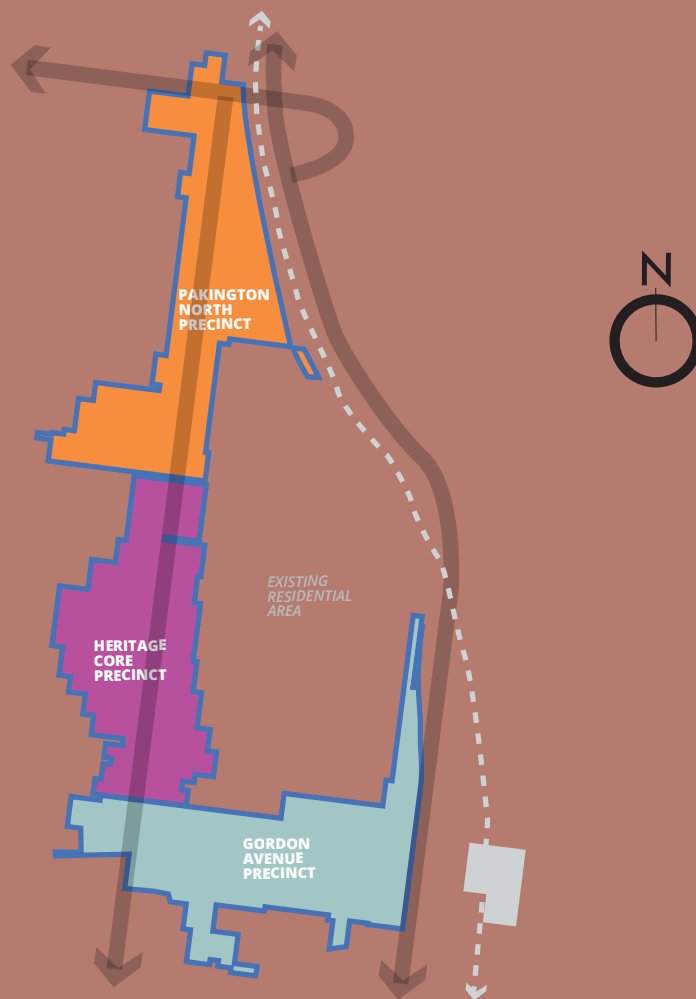


ENGAGEMENT REPORT

On the Draft Pakington Street (Geelong West) and Gordon Avenue

URBAN DESIGN FRAMEWORK

Stage 2 Engagement



the noagroup

helping groups move from uncertainty to purpose

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Date of report:
December 2020

Introduction

This report provides a summary of 'what's been heard and learned' through the Draft Urban Design Framework's Stage 2 Engagement Program. The timing of the community engagement program coincided with the isolation restrictions of the Covid 19 pandemic. Consequently, the engagement took place on-line and included the following activities:

- Awareness raising and information on the City of Greater Geelong's on-line platforms
- Encouraging people to provide a submission.
- Inviting participation in an on-line group or one-on-one phone interview.

Despite the restrictions, 51 individuals and stakeholders (on-line group and individual; phone interviews) participated and there were also 31 submissions; 45 on-line submissions; and one submission (a petition independently undertaken by a local retail operator from the Geelong West Business Association in Pakington Street which attracted 58 signatures) received.

It should be noted that the independently undertaken petition, stated it represented 'the residents of the City of Greater Geelong and visitors to the region'. A copy of the petition forms Attachment (2) to this report. It largely raises process questions as against fixed views. Traders were offered engagement times at their own convenience but were unable to participate due to the impacts of the Covid 19 lockdown.

To begin, this report gives a quantitative snapshot of the unedited outputs. It then summarises the unedited outputs from the community engagement activities under the following theme headings which appear in the order of how many comments were received on each one:-

- Building heights and impact
- Movement and access
- Planning zoning and regulations
- Infrastructure
- Environmental issues and green space
- Retail and events

At the end of each theme area there is a table outlining the key 'tensions' within the following stakeholder groups: community and residents; traders; landowners and developers; government agencies and interest groups.

The report also includes feedback on the suggested projects, listed below in order of the polling results on their potential positive future impact:

- Make streets safe and easier to move around and standardise side streets
- Master planning Gordon Avenue
- Library and Town Hall pocket park
- Green bike stands, cycling and bike lanes
- Wayfinding
- Bus stop improvements
- Accessibility

The two areas – themes and response to the projects have been kept separate. However, often there is more detail to be found in the project responses around a particular issue raised in the theme area.

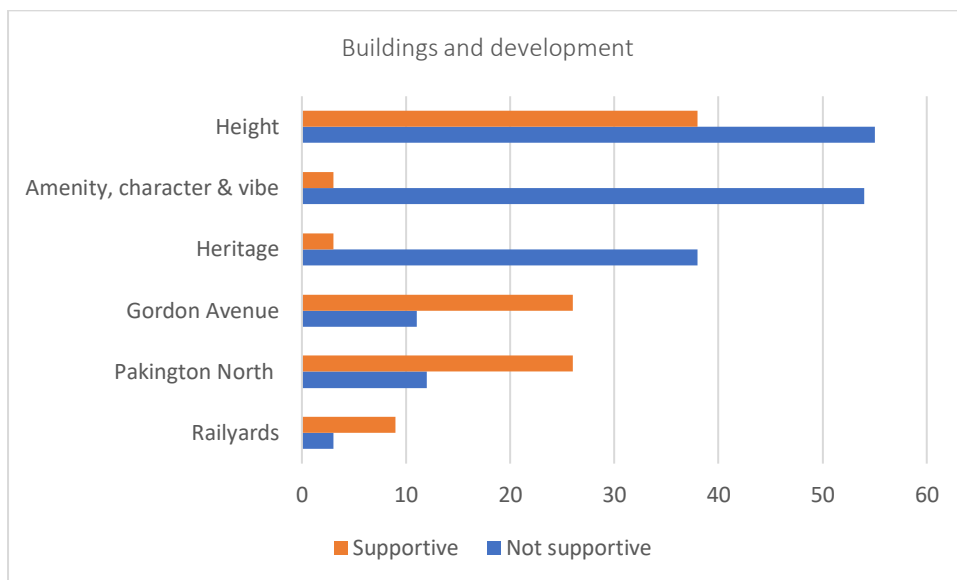
Snapshot from the Unedited Outputs

Qualitative and Quantitative Input

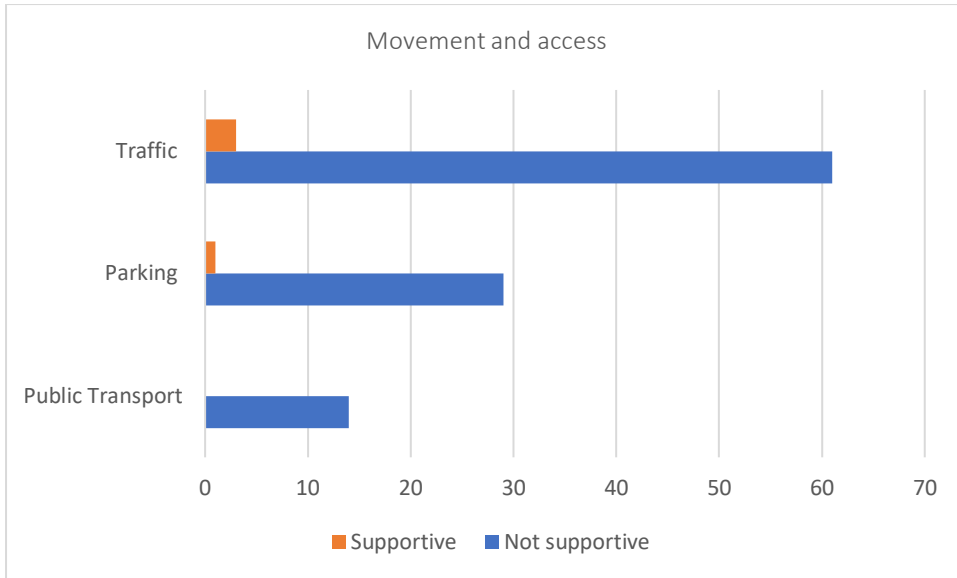
The inputs from community engagement are qualitative in that they detail personal opinion. However key issues become apparent when more people share the same opinion. The following table shows the total number of comments across a range of issues. The subjects of building height, traffic, amenity character and vibe are the most contentious.

Buildings and development <ul style="list-style-type: none"> • Height 93 • Amenity character and vibe 57 • Heritage 41 • Gordon Avenue 47 • Pakington North 37 • Railyards 12 	278
Movement and access <ul style="list-style-type: none"> • Traffic 64 • Parking 30 • Public Transport 14 	108
Planning, zoning and regulations	20
Infrastructure	21
Environmental issues and green space	16
Retail and events	9

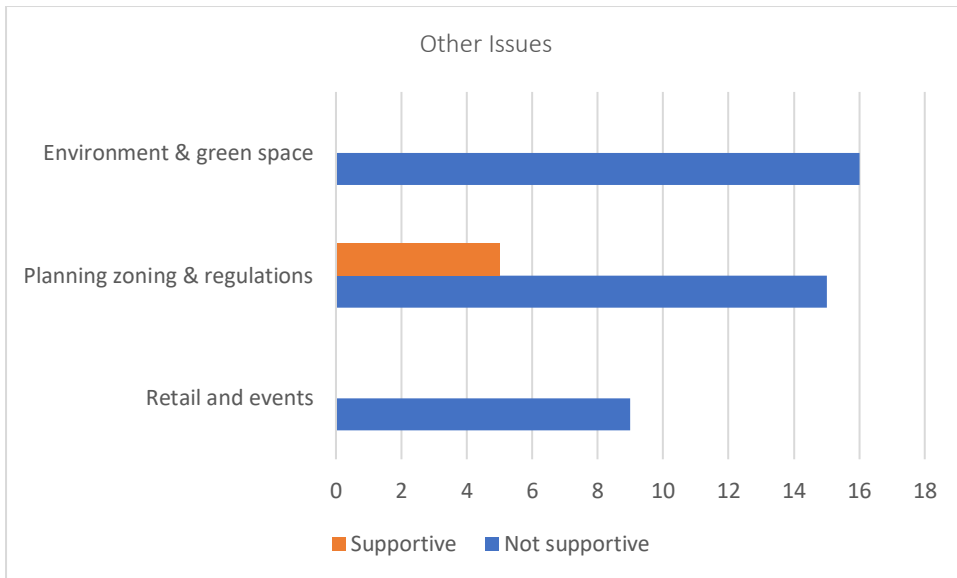
In the Unedited Outputs Report comments were grouped under two headings: supportive and not supportive. The supportive comments are generally positive about the issue. The not supportive comments either suggest further consideration or are critical to an issue. The following charts show the mix of comments around particular issues.



Within Building and Development, it can be seen that Height attracted the most comments overall but there is a mix of views. Amenity, character and vibe, and heritage are issues where comments were mostly not supportive of change.



In movement and access the most contentious issue is traffic.



With other issues, the strongest support is around further 'greening' the area.

Themes

Building Heights and Impact

Overall Comments: This area attracted the most comments and interest. There is considerable debate about building heights with preferences running for lower rather than higher buildings. Concerns include over shadowing, loss of character and the impacts of increased population. Pakington North and Gordon Avenue are seen as possibly more suited to higher buildings and increased utilisation. ***There is tension between maintaining the village/heritage feel of the area and high-rise development.***

Key Issues and Responses

Support	Content
Like	6 storeys – many of the great cities of the world have buildings capped at this height Good plan – will encourage people to live in the area; acknowledge the hard work that has gone into the development of the plan
Consideration suggested	All buildings to contribute to achieving zero carbon emissions; will need eaves on the east not just the west and north If more height, there must be well-defined community benefit
Don't like	Not 10 storeys - too high and will impact the village character of the area, lower the 'prestige feel' and decrease house values Risk of overshadowing, blocking out sun and effect on solar panels and generating energy, creating wind tunnels, raising the heat in the area, noise and loss of privacy 4 storeys – nothing over 4 storeys
Precinct Responses:	Pakington Street: leave Pakington Street alone – don't try to fix something that isn't broke Gordon Avenue: could go higher than 6 storeys – up to 10 storeys – graduate to full 10 storeys at Latrobe Terrace. Could go further in height. Northern Precinct: Potential for height and infill on the Railway site – 10 storeys; area is well suited for mixed use development as it is under-utilised

The tensions within and between stakeholder groups: Tensions are not about but between. Between one opinion and another. Within the various stakeholder groups there are positive and negative views about what is being proposed as part of the theme. The following table captures the key tension extremities within the various groups.

Stakeholder group	Views between	
Community & residents	<ul style="list-style-type: none"> I support the overall direction of Gordon Avenue and the Northern Precinct in the UDF which suggests new, higher buildings at the edges. Gordon Avenue and the Northern Precinct are under-utilised Many of the great cities of the world are capped at 6 storeys in height. Increasing population in the areas is going to be high and therefore we need to have the highest possible standards and to choose only developers who are offering the best. Make sure regulations are tight and can't be easily changes. Council to be firm no matter how much money is involved. 	<ul style="list-style-type: none"> I do not want high rise because new buildings are at odds with the village character of the area Anything above 2/3 storeys is too much. What concerns us about new, taller buildings, is the potential for over-shadowing, effect on solar panels and generating energy, creation of wind tunnels, raising heat in the area, noise and loss of privacy

Stakeholder group	Views between	
	<ul style="list-style-type: none"> • Good to have diversity e.g., inclusion of affordable and social housing with all kinds of people living in the area.... (there are) a lot of vulnerable people in the area and they should not be left behind. We need to get the percentages right though. 	<ul style="list-style-type: none"> • Diverse housing is inappropriate for the area. Geelong West has a 'prestige feel'(there are) often problems when social housing clusters are developed.
Traders		<ul style="list-style-type: none"> • Limiting building heights to 1—2 storeys in the retail core stifles the areas' ability to achieve the additional 2,700 sqm shop floorspace identified in the Retail Strategy and increasing infill development opportunities.
Landowners & developers	<ul style="list-style-type: none"> • The location of taller buildings of 10 storeys is best at the end of the precincts. • Gordon Avenue is almost Central Geelong and could take height with the added benefits of being close to the train station and Melbourne Road • Densification of areas will improve how the city interacts and improves life. Mixed densification can greatly improve areas and maintain a social snapshot of the broader community. The benefit of densification is it creates mixed density which allows all types to live in the same community. This allows first home buyers, larger older families and retired people to live within a pocket of the community and interact with one another. 	<ul style="list-style-type: none"> • If you restrict development options, you will not achieve the goal of revitalising Gordon Avenue. It should be 12 storeys in height.

Traffic, Public Transport, Access and Parking

Overall Comment: It is felt that traffic problems are already significant in the planning area and that new ways of moving traffic are needed. Traffic flow is not helped by the old narrow streets and there are some suggestions for one-way streets. There is a wide range of specific comments in the unedited outputs document that offer solutions to specific intersections and streets. ***There is also tension between designing for vehicle traffic and making areas more suitable for cycling, public transport and walking.*** Parking is already under pressure for residents, workers and visitors and there is concern that this will become more of a problem with increased residential development. The hot spots for parking issues are the central Pakington Street area and workers parking in the streets surrounding Gordon Avenue. Public transport needs to be improved and integrated into future designs along with improvements in frequency and travel times with the focus being on advocating for change. However, it is recognised that attitudes need to change as well, to increase utilisation of public transport. Improving universal access is needed for all precinct areas with access into buildings and shops particularly highlighted in the central heritage/retail core.

Key Issues and Responses

Support	Content
Like	Proposed hierarchy where active and public transport are pyritised above private vehicles including eh aspiration to optimise the level of service for buses through the area (Department of Transport submission)

Considerations suggested	<p>Consider one-way streets: Gordon Avenue could be one way; O’Connell could be one way; streets between Autumn and Wellington and between Pakington and Latrobe could be alternate one-way streets</p> <p>New multi-storey car park needed to support additional traffic; main issue is parking on Pakington Street and the surround streets where most household have 2 cars)</p> <p>How many car parking and how many car parks will be needed to respond to the projected increase in population (Petition)</p> <p>Any new housing to have own parking</p>
Don’t like	<p>Madden Avenue, Maitland Street Waterloo Street and Anglesea Terrace have too much through traffic as these are the only routes connecting Pakington Street and Latrobe Terrace</p> <p>Traffic in the entire areas is already a problem and will be exacerbated with increased population</p> <p>The narrow streets and footpaths were built 100 years ago and they are not fit for today’s car, truck, cycling and foot traffic</p> <p>Narrow streets become ‘rat runs’ like the laneways off Spring Street and back streets, streets like Hope, Weller, Candover – are both way traffic</p> <p>Workers in Autumn and Spring Streets use the parking which is only 2 hours</p>

The tensions. Tensions are not about but between. Between one opinion and another. Within the various stakeholder groups there are positive and negative views about what is being proposed as part of the theme. The following table captures the key tension extremities within the various groups.

Stakeholder group	Views between	
Community & residents	<ul style="list-style-type: none"> All new housing developments must have own car parking Fast-track Gordon Avenue/Latrobe Terrace improvements to address issues for pedestrians, cars, buses and bikes 	<ul style="list-style-type: none"> Traffic in the entire area is already a problem and will be exacerbated with increased population. The main issue is parking on Pakington Street and the surrounding streets – most household have two cars. Not all residents have off-street parking. The local residents pass does not always help
Traders	<ul style="list-style-type: none"> We need to look for ways to negate the impacts of taking away car parking. If parking is taken away the Council should acquire space behind Pakington Street. Encourage ‘back of house’ car parking in Council acquired land and laneways 	<ul style="list-style-type: none"> How will parking be impacted by the proposed development in the area? A more detailed and comprehensive traffic and parking survey is needed to better inform the UDF. The sentiment in the report to ‘put people first’ should be removed as it dehumanises the use of vehicles for transport and that’s how people do their shopping. Including wheelchair charging ability in the retail core (as part of the green bike stand project) is catering to a very small percentage of the population and I’d ask whether this is a good use of a prominent position in the street?
Landowners & developers	<ul style="list-style-type: none"> Design for vehicles. It’s easy to drive around Geelong and you have to cover big distances which would be hard on a bike! 	<ul style="list-style-type: none"> Workers in Autumn and Spring Streets take up the parking which is only 2 hours I object to any development changes to Gordon Avenue as a business owner. The area is predominately an industrial area and any layout change will affect

Stakeholder group	Views between	
		deliveries, load and unloading. The idea of less road space to unload will congest traffic further.
Government agencies & Interest groups	<ul style="list-style-type: none"> Design for active transport – cycling, walking public transport The Department of Transport is supportive of the proposed hierarchy where active and public transport are prioritised above private vehicles including the aspiration to optimise the level of service for buses through the area. Important to have a strong focus on integrating with existing train bus and active transport networks to encourage node shift from private vehicles 	<ul style="list-style-type: none"> There is a need for safer bike lanes and bike parking At the moment I cannot get into the local post office (wheelchair user). The only charge point for wheelchairs is in the library and if it is closed it causes big problems for wheelchair users.

Zoning and Regulation

Overall comment: The comments on zoning were specific and varied. *There is tension between maintaining the existing zones and therefore keeping the area the same and making zone changes to accommodate potential development.* Zoning changes create uncertainty about the future so there is a desire from some to resolve any changes as soon as possible. The impact of a potential population increase requires a strong regulatory framework to ensure high standards of development. Council needs to play a leading role in this area. There are differences in the precincts within the study area and uncertainty about how they can be brought together. Future zoning decisions are linked to the building height issue and its implications. There was a suggestion that the implications of the Covid 19 epidemic needs to be considered by the UDF.

Key Issues and Responses

Support	Content
Like	Support the rezoning of 1, 5 and 7 Pakington Street to Commercial 1 Zone and retention of 85 Pakington Street in Commercial 1 zone to allow greater diversity
Considerations suggested	<p>Plan to have Gordon Avenue moved to Mixed/Commercial 1</p> <p>Best outcome is mixed use</p> <p>Don't change the heritage core</p> <p>Make Northern Zone the same as heritage core</p> <p>More restrictions under mixed use than Commercial 1 if doing apartments</p> <p>Extend boundary of Gordon Avenue to include 232 Latrobe Terrace so rezoning consideration could be given to this land</p> <p>Some areas need environmental assessment for rezoning</p> <p>What can existing businesses do? Can we continue to run our business; sell our business; develop ourselves?</p> <p>Implement zoning changes as soon as possible</p>
Don't like	<p>Don't want Northern Precinct moved from Commercial 2 Zone to Commercial 1 Zone in order to allow 10 storey residential buildings – not in keeping with 'village atmosphere'. Do not support proposed rezoning from Commercial 2 to Commercial 1 Zone in Pakington Street North</p> <p>Difference between areas within the UDF – how can they come together? Pakington Street is difference to Gordon Avenue</p> <p>Commercial 2 zoning is restricting residential development</p> <p>Under current zones can't do any mixed use e.g., businesses, commercial, hospitality, retail, first floor activated spaces with accommodation on top</p> <p>People do not come to the areas to see old buildings. Heritage is not a big influencer. Heritage overlays are barriers to creating a vibrant night life</p>

	<p>Zoning has an impact on lighting style and what can be done</p> <p>Extended heritage zone from Wellington to Waterloo and North Zone start at railways otherwise residents in Maitland and Waterloo Streets and Anglesea Terrace will be impacted by overshadowing, privacy, increased noise and traffic. Rethink the North Zone boundary</p> <p>Costs of rates in a commercial zone is challenging</p>
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Stakeholder group	Views between	
Community & residents	<ul style="list-style-type: none"> Don't change the heritage core Mixed use is the answer to creating a more vibrant area 	<ul style="list-style-type: none"> Don't agree with rezoning simply to allow for the development of bigger buildings which many not be in keeping with the village atmosphere of the area
Traders		<ul style="list-style-type: none"> Will we be able to continue operating our businesses? Can we sell our businesses and develop the land ourselves? Cost of rates in a commercial zone are becoming unbearable. Zoned residential is around \$6,000 and zone mixed-use is \$9,000
Landowners & developers	<ul style="list-style-type: none"> Zoning changes should be implemented immediately Plan to have Gordon Avenue moved to Mixed/Commercial 1 Zoning 	<ul style="list-style-type: none"> Differences between areas within the UDF – how can they come together? Pakington Street is different to Gordon Avenue If Gordon Avenue is rezoned where will the periphery activities go?

Infrastructure Physical, Social and Environmental

Overall comment: Increased population will put pressure on water, sewer and drainage infrastructure and there are concerns about the cost and implementation of upgrades. Demand for social infrastructure like schools, play areas, parks and other gathering places for people will also increase as the population grows. ***There is a tension between increased population and associated development and the ability to provide and maintain all infrastructure.*** The influence of climate change and the need to reduce carbon emissions should be incorporated into all development and public realm improvements.

Key Issues and Responses

Support	Content
Like	Greening as we need more trees and green spaces; not enough trees in the heritage core at the moment
Considerations suggested	Power underground Working with shop owners to improve accessibility particularly in the heritage precinct; provision of ramps through a grant from Council
Don't like	Needs analysis for social infrastructure – community halls, open spaces, play areas, areas for young people; kindergartens and early learning, schools, play equipment Effect (of population growth) on sewage, stormwater and flooding; ageing infrastructure will not take increased volume; who will pay for increased infrastructure? stormwater retention provides an opportunity to upgrade West Pak – capture, store and reuse; build services into the design No clarity on the projected consequences of the works (associated with the UDF) including what interruptions there will be to the locals that currently inhabit the areas (Petition)

The tensions. Tensions are not about but between. Between one opinion and another. Within the various stakeholder groups there are positive and negative views about what is being proposed as part of the theme. The following table captures the key tension extremities within the various groups.

Stakeholder group	Views between	
Community & residents	<ul style="list-style-type: none"> Greening and tree planting Public seating and places to rest are needed and welcomed More parks for people (and dogs!) Working with shop owners to improve access 	<ul style="list-style-type: none"> Trees need to be permanent Need to consider upgrades of existing ageing infrastructure Social infrastructure also needs to be considered – schools, open spaces areas for young people and community halls
Traders		<ul style="list-style-type: none"> If public seating is part of the pocket parks then they should be located outside existing cafes and restaurants to promote outdoor dining. The disruptive impact of works needs to be considered. The aim of repurposing the area should be to support businesses in the area.
Government agencies & Interest groups		<ul style="list-style-type: none"> There will need to be an infrastructure needs analysis undertaken and factored into any development

Heritage and the ‘Pako’ Vibe

Overall Comment: People value the heritage aspects of the study area and want the overlays to remain. There is a strong view that heritage adds to the village feel and vibe of the area. Some stated that the UDF could be clearer about heritage in the area and that this was causing uncertainty. Heritage is also seen by some as more than just historic buildings ‘Heritage of an area is also in the people. Outside the PO now are older Italian gentlemen who gather; its their spot to congregate; they are the characters of the area. Don’t take away ‘their’ spot but be respectful and sensitive to their needs because these spaces are already being used.

There is potential to encourage fresh food and further multi-cultural offerings beyond Pako Fest. Vibrancy would also be assisted by longer trading hours and the development of the ‘evening economy’. ***There is a tension between maintaining the heritage overlay and relaxing restrictions to facilitate responses to perceived business opportunities by traders in the heritage core.***

Key Issues and Responses

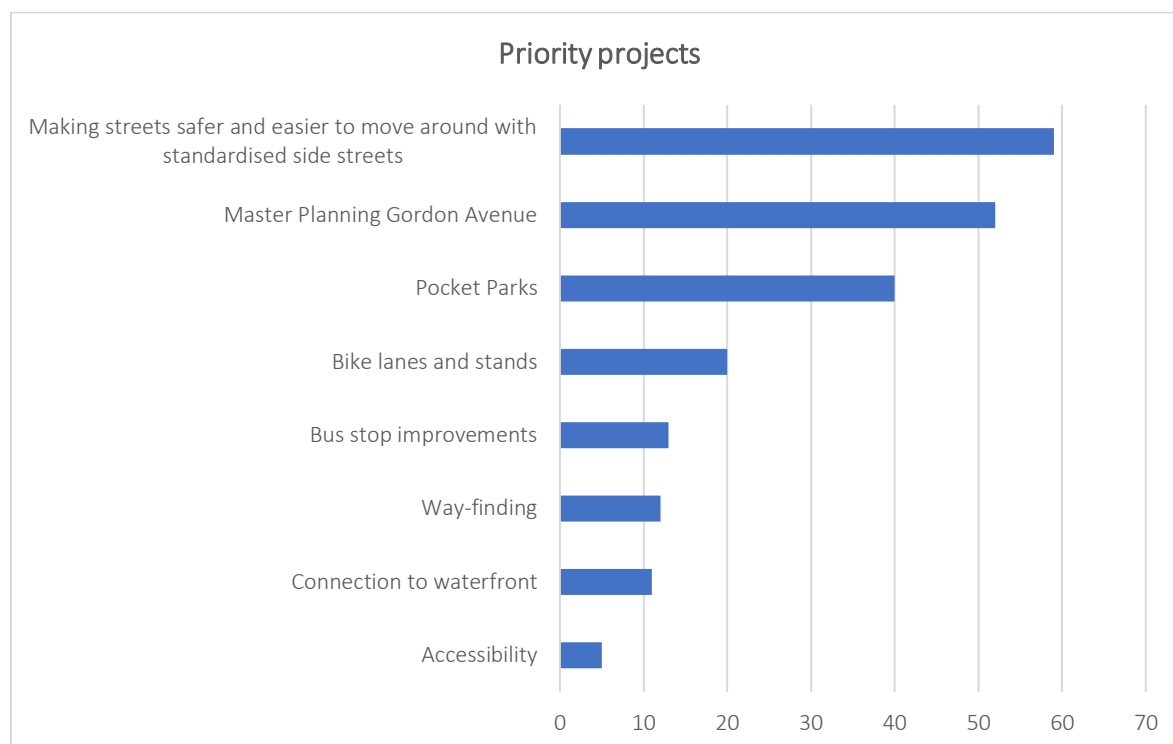
Support	Content
Like	<p>(the heritage overlays) The community will quickly fight for these things if they are taken away. Once taken, you never get to them back. Future must be respectful of existing heritage, character and fabric.</p> <p>(The existing vibe of the area) Don’t want to lose the community vibe; no change to ‘look and feel’ of place – that’s what gives it its vibe; leave Pako as is – residential and entertainment – people living and having fun</p>
Considerations suggested	<p>Residents of Wellington, Maitland, Anglesea and Waterloo need assurance that heritage overlays will not be removed; concern over Ashby area; draft UDF could be clearer about heritage buildings and outcomes wanted</p> <p>Create heritage walk with images of people who ran and run businesses in the area</p>
Don’t like	<p>Heritage is not the reason people come into the area – they don’t come to see old buildings – heritage is not a big influencer</p> <p>UDF states it will encourage various changes to private property including paint removal, removal of cladding, retention of original signage, removal of introduced signage, paint colour schemes, etc – what does ‘encourage’ mean and what is the purpose of these additional guidelines? (Independent Petition)</p>

The tensions. Tensions are not about but between. Between one opinion and another. Within the various stakeholder groups there are positive and negative views about what is being proposed as part of the theme. The following table captures the key tension extremities within the various groups.

Stakeholder group	Positive views	Negative views
Community & residents	<ul style="list-style-type: none"> • The heritage core to remain the same; already a vibrant shopping and café strip – repave, plant trees, general tidy up, paint the shops in heritage colours • I have had experience of the uneven pavements – they are trip hazards and that’s not good. The footpaths need to be redone. 	<ul style="list-style-type: none"> • I want to feel safe that the heritage and character of the streets and area will not be lost. The community will fight for these things if they are taken away. The UDF needs to be stronger on maintaining the heritage overlay. • Make sure all regulations are ‘tight’ and can’t be changed • Concern over interruption to and impact on businesses during the streetscape works
Traders		<ul style="list-style-type: none"> • The reason people come to the area is for the locally owned offerings. They don’t come to see old buildings; heritage is not the biggest influencer and the heritage overlay is a barrier to creating a vibrant evening economy. • Heritage overlay has an impact on lighting style and what can be done. This impacts on the development of an ‘evening economy’. Lighten the restrictions of the UDF for the retail core. • There is uncertainty over what and how Council will encourage changes to private property e.g., including paint removal, removal of cladding, retention of original signage, removal of introduced signage

Projects

During the on-line sessions, participants were asked to ‘poll’ their three priority projects, those that they thought would make the biggest positive difference to the area. The graph below outlines the results.



Make Streets Easier to Move Around and Standardised Side Streets

Comments on this project were predominately centred around the uneven pavements, trip hazards and the need for a uniform upgrading of footpaths highlighted. Greening and beautification in all areas was also welcomed. The need to work with traders and the community during construction was stated to minimise any inconveniences.

Like – general support	Unsure - More consideration needed	Don't like
<p>Safe and User-friendly</p> <ul style="list-style-type: none"> A uniform upgrading of footpaths throughout the area (presently there are trip hazards – uneven and tree roots) Good idea makes more user friendly for all users; make people feel safer; increase safety for everyone. 	<p>Safe and User-friendly</p> <p>More detail needed on street furniture and footpaths and specific plans for replacement and standards</p>	<p>Safe and User-friendly</p> <ul style="list-style-type: none"> Present footpaths are trip hazards – tree roots; uneven brick pavers. Don't spend money on unnecessary pavements; Maintenance regime will fix them – not replacement. Don't rip it up just to redo it <p>Cleaning</p> <ul style="list-style-type: none"> Streets need a good clean and should be done regularly
<p>Greening and Beautification</p> <ul style="list-style-type: none"> Tree planting is key; Greenery in summer cools the area; makes it a shady, relaxed shopping precinct. t More trees needed; replacement trees; trees near bus stops; in the North; retain mature trees; greening is good 	<p>Greening and Beautification</p> <ul style="list-style-type: none"> Link trees to biodiversity; select local and educate population; include edible plants. Additional green spaces at Railyards? Community garden 	<p>Greening and Beautification</p> <ul style="list-style-type: none"> No temporary planter boxes – have same visual effect as 'porta loos' Box tree as a street tree is not a good choice (leaves do not disintegrate)

Like – general support	Unsure - More consideration needed	Don't like
<ul style="list-style-type: none"> Deciduous trees add atmosphere 	<ul style="list-style-type: none"> Opportunity to book end West End and North Park 	
<p>Traffic</p> <ul style="list-style-type: none"> This is an inner-city area so should set out to avoid using cars Not all of 5 500 increased residents will be driving Four-way pedestrian crossing, pedestrian traffic lights and speed humps 	<p>Traffic</p> <ul style="list-style-type: none"> Need to include narrative in the UDF on the impact on car parking and future needs Drop speed in Pakington Street to 30 	<p>Traffic</p> <ul style="list-style-type: none"> The quality of public transport: frequency, travel times and no 'share car' system Place the raised pedestrian crossing on the south side of the intersection of O'Connell and Lawton streets off Pakington Street No need for mid-way crossing just outside Pakington Village so that area could be better used for place making and seating Crossing outside the Post Office should be moved to the north edge of that block to keep crossings uniform and support that being turned into a raised crossing instead of lights
<p>Lighting</p> <ul style="list-style-type: none"> Lighting and signage around zebra crossings Lighting like Melbourne uses – energy efficient and bright Well-lit and lush background will attract more people, shop front lighting 	<p>Lighting</p> <ul style="list-style-type: none"> Light studies need to be undertaken – lights cannot be too tall otherwise light does not get through 	<p>Lighting</p> <ul style="list-style-type: none"> Poor and there is a need for additional to make the area safe; place is dark and walking home at night, do not feel safe; need more lighting at northern end Heritage is a barrier to creating a vibrant 'evening economy' - businesses limited by what lights can be used; like to see restrictions in UDF lightened for retail core businesses
<p>Pavement materials</p> <ul style="list-style-type: none"> Like the vibe of the bricks – bricks give the vibe 	<p>Pavement materials: maintenance</p> <ul style="list-style-type: none"> Cleaning bricks should be part of an on-going maintenance regime; bricks can be pressure-cleaned and come up well 	<p>Pavement materials</p> <ul style="list-style-type: none"> Bricks hard to maintain -not a fan of bricks
<p>Standardised side streets</p> <ul style="list-style-type: none"> Good idea/great potential/great because will make is safer for everyone with the effect of slowing traffic. Especially helpful to people with disabilities 	<p>Standardised side streets</p> <ul style="list-style-type: none"> Need lights to warn drivers that pedestrians are crossing 	<p>Standardised side streets</p> <ul style="list-style-type: none"> At the end of O'Connell – street ramp needs to be raised to footpath level Raised pedestrian crossings could be counter-productive and increase driver frustration and unpredictability
<p>Approach</p> <ul style="list-style-type: none"> Work with traders and community on improvements; focus on area's strengths 	<p>Approach</p> <ul style="list-style-type: none"> UDF needs to clarify the projected consequence of the works that are to be carried out including what interruptions 	

Like – general support	Unsure - More consideration needed	Don't like
<ul style="list-style-type: none"> Work with businesses to make sure any changes/works are well-planned Work with the Wathaurong Aboriginal Corporation and Narana Cultural Centre to incorporate aboriginal heritage in art, food and street names etc 	<p>there will be to the locals that currently inhabit the areas</p>	
<p>Streetscape inclusions</p> <ul style="list-style-type: none"> Include carting stations within streetscapes Colour code kerbs to replace excessive signage More seating needed 	<p>Streetscape inclusions</p> <ul style="list-style-type: none"> 'Blue pole' in area in front of car park used to be the community notice board and it should be re-instated 	

Master Planning Gordon Avenue

The potential of this project to master plan and provide a 'gateway' into the area was liked. There were concerns over the impact to existing businesses with a proposed shift to more residential. Flooding and drainage issues were also highlighted as was working with the Wathaurong Community as this is an area of significance to them.

Like – general support	Unsure - More consideration needed	Don't like
<p>Overall project</p> <ul style="list-style-type: none"> Gordon Avenue being revamped and acting as a Gateway to the West and Pakington Street Greening is good; green spaces created where possible 	<p>Overall project</p> <ul style="list-style-type: none"> More strategic work needed to justify recommendations - flood and drainage are key issues. historically Gordon Avenue was a river Give Spring Street and other affected side streets well planned consideration e.g., make it 'fit for traffic'; 	<p>Overall project</p> <ul style="list-style-type: none"> Gordon Avenue is not front of mind – don't go there Leave as industrial No trees down middle of the street
<p>Connections</p> <ul style="list-style-type: none"> Potential extension of Green Spine linking CBD and Pakington Street; City and Johnstone Park, Railway Station Bike lanes will make it safer 	<p>Connections</p> <ul style="list-style-type: none"> Could we go over the six-lane highway? (Latrobe Terrace) 	<p>Connections</p> <ul style="list-style-type: none"> Gordon Avenue access not Autumn Street Latrobe Terrace is a barrier; cannot integrate with a six-lane highway The lack of connectivity has two parts – connection to city and intersections Do not support creation of new link road as a crossroad and access across Gordon Avenue should be via a left-out arrangement and T intersections. Crossing points along the road will generally align with side road access and major entrances to buildings Unattractive and unsafe approach from Gordon Avenue

Like – general support	Unsure - More consideration needed	Don't like
		to Geelong Railway station; have to cross busy road
Greening and Street Furniture <ul style="list-style-type: none"> Greenery is good idea Back end of Avenue ideal for linear parks; linear parks as pedestrian and cycling linkages Need shade and shelter from climate 	Greening and Street Furniture <ul style="list-style-type: none"> Deciduous trees? 	Greening and Street Furniture <ul style="list-style-type: none"> No trees down middle of Avenue
Existing businesses <ul style="list-style-type: none"> Opportunity to relocate to cheaper premises e.g., in North there is plenty of land Opportunity for value adding Potential for a luxury hotel for the area 	Existing businesses <ul style="list-style-type: none"> Rezoning – where will existing businesses go? How do we stop the buy-up of land for car yards use? Will need supermarket with population growth 	Existing businesses <ul style="list-style-type: none"> Present customers are for bulky goods and need access and good parking. If you put islands and trees in and it will reduce parking
Involvement of Wathaurong people <ul style="list-style-type: none"> Aboriginal people need to be involved in planning. This is a significant area for the Wathaurong. 		

Green Bike Stands, Cycling and Bike Lanes

The majority of comments were in favour of improving cycling lanes and the safety of cyclist overall. However, considering the affects bike lanes have had in other areas was also raised. Overseas models had been experienced by some participants and there are learnings in exploring these.

Like – general support	Unsure - More consideration needed	Don't like
Overall <ul style="list-style-type: none"> Improvement to cycling lanes to improve safety for cyclists in increasing traffic is good Behaviours will change over time and more and more people are (and will be) cycling 	Overall <ul style="list-style-type: none"> Assess impact on riders – where and what are the accidents? Question the Inclusion of a charging station for electric wheelchairs in a prominent position in the retail street (as part of green bike stands) 	Overall <ul style="list-style-type: none"> Consider effects of bike lanes in other areas – bikes are not cost effective and cannot cover the distances in our city or region – it's easy to drive in Geelong Already have bike connection from Villamanta Street – don't need another one Don't intrude onto footpaths; don't want it looking like bikes are cluttering things up Bike station on p. 43 would be better off O'Connell and Pakington Streets where connection to the waterfront is intended to go.
Model <ul style="list-style-type: none"> Shop front, pedestrians, bike lanes, car parking spaces – same as Gertrude Street in Fitzroy. Dedicated bike lanes in future; widened footpaths; make is a 	Model <ul style="list-style-type: none"> Consider e-bikes and cargo bikes to shop Send bikes on a track that is 'road behind the road' Look further to encourage people to use bikes 	Model <ul style="list-style-type: none"> Don't use painted lines to delineate; feel this would be confusing; investigate how Barcelona delineates – rubber knobs

demonstrator project for bike lanes	<ul style="list-style-type: none"> Consider trialling best practice cycling facilities by removing car parking on one side of the road 	<ul style="list-style-type: none"> No car parking in the bike lanes for safety reasons Cyclists in mid-road frustrate motorist
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Library and Town Hall Pocket Park

The development of pocket parks received mixed reviews particularly if the development of them results in loss of car parking. The addition of public seating was seen as a good thing as was the notion that they can be ‘little spaces with big impact’.

Like – general support	Unsure - More consideration needed	Don't like
<p>Overall sentiment</p> <ul style="list-style-type: none"> Little spaces with big impact – have seen in other parts of the world – great – love the idea For young people who are under-represented; if they were more engaged would be less graffiti Will draw people in 	<p>Overall sentiment</p> <ul style="list-style-type: none"> Need to work in with West Park Access for all – how would this work? Need unique landscaping and pavers Lighting to be good Possible event space – Market? Event? 	<p>Overall sentiment</p> <ul style="list-style-type: none"> Do not take away car parking for this Neither pocket parks are great Gimmicky! Be careful – use during day can be different at night Effect on foot traffic
	<p>Location</p> <ul style="list-style-type: none"> What if coffee shop moves? Where will you find land for this? <p>Library Town Hall</p> <ul style="list-style-type: none"> Need clear structure and natural materials! 	<p>Location</p> <ul style="list-style-type: none"> Concern over ramp and skateboards – dangerous; don't like ramp Space near PO has good deciduous trees, grass and open space already <p>Library Town Hall</p> <ul style="list-style-type: none"> Like idea of guiding to toilet but don't feel the need – simple garden beds would do; better served to continue area into the car park Library needs its own toilet Library flooding issues – do not want anything to disturb the flooding issue

Wayfinding

Universal language is liked and signage with a heritage character seen as appropriate for the heritage/retail core area. More details on the controls on signage mentioned in the UDF were called for.

Like – general support	Unsure - More consideration needed	Don't like
<ul style="list-style-type: none"> Good to have universal language Less poles and signs Need interpretation of the area as part of signage plan Create entrances and gateways into the area 	<ul style="list-style-type: none"> Use an app – visually impaired can access what sign is saying, work with Vision Australia Report states that strict control on signage including signage that: does not obscure any architectural detailing; are not excessively bright colours; are not internally illuminated; 	<ul style="list-style-type: none"> Heritage character of signs more appropriate in heritage core Must be quality materials Need signage to direct people to Pakington Street Church Street into Pakington Street needs improvement

Like – general support	Unsure - More consideration needed	Don't like
	typeface and is not photographic or digital imagery' – what value are these restrictions proposed to add? More detail is needed	<ul style="list-style-type: none"> Entrance of Waterloo into Pakington Street neglected and ugly – tie to plan and beautify Proposed signage is confusing; top and bottom pointing in different directions; colour scheme darker colours sometimes used as background and other times foreground; there is no opportunity or additional unified wayfinding signs towards Geelong Station and CBD and on corners of Gordon Avenue

Bus Stop Improvements

This project was liked and linked to the potential to increase the use of public transport and making the place more welcoming with the addition of attractive waiting areas, accessible to all.

Like – general support	Unsure - More consideration needed	Don't like
<ul style="list-style-type: none"> Great; like this project Part of the push to create a 'welcoming community' Protect people from the weather; shade from trees; accommodate those in wheelchairs so they can get under cover 	<ul style="list-style-type: none"> Need to increase use of public transport - influence routes and improve travel times; lobby for higher frequency of buses. Work with graffiti artist Need to develop and promote the app 	

Accessibility

Access for all involved not only being able to move around without barriers but responding to the contemporary needs of charging stations for not just wheelchairs but also the increasing use of electric bikes and cars.

Like – general support	Unsure - More consideration needed	Don't like
<ul style="list-style-type: none"> Have charging stations where people go, charging stations for wheelchairs, bikes and cars 	<ul style="list-style-type: none"> Does mobility include accessibility? Make sure all higher buildings have lift for access 	<ul style="list-style-type: none"> Need accessibility to all buildings – <i>'I can't get into the local post office'</i> Only charging point for wheelchairs is the library and if it's not open it becomes a big problem

Connection to Waterfront

It is acknowledged that the present walk and overpass needs improvement. More detail was called for on what is proposed with this project.

Like – general support	Unsure - More consideration needed	Don't like
	<ul style="list-style-type: none"> Previous walk/connecting walk never got off the ground 	<ul style="list-style-type: none"> Current walk and overpass is very unattractive and often feels

	<ul style="list-style-type: none"> • Need more detail; This project needs supportive narrative outlining detail of what the project involves 	<p>unsafe; continually damaged by graffiti</p> <ul style="list-style-type: none"> • Bridge along Church Street also un-useable given the restricted footpath
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Attachment (1) Unedited Outputs

Attachment (2) Petition undertaken by West Geelong Business Association trader



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helping groups move from uncertainty to purpose