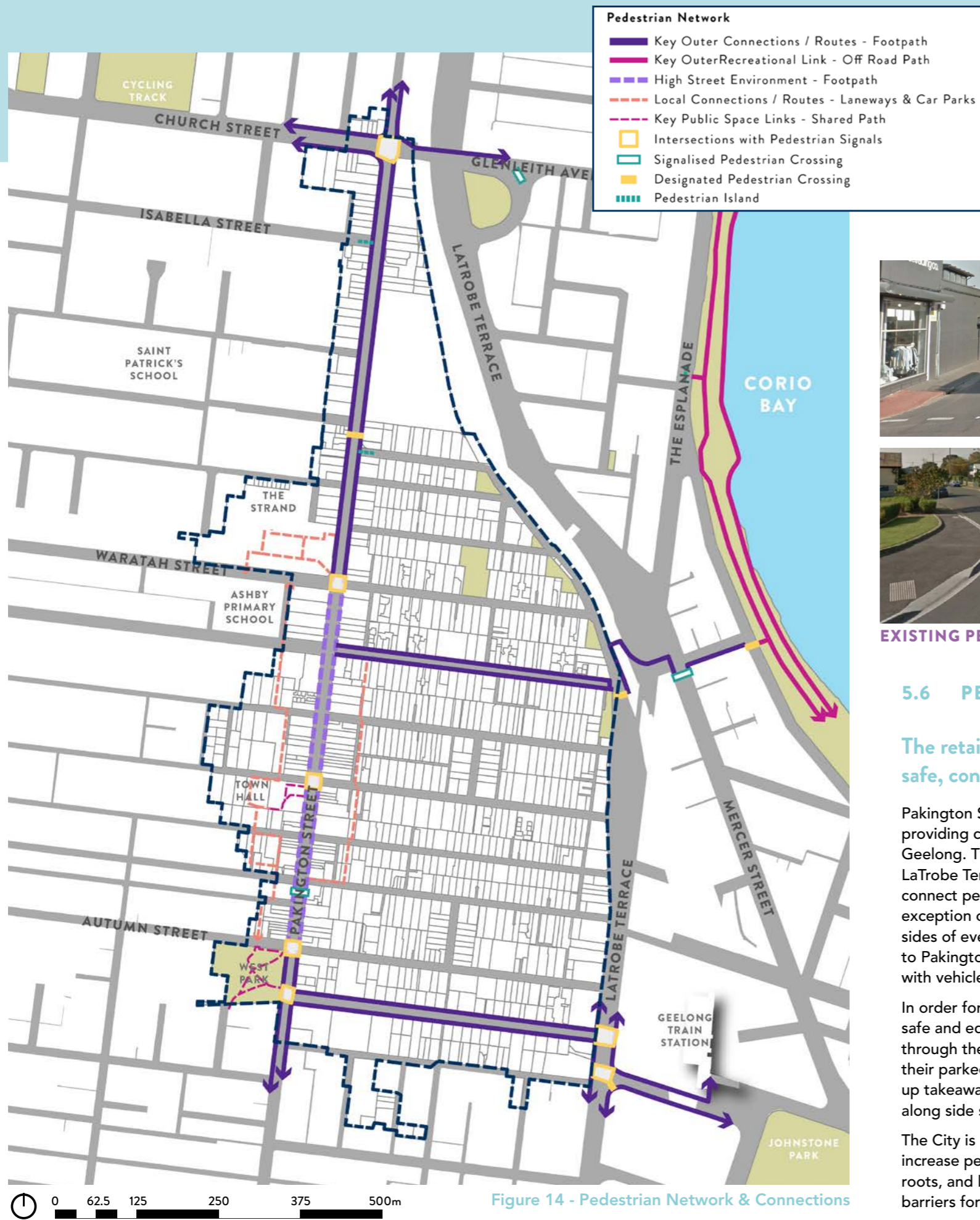


Figure 14 - Pedestrian Network & Connections



EXISTING PEDESTRIAN ENVIRONMENT

5.6 PEDESTRIAN NETWORK & CONNECTIONS

The retail and community hub function of the area relies heavily on its ability to provide a safe, connected, walkable and attractive pedestrian environment.

Pakington Street (Geelong West) and Gordon Avenue play an important role within the wider pedestrian network; providing connections to the Geelong Train Station and Bus Terminal, West Park, the retail area, and Central Geelong. The pedestrian and cyclist overpass at the end of O'Connell Street is an important connection across LaTrobe Terrace. Pakington Street and Gordon Avenue also play an important role at a more local scale as they connect pedestrians to key destinations within the area which generate high level of pedestrian traffic. With the exception of a few local laneways, the pedestrian network in the study area includes paved footpaths on both sides of every street and road, regardless of its place in the hierarchy. The network of laneways that run parallel to Pakington Street add to the permeability of the area but are generally not well lit and can create conflict points with vehicles entering and exiting.

In order for Pakington Street (Geelong West) to continue to thrive as a community and retail hub, it needs to ensure safe and equitable access for locals and visitors of all abilities and ages. After all, unless drivers are simply passing through the area without stopping, they will all become 'pedestrians' at some point during their visit; as they leave their parked car and exit the car park to; visit nearby shops, pick up a parcel, meet a friend at a restaurant, pick up takeaway, etc. There are currently a limited number of pedestrian priority crossings along Pakington Street and along side streets, which create conflict points between vehicles and pedestrians.

The City is already planning to construct two additional pedestrian crossings along Pakington Street in order to increase pedestrian safety in the area but much more work is required, considering raised pavers, protruding tree roots, and level changes in the existing footpaths are currently creating tripping hazards and present significant barriers for safe pedestrian mobility.



06 BUILT FORM & CHARACTER

The precincts in the study area contain a mix of building types and materials that highlight the different evolving character of the precincts and reflect their development over time.

Built form is a key determinant of the character of a 'place', and reflects priorities of function and scale. After all, high quality built form can have a positive effect on increasing walkability, by making walking down the street a better and more interesting experience. Land use significantly affects parcel size and built form, considering the intended use of a building plays a key role in determining its design.

The retail core precinct has a compact and legible built form, characterised by the high concentration of purpose-built commercial buildings that respond to a pedestrian scale. This reflects the area's long history as a retail and community hub and contribute to the area's distinct character. This area also contains a high concentration of historically significant buildings that contribute to the 'village' character.

The northern precinct has begun to adapt to accommodate more pedestrian activity; with the spread of hospitality and specialty retail uses in the precinct. However, the discontinuous built form with varying setbacks rarely relate or connect with street activity. Historically, the northern precinct developed as a peripheral area to the main retail hub, and as such, has prioritised vehicle movement. This is reflected in the built form; which lacks weather protection and articulation.

The Gordon Avenue precinct, like some parts of the northern precinct, has developed around or prioritised vehicle movement. The larger parcel sizes and continuous walls contain a small amount of 'breaks' and articulation. The existing built form around the precinct is a direct reflection of its historical development as a peripheral, more industrial area when compared to the northern and retail core precincts.

The following section of this report will discuss parcel sizes and frontages, existing building heights and setbacks, and will discuss the different character that has evolved in the precincts.



RETAIL CORE PRECINCT EXISTING BUILT FORM

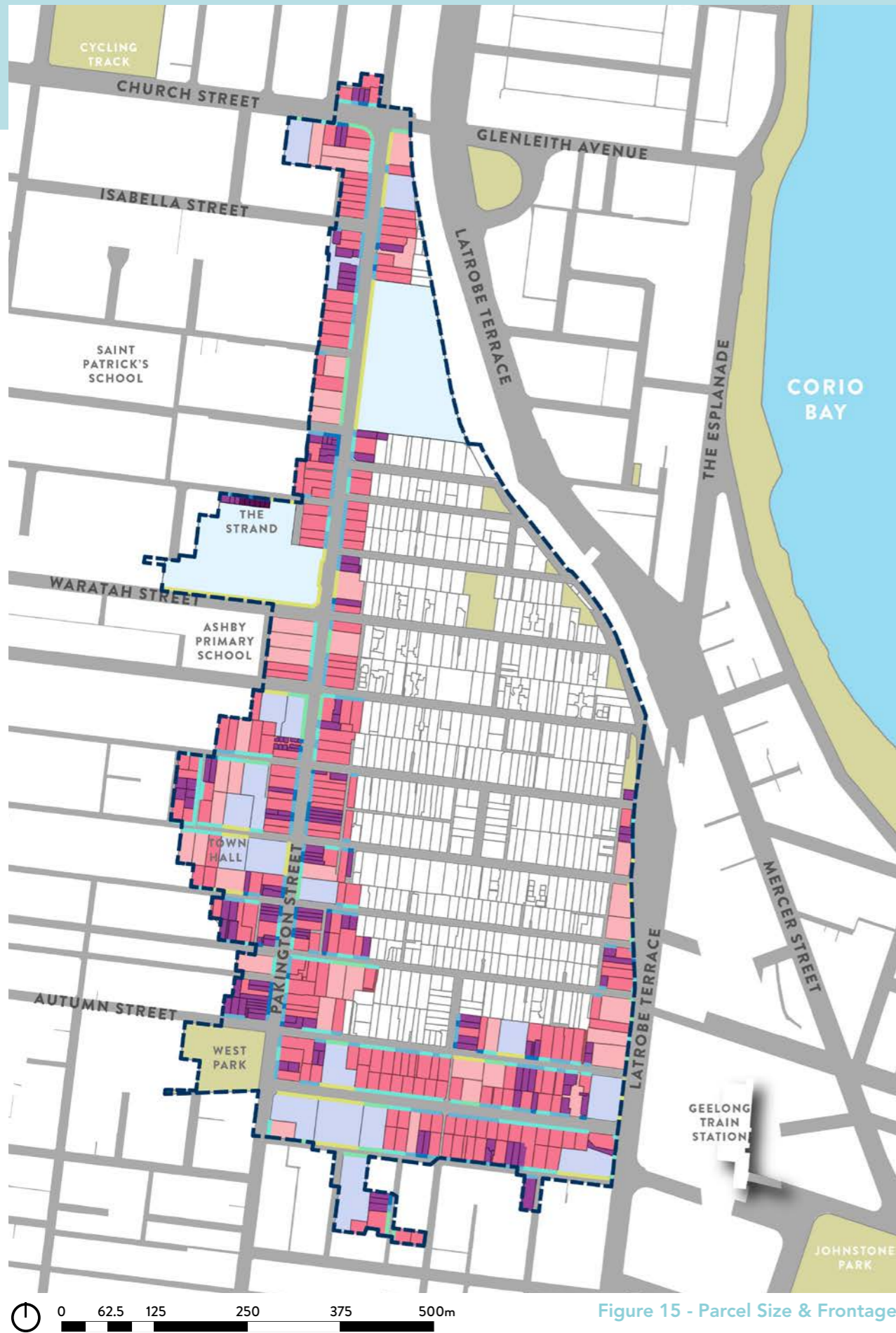
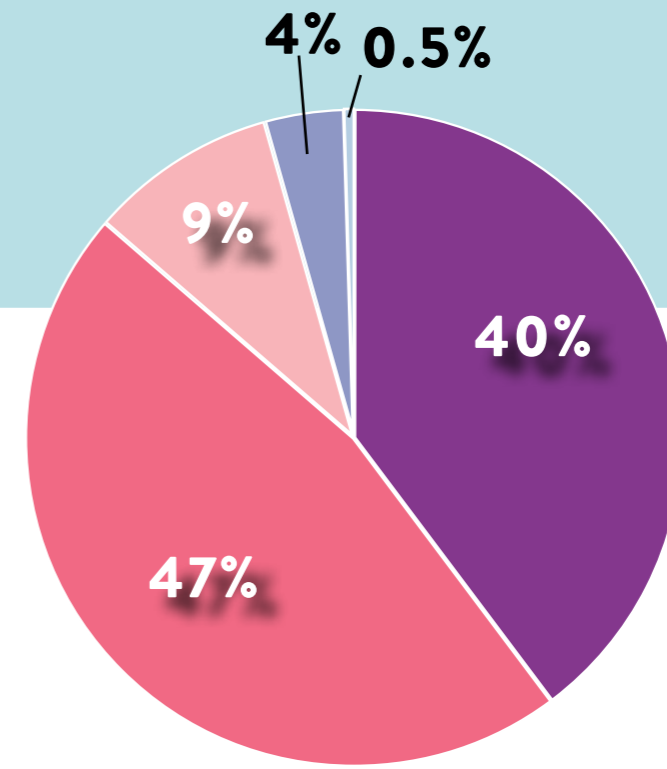


Figure 15 - Parcel Size & Frontage



PARCEL SIZE BY PERCENTAGE

6.1 PARCEL SIZE & FRONTAGE

Urban 'grain' generally refers to the size of land parcels and the distance between 'breaks' or building frontages that help activate the street and seeks to explain one of the reasons why walking the same distance along different streets can be such a different experience.

The different precincts in the study area have developed over time with different purposes; the main retail area of Pakington Street (Geelong West) reflects its historic role as a retail and community hub, while the northern precinct has begun to see uses from the retail hub; such as hospitality and specialty retail extend. The Gordon Avenue precinct has developed as a peripheral area accommodating uses requiring larger parcel sizes and frontages such as; restricted retail, bulky good and commercial/office spaces.

There is a wide mix of parcel sizes and frontages in the area ranging from smaller parcels less than 400sqm up to 4,000sqm, and two parcels that are bigger than 15,000sqm. Within the study area, parcels between 40sqm to 800sqm make up 47% of all parcels in the area, while those smaller than 400sqm consist of 40%, with only 4% of parcels being greater than 4,000sqm. To an extent, the development potential of a parcel of land can be determined by its size and street frontage, and can indicate the type of development that might occur or be appropriate. Generally, parcels larger than 800sqm can be more easily intensified and developed; with them being able to accommodate intensified development and respond to planning controls.

The study area contains a wide mix of parcel sizes and frontages ranging from small parcels less than 400sqm, up to a few that are larger than 15,000sqm. Parcel frontages range significantly as well; from narrow parcels with less than 8m frontages, to larger 35m frontages.

Parcel frontages can play a key role in activating the street; as narrower parcels are less likely to present long extents of unarticulated or 'blank walls' that have little interaction with the street. In this sense, smaller frontages provide greater variation; with more doors, windows, and shopfronts, creating a consistent 'fine grain' environment that can help create a more interesting, walkable streetscape. The UDF will provide design guidelines and direction to help ensure new development of larger parcels makes a positive contribution to the character of the streetscape and adequately addresses the street frontage.



Parcels less than or equal to 400sqm

Existing development on these parcels is likely to already be a maximised response to the development potential of the parcel. In the area, these parcels generally accommodate many of the specialty retail uses and are prevalent in the retail core precinct.



Parcels between 400sqm - 800sqm

This range of parcel size is the most common in the study area; with almost half of the parcels in the study area corresponding to this category. They are also more evenly distributed throughout the study area.



Parcels between 800sqm - 1,500sqm

Generally, parcels greater than 800sqm present good opportunities for redevelopment and intensification. Particularly, those directly fronting LaTrobe terrace have the potential to help create a stronger interface with Central Geelong as a 'gateway' to the area.



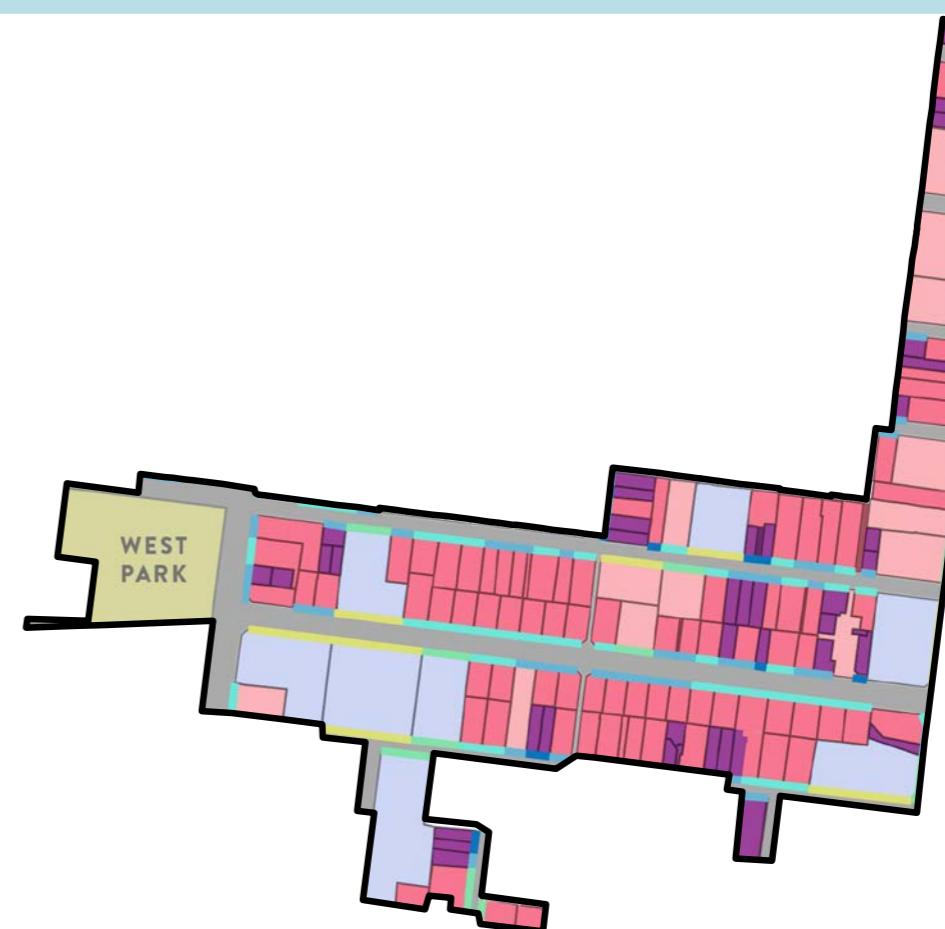
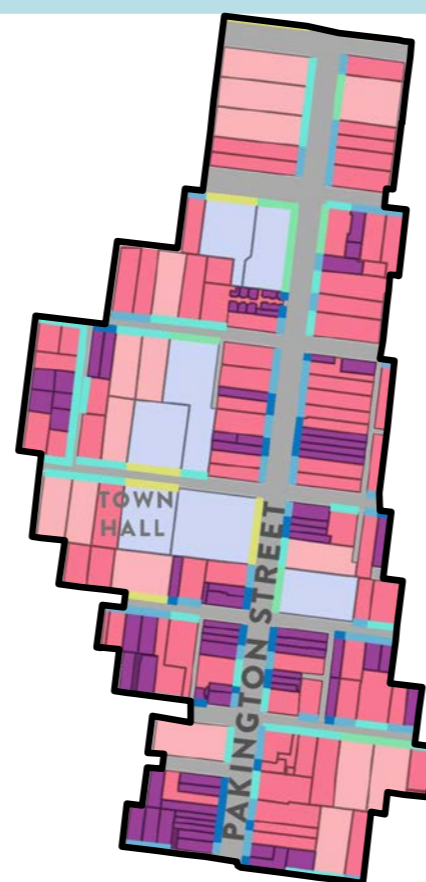
Parcels between 1,500sqm - 4,000sqm

Within the retail core precinct, these parcels are existing at-grade public car parking which are unlikely to experience significant change.



Parcels greater than or equal to 15,000sqm

The Strand development and the rail stabling yard are significantly large sites that are not characteristic of the area.



6.2 PARCELSIZE & FRONTAGE BY PRECINCT

The Northern Precinct

This precinct contains a mix of fine to medium grain parcels, with a majority of in the 400sqm to 800sqm range making up 47% of parcels, with 39% under 400sqm. This precinct contains two of the largest sites in the study area; the Mixed Use Zoned land where The Strand development is located, and the rail stabling yard site near Church Street, which are both greater than 15,000sqm.

Parcel frontages are also quite varied, and are relatively larger when compared to those in the retail core precinct, with a larger proportion of 8m to 15m frontages. The rail stabling yard takes up a significant part of the eastern frontage of Pakington Street, stretching for over 200m. This mixed subdivision pattern with that is small to medium grain reflects the mixed priorities in the area; with pedestrian and vehicle priority conflicting.

The Retail Core Precinct

The precinct has a more compact subdivision pattern with a continuous 'fine grain' mix of smaller parcels and frontages that address the street; resulting in a well defined and legible urban environment. Parcels smaller than 400sqm make up 48% of the precinct, with those ranging from 400sqm to 800sqm making up 38%. Medium grain parcels ranging from 800sqm to 1,500sqm only make up 10% of the precinct; and many of them are existing at-grade public car parking.

Parcel frontages are quite varied, presenting a greater mix of frontages when compared to the northern or Gordon Avenue precincts. There is a limited number of frontages that are greater than 25m. This subdivision pattern reflects the pedestrian oriented environment that has developed over time.

The Gordon Avenue Precinct

This precinct has a less compact and more variable subdivision pattern with a medium to large grain mix of parcels sizes and frontages. There is a large proportion of lots ranging from 400sqm to 800sqm; which represent 55% of parcels, with a higher concentration of parcels in the 1,500sqm to 4,000sqm range. The relatively short block along Gordon Avenue facilitates consolidation of dual-fronted larger parcels; with Autumn Street and Spring Street providing access.

When compared to the northern and retail core precinct, the parcels in the Gordon Avenue precinct could present opportunities for development. This precinct is also well positioned for higher use, due to its proximity to Central Geelong and the Geelong Train Station.



Figure 16 - Building Height & Setback

6.3 BUILDING HEIGHT & SETBACK

The area's zoning has kept building heights low, at one or two storeys, punctuated by historically significant buildings with parapets and architectural features that add to the overall height of the buildings and increase prominence.

Building height and a consistent zero setback response are other elements that can contribute to the character of places and can have an effect on the pedestrian experience. The study area is characterised by predominantly one storey buildings that reflect the zoning and historical development of the areas.

Building heights can be used to create landmark buildings, generally placed on key corner locations to help frame the streetscape and provide elements of interest that can be easily remembered and become characteristic of a place. There are several examples of landmark buildings located on prominent corner sites in the retail core precinct. These buildings are generally pubs, hotels and banks and include; the Barking Dog on the corner of O'Connell Street, the old bank on the corner of Clarence Street, the Shirley's building on the corner of Albert Street, and the Westpac building on the corner of Candover Street. Built form in the retail core precinct is largely characterised by one and two storey commercial and civic buildings situated directly on the front boundary. A majority of these buildings are constructed of masonry with ground floor shopfronts. In many of the historically significant buildings, parapets disguise the roof forms. Within the retail core precinct, 87% of buildings are located on the front boundary with only 10% having a setback.

The Northern precinct has less consistent built form characteristic, comprised of varied built form and setbacks with significantly less elements that directly address street activity. There are a few examples of landmark buildings on prominent corner locations including; the Telegraph Hotel on the corner of Pakington Street and Church Street, the Petrel Hotel on the corner of Collins Street, and the historically significant building on the eastern corner of Wellington Street. Building frontages rarely relate to the street and are discontinuous, as there is a varied mix of setbacks along the streetscape as well as generally larger parcels and lot frontages when compared to the retail core precinct. The streetscape is more open and less defined resulting in a 'soft' street edge that lacks definition and character when compared to the retail core precinct. The existing building stock is predominantly one storey buildings with around 15% two storey.

Considering a significant part of the residential area surrounding the northern and retail core precincts is of heritage significance and predominantly one storey, the development along Pakington Street needs to provide an appropriate response to the surrounding character of the area.

The Gordon Avenue precinct has predominantly one storey buildings with roof features that add to the overall height. This precinct has a higher proportion of setbacks that are greater than 4m. Though the precinct contains a significant portion of zero setback buildings along the southern edge of Gordon Avenue, the frontages lack articulation, and with larger parcel sizes, create a homogenous environment that limits walkability and appeal.

EXAMPLE OF A LANDMARK CORNER BUILDING



ZERO SETBACK FRONTAGE





Pakington Village

Coffee

40
7AM-7PM

PAKINGTON

rimso SLOVER

NAVAHO

quirk

07 PUBLIC REALM & AMENITY

As the principal activity spaces, the streetscapes of Pakington Street (Geelong West) and Gordon Avenue are the main focus of the public realm.

There is currently limited provision of public open space within the study area; with West Park and Kenworthy Reserve being the only local public open spaces available to residents and visitors. As such, Pakington Street (Geelong West) and Gordon Avenue themselves become the main provision of public open space that can foster activity and add to the amenity of the area.

Considering the fact that Pakington Street and Gordon Avenue serve as connections for multiple transport modes including; cars, buses, bikes, prams, wheelchairs, mobility scooters, and people, the road reserve becomes highly contested space. Therefore, the principal activity spaces are the existing footpaths and kerb outstands in these two streets.

In some places along Pakington Street, the footpaths are already being used for outdoor dining and signage to support the retail element of the street. While footpaths along Gordon Avenue are relatively less used, as they currently front uses that are less pedestrian-oriented. While footpath use for private activities such as outdoor dining and placement of signage add to the activity and vibrancy of the street, it is important that this is balanced with street space that can be used throughout the day, independently of private business operations.

Streetscape design consisting of; street tree plantings and landscaping, sculptures and art, and street furniture location and design are of critical importance in encouraging street life and providing amenity for residents and visitors of all ages and abilities. Streetscape treatment can also help visually communicate the role of key links and major pedestrian and cyclist connections across the area.

The next section of this report will discuss different elements of streetscape amenity including; existing trees and vegetation, weatherproofing, transparency, street furniture, and existing road reserves.



RETAIL CORE PRECINCT EXISTING PUBLIC REALM

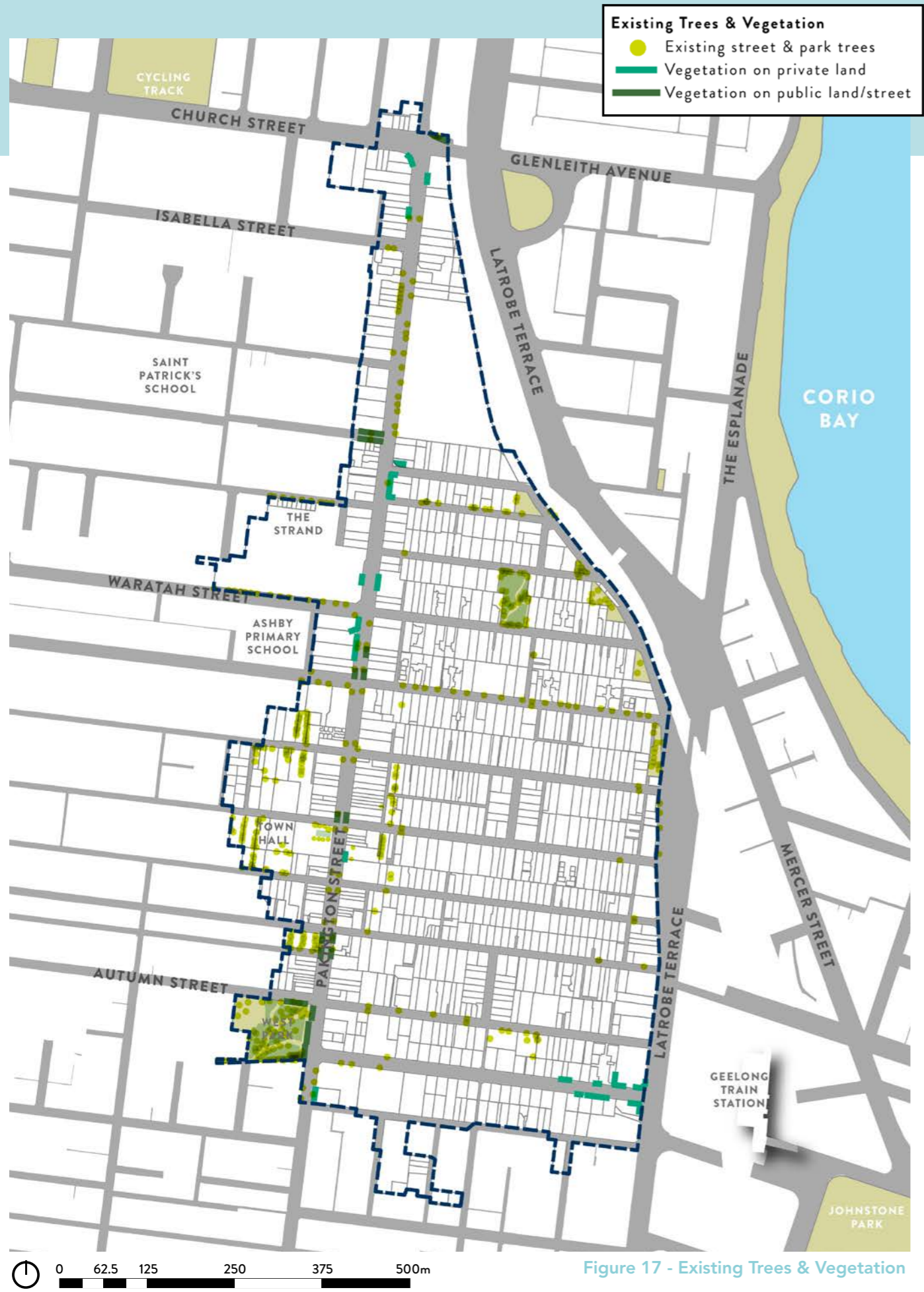
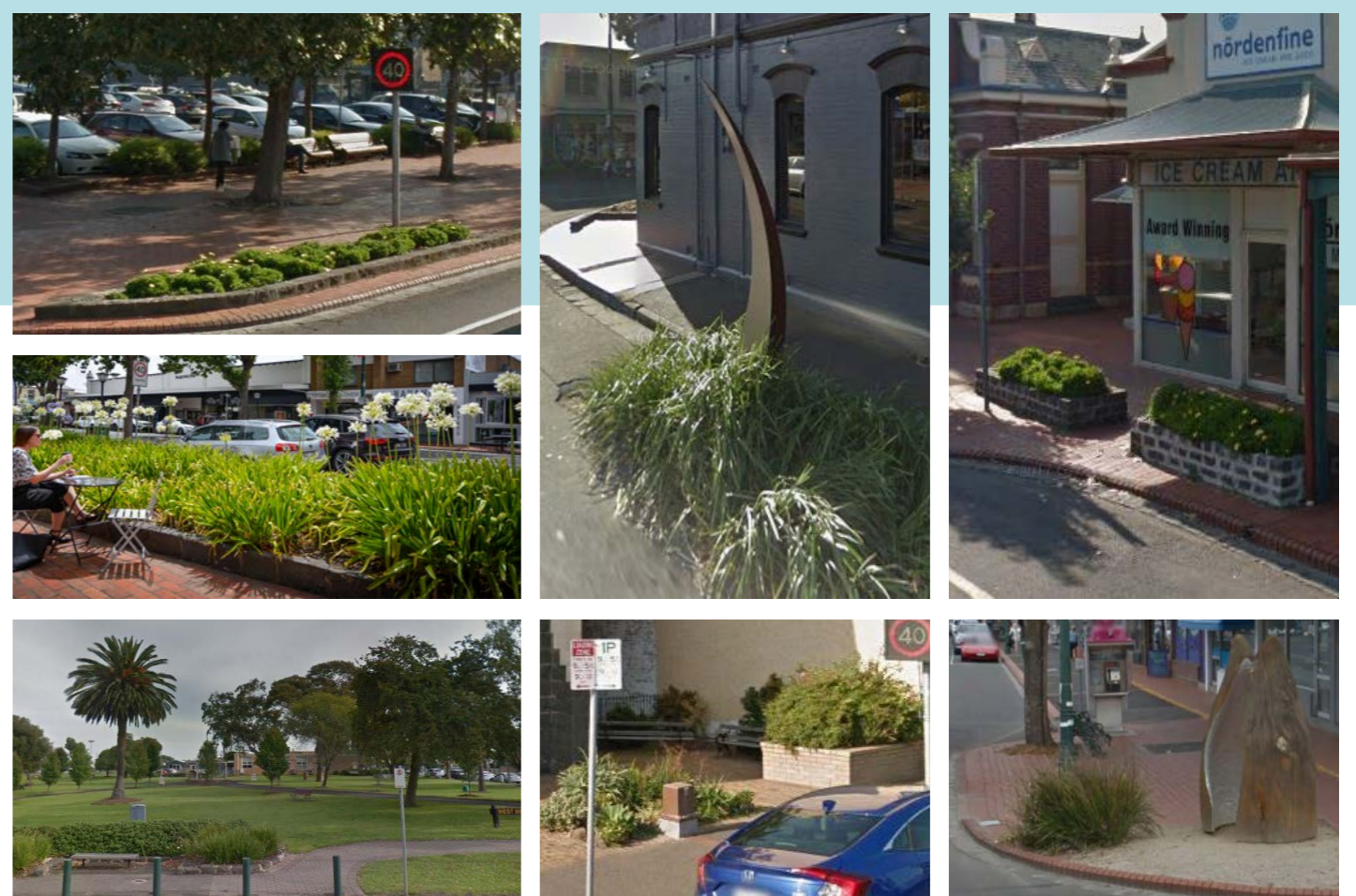


Figure 17 - Existing Trees & Vegetation



TREES AND VEGETATION IN THE AREA

7.1 EXISTING TREES & VEGETATION

Planting of street trees and vegetation in the study area has primarily focused on the retail core precinct, with sparse plantings and features along the northern end of Pakington Street (Geelong West), and almost no plantings along Gordon Avenue.

In regards to the study area, it remained largely devoid of landscaping throughout the 19th century, and it was not until 1912; with the opening of West Park at the southern edge of the study area, that 'greening'; in the area began. Peppercorn trees were planted on the eastern side of Pakington Street between Preston and O'Connell Streets during 1912, but were removed in 1927. The Town Hall forecourt was originally grassed with Phoenix Palm Trees flanking a central thoroughfare but no longer exist today. However, a few original palm trees from that era remain outside the Post Office and the Geelong Vineyard Church.

The Pakington Streetscape Improvements Report 1990 saw the introduction of the Yunnan Poplar trees that are characteristic of the area and which remain today. The report supported their planting at corners, mid-block cross points and in areas with extended pavement mostly within the boundaries of the retail core precinct. This precinct also has a significant number of birch plantings where space for the larger Poplars was not available. There are also a number of informal native evergreen plantings in the public car parks that provide shelter for cars and generally improve their appearance. There are a very limited number of other landscaping or vegetation present in the streetscape. There are a few planters framing some of the kerb outstands and seating areas in the retail core precinct; though their height and design can present tripping hazards.

The existing trees make a significant contribution to the appeal and character of the streetscape where they are present. However, due to their maturity, they are crowding the footpaths and street lights and have displaced brick pavers creating hazards to pedestrian mobility. The UDF will identify appropriate locations and design to introduce more vegetation in the streetscapes in a way that does not impede safe and comfortable pedestrian mobility along the narrow footpaths.

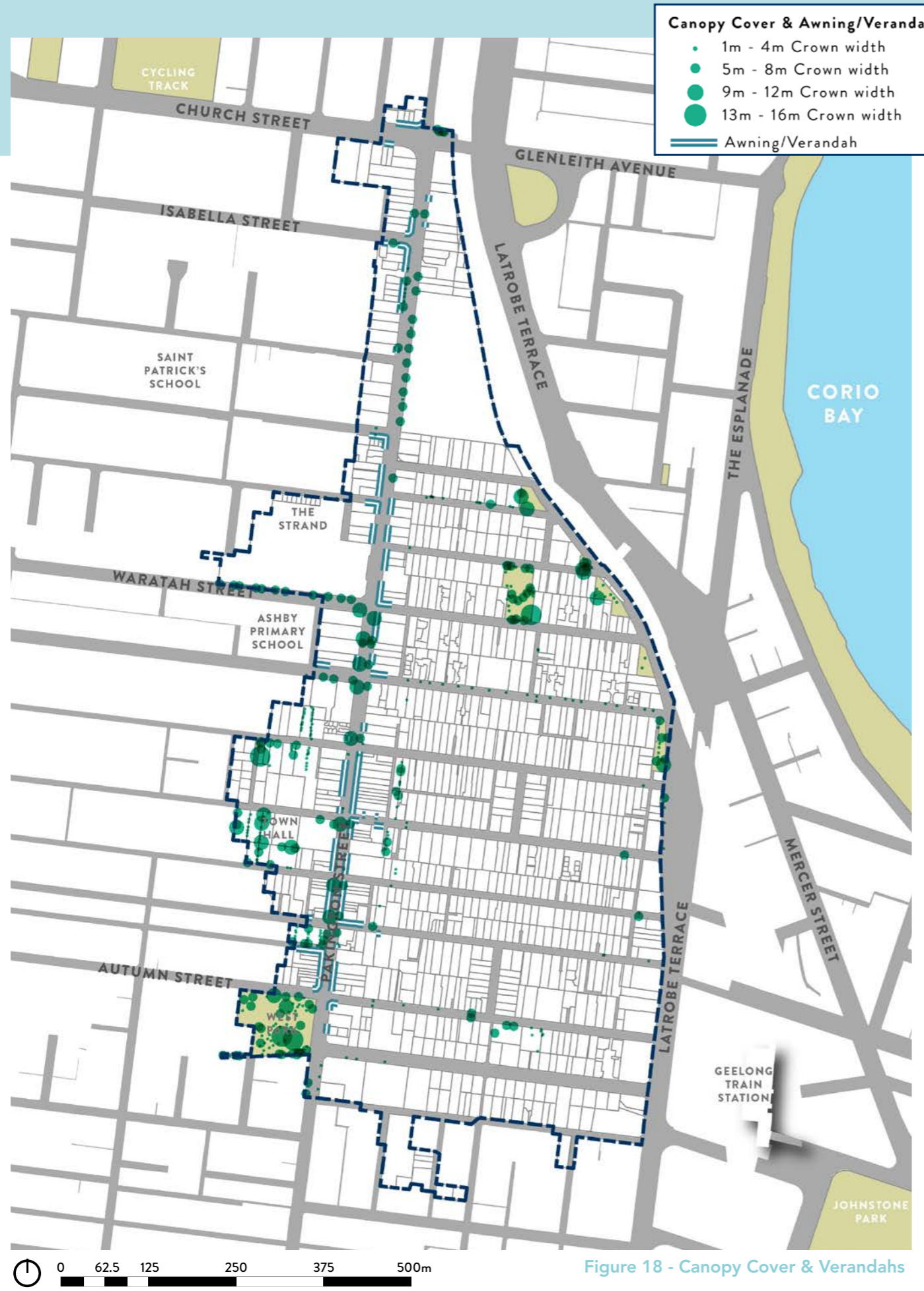


Figure 18 - Canopy Cover & Verandahs

EXISTING TREES IN THE AREA



7.2 CANOPY COVER & VERANDAHS

Apart from helping to 'soften' the hard urban edge presented by the continuous built form in the streetscape, street trees can significantly improve the amenity of the area by providing shade and shelter, and contributing to keep urban areas cool. Asphalt and concrete absorb sunlight and can significantly raise the temperature of areas where there is little 'permeable' and reflective materials; such as soft landscaping and tree canopies. When choosing adequate tree species for an urban environment, consideration to their canopy cover is important; as it relates to the amount of shade and shelter a single mature tree can provide on its own. Awnings and verandahs are built form elements that provide weatherproofing to the streetscape and can significantly improve the pedestrian environment.

In the retail core precinct, the well established street trees significantly add to the amenity of the area. They have also become characteristic of this precinct, as they provide a visually prominent and consistent landscape response. Buildings in this precinct also consistently provide verandahs of different heights and styles that contribute to the overall well weatherproofed environment, which adds to the walkability and comfort of the street. However, consideration needs to be given to the decluttering of the streetscape, considering the already enclosed street edge. This reflects the pedestrian-oriented design of the street.

The northern precinct, has considerably less street trees, and therefore less canopy cover in the area. Though some of the built form includes weatherproofing elements, these are inconsistent and particularly sparse along the eastern side of Pakington Street. The Gordon Avenue precinct has very little street tree or landscaping, which significantly detracts from the environment of the street. Considering Gordon Avenue is a key link between the study area and the Geelong Train Station and Johnstone Park, there is a great opportunity to enhance this connection through more consistent and prominent landscaping.

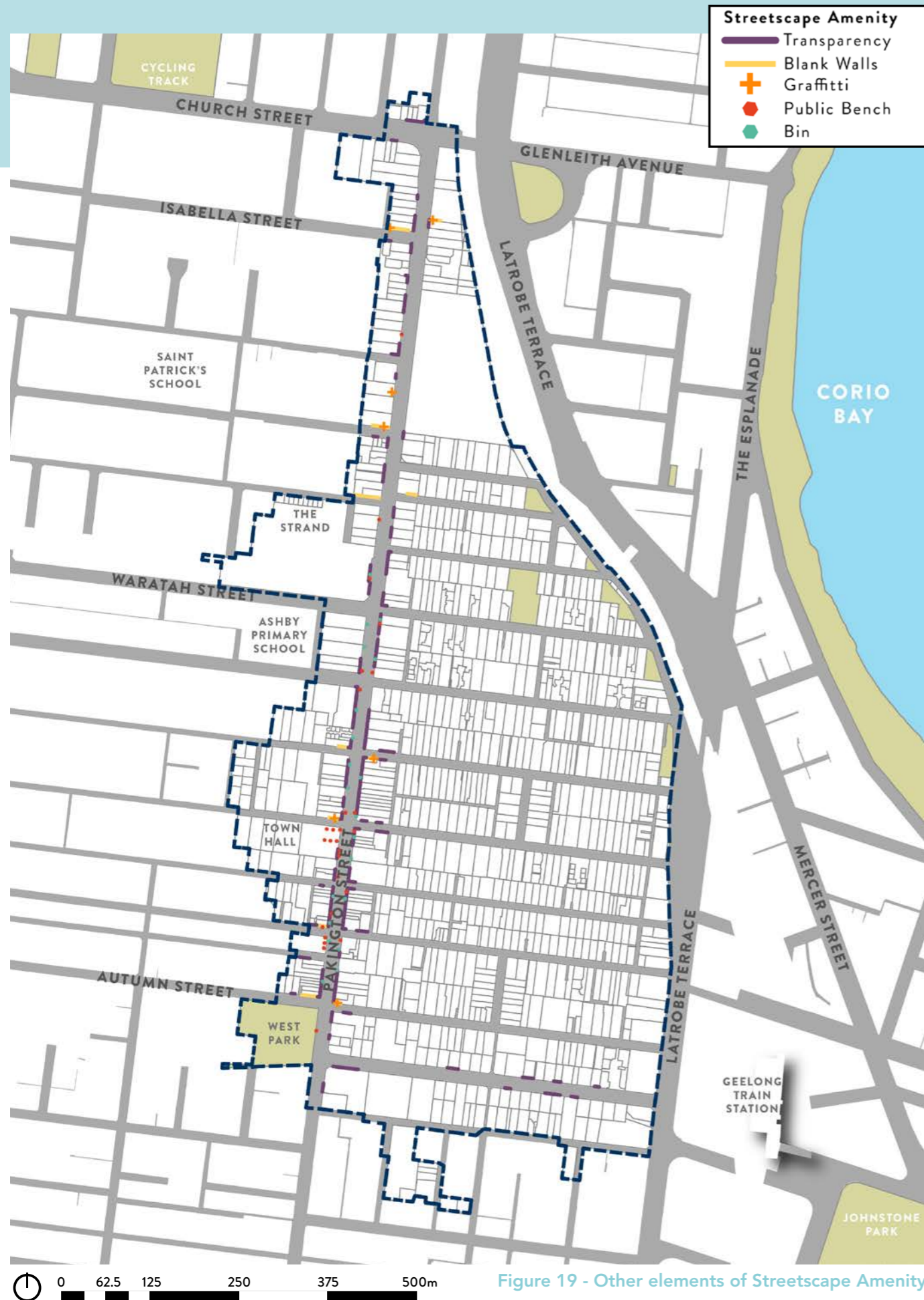


Figure 19 - Other elements of Streetscape Amenity

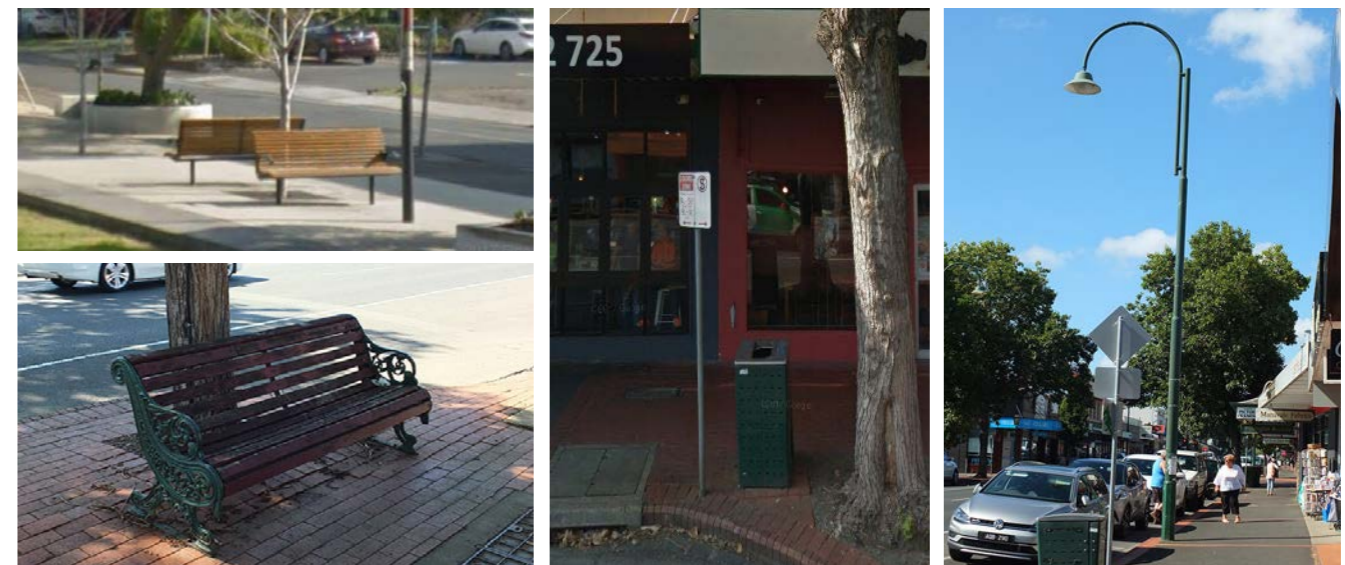
FRONTAGES WITH ELEMENTS OF TRANSPARENCY



FRONTAGES WITHOUT ELEMENTS OF TRANSPARENCY



EXISTING STREET FURNITURE



7.3 OTHER ELEMENTS OF STREETScape AMENITY

Transparency relates to elements; such as doors, windows, and shopfronts, that allow for visual connections and interactions between the activity within buildings and the street. In this sense, blank walls; which have no articulation or transparent elements, inhibit interaction and provide homogenous and boring streetscapes that detract from the quality of the street.

Due to the high concentration of specialty retail and hospitality uses in the retail core precinct, the built environment has a high degree of transparency, with regular openings, windows, and long stretches of activated shopfronts which provide an interesting and diverse environment. The retail core precinct also has the highest provision of street furniture including; bench seating, street lamps and bins. This existing infrastructure largely reflects the alterations made following the 'Pakington Streetscapes Improvements' report prepared in 1990 which included; 19th century replica street lamps, 'Ballarat' style bench seating and bins in Brunswick green, which was meant to respond to the historic significance of the area.

The northern precinct has less transparent elements in the streetscape when compared to the retail core precinct, but the character and design is changing as more specialty retail and hospitality uses are introduced into the area. Street furniture is less consistent and does not reflect the 19th century replica design used in the retail core precinct. The lack of streetscape amenity in the Gordon Avenue precinct further highlights the car-oriented land uses and design of the area; with limited transparency and no street furniture, it makes a very limited contribution to the amenity of the area.

7.4 ROAD RESERVES

Pakington Street - Northern Precinct

The existing road reserve; with a varying width of approximately 20m, accommodates two-way traffic and is bus capable. There is a continuous provision of on-street parking along both sides of the street, with the exception of cross overs and entrances to private car parking areas. There are narrow on-road bike lanes along both sides of the road, situated in between parked vehicles and moving vehicles. The footpaths accommodate a small amount of street trees and overhead electricity lines and poles. Buildings are predominantly one storey and lack weatherproofing features.

Pakington Street - Retail Core Precinct

The existing road reserve; with a varying width of approximately 20m, accommodates two-way traffic and is bus capable. There is a continuous provision of on-street parking along both sides of the street, including areas for motorcycle parking. There are narrow on-road bike lanes along both sides of the road, situated in between parked vehicles and moving vehicles. The footpaths accommodate mature street trees at mid-block, kerb outstand, and corner locations. Electricity lines are bundled on building frontages, freeing up the streetscape and buildings generally provide consistent weatherproofing.

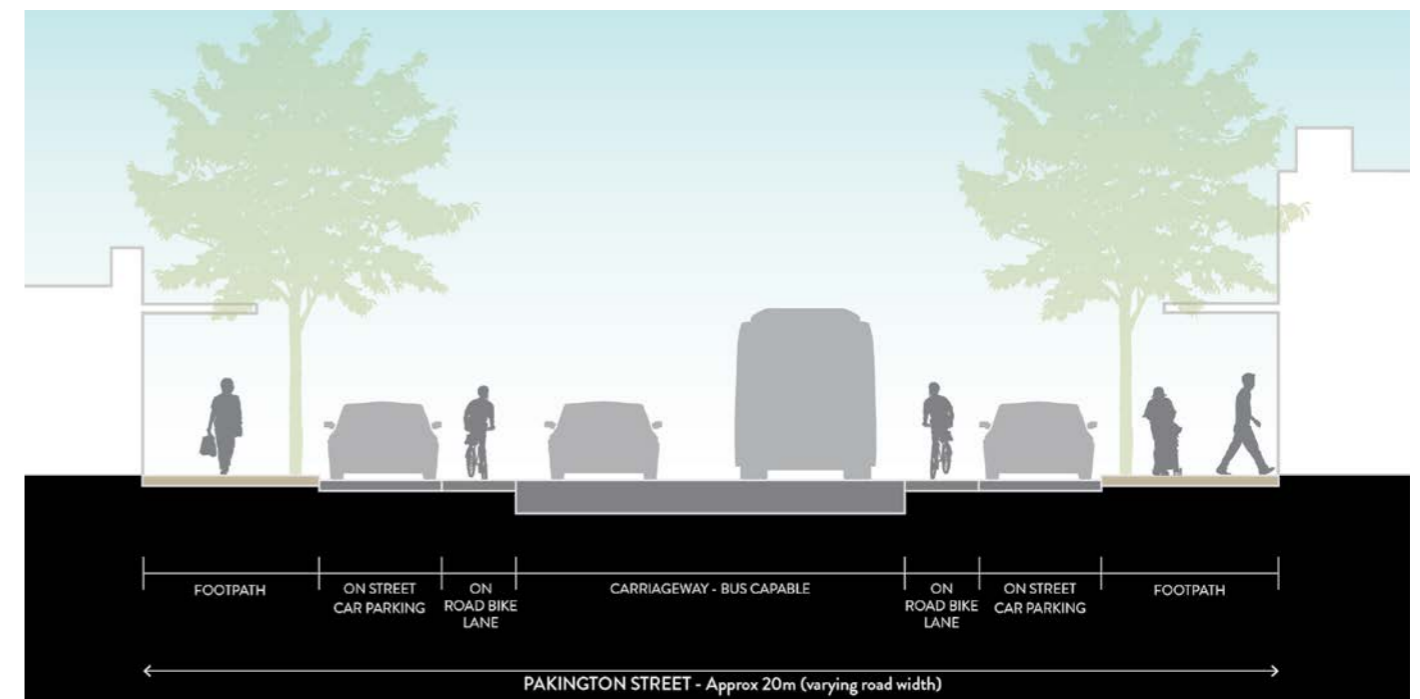
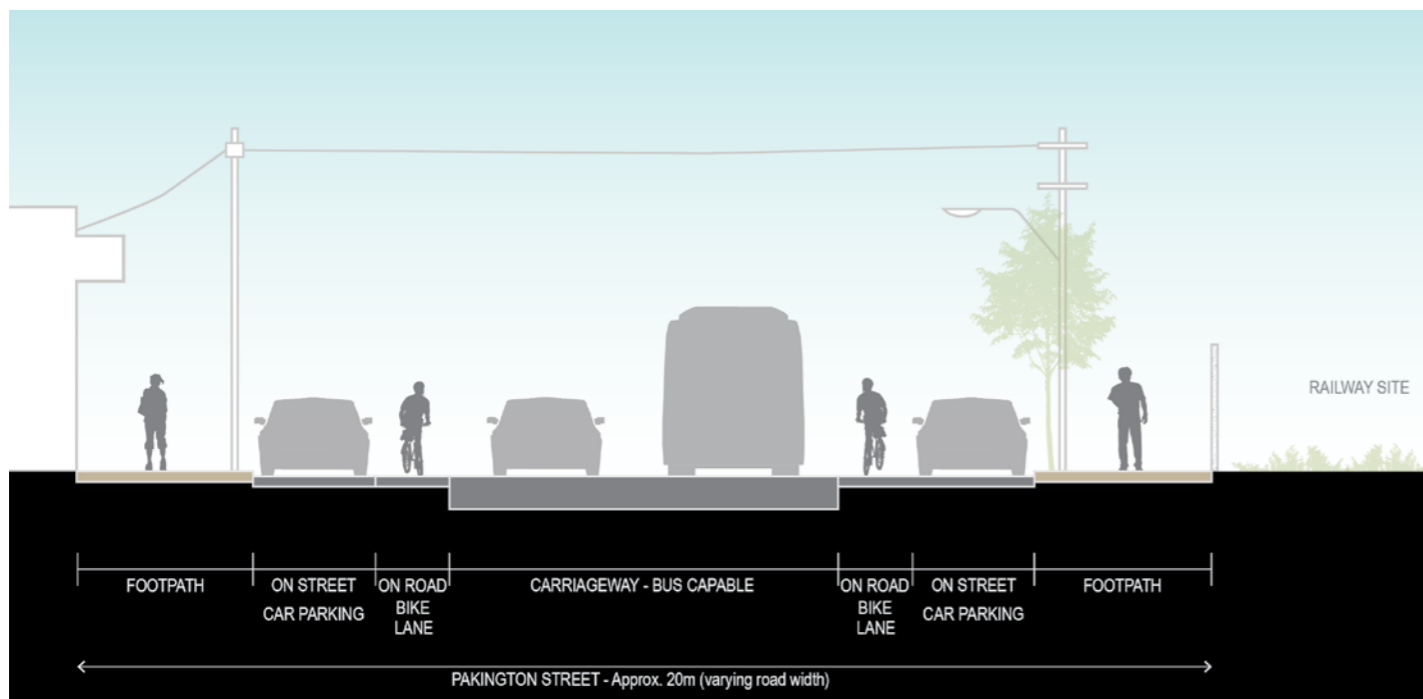


Figure 20 - Pakington Street Northern Precinct

Figure 21 - Pakington Street Retail Core Precinct

Gordon Avenue - Gordon Avenue Precinct

The existing road reserve; with a varying width of approximately 18m, accommodates two-way traffic and is bus capable. There is a continuous provision of on-street parking along both sides of the street, with the exception of cross overs and entrances to private car parking areas. There are narrow on-road bike lanes along both sides of the road, situated in between parked vehicles and moving vehicles. The footpaths accommodate overhead electricity lines and poles, with limited street tree plantings or landscaping. Buildings are predominantly one storey and lack weatherproofing features.

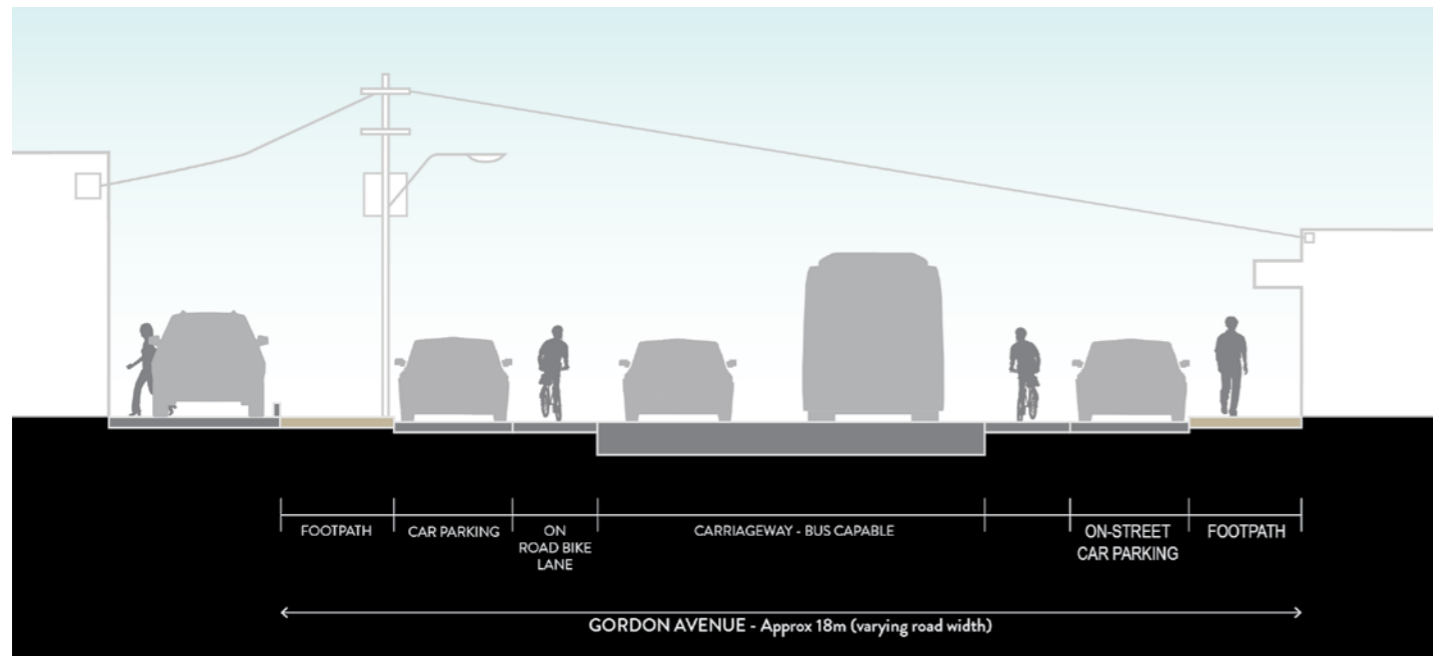


Figure 22 - Gordon Avenue

08 PRECINCTS SUMMARY

Northern Precinct

- Discontinuous fine - medium grain built form.
- Predominantly office and restricted retail uses.
- Variation in streetscape weather protection and activation.
- Wide building frontages and variable setback.
- Predominantly private car parking within front setback of properties, with on street car parking along Pakington Street.
- Inconsistent pavement treatment and street trees.
- Predominantly two storey.



Retail Core Precinct

- Continuous fine grain built form including heritage buildings.
- Predominantly specialty, service retail and commercial.
- Streetscape offers weather protection and activation.
- Narrow building frontages and consistent zero setback.
- Consistent sequences of street trees.
- Consistent brick pavement treatment that has weathered.
- Predominantly one and two storey heritage significant buildings.



Gordon Avenue Precinct

- Discontinuous medium - large grain built form.
- Predominantly bulky goods and restricted retail uses.
- Streetscape lacks weather protection and activation.
- Variable setbacks with front car parking.
- Lack of street trees.

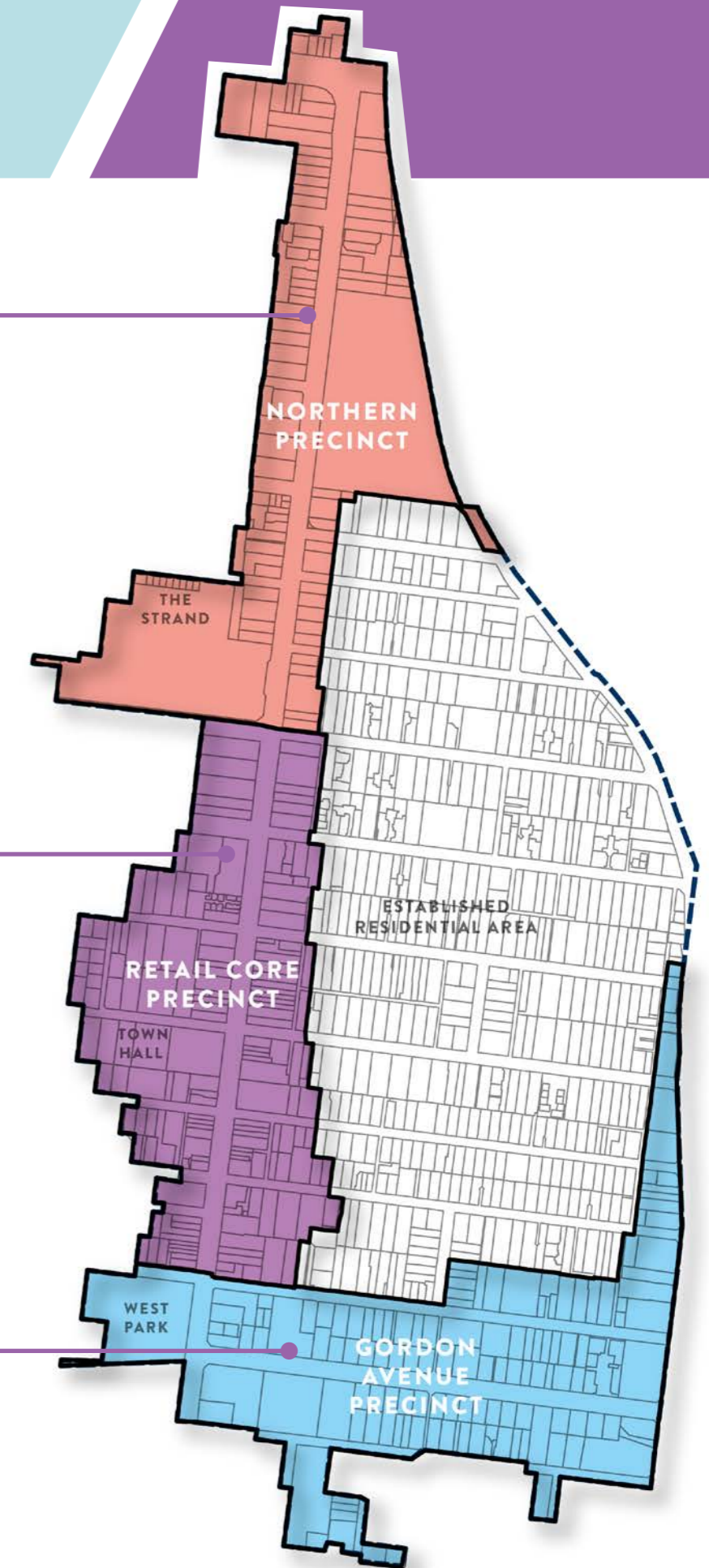


Figure 23 - Precincts

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